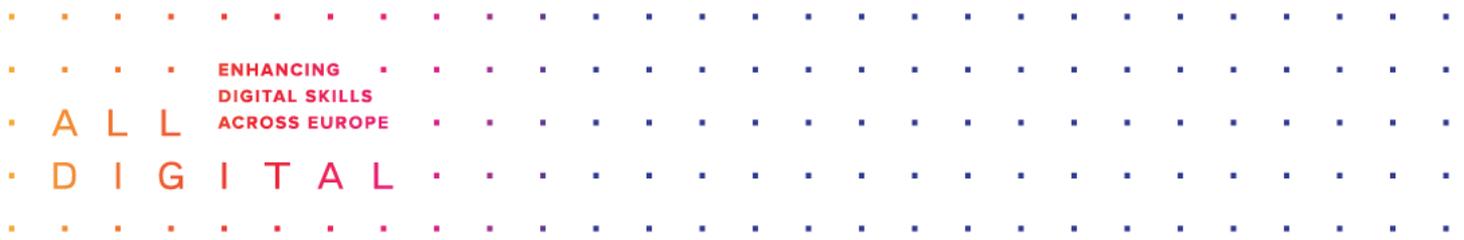


ENHANCING  
DIGITAL SKILLS  
ACROSS EUROPE

A L L  
D I G I T A L

# ALL DIGITAL AWARDS 2018

APPLICATION GUIDELINES



# ALL DIGITAL AWARDS 2018

**ALL DIGITAL** has established the **ALL DIGITAL Awards** to recognise the achievements of individuals and organisations across Europe that enable people to exploit the benefits and opportunities created by digital transformation.

Thousands of individuals and hundreds of organisations around Europe work daily with communities to empower citizens through technology and the Internet: from teaching digital literacy and online safety to carrying out transactions with government and boosting entrepreneurship, from supporting people's employability to uniting different stakeholders for ensuring digital inclusion and enabling digital social innovation. **ALL DIGITAL Awards** acknowledge their innovation, dedication and the inspiring role they play to many people.

## What we celebrate

In 2018, **ALL DIGITAL Awards** will recognise individuals and organisations in five categories:

- **Best e-facilitator**
- **Best digital changemaker**
- **Best cooperation project**
- **Best digital resource**
- **BRIGHTS Awards: Best Digital Story**

See the full description and assessment criteria below.

## Awards

The Awards ceremony will be held in Brussels, Belgium on the evening of **18 October 2018**. The winners will receive trophies and prizes. All finalists will receive certificates and will have the opportunity to present their initiatives to an audience of 100 + participants.

## Win a trip to Brussels!

The finalists in each category will be invited to attend the [ALL DIGITAL Summit 2018](#) in Brussels, Belgium, on 18-19 October 2018.

All finalists will be entitled to **free accommodation** - 1 person for 2 nights. **Award winners (one in each category)** will also have their **travel** expenses (up to 300 EU) covered by ALL DIGITAL.

For the BRIGHTS Awards category, all the national winners – 2 persons from each project country – will have their expenses (accommodation for 2 nights and travel) covered by the BRIGHTS project.

## Terms and conditions

Nominations are accepted from organisations and individuals who work in wider Europe (not limited to EU28) in the field of enhancing digital skills.

Nominations must be completed in English and submitted through online forms, indicated in each category description.

**Deadline for applications: 31 July 2018**

The jury will assess the nominations against a set of criteria and choose the finalists in each category. The **winners** for the four categories (*Best digital changemaker*, *Best digital resource*, *Best cooperation project*, *BRIGHTS Awards – Best Digital Story*) will be selected by the jury.

The three finalists of the *Best e-facilitator* category enter the online public voting. The public will select the winner in this category.

