

# The Global Best M-Gov Award: Nurture young minds to advance society

February 2023



الجائزة العالمية لأفضل التطبيقات الحكومية  
THE GLOBAL BEST M-GOV AWARD

**WORLD  
GOVERNMENT  
SUMMIT 2023**

in collaboration with

**TDRA**

هيئة تنظيم الاتصالات والحكومة الرقمية  
TELECOMMUNICATIONS AND DIGITAL  
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And

**KEARNEY**



# To inspire and encourage **Government-** **oriented innovation**

The “Global Best M-Gov” Award and the “GovTech” Award are organized by the UAE Government as part of the World Government Summit. These awards are designed to encourage pioneering students, researchers, government agencies and institutions, private sector companies and startups to develop innovative solutions using the latest technologies to address evolving local and global challenges and explore new opportunities for a better future for humanity.



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## Introduction

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# Technology as a change enabler for Governments

In the past decade, interest to pursue computer science and information technology related studies has soared across the globe. In fact, several global indicators point out that the number of tech university students has more than doubled since 2010.

In recent years, the same phenomena can be seen across the Arab World with the kickoff of major initiatives such as the visionary and ambitious “One Million Coders” program. Launched in 2017 by the UAE government, this initiative aims at developing digital literacy among youth, reaffirming that governments are now playing an important role in the promotion of technology for the development of their societies.

Furthermore, technology advancements and the global increase in smartphone adoption has accelerated innovation across sectors around the world, presenting government leaders with new opportunities to use data and technologies to build trust, agility, and resilience.



## M-Gov Award throughout the years

The M-Gov Award is an initiative launched by the UAE government as part of the World Government Summit. The award recognizes innovative mobile applications that improve public services and promote creative use of technology to make people's lives easier and better. The award aims to encourage entities of all types to showcase how mobile applications can impact societies, and at times the world at large, by providing cutting edge solutions to pressing challenges or enhancing productivity and efficiency of governments to better serve their constituents.

The M-Gov Award was first organized in 2014, and since then has become an annual event. Throughout the past seven editions, the award was geared towards varying sectors including students, researchers, entrepreneurs, startups, corporates and government entities. The award recognized local as well as regional and global achievers to match the nature and scope of the World Government Summit that has also grown in reach, impact and participation in its ten years history since inception.

While targeted innovators have varied from year to year, the focus was always to recognize solutions that met specific criteria including the level of innovation, impact, maturity, scalability and replicability, and sustainability of the business model. Independent juries from renowned bodies across consulting firms, corporates, academia and governments consider critical success factors to differentiate the best solutions from the rest.





Such panels invest time and effort to measure the adoption of novel approaches and techniques leveraging technology to provide solutions in a streamlined and more efficient manner, as well as the ability for the solution to solve sticky problems affecting a large part of the population, providing tangible benefits. They also look into the readiness and robustness of the solution and its level of adoption while assessing the possible extension and adoption of the solution to broader audiences/geographies and/or other contexts. Finally, juries consider both the cost-effectiveness and financial viability of the solution, as well as its ecological impact and footprint.

The award has also added at times more formats to its portfolio including local, regional and global hackathons, both virtual and physical, which widened the participation base as well as the number of participants and the categories of solutions shared by participating individuals and entities. The award has also been produced under different names like “Gov Tech Prize” during the pandemic.

Cheer numbers reflect the exceptional success of this award. In its eight editions to date, the number of participating entries exceeded the 100,000 mark from more than 90 countries across the five continents. The award has grown in reach, weight and impact. It has developed and matured to become one of the most prestigious awards in its category on a global scale.

Finally, the M-Gov Award is one more solid contribution from the government of the UAE to humanity and to the good of people around the world. While striving to lead the world in the quality of government services, the UAE government is well aware of its role in encouraging young and talented innovators, startups as well as government entities in making this world a better place for generations to come.

## Approach

The journey  
to selecting  
the finalists

Selecting the  
best ideas



The Global Best M-Gov Award was established in 2014 to encourage the development of innovative solutions through smartphone applications. More specifically, these solutions should address existing and evolving high-impact local and global challenges faced across societies. In its 8th edition, the award was open to students and researchers worldwide enrolled in recognized public and private universities as well as graduates of the “One Million Coders” initiative.

In total, 1000+ applications from more than 60 countries were received. It is noteworthy to mention that the Award targets working mobile applications, even if in their development stage and not yet published on any online store.

