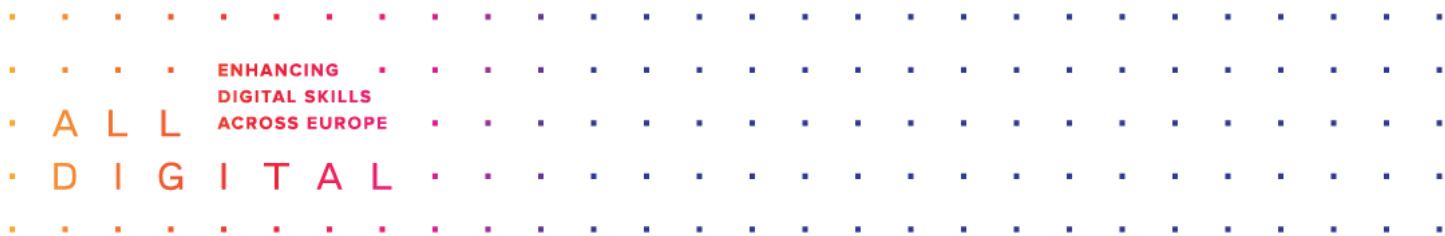


ENHANCING
DIGITAL SKILLS
ACROSS EUROPE

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APPLICATION GUIDELINES



ALL DIGITAL AWARDS 2024

The **ALL DIGITAL Awards** celebrate the individuals and organisations across Europe that enable citizens to transform and enrich their lives through the benefits and opportunities created by digital technologies.

Thousands of individuals and hundreds of organisations around Europe work daily with communities to empower citizens through technology and the Internet: from teaching digital and media literacy and online safety to helping people carry out government, financial or commercial transactions and to training in coding, robotics and cybersecurity. These individuals and organisations often support entrepreneurship and employability in an ever-changing digital environment and labour market and unite different stakeholders in campaigns and projects that aim to ensure digital inclusion and enable digital social innovation. The **ALL DIGITAL Awards** recognise and celebrate their innovation, dedication and the inspiring role they play to many people.

What we celebrate in 2024

ALL DIGITAL Awards will recognise individuals and organisations in three categories:

- Best digital educator
- Best digital changemaker
- Best digital resource



ALL DIGITAL will also acknowledge the organizations that have contributed to promoting the **ALL DIGITAL Weeks 2024** campaign, with special recognition for those who have been particularly effective in spreading awareness of its importance.

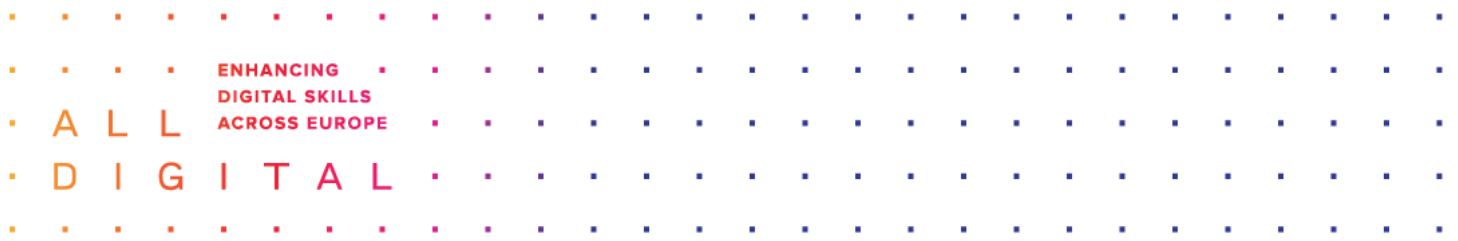
- Best event
- Best Campaign



See the full description and assessment criteria below.

Awards Ceremony

The Awards ceremony is planned to be held in **Madrid, Spain on Wednesday, 16 October 2024**. The winners will receive trophies and will have the opportunity to present their initiatives to an audience of more than 200 participants.



ALL DIGITAL Award Categories

Best digital educator

Category: Individual

Nomination: by an individual or an organisation

Description:

The **Digital Educator** function underpins the concept that education and training on digital competences must be delivered by skilled and qualified people. It is a sign of the maturity that the sector has achieved as a result of the ever-increasing use of digital technology, especially after the pandemic.

