

Siemens Media Award 2023:

Siemens is rewarding the best journalists and content creators

- Theme of this year's regional competition is "Technology with Purpose".
- Original works on this subject shall be published between April 2022 and April 2023.
- Contest is open to all media and digital content creators.

2023 – Siemens is pleased to announce the Siemens Media Award 2023, a new regional competition that will take place in seven countries of Central and Eastern Europe (Austria, Croatia, Hungary, Poland, Serbia, Slovakia, and Slovenia). This year, "**Technology with Purpose**" contest is open to journalists from print and digital media outlets as well as social media and other content creators who have produced media coverage on topics related to the competition in the last 12 months.

For years, Siemens has been rewarding journalists for quality news stories on the importance of technology in everyday life while encouraging knowledge sharing among media content producers in the CEE region. The theme of this year's competition is "Technology with Purpose" and the original works on this subject shall be published between April 2022 and April 2023. The contest is open to entries of reporters of print media, news agencies, radio, TV and news portals, as well as to bloggers, YouTubers, and other social media influencers, content creators under the same terms.

"Modern technology, industry innovation, and digital transformation not only help organizations around the world move toward a more sustainable future, but they also have a special impact on each person's life. As such, this year's competition is open to applications on technological innovations ranging from smart systems, artificial intelligence, and resource-efficient factories, to grids, smart buildings, mobility, cleaner forms of transportation and more sophisticated healthcare to name a few. In short, we are looking for the best quality and comprehensive contents on how digital technologies can transform everyday's life for a better. This topic is of great importance to us at Siemens because it shows how much advancements in business and technology have an impact on everyone's ability to live better lives," said Katharina Swoboda, Head of Corporate Communications and Government Affairs, Siemens AG Austria.

In the 2023 competition, local juries will be given the specific task of choosing the top three original works, with the first-place winner receiving an invitation to Vienna and the runners-up receiving hotel vouchers. The local winner from each country qualify directly for the final competition, which will take place in Vienna. At the gala event, one regional champion will be chosen and given a trip to the Salzburg Festival in Austria with her/his partner.