These submissions went through a rigorous and thorough shortlisting approach spanning across 3 phases.

### **A. Knock-Out Phase:**

Ensuring compliance with the M-Gov Award requirements

### **B. Scoring Phase:**

Evaluating all applications across five key dimensions

### **C. Shortlisting Phase:**

Narrowing down the applications with the highest score to select the finalists

## A. Knock-Out Phase

All received submissions underwent a knock-out phase to ensure that the considered applications are aligned with the seven M-GOV participation requirements. From the seven criteria, two are common for both university students and Million Coders graduates and the remaining five are category specific as follows:

### Common Criteria:

Smartphone compatibility and citizen centricity.

### University Students:

University enrolment and accreditation, development team size and development date.

### Million Coders Graduates:

Proof of graduation and development timeframe.

As a result, **130+** submissions proceeded to the scoring phase.

## B. Scoring Phase

The long list of case studies was analyzed and evaluated across five main dimensions:

- **Level of innovation:** Measuring the adoption of original approaches and techniques, including innovative technologies
- **Impact:** Describing the ability of the solution to solve sticky problems affecting a large part of the population, providing tangible benefits
- **Scalability and replicability:** Assessing the possible extension and adoption of the solution to broader audiences/geographies and/or other contexts
- **Functionality:** Assessing completeness and attributes of the features provided by the application
- **Design:** Evaluating design and usability of the application








# C. Shortlisting Phase

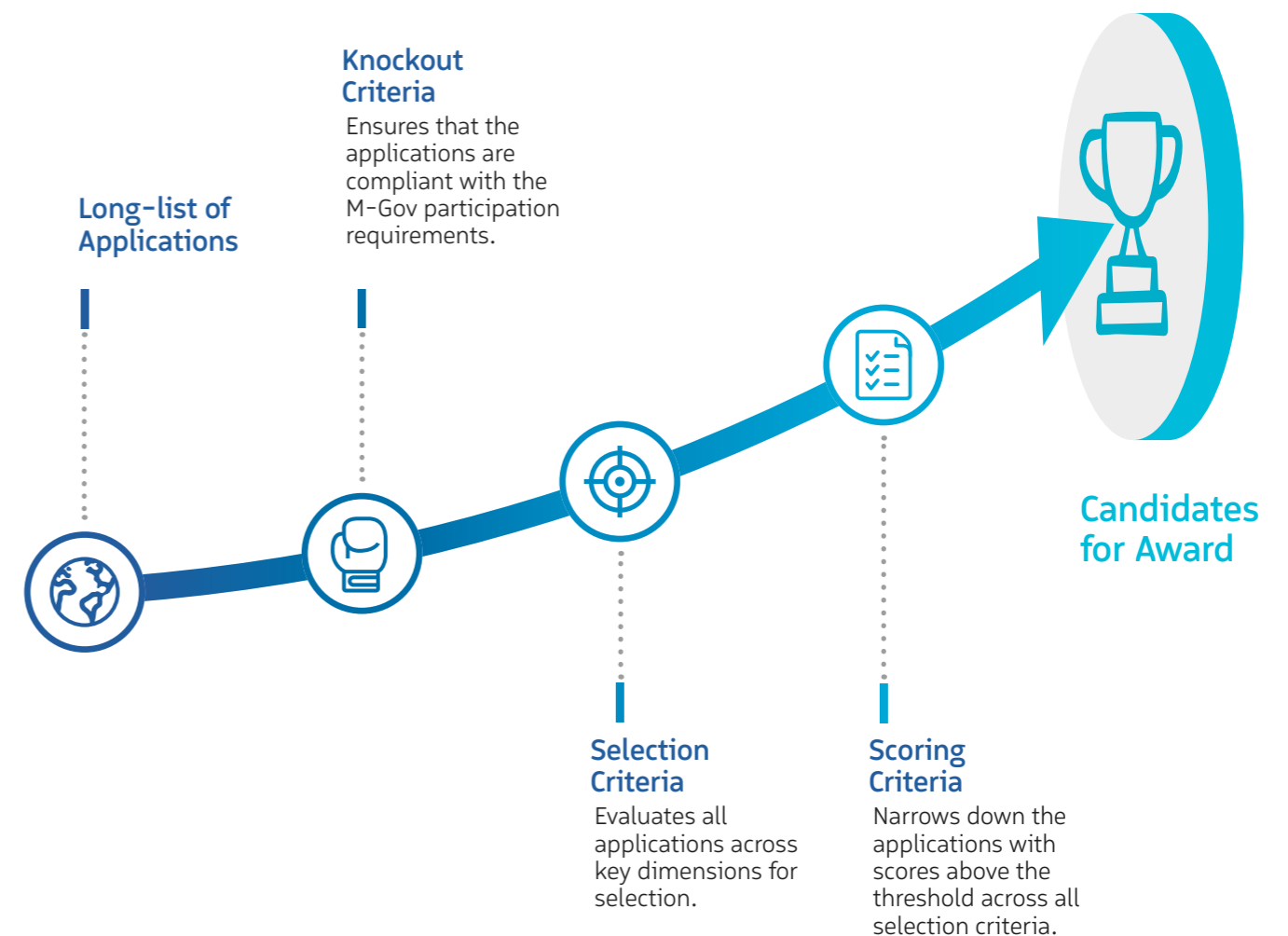
This approach narrowed-down the long list of case studies to 45 strong submissions with the highest adherence to the selected criteria.