The digital educator role embraces the range of people facilitating the digital training/empowering process in digital competence centres. Teachers, trainers, tutors, facilitators, moderators, assistants to all of them, instructional designers and volunteers are eligible, as long as they have been selected by an organization in one of the above roles and they work directly with users teaching and supporting them. Each centre may have a different name for this role.

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

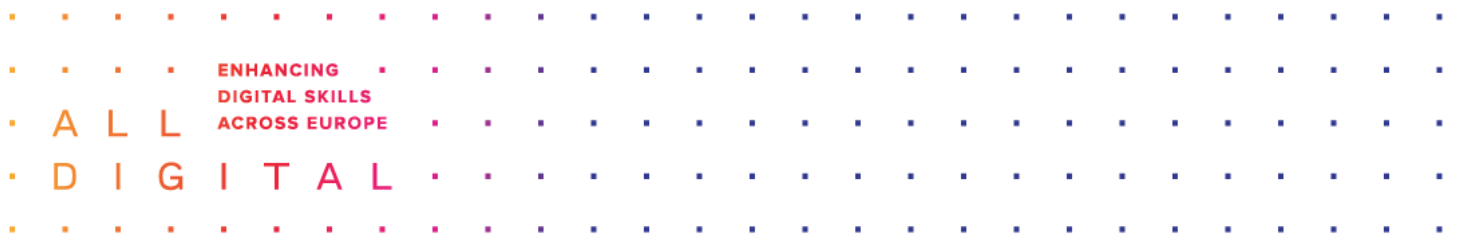
Digital educators can be employed or be volunteers, but they work directly with users teaching and supporting them.

Application form

Selection: jury

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

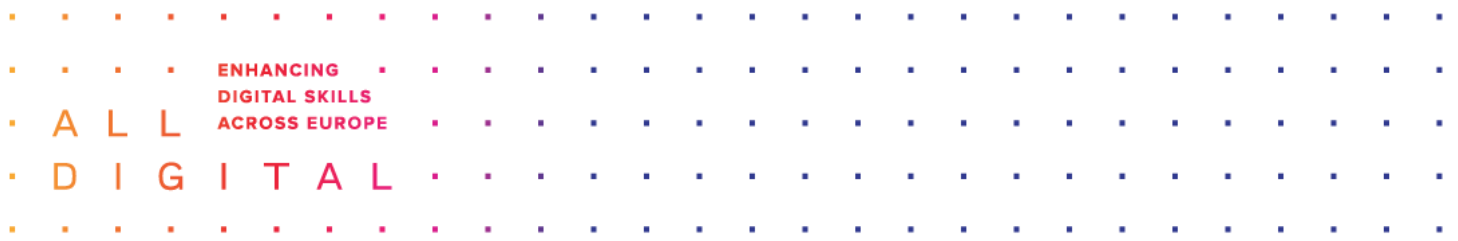
Description: Changemaker is a term coined by the social entrepreneurship organization Ashoka, meaning one who desires change in the world and, by gathering knowledge and resources, makes that change happen. Changemakers seek the only change that really matters – social change, striving to reach as many 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 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.

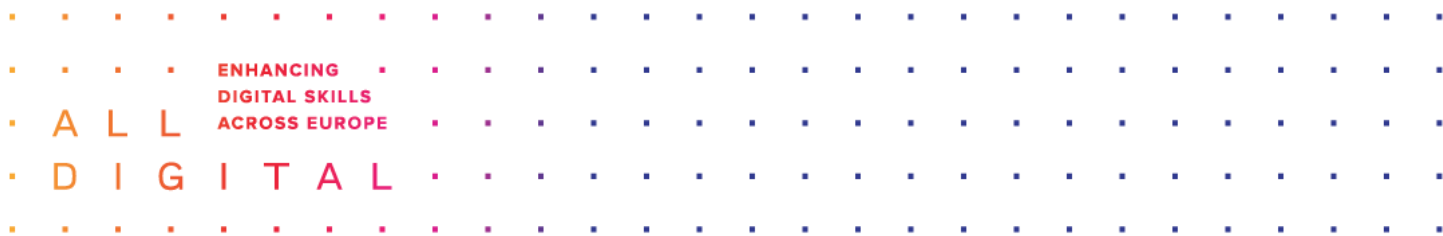
Eligibility: Resources developed within the projects where ALL DIGITAL aisbl is a coordinator are not eligible. Projects where ALL DIGITAL aisbl is a project partner are eligible, but applications should be prepared without the involvement of ALL DIGITAL.

