Press release

'Mobiles for good'- challenge creates opportunities for mobile technology in healthcare sector

Vodafone Foundation invests 120.000 euro in the three best ideas for using mobile technology in healthcare sector

Amsterdam, May 15. 2012 **– Today, the [Vodafone Foundation](#) and [Waag Society](#) announce the launch of the [Mobiles for Good challenge](#), a competition to identify the three best ideas for using mobile technology to improve health care and welfare. The winners will each receive 40,000 euros, office space in Amsterdam and professional coaching to accelerate the launch of their concept in the market. The challenge was announced at the [PICNIC Innovation Mash Up](#) in Amsterdam. Vodafone already organized larger challenges for mobile Internet companies, such as the [Mobile Clicks award](#).**

Rob Shuter, CEO of Vodafone the Netherlands and Chairman of the Mobiles for Good challenge jury, said: "Convenient access to affordable healthcare is a most basic human right. We believe mobile technology can play an unique role in the healthcare environment and are looking for smart ideas to deliver on their opportunity."

Jury and assessment criteria
Participants can present their ideas and receive expert advice during three workshops which will occur before the challenge's closing date on Friday, August 31st at 17:00. After a preliminary selection, six finalists will present their concept during live pitches to the jury at the PICNIC Festival in Amsterdam on September 18, 2012. The winners will be announced immediately.

The jury consists of:
- Louise Gunning, Chairman of the Executive Board, University of Amsterdam and the Hogeschool van Amsterdam;
- Patrick de Zeeuw, Co-founder and Board Member. Startup Bootcamp International;
- Rob Shuter, Chief Executive Officer, Vodafone Netherlands; and
- Marleen Stikker, Chief Executive Officer, Waag Society, and Chairman of the Board, PICNIC;

The assessment criteria for the Mobiles for Good Challenge include:
- the social impact for patients;
- technical, operational and economic feasibility;
- innovation, creativity and originality;
- a working prototype that can be tested;
- professionalism of the candidates, such as experience, knowledge, skills and network.

Prize money:
1. The prize money of 120,000 euros will be divided into three prizes of 40,000 euros.
2. All winners receive coaching from Vodafone.
3. The three winners will receive office space on the sixth floor of Vodafone's headquarters in Amsterdam.

For more information on how to register for the Mobiles for Good Challenge, please visit www.mobilesforgood.nl.

About Vodafone Netherlands Foundation
The Vodafone Netherlands Foundation was established in 2002 with the aim to provide independent support to social responsibility projects. Its purpose is to use mobile communication technology in creating solutions for social issues in the field of care, safety or welfare. Furthermore, the foundation organizes a number of volunteer activities employees can participate in.

About Waag
Waag Society, institute for art, science and technology, develops creative technology for social innovation. The foundation researches, develops concepts, pilots and prototypes and acts as an intermediate between the arts, science and the media. Waag Society organized the first App contests in the Netherlands, such as Apps for Amsterdam.

About PICNIC – www.picnicnetwork.org
PICNIC is one of Europe's leading creativity and innovation platforms. We function as an incubator and accelerator for game changing ideas, concepts, products and services. We're fiercely multidisciplinary and cross sectoral, bringing together creative minds from business, government, the cultural and non-profit sectors, knowledge institutes and higher education to solve today's big business, social and environmental challenges.