As a result, a panel of experts selected and studied in detail the 10 finalists (recognized in this report) to be nominated for the Global Best M-Gov Award 2023.

An independent jury panel selected the three winners.

## Filtering process and selection criteria

Criteria	Description	Scale	Threshold
 <b>Level of innovation</b>	Showcase originality and newness	0 to 100	≥51
 <b>Impact</b>	Able to create impact and to solve public problems	0 to 100	≥51
 <b>Scalability and replicability</b>	Easy to scale and to be adopted by a large audience	0 to 100	≥51
 <b>Functionality</b>	Appropriate interactivity and rich in features	0 to 100	≥51
 <b>Design</b>	Visually appealing and appropriately designed	0 to 100	≥51



## Shortlisted Applications

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1. Blockbill
2. Don't Waste
3. Farmit
4. Huddle
5. Qira'ti Alnatiqa
6. Biriktir
7. MoodFit
8. Iparhai
9. Kids
10. Paxo



# “Blockbill” is a blockchain-based digital receipt generator



 **Entity**  
University Students:  
Indian Institute of Technology

 **Region / Location**  
Asia - India

 **Date of Launch**  
2022



**Gold Award**

## Description

“Blockbill” is a web application that provides its users with digital receipts for all transactions. When a purchase is done at a retailer registered on “Blockbill”, the vendor simply scans the user’s unique QR code, and a digital receipt is generated on the user’s mobile application.

To enhance security and ensure ID and bill uniqueness, the application stores the entire database of both vendors and consumers on the blockchain.

## Beneficiaries

All individuals involved in the transactions where receipts are generated.

## Main Features

- Blockchain-based unique receipt generation
- Digital receipts
- QR code generation

**“Don’t Waste”**  
provides a  
gateway to  
affordable and  
sustainable food

 **Entity**  
University Student:  
Inha University

 **Region / Location**  
Asia – Uzbekistan

 **Date of Launch**  
2022

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## Description

“Don’t Waste” provides its users with a platform to donate, sell and exchange excess food and beverage. To incentivize donors, the application provides a points/reward mechanism that can be redeemed for future purchases.

To go above and beyond, the application allows its users to donate expired food to farmers who can then make use of it as part of their farming operations (i.e., compost, soil nutrients, etc.). In addition to its environmentally friendly aspect, “Don’t Waste” aims at making food and beverage more affordable for the less fortunate.

## Beneficiaries

Food consumers and donors, F&B outlets, farmers, NGOs.

## Main Features

- Profile creation
- Search/advanced search
- OTP verification
- Geo-location
- In-app purchases
- Points/reward mechanism
- Dashboard/analytics



**Silver Award**

“Farmit” is a mobile application revolutionizing the farm-to-table concept



 **Entity**  
University Student:  
University of Belgrade

 **Region / Location**  
Europe – Serbia

 **Date of Launch**  
2022

## Description

“Farmit” provides all smartphone users with access to digital farming by connecting consumers and local farmers. The platform allows consumers to remotely grow and monitor a wide variety of vegetable crops.

After creating a profile and choosing a selection of crops to be produced, the order is allocated to a nearby farmer who then updates the growth stage through the app. In addition to stage monitoring, field pictures of the crops are taken and uploaded to the platform. Upon harvesting, users can choose to either have their vegetables delivered to them or donated through the application.

## Beneficiaries

Vegetable consumers and producers (farmers); all individuals and organization interested in volunteering.