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.



ALL DIGITAL Weeks AWARDS 2024

Categories

Best campaign

For national coordinators only

Description: The national coordinator campaigns will be evaluated through the answers to the following questionnaire. The jury will evaluate the answers according to qualitative and quantitative evaluation criteria, assigning each answer a mark ranging from 1-5. More information are available on the ADWeeks2024 website.

Questions that will serve to evaluate the best campaign in relation to impact, quality and engagement:

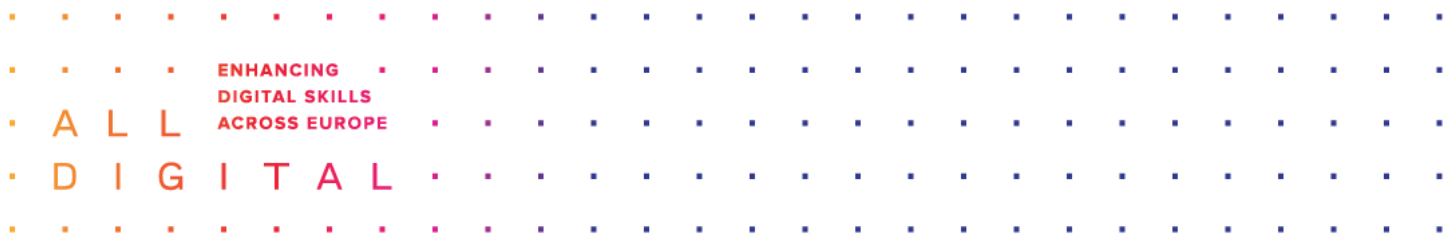
- Have you fulfilled all required tasks in the ALL DIGITAL application form for the national coordinator role?
- What was your social media impact/outreach (overall numbers)?
- Total amount of posts, likes, shares, comments, engagement (note: add number for each social media channels you used)
- Number of policymakers, national and local partners, stakeholders reached and involved?
- Number of events organised? (note: by your organisation and organisation you involved in your country)
- Overall number of participants in the country (during online and live events)
- How many entities/organisations uploaded events on the map of events in your country (this criteria will be evaluated accounting the country population)?
- Have you had any press engagement? If yes, what kind of results did you have?
- Share the list of articles, blog for the ADWeeks website promoting the events, training and resources created in your country. (The jury evaluation gives extra points for this activity)

Application form

Deadline: 30 June 2024

Selection: Jury

Assessment criteria: impact, quality, innovation



Best event

For national coordinators only

Description: The national and local events will be evaluated by assessing the following questions, which will serve as evaluation criteria. Only events organised and submitted till the 31st of May will be considered to compete for the award. The jury will evaluate the answers according to qualitative and quantitative criteria assigning each answer a mark ranging from 1-5. More information is available on the ADWeeks2024 website.

Questions that will serve to evaluate the best campaign in relation to impact, quality and engagement:

- Is your event related to the main themes of the campaign?
- Number of participants in the event (note: to provide screenshot with number of participants or list of participants for in-person event/s) (criteria: impact)
- What type of training have you offered? Which skills were taught during the training? What information was delivered through the course/event? (criteria: quality)
- Does your event have any new feature, new format, different perspective? (criteria: innovation)
- Is the content exploitable and/or transferrable to other organisation or countries? If yes, how? (criteria: innovation)
- How many people have you reached through social media? (note: how many views, likes, shares? – add screenshots) (criteria: impact)

Application form

Deadline: 30 June 2024

Selection: jury

Assessment criteria: impact, quality, innovation

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.

