

We are proud to launch the Best Practice Challenge 2009 to celebrate British achievement and innovation in relation to the four core themes of the UN's Internet Governance Forum

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Best Practice Challenge 2009



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Nominet is proud to launch the Best Practice Challenge 2009. Building on the success of the previous two competitions, we will recognise those organisations, groups or individuals who have embraced the challenge of making the Internet a secure, open, accessible or diverse experience for all.

Internet Governance Themes

In assessing entries the judges will look for innovative initiatives which successfully address the key Internet Governance Forum (IGF) themes:

Security. Identified as the most important IGF theme for UK stakeholders. The UK is at the forefront of developing solutions to security threats and in building trust and confidence in the online environment.

Access. Sometimes perceived as a developing country issue, the digital divide is also seen in the UK, affecting rural communities, the disabled, the elderly and the socially disadvantaged.

Diversity. Expressions of cultural diversity and identity, including multilingual and local language content are necessary to bring all people into the Internet.

Openness. The Internet has greatly contributed to the free flow of information and access to information and knowledge and in bringing the people closer to those who would govern them.

Criteria

In assessing the entries the judges will look for evidence of:

- The main benefits of the project, product or initiative;
- What the original objectives were and if these have been achieved;
- What was innovative in the approach to the problem;
- How the project developed, and how success was measured;
- How far the project, or its ideas, could help the development of the Internet in an international context.

Who should enter?

The Best Practice Challenge is aimed at UK based companies, charities, individuals and other public and private sector organisations.

Categories

This year we have six categories:

1. Best development project award

You should consider entering in this category if your organisation is involved in:

- Work to bring the benefits of the Internet to developing countries
- Enabling Internet access in rural or disadvantaged regions
- Reducing the cost of access, providing hardware or connectivity
- Bringing socially excluded groups online
- Educational initiatives aimed at demystifying the Internet for users of all ages
- Introducing new users to the benefits of the Internet
- Promoting interoperability or adaptability to give access for all

2. Best security initiative award

You should consider entering in this category if your organisation is involved in:

- Online authentication and identification
- Reducing security threats, such as spam and viruses
- Enhancing the security of networks
- Creating innovative or collaborative responses to security threats
- Protecting the integrity of users' privacy
- Protecting Internet users against identity theft

3. Raising industry standards award

You should consider entering in this category if your organisation is involved in:

- Promoting or complying with high standards of ethics in business, for example through voluntary codes of practice
- Delivering an exceptional standard of customer service to your online customers
- Promoting Corporate Social Responsibility within the Internet industry
- Taking a leading role in developing consumer confidence in the Internet

4. Personal safety online award

You should consider entering in this category if your organisation is involved in:

- Educating vulnerable Internet users about online personal safety
- Protecting vulnerable communities, such as children, from online exploitation
- Educating users about keeping their networks/computers safe and avoiding online fraud or nuisance

5. Internet for all award

You should consider entering in this category if your organisation is involved in:

- Providing tools that assist in the translation of web content into other languages
- Promoting or serving diversity of cultures within the UK or internationally
- Pioneering methods to include those challenged by lack of literacy in English or by disability, for example audiovisual communication
- Delivering multilingual content to serve relevant communities
- Assisting expressions of culture and identity through multilingual or local language content
- Developing or marketing software or content in languages other than English

6. Open Internet award

You should consider entering in this category if your organisation is involved in:

- Innovative methods of enabling Internet users to benefit from increased access to online materials, knowledge or information
- Offering public services online
- Bringing citizens closer to parliamentarians or government
- Expressions of culture online, for example using the Internet to share cultural artefacts

Supporters of the Best Practice Challenge include MPs, industry leaders, civil institutions, businesses, public sector and academia.

The Judges

There is an eminent and independent panel of judges. Chair of the judging panel will be Rt Hon Alun Michael MP.

Recognition

Winning entries will be:

- Promoted as demonstrations of best practice to industry, government, academia and in the media both in the UK and internationally
- Invited to take a leading role in the UK preparatory meeting for IGF Egypt.

Easy entry:

Enter online at: www.nominet.org.uk/go/bestpracticechallenge

Choose a category and send us your application (maximum 1,000 words) describing how you or your organisation has improved the online experience in that category and in what ways you believe your example constitutes best practice.

Submit your entry, together with a separate short statement describing you or your organisation, with an electronic copy of your logo and photographs of your initiative in practice.

Please enter online at:

www.nominet.org.uk/go/bestpracticechallenge

Deadline for entries:

3 April 2009

For more information, a guide on how to structure your entry and full terms and conditions, please visit: www.nominet.org.uk/go/bestpracticechallenge

Winners will be announced at an awards ceremony in **July 2009**.

“Winning a Nominet Best Practice Challenge Award was a huge honour. It was wonderful that Get Safe Online was recognised for its work educating the public on using the Internet safely. It is important to have awards that focus on Internet and online initiatives as this is a huge area of growth. Winning the award has helped ensure that people recognise Get Safe Online as the place to come for impartial and factual advice. We would definitely recommend other organisations enter the awards this year.”
Tony Neate, MD, Get Safe Online

“Winning a Nominet Best Practice Challenge Award has meant so much to everyone involved in the project from current and ex-learners, volunteers, staff, the local community and all the other agencies we work with – everyone is extremely proud and delighted for us all.”

“We started our main Computer Training Project for the 50+ group 7 years ago and we are absolutely thrilled to win this award. It’s great to see older people embracing technology and the Internet so keenly. It is thanks to everyone involved – another great achievement for team ACE IT!”
Jenny Ridge, Chief Executive, ACE IT

“We were thrilled to see YouthNet’s do-it.org.uk win the Open Internet Category of the 2008 Nominet Best Practice Challenge, particularly considering the high standard of entries which Nominet attracts. The award was a fantastic acknowledgement of all the work – by YouthNet’s staff and hundreds of partner organisations – that goes into making do-it.org.uk the UK’s leading resource for volunteering. We’d definitely encourage others to enter this year’s Nominet Best Practice Challenge. It’s a great way to showcase and share your work and ideas to a wide audience of influencers, policy makers and organisations, both in the UK and internationally.”
Fiona Dawe, Chief Executive, YouthNet

“Winning a Best Practice Challenge Award was very important to us at the British Library. We were delighted that the effort we’ve taken to bring important cultural treasures to a worldwide audience was recognised in this way after close scrutiny by a distinguished panel of experts. And I and my team were encouraged professionally that our work had been honoured by such a prestigious body at the heart of Internet activity in the UK.”
Adrian Arthur, Head of Web Services, British Library

“Winning a Nominet Best Practice Challenge Award has been a rewarding experience for the IWF. To have our self-regulatory approach and effective operations in minimising child sexual abuse content online recognised is a worthy testament to the ongoing support of our industry members and confirms to all our staff, many of whom have the important but unenviable task of assessing potentially illegal images, that our work is highly valued. We are pleased that, as a result, the IWF’s model will contribute to the UK best practice messages which Nominet promotes at an international level.”
Sarah Robertson, Internet Watch Foundation

“Winning the Nominet Best Practice Challenge Award for 2008 was a welcome recognition of CKUK’s work to improve web accessibility for people with learning difficulties. CKUK is dependent on grant funding to create innovative multi-media web projects and we hope that the kudos of receiving this award will aid our attempts to secure further funding to develop our work.”
Marilyn Slavin, Director, Common Knowledge UK

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