## Main Features

- Profile creation
- Search/advanced search
- OTP verification
- Geo-location
- In-app purchases
- Crop growth tracking



**Bronze Award**

The “**Huddle**” mobile application provides an instant chat translation service covering 36 different languages

 **Entity**  
“One Million Coders”  
Initiative Graduate

 **Region / Location**  
Africa - Egypt

 **Date of Launch**  
2021



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## Description

Huddle is an Android mobile application that aims at facilitating communication between individuals across the globe by instantly breaking all language barriers using AI.

Huddle provides unmatched instant/live translation of text and voice calls. By simply tagging each recipient to his/her respective native language, all messages, voice notes and voice calls will reach their destination already translated. The application currently supports a total of 36 languages.

## Beneficiaries

All individuals required to communicate using multiple languages

## Main Features

- Text translation for individual and group chats
- Voice note translation for individual and group chats
- Phone call translation

**“Qira’ti Alnatiqa”**  
is a revolutionary  
linguistic mobile  
application for  
children with  
impaired hearing  
and vision



 **Entity**  
“One Million Coders”  
Initiative Graduate

 **Region / Location**  
Middle East - Iraq

 **Date of Launch**  
2020



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## Description

With over 100,000 downloads on the Play Store, “Qira’ti Alnatiqa” provides users the ability to learn reading, writing and pronouncing Arabic through a gamified mobile application. It is a first of its kind in the Arab world as it is accessible to children with disabilities such as impaired hearing and/or vision.

For children with impaired vision, letters are converted to their morse code equivalent and communicated to users through vibrations. The same logic is reversed and combined with hand gestures for children with impaired hearing.

## Beneficiaries

All individuals interested in learning Arabic, including individuals with impaired hearing and/or vision.

## Main Features

- Artificial intelligence
- Morse code deciphering and transcription
- Push notifications
- OTP verification

“**Biriktir**” is a mobile application that makes recycling fun for everyone



 **Entity**  
University Student:  
Gebze Technical University



 **Region / Location**  
Asia – Turkey

 **Date of Launch**  
2021

## Description

With over 5,000 downloads on both Play Store and App Store, “Biriktir” incentivizes user to recycle by providing a subscription-based gamified user experience. After creating a profile, users get access to the locations of 7,000+ recycling bins currently installed across Turkey. Prior to discharging, users simply select the items being discharged and upload a video through the application. After each discharge, users are granted points that can be redeemed at a variety of outlets.

To cater for organizations, the applications allows the creation of teams and company-specific recycling events for employees to compete.

In addition to its gamified element, the application offers admin users the ability to track the carbon footprint of their organization through an interactive dashboard.

## Beneficiaries

All individuals, public and private organizations interested/involved in recycling initiatives.

## Main Features

- Profile creation
- Geo-location
- In-app purchases
- QR-code recognition
- Reward/point mechanism
- Admin carbon footprint dashboard



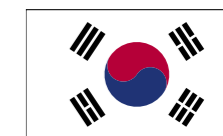
“MoodFit” is a mobile application that helps users improve their mental health



 **Entity**  
University Student:  
Korea University

 **Region / Location**  
Asia – South Korea

 **Date of Launch**  
2022



## Description

“MoodFit” is a mobile application that aims at improving mental health across societies. By simply inputting their mood, users are provided with AI-generated recommendations on how to improve their emotional state.

In addition to recommendations, Moodfit provides an AI-powered chat bot designed to emotionally support users during mental breakdowns. For users more comfortable with human interaction, the application provides a chat feature connecting individuals with similar mental health conditions.

## Beneficiaries


All individuals wanting to improve their mental health and overall wellbeing.

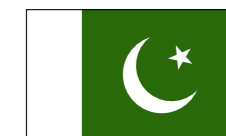
## Main Features

- AI-powered recommendations
- AI-powered chatbot
- Goals setting and progress monitoring
- Interactive performance dashboard and analytics
- Mood tracking
- Push-notification

“Iparhai” makes mathematics more fun and accessible to all children



 **Entity**  
University Student: National University  
of Computer and Emerging Sciences



 **Region / Location**  
Asia – Pakistan

 **Date of Launch**  
2022

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## Description

Available as an AI-powered web and mobile application, “Iparhai” provides a gamified mathematics learning experience for children between grades 1 and 12 as well as children not enrolled in schools. “Iparhai” uses artificial intelligence to match users with the appropriate difficulty level through an assessment test generated upon registration.

To cater for a wider audience, the application offers multiple levels of difficulty across several game modes.