## Timeline



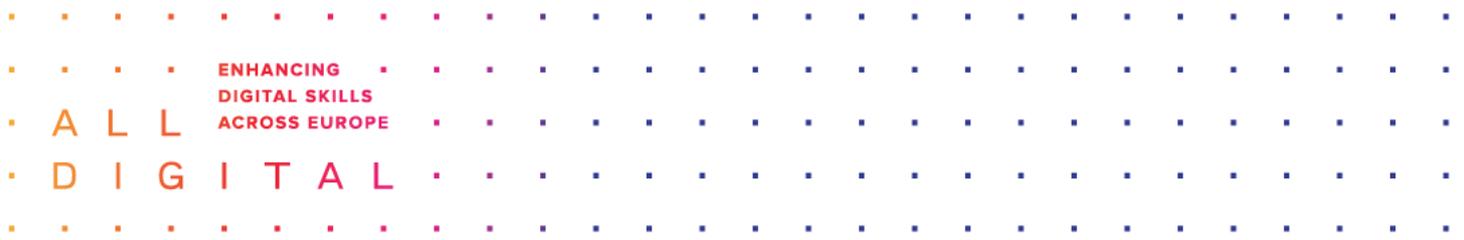
## Award Categories

### Best e-facilitator

**Category:** Individual

**Nomination:** by an individual or an organisation

**Description:** The “e-facilitator” term embraces the range of people facilitating the digital training/empowering process in digital competence centres, including trainers, tutors, moderators, assistants, etc. - each centre may have a different name for this role. E-facilitators can be employed or be volunteers, but they work directly with users teaching and supporting them. Digital competence centres



would have no success without their hardworking e-facilitators, who are in the first line of digital inclusion by eradicating fear of using new technologies, thus bringing technology into people's lives. They bring people online and teach them the right behaviour, opening new perspectives, enabling better jobs, and enhancing their communities.

### Application form

**Selection:** jury selects the three finalists who enter the online public vote. The winner is selected by the majority of public votes.

#### **Assessment criteria:**

- Quantitative results: Number of years worked, people trained/supported in relation to the scope of the centre, courses taught/developed if applicable.
- Professionalism and dedication: Demonstrated expertise on delivering digital education and on empowering people to use new technologies; unique approaches to teaching.
- Social impact: Outcomes of work, how the trainees' lives have changed, results of the training, such as jobs found, stayed in workforce, new businesses established, new processes introduced, etc.

## Best digital changemaker

**Category:** Individual

**Nomination:** by an individual or an organisation

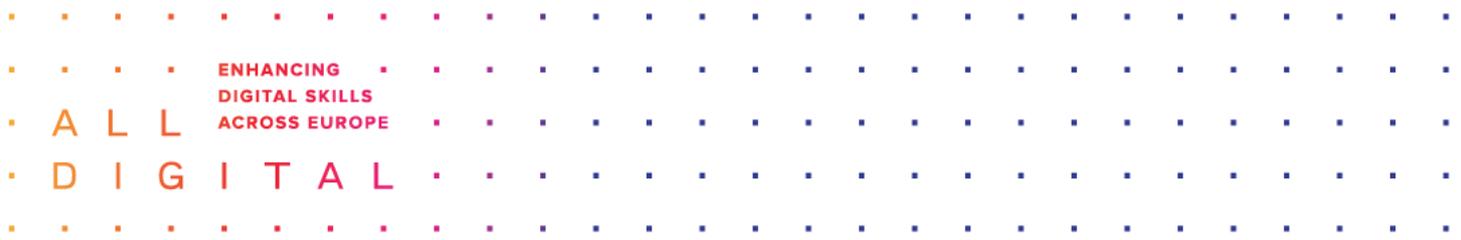
**Description:** Changemaker is a term coined by the social entrepreneurship organization Ashoka, meaning one who desires change in the world and, by gathering knowledge and resources, makes that change happen. Changemakers seek the only change that really matters – social change, striving to reach as many people as possible. Digital changemakers are committed individuals who aim to transform society with the help of digital tools and technologies. They lead the refocusing and adjustment of existing ICT for learning and inclusion initiatives towards a more effective support of citizens. Examples: leaders of digital competence centres and networks, ICT educators, job and entrepreneurship mentors, digital entrepreneurs and founders of ICT companies, community leaders, policy makers.

### Application form

**Selection:** jury

#### **Assessment criteria:**

- Achievements: Contribution to community development, support of digital skills enhancement, employability and entrepreneurship.



- Social change and impact: Improving digital skills / reducing digital gap at national / regional level.
- Leadership: Interaction/co-operation with partners, resource mobilization.

## Best cooperation project

**Category:** organisational

**Nomination:** by an ALL DIGITAL member organisation

**Description:** A cooperation project is a project where two or more ALL DIGITAL member organisations have worked together to develop (for example, but not limited to) a training programme, a new methodology, a learning product, a campaign or event to enhance digital skills, that benefits all partners and creates a greater impact or improved learning outcome.

The project must have been undertaken with at least two ALL DIGITAL member organisations and can involve other partners as well. It can be a completed or ongoing project, but it must have a finite timeframe and specified objectives.

