



Shared Prosperity Dignified Life



## ESCWA Digital Arabic Content Award for Sustainable Development

### Rules and Conditions

The below ESCWA Award Rules and Conditions<sup>i</sup> apply for the 2021 call for participation in the ESCWA Digital Arabic Content (DAC) Award for Sustainable Development.

Please get in touch with [ESCWA](#) for questions regarding the Terms and Conditions for the 2021 Call.

#### 1 | GENERAL CONTEST RULES

- The ESCWA DAC Award focuses on Digital Arabic Content applications with a strong impact on social and economic development and reflecting on the 2030 Development Agenda and the UN SDGs. All submissions will be evaluated based on the [award's evaluation criteria](#) (see section 9).
- All submitters to ESCWA DAC Award have to abide by the rules and regulations mentioned in the UN Declaration on Human Rights. Submissions therefore which encourage war, the exercise of violence, fraud, racism or discrimination will not be accepted and will be eliminated. Similarly, submissions that violate international copyright provisions will be excluded.
- ESCWA cannot be held liable for accepted submissions and their contents and rights.

#### 2 | WHO CAN APPLY?

- ESCWA DAC Award has two categories and is open to institutions and entrepreneurs from the Arab countries.
  1. The **Institutions** category is dedicated to public and private institutions, academia and non-governmental organizations from the Arab region; and
  2. The **Young Entrepreneurs** category is dedicated to formal start-ups, team of young people, individuals who are younger than 35 years. The participation in the **Young Entrepreneurs** category is for any entrepreneur, company, student group or project team, where at least one of the founding members and the majority of the team is under the age of 35 from any Arab country.

#### 3 | APPLICATION AND SUBMISSION OF PROJECTS TO THE ESCWA AWARD

- Registration, including submitting project information, must be completed online via the ESCWA Award database.
- Submitting a product to the award evaluation and selection process does by no means entitle a producer to any benefits.
- Submission is subject to the discretion of the screening committee. There is no way of challenging this decision legally.
- Only submitted and fully filled in applications will be considered by the ESCWA Award Jury.
- Submission is free of charge.

#### **4 | WHICH PROJECTS ARE SUITABLE FOR ESCWA AWARD?**

- Submissions for the ESCWA Award can contain digital Arabic content applications with a clear impact on society, such as: apps, webpages, portal, e-services, applications for wearables, kiosk installations, sms based products, mobile games and interactive mobile productions. There is no limitation regarding the platforms or channels the projects work with.
- All submissions have to be launched products. No drafts, prototypes, demonstrations or unfinished projects can be accepted. The solution needs to prove that it is a working product and demonstrate its local impact.
- All submitted products must have been completed after Jan. 1, 2015. For a project or product completed earlier, the submitters have to indicate the significant improvements and updates that have been made in the period thereafter.
- A product can be submitted for one or more SDGs and the application should specify the main addressed SDG(s). In case of multiple submissions by the same Institution or Entrepreneur, each product requires a separate application.

#### **5 | ESCWA USE RIGHTS AND COPYRIGHTS**

- By submitting a project to the ESCWA Award, producers provide ESCWA with the rights to use the submitted content, of videos, pictures and other content for non-commercial purposes and for the promotion of the nominated product, whether presented in print, broad-cast and/or any other forms of media, as well as for different events.
- The producer must own the copyright of all pictures, sounds, and all contents related to the production of the submitted project. All software used must be licensed.
- ESCWA has the right to share promotional material and information about the submitted projects with potential investors and sponsoring partners.

#### **6 | ESCWA CONTEST LANGUAGE AND PREFERENCES**

- The products should be in Arabic language (Arabic is the primary language, if the language is not Arabic, then the product should have positive and strategic impact for the Arab region). All producer and project information in the application database must be either in English or in Arabic.
- It is desirable that the products have implemented selected accessibility features in line with the international standards of Web Content Accessibility Guidelines (WCAG) developed by consortium (W3C).
- Preference is for products that respect data privacy and personal data protection acts.

#### **7 | EXCLUSION AND DISQUALIFICATION OF SUBMISSIONS FROM THE ESCWA AWARD PROCESS**

- Incomplete submissions and those not following the ESCWA Award rules and conditions will be withdrawn from the selection process without notice. There is no legal recourse possible against the decision of disqualification for the below reasons. The screening committee of the ESCWA DAC Award have the right to reject submissions/ entries without providing any further reason and notice.

- Incomplete or non-operational products during the time of the jury evaluation might lead to disqualification. Submitters are held responsible to make sure their products are functioning for Jury evaluation.
- Further reasons for exclusion or withdrawal include: Lack of ownership of creative rights or infringement of copyrights of others; false registration information, non-confirmation to the rules of the contest guidelines.

## 8 | WINNERS SELECTION

- The winners will be selected from among the submissions in each category through the Jury process. No legal recourse is possible against the Jury decision.

## 9 | ESCWA DAC AWARD CRITERIA

### Two Strategic Criteria – social/ societal

- **IMPACT** | Local Impact- Impact on community & society in the Arab region.
- **VALUE** | Addressing UN SDGs, narrowing digital divide, and promoting digital inclusion for sustainable development.

### Five Technical Criteria

- **CONTENT** | Quality and comprehensiveness.
- **FUNCTIONALITY** | Ease of use, user experience, appropriate interactivity.
- **DESIGN** | Navigation/ orientation and visual appeal.
- **TECHNOLOGY** | State of the art in technology and quality of technical realization.
- **INNOVATION** | Originality and newness to targeted users, business model society and market.

## 10 | ESCWA Award Timelines

- 31 March 2021: **Launch of ESCWA Award** during the [Arab Forum for Sustainable Development AFSD 2021](#).
- June 2021: **ESCWA Award opens** with a Webinar on Digital Arabic Content for Sustainable Development and a call for applications
- 30 September 2021: **ESCWA Award closes** - The applications database closes.
- October-December 2021: **ESCWA Award Jury processes all submitted products** to select the list of winners
- January 2022: **Endorsement of the ESCWA Award Winners** by the Steering Committee.
- End of January 2022: **Announcement of Winners**
- March 2022: **Winners of ESCWA Award will be presented and awarded** at the AFSD 2022.

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<sup>1</sup> Based on and adapted from the 2021 [WSA rules and conditions](#). Accessed on 16 March 2021.

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