

Company: Motorola, Chicago, IL

Company Description: Motorola exists to design, create and deliver purposeful innovations to people across the globe so they transform the way they discover, share and connect with the world around them.

Nomination Category: Publication Categories

Nomination Sub Category: Best White Paper or Research Report

Nomination Title: Hello Indigenous: a blueprint by Motorola and Lenovo Foundation

1. The date on which this nominated white paper or research report was first distributed or otherwise made public:

April 16, 2024

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 146 words used.

Motorola's white paper collaboration with UNESCO aims to summarize our process for digitizing endangered Indigenous languages from various regions onto smartphones, providing a blueprint for other Original Electronics Manufacturers (OEMs), companies, and institutions to work towards the revitalization of endangered Indigenous languages. The goal of the initiative described in the white paper is to ultimately bring awareness to Indigenous languages by creating digital tools which serve the community's needs to promote the usage of their native language.

This white paper was a crucial step in promoting awareness of the language revitalization cause as it marks the first time we have publicized our process for the digitization of Indigenous languages. Consequently, those interested in joining the cause can read practical steps (ranging from project management to engineering) for pursuing an Indigenous language initiative, as well as learn more about case studies in which these steps were applied.

3. List the appropriate creative and production credits for this entry: Advertising Agency/City: Client: Art Director: Cinematographer: Creative Director: Designer: Director: Illustrator/City: Music Producer/City: Photographer/City: Printer/City: Producer: Production Company/City: Programmer: Writer: Web Development Firm/City:

Authors: Janine Oliveira, Marison Ranieri Rodrigues de Freitas, Delaney Gomez-Jackson, Juliana Peres Rebelatto Pereira, Natalia Sarmento Tenório Falcão, Roy Yokoyama, Sushil Garg, Yukitomi Fujinaga

Reviewed by: Guilherme Saba, Livia Texeira, Marcelo Mazzini, Natália Borja Gutés

Contribution by: Adauto Candido Soares, Jaco Du Toit, Hezekiel Dlamini, Maria Luzia de Cerqueria Gomes, Luciana Vedovato, Manuella Foz, Mahmoud Ebrahim, Monica Hauser, Alice Damasceno Saiki, Pratima Harite, Santiago Mendez Galvis, Sydni Behm.

Cover design by: Giovanna Paganini

Published by: UNESCO

Attachments/Videos/Links:

[Hello Indigenous: a blueprint by Motorola and Lenovo Foundation](#)



[REDACTED FOR PUBLICATION]



[HOW TO ENTER >](#)