### Application form

**Selection process:** jury

**Assessment criteria:**

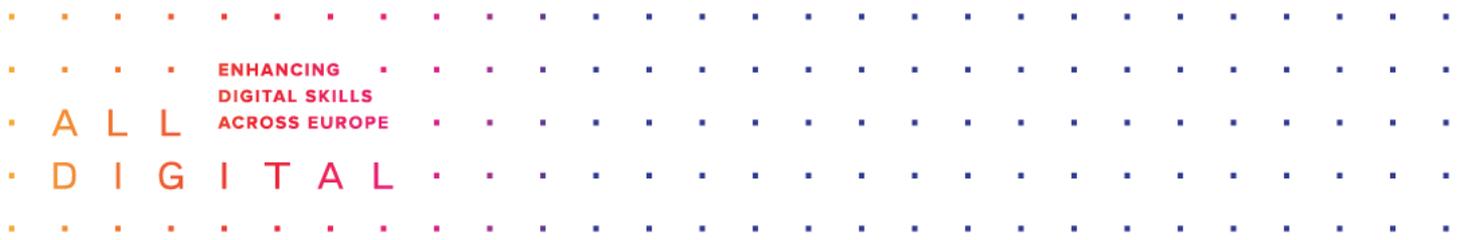
- Innovation: The unique feature of the project; its difference from other comparable projects.
- Impact: Demonstrated impact on users, number of users, and impact on organisations.
- Transferability: The initiative can be potentially implemented by other member organisations for their own benefit.
- Sustainability: The initiative has ensured some means of funding or a business model in the medium to long term to be able to maintain its operations and outcomes.

## Best digital resource

**Category:** organisational

**Nomination:** by an ALL DIGITAL member organisation

**Description:** A digital resource is an online product for educational benefit, contributing to enhancing digital skills or providing an organisation with a useful tool to use with the customers or by customers directly. It should be free to use and be sustainable beyond its development (or funded) period. The resource can be developed by an ALL DIGITAL member organisation; by a consortium within a project where a member organisation is a partner; or by an external company, if the member organisation uses it



routinely within their training programmes. Examples include, but are not limited to: a self-assessment tool, an educational game, a series of instructional videos, an online training course or MOOC.

## **Application form**

**Selection process:** jury

**Assessment criteria:**

- **Innovation:** the resource addresses digital skills in a new way; proposes new solutions for enhancing digital skills and employability perspective; is unique in offering opportunities to upgrade skills.
- **Impact:** the initiative has demonstrated evidence of positive impact on users (on their digital/entrepreneurial skills level; on their employability perspectives).
- **Scalability:** the resource can be easily adapted to other audiences and/or localised.
- **Sustainability:** the initiative has ensured some means of funding or a business model in the medium to long term to be able to maintain its operations and outcomes.

## **BRIGHTS Awards – Best digital story on global citizenship**

**Category:** individual

**Nomination:** by BRIGHTS project national tutors

**Description:** Digital Stories are multimedia movies that combine photographs, video, animation, sound, music, text, and often a narrative voice.

The “BRIGHTS Awards” is the contest launched by the BRIGHTS Consortium with the purpose of selecting the best digital stories produced by youngsters during the project to raise awareness on global citizenship topics in Europe. The digital story should reflect one of the global citizenship topics, such as sustainable development and lifestyle, social inclusion and cultural diversity, gender equality, peace and human rights, active citizenship and democracy.

The nominations in this category are open to the [BRIGHTS project](#) participants (young people of 13-19) in 4 countries: Belgium, Croatia, Greece, Italy.

**Selection process:** Jury. The BRIGHTS national tutors in each country select four best digital stories and present them for the BRIGHTS Awards. The jury selects winners in each country and the overall European winner.

**Assessment criteria:**

- Quality of concept and writing: how the story presents the global citizenship topic and reflects the creator's personal point of view; how the topic is developed and whether it fosters social cohesion and promotes intercultural dialogue and democratic values in Europe.
- Creativity and originality in the use and combination of pictures, sounds and other forms of expression.
- Technical Execution: quality of sound, images and editing

**Different steps of the contest:**

- BRIGHTS project young participants submit their digital stories at national level to the BRIGHTS national tutors by 30 June 2018.
- Four finalist digital stories are selected by the BRIGHTS national tutors in each project country by the 31 July 2018.
- Four national winners (one per country) will be selected by an international jury and announced by the 17th September 2018.
- The winners will be awarded during the awards ceremony in Brussels where one of them will also receive the best BRIGHTS digital story award at European level.

