

• Running Time

2:56

• Narrator Name

Amy Bennett

Script

The fifth annual United Nations Web4Dev conference was held at UNICEF this year... and if you didn't get to PHYSICALLY participate ... don't worry; the event was web cast, blogged and twittered. Unlike other meetings, participants were encouraged to be true to themselves as technological innovators... and geeks.

SOT Noel Hidalgo, noneck.org: "Here at Web4Dev, I'm just annotating my own personal notes and thoughts to everybody who's out in the world. So that way they can pay attention and they can monitor the conversation."

It wasn't all fun and gaming, however. Most conference attendees were here to get schooled by the experts. And to forge new ties that will expand the use of new technology for humanitarian purposes.

SOT JOHN GAGE, former Vice President, Sun Microsystems: "We are at a transformational point, and you are the transformers."

SOT KAZI ISLAM, CEO Grameen Solutions: "When you're talking about the solutions, think about how that solution can be integrated into people's lives. The solutions and the projects and the services that you're bringing in--how that could be very relevant."

Several speakers put things in perspective – noting that the developing world has needs that cannot be determined solely by the Western world.

SOT GRANT CAMBRIDGE, Engineering Technologist, Meraka Institute: "What we are talking about with 2.0, Education 2.0-- all of that is

Shotlist

1. MS: Unicef Headquarters
2. MS, fast-motion: Unicef HQ doorway
3. WS: Web4Dev conference auditorium
4. CU: Cameraman
5. MS: Two conference attendees work on laptops
6. CU: Conference attendee working at laptop
7. MS: Conference attendees
8. CU/Pan down: Attendees work on laptops
9. MS: Conference attendees
10. SOT: Noel Hidalgo, noneck.org: "Here at Web4Dev, I'm just annotating my own personal notes and thoughts to everybody who's out in the world. So that way they can pay attention and they can monitor the conversation."
11. WS: Conference attendees
12. MS: Conference attendees
13. CU: Conference Speaker
14. WS: John Gage
15. CU: John Gage
16. SOT JOHN GAGE, former Vice President, Sun Microsystems: "We are at a transformational point, and you are the transformers."
17. SOT KAZI ISLAM, CEO Grameen Solutions: "When you're talking about the solutions, think about how that solution can be integrated into people's lives. The solutions and the projects and the services that you're bringing in--how that could be very relevant."
18. MWS: Conference speaker
19. WS: Conference
20. CU: Conference speaker
21. SOT GRANT CAMBRIDGE, Engineering Technologist,

designed for Western civilization.”

SOT KAJISO CHIKANE, Central Manager, CSIR: “You could have technologies which have not developed in developing countries. People just impose them in the developing world, and then they do not work.”

SOT DR. TONY SALVADOR, Research Director, Emerging Markets, Intel: “If somebody comes along with some innovation, whether it’s a technology or a new business, it has the chance to disrupt something that’s already going on, and therefore can be perceived as threatening to that existing system.”

UNICEF acted not only as host but also as a leader in innovative thinking and partnerships.

SOT KAZI ISLAM, CEO Grameen Solutions: “I’m very happy to share that we are going to partner with UNICEF to come up with some innovative ideas related to education.”

SOT KAJISO CHIKANE, Central Manager, CSIR: “The digital doorway is a very robust computer kiosk that you are seeing here. It was developed so that it can be put in rural areas; outside for example community halls, outside schools areas and the communities can just use it. We are excited that we developed the technology and UNICEF used it, used the platform also, so it keeps on growing.”

Through knowledge-sharing workshops, panels, breakout groups, and new partnerships, the conference concluded with collaboration as the key to creating a road map for the future.

Meraka Institute: “What we are talking about with 2.0, Education 2.0-- all of that is designed for Western civilization.”

22. SOT KAJISO CHIKANE, Central Manager, CSIR: “You could have technologies which have not developed in developing countries. People just impose them in the developing world, and then they do not work.”

23. SOT DR. TONY SALVADOR, Research Director, Emerging Markets, Intel: “If somebody comes along with some innovation, whether it’s a technology or a new business, it has the chance to disrupt something that’s already going on, and therefore can be perceived as threatening to that existing system.”

24. WS, fast-motion: Conference auditorium

25. MWS: Conference attendee sitting at table, working on laptop

26. MS: Computer

27. SOT KAZI ISLAM, CEO Grameen Solutions: “I’m very happy to share that we are going to partner with UNICEF to come up with some innovative ideas related to education.”

28. SOT KAJISO CHIKANE, Central Manager, CSIR: “The digital doorway is a very robust computer kiosk that you are seeing here. It was developed so that it can be put in rural areas; outside for example community halls, outside schools areas and the communities can just use it. We are excited that we developed the technology and UNICEF used it, used the platform also, so it keeps on growing.”

29. WS: Conference attendees

		sitting, talking 30. MWS: Conference attendees sitting, talking 31. MWS: Conference attendees sitting, talking 32. CU: Conference attendee 33. CU: Conference attendee laughing 34. WS: Conference auditorium
<ul style="list-style-type: none"> <li>International version split track</li> <li>Running Time</li> </ul>	2:56	
	<b>Script</b> Same as above	<b>Shotlist</b> Same as above
<ul style="list-style-type: none"> <li>Video news footage 1</li> <li>Running Time</li> </ul>		
	<b>Shotlist</b> No Broll	
<ul style="list-style-type: none"> <li>Video news footage 2</li> <li>Running Time</li> </ul>		
	<b>Shotlist</b>	
<b>UNICEF PSA</b> <ul style="list-style-type: none"> <li>Note to NewsMarket: Always annotate PSAs running time as TRT: 30 seconds</li> </ul>	<b>Script</b>	<b>Shotlist</b>
<b>UNICEF Interview Running Time</b> <ul style="list-style-type: none"> <li>Name of person being interviewed</li> <li>Name of person's organization</li> <li>Person's title</li> </ul>	Xxx	
	Xxx	
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	<b>Script</b>	