
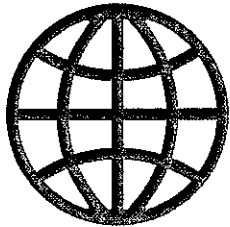


Apps for Development

A competition brought to you by  THE WORLD BANK

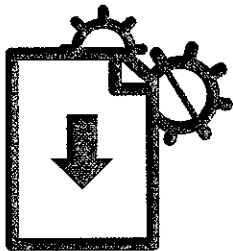


The first global competition for software applications—help us reduce global poverty!

- ▶ See your app on the World Bank's website
- ▶ Reach global audiences
- ▶ Compete for exciting prizes



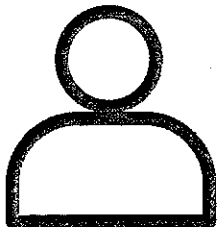
The Apps for Development Competition aims to bring together software developers and development practitioners to use World Bank data in the creation of innovative software applications.



The Competition challenges participants to develop software apps related to one or more of the Millennium Development Goals (MDGs). The apps could serve to raise awareness, measure progress, or help achieve the MDGs. The app should also use one or more datasets from the World Bank Data Catalog, found at <http://data.worldbank.org>.



Who can enter? Entries may be made by any individuals or teams, including researchers, academics, policy makers, non-profit or civil society organizations, private sector companies, statisticians, software developers, social entrepreneurs, etc.



What kind of "apps" or applications are eligible, and how will they be assessed?

Any software application—whether web-based, mobile, SMS, smart phone, desktop, or tablet—that includes World Bank data will be qualified, as long as it meets the eligibility requirements set forth on the official Competition website.



When are the deadlines? The Competition opens on October 7, 2010 and the deadline for submissions is **January 10, 2011**.



About the Millennium Development Goals (MDGs)

The MDGs represent a collective ambition for our world. Simply put, they express a vision of a world where extreme poverty and hunger have been eliminated, and the economic and human welfare of poor people worldwide has been tangibly improved. The MDGs lay out specific targets related to poverty—such as hunger, universal education, and child health—to be reached by 2015.

For more information, rules, and submission guidelines, go to www.worldbank.org/appsfordevelopment

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