

ALL DIGITAL WEEKS 2023 Campaign AWARDS

Join us in celebrating the power of digital inclusion and apply for the AD Weeks 2023 campaign awards to showcase your impactful and innovative activities that are bridging the digital divide and transforming lives, with a particular focus on the campaign motto "Enhance your digital skills"

Don't miss out on this opportunity to shine a light on your digital inclusion initiatives and be recognised for your hard work. Submit your application for the AD Weeks 2023 campaign awards today and join us in advancing the digital skills and opportunities for all!"

Reasons why?

We have decided to create 2 Awards for the ADWeeks campaign to recognise the consistent and impactful work done by our members, as national coordinators, and by the local event organisers at the grassroots level in enhancing digital skills through activities directed to expand the knowledge and competencies of all people present on the European territory.

The 2 awards categories are:

- **Best national campaign**, dedicated to the best national coordinator
- **Best event**, dedicated to the event organisers filling in the map of events (only events organised till the 7 May 2023 will be considered for the prize)

Who can apply? / How to apply?

In order to apply to the prize, the **national coordinators** will have to submit a report to ALL DIGITAL including the outreach on social media, their actions in reaching partners and national stakeholders and a recap of the events uploaded by national participants in their country, as well fill in the [application form](#).

The **event organisers** will have to create and include an event on digital skills, inclusion and empowerment on map of events and fill in a [short application form](#) to show the impact the event had on the local community. The events considered are the ones organised and put on the map until the 7 May 2023.

Eligibility criteria

Eligibility criteria:

- Applicants must be over 18;

- Applicants must be European citizens or active in one of the EU Member States.
- The event/training/initiative must take place in education and training;
- The event/training/initiative may target any age group;
- The event/training/initiative may target any area of life and may combine several;
- The event/training/initiative must not have already been awarded by another European Prize.

Evaluation Criteria

ADWeeks2023 BEST CAMPAIGN for national coordinators

Description: The national 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 ADWeeks2023 website.

<https://tceurope.wufoo.com/forms/all-digital-weeks-awards-2023-best-campaign/>

- 1) Have you fulfilled all required **tasks** in the ALL DIGITAL application form for the national coordinator role?
- 2) What was your **social media impact** / outreach (overall numbers)?
- 3) Total amount of posts, likes, shares, comments, engagement (note: add number for each social media channels you used)
- 4) Number of policymakers, national and local partners, stakeholders reached and involved?
- 5) Number of events organised? (note: by your organisation and organisation you involved in your country)
- 6) Overall number of participants in the country (during online and live events)
- 7) How many entities/organisations uploaded events on the map of events in your country (this criteria will be evaluated accounting the country population)?
- 8) Have you had any press engagement? If yes, what kind of results did you have?
- 9) 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)

ADWeeks2023 BEST EVENT

Description: The events will be evaluated by assessing the following questions, which will serve as evaluation criteria. 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 ADWeeks2023 website.

<https://tceurope.wufoo.com/forms/all-digital-weeks-awards-2023-best-event/>

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

NB: We will evaluate as best events only the events organised and created until the 7th of May 2023.

Prize, deadline, process

The awards winner will win a trip to Zagreb, covering the flights to Zagreb, 2 nights' accommodation and participation in the ALL DIGITAL Summit 2023.

In order to apply for the ADWeeks2023 award you will have to fill out the application forms **by 30 May 2023**

- [Best national campaign application form](#)
- [Best event application form](#)

Instructions

The application:

- Should be as precise as possible
- Should be as close to the topic as possible
- Must contain only truthful information
- Will be considered submitted only complete application forms

A selected Jury of experts will be selecting the winners. Winners will be contacted individually at the beginning of July and made public on the **26th of September 2023** during the ALL DIGITAL Summit - Awards Ceremony in Zagreb.

Information

For further information get in touch with contact@all-digital.org