

UN wins MTV Romania's "Free Your Mind" Award

MTV Romania awarded the 'Free Your Mind' award to the United Nations on the occasion of the annual MTV Music Awards on June 3rd. The award was accepted by Ms. Soknan Han Jung, UN Resident Coordinator and UNDP Resident Representative.



Ms. Jung accepts the award for the UN

The prize was awarded to the UN in recognition of the work of the UNDP project "Support to Training of Public Managers through Romanian Government Special Scholarships". The scholarships project, which is funded by the Government of Romania and managed by UNDP, provides opportunities for young Romanians to study at some of the finest universities in the world. Upon return, they will serve as public managers in the Romanian public administration.

The 2004 National Contest winners are already studying at prestigious universities abroad. The second National Contest bursaries will begin their studies this autumn, with the 2006 selection process to begin shortly.

Given the imminent EU accession of Romania and the successful track record of the project, regional, local and municipality level administrations have shown overwhelming interest in replicating it at a decentralized level. In their effort to reform and make best use of the European Structural and Cohesion Funds after January 2007, local authorities urgently need an infusion of highly trained human resources. Attracting brilliant youngsters to the local administration should therefore produce a huge positive impact, in terms of rapidly filling the development gaps.

Accepting the Free Your Mind Award, Ms. Jung thanked MTV and described how the scholarships initiative allows well-qualified young people to contribute to the modernization and growing professionalism of Romanian public sector institutions.

Commenting on the award, UNDP Romania's Head of Democratic Governance Section, Razvan Cirica said "One of the most attractive features of the Scholarships Programme is that selection is made entirely on the basis of merit. UNDP applies transparent, competitive rules to ensure that all applicants have an equal chance of winning - based strictly on the quality of their applications".

Project Manager Mihai Toader said "...for Romania, the investment in human capital is going to be extremely beneficial". He stressed that following graduation, beneficiaries of the scholarships project return to work in the public sector for a minimum of three years. The first graduating class will start working in 2007 to inject their new ideas and skills into Romanian public institutions.



"Free Your Mind"



A performance by the Sugarbabes rounds off a very special evening

The award show was held at the "Horia Demian" Sports Hall in Cluj-Napoca. This is the fourth year in which MTV Romania has held Music Awards, and the first time that the show has been held outside the capital, reflecting the growing importance of both Cluj-Napoca as a centre of Romanian youth culture, and of Transylvania as a centre of European youth culture.

In addition to Free Your Mind award, 12 other awards were presented, for best group, best song, best female artist, best male artist, best hip-hop, best new artist, best dance, best album, best rock, best live act, best pop, and best video.

Live entertainment was provided by a number of stars of the Romanian music world, such as Stefan Banica Jr, Directia 5, Proconsul, Loredana, and Voltaj. The evening was rounded off by a performance of international singing stars, The Sugarbabes.

For more information about:

- The Romanian Government Scholarships Programme, please visit www.burseguvern.ro
- The work of UNDP in Romania, please visit www.undp.ro
- The work of the United Nations, please visit www.un.org