



Shared Prosperity Dignified Life



ESCWA Digital Arabic Content Award for Sustainable Development

Guidelines for the Award

Jointly organized by [UNESCWA](#) and [WSA](#), the 2021 [ESCWA Digital Arabic Content \(DAC\) Award for Sustainable Development](#) 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 \(SDGs\)](#).

Intended to be an annual Award, the 2021 DAC Award process was announced during the Arab Forum for Sustainable Development (AFSD-2021), in March 2021, and extends from the call for applications and informative webinar in June 2021 to the announcement of winners during the AFSD-2022.

The DAC Award [Rules and Conditions](#) were set by a joint UNESCWA-WSA steering committee, and submissions will be evaluated by a Jury of experts based on a number of criteria.

These guidelines were prepared to complement the [Rules and Conditions](#), and to briefly clarify the content, award process and support the submission of applications.

CATEGORIES

The Award is open to two categories, Institutions and Young Entrepreneurs, the Award process receives digital Arabic content 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 any public and private, academic, and non-governmental entity from the Arab region
- **Young Entrepreneurs:** can be from formal start-ups, teams of young people, university teams, or individuals who are younger than 35 years 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, UN 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 be in Arabic, and in case it is not in Arabic then it should have a positive and strategic impact for the Arab 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 web-sites, 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 DAC 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 DAC Award, you must fill in the application form in the Database. 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- **Please be brief and precise and try to make the product easy to understand.** Avoid long sentences and uncommon technical terms and provide the full wording of abbreviations.
- 2- **You can fill the application in either English or Arabic.**
- 3- It is advisable to **start by completing the word application form and then copy and paste to the web application**, for easier structuring. The word document for each category would be available through the page: <https://www.unescwa.org/events/digital-arabic-content-award>
- 4- Please fill the **web application that would be provided on the aforementioned web page**, which prompts users to choose the language and category.
- 5- Please make sure that the **URL and email provided for your product work properly.**
- 6- **The Jury of experts who will evaluate your product would need enough information** (screenshots or a presentation) to evaluate well your application, 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

- Upon submission, applicants would receive an email confirmation.
- Applications that meet the requirements would be evaluated by the Jury based on evaluation criteria.
- The Jury studies all completed products applications and chooses 1-3 winners from each category.
- Winners will be notified by email and official announcement would be during the AFSD-2022.

[Contact Us for Questions](#)