ESCWA Digital Arabic Content Award for Sustainable Development 2022-2023

GUIDELINES FOR THE AWARD

ESCWA is organizing the second cycle of ESCWA Digital Arabic Content Award for Sustainable Development 2022-2023 in collaboration with the World Summit Awards. The Award is aimed at highlighting the benefits of digital technologies in advancing sustainable development and implementing the 2030 Agenda, and in promoting the creation of quality content related to the Sustainable Development Goals (SDGs).

Participation in the Award process is guided by its **rules and conditions,** as set by the Award steering committee. Submissions can be made through a **dedicated platform** before **15 October 2022** and will be evaluated by a Jury of experts from the Arab region. The Award winners will be announced during 2023 Arab Forum for Sustainable Development (AFSD).

These guidelines were prepared to support the submission of applications and clarify some information provided in the Award rules and conditions.

CATEGORIES

The Award is open to two categories, institutions and young entrepreneurs**,** and its process receives digital Arabic content (DAC) applications or products that have a clear impact on society in the Arab region; and companies and teams from outside the region can apply.
- **Institutions**: can be from the public or private sectors, academia, non-governmental organizations, civil society organizations or any other relevant stakeholders.
- **Young Entrepreneurs:** can be from start-ups, teams of young people, project teams, or individuals, where at least one of the founders and the majority of the team are under the age of 35 and from any Arab country.

ELIGIBILITY

1- Applications must be submitted through the **platform** only.
2- Submissions must adhere to the UN value system and must not violate human rights, United Nations charter, and generally accepted norms and ethics, and the policies of member states.
3- Applications must be complete ones.
4- Submissions can include digital Arabic content products that has clear impact on society, such that they address SDGs.
5- The product should be functional and have been completed or significantly updated after January 2015.
6- The product should contribute to digital Arabic content. The Arabic language is the main language for the submitted products, yet the Award accepts products in other languages, provided that they serve/support the Arab community and region.

DIGITAL ARABIC CONTENT

Definition: Digital Arabic Content is any content in Arabic represented in digital form on the Internet (or on CD, DVD and other formats). It includes websites, portals, and e-services, as well as audio and video content. It also includes software, databases, open-source products supporting Arabic language functionalities and tools, such as, but not limited to, Arabized software interfaces such as word processors, Arabic language processing software such as speech and character recognition programs, search and translation engines, or others.

Digital Arabic content fosters linguistic and cultural diversity of the Arab region on the Internet, contribute to bridging digital gap, improves access to and benefit from the Internet, and preserves Arabic cultural and historical archives in digital form. This Award focus on content that contributes to sustainable development and accelerate the achievement of the 2030 Development Agenda.

EVALUATION CRITERIA

Based on the rules and conditions, the evaluation criteria proposed for the Jury evaluation of applications in both categories covers the following:

1- **Content and Innovation:** Covers the quality of content and language and comprehensiveness, as well as originality and the business model.
2- **Technical Aspects**: Covers functionality, design and technology, including ease of use, user experience, interactivity, navigation, orientation, visual aspects, state of the art technology, and quality of realization.
3- **Strategic Value:** Encompasses aspects related to the impact and value, including local impact, sustainability and scalability, SDGs, digital divide and inclusion, and global relevance.

APPLICATION GUIDE

To apply for the ESCWA DAC Award, you must fill in the application form in the dedicated platform. For support on this, please find below some general guidelines on how to provide information and make your application easier to evaluate and process and hence promote your product.

1- You can fill the application in either English or Arabic, for which you can choose the language from the landing page and before registration: https://escwa.icnm.net/Signup/ESCWA-DAC/2022/
2- You can select the category for each submission after signing in.
3- For ease of preparation before online submission, you can complete the application form in word document (one for each product). The forms are available in either English or Arabic and for both languages through the page: https://www.unescwa.org/events/digital-arabic-content-award-2022-2023
4- When answering questions, please be brief, precise, clear, use full wording of abbreviations, and avoid long sentences and uncommon technical terms.
5- When completing the submission, please make sure that the links and emails provided work properly.
6- The Jury of experts who will evaluate your product would need enough information (screenshots, presentation or short video) to evaluate your submission, especially if the product cannot be downloaded or accessed in some countries.
7- It is recommended to fill in all fields in the application, even if they are not obligatory.

EVALUATION PROCESS

o   Upon submission, applicants would receive an email confirmation.
o   Submissions that meet the requirements would be evaluated by the jury based on evaluation criteria.
o   The jury studies all completed product submissions and selects 1-3 winners from each category.
o   Winners will be notified by email and the official announcement would be during the AFSD-2023.

Contact us for questions: escwa-dac@un.org; office@wsa-global.org