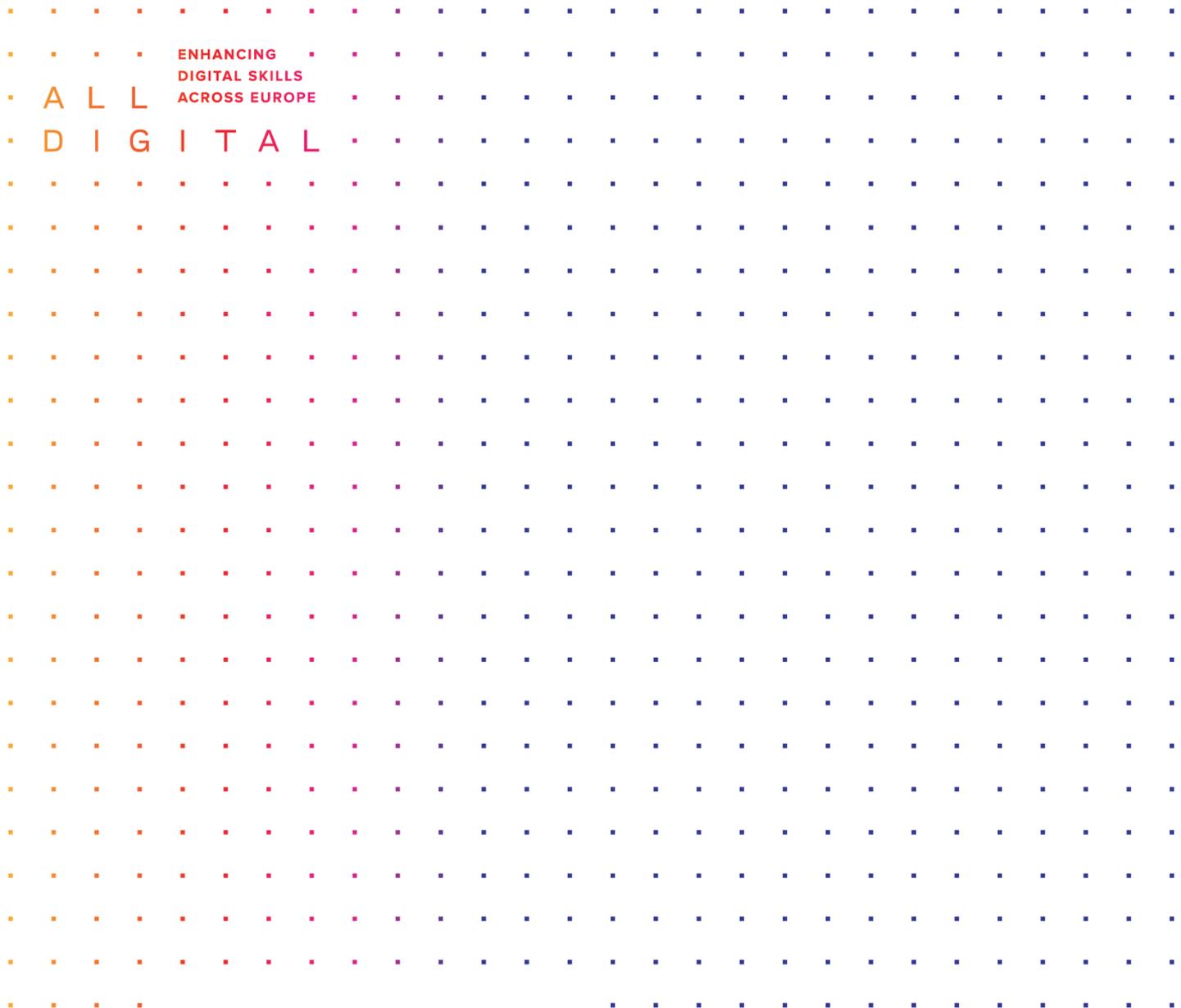
## Assessment and scoring mechanism

The evaluators will assess each award criterion mentioned above, using a rating scale from 0 to 5 points. The list of points is however not to be considered as exhaustive, and evaluators will be free to address any other issue they feel relevant.

Scores are defined as follows:

<b>0</b>	<b>No evidence</b>	fails to include a minimum amount of evidence to enable the criterion to be evaluated
<b>1</b>	<b>Very weak</b>	addresses the criterion but with significant or many weaknesses
<b>2</b>	<b>Weak</b>	addresses the criterion but with some weaknesses
<i>THRESHOLD</i>		
<b>3</b>	<b>Acceptable</b>	addresses the criterion satisfactorily
<b>4</b>	<b>Good</b>	addresses the criterion with some aspects of high quality
<b>5</b>	<b>Excellent</b>	addresses the criterion with all aspects of high quality

The total score for the proposal is the sum of the scores given to the award criteria.



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