

Sharity Impact Nominated Best National Digital Solution

Sharity Impact has been nominated as the best national digital solution for Hungary in the business and commerce category of the international World Summit Awards, an annual celebration of digital innovation that impacts society.



Farkas Bársony, co-founder of Sharity Zrt.

BBJ BBJ STAFF

The nomination means the business qualifies for evaluation by the WSA 2022 jury alongside more than 350 other international digital innovations, from Canada to Indonesia and Finland to Mozambique.

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Sharity Impact founders Farkas Bársony and Arnold Bujdosó developed an app that provides an innovative online impact marketing channel/platform, which they say is a first in Hungary and the region.

Marketing activities like watching ads or videos are given a direct social and/or environmental impact (hence the term “impact marketing”). The app connects givers with charity organizations and establishes what the founders call a new Sharity Transparency Standard (STS) for them and their activities.

Users registered in the app can “donate money without money” by simply watching a short video, with

the advertiser paying a donation for each view directly to a charity organization or campaign. No commission is deducted from the donations, whether with cash or via watching a video in the app.

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The WSA 2022 nominees were evaluated based on seven criteria: Content, Functionality, Design, Technology, Innovation, Impact, and Value.

National experts select the WSA nominees from more than 184 UN member states. They nominate up to eight projects for each country, one for each of the WSA categories.

“The WSA nominees for 2022 show the richness, diversity, future, and innovation of digital solutions on a global scale and prove how digital technology can improve society in each corner of the world,” Bársony adds.

The World Summit Awards is a global initiative within the United Nations World Summit on the Information Society (WSIS). WSA is the only ICT event worldwide reaching digital-driven social impact communities in more than 180 countries. It highlights digital content that improves society and focuses on local content with a global relevance.