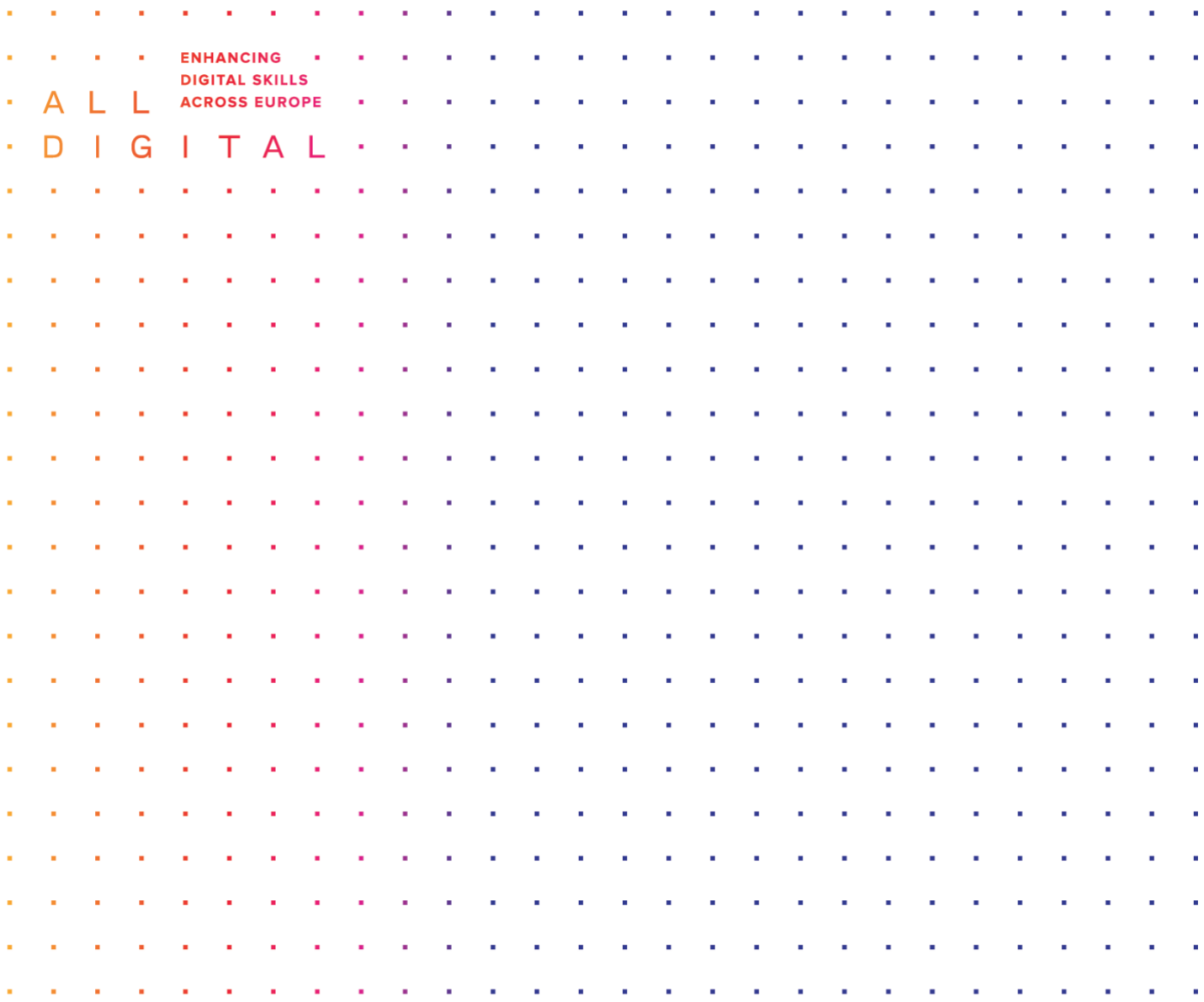
Scores are defined as follows:

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

ALL
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AWARDS 2024

if you have questions, please contact us at contact@all-digital.org
with the subject line 'ALL DIGITAL Awards 2024'



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