## Beneficiaries

School students from grade 1 to 12 and children interested in mathematics.

## Main Features

- Multi-difficulty game modes
- AI-based adaptable learning
- Dynamic user level assessment

“**Kids**” is boosting financial literacy and decision-making skills amongst children by using AI



 **Entity**  
University Student:  
Zarqa University



 **Region / Location**  
Middle East - Jordan

 **Date of Launch**  
2022

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## Description

“Kids” aims to improve financial literacy among children by enabling them to make business decisions by simulating the conditions of the financial market using algorithms based on artificial intelligence.

As the game progresses, users must make quick choices based on various challenges/opportunities. As an added benefit, it also teaches users how to behave in a professional environment, promoting good behavior and manners.

## Beneficiaries

Children between the ages 8 -14.

## Main Features

- Different gaming modes available (competitive mode for children, AI mode)
- Trading market simulation

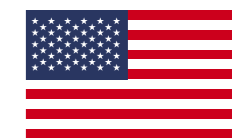
“Paxo” is an AI-powered audio to notes generator



 **Entity**  
University Student:  
Stanford University

 **Region / Location**  
North America - USA

 **Date of Launch**  
2022



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## Description

“Paxo” is a state-of-the-art iOS mobile application that uses artificial intelligence to generate fully editable notes from audio recordings. The application allows its target audience, from students attending lectures to executive and/or government officials involved in recurring meetings, to focus on the actual content being discussed/presented rather than taking notes. In addition to the above, “Paxo” provides a time-indexed transcription whereby users can choose to reply a section of the recording by simply clicking on a specific note generated by the application. To reassure its users, “Paxo” provides the highest level of data privacy by storing recordings on the users’ devices after processing and not on cloud.

## Beneficiaries

All individuals including students, government and/or corporate employees that attend classes, meetings and/or seminars and other discussion panel venues.

## Main Features

- AI-generated fully editable notes
- Audio playback
- Automatic time-indexed transcription
- Tone/sound level monitoring

## Conclusion

This event is a valuable recognition of excellence and a platform for sharing best practices in citizen-centric mobile applications, sustained by innovative and fresh ideas.

The M-Gov Award testifies the potential of young minds and students as a powerful instrument to create a better future for mankind.

The Global Best M-Gov Award attests to the sustained efforts of governments globally to utilize technology to meet citizens' needs. This award has always been a valuable recognition of excellence and a platform for sharing best practices in citizen-centric mobile applications, supported by innovative and fresh ideas.

The "Global Best M-Gov" Award has once again proven the power of innovation in shaping the future of our communities and societies. The winning projects and initiatives showcase the potential of young minds and students in driving progress and making a meaningful impact. As we look ahead, it is essential to continue supporting and nurturing these bright young individuals, as they hold the key to unlocking new and innovative solutions to the challenges we face. The continued investment in education, research and development, and mentorship programs will help sustain the growth and development of young minds and ensure that we continue to see the improvements in societies that we are all part of.

# Kearney

As a global consulting partnership in more than 40 countries, our people make us who we are. We're individuals who take as much joy from those we work with as the work itself. Driven to be the difference between a big idea and making it happen, we help our clients break through.

**Why We are different.**

**We represent consulting that is both personal and practical.**

Working alongside you from day one, we never tell you just what you want to hear or something you already know. Instead we're more interested in hearing you talk, asking the questions that get you thinking. With honest advice and practical guidance, we'll help you make the shift from keeping up to breaking through.

**We're big enough to have it covered, small enough to really care.**

Big change is in the details. "Transformation" is a big word for getting to know every corner of an organization to find what might just be that one, crucial way to make the difference. We know this to be true because it's how we work. While we're 3,600 people strong in more than 40 countries, our size means we're small enough to stay connected. For you this means a dedicated team of doers, bringing both the scale and the focus to make change happen.

**We're for less talk, more action.**

As flattering as it is to see our peers catch up to what we've been doing for years, we'd rather see less talk about tangible, lasting results and more of the actual getting on with it. With our heartland in operations, we've always known that an idea is only as good as the action it inspires. We promise to deliver, not just deliberate.

**We're individual and inclusive at our core.**

Kearney people are always themselves. No cookie-cutter box-tickers, but people driven by their own passions and strengths. Working together it's not just bodies in a room, but more a team that's right for you. Because innovation doesn't happen in an echo chamber, we bring refreshing perspectives to established problems. The result is your stand-out success.





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