

We are proud to launch the Best Practice Challenge 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 2008



The Internet Governance Forum is a UN process for multi-stakeholder dialogue.

www.intgovforum.org

Nominet

Best Practice Challenge 2008

Nominet is proud to launch the Best Practice Challenge 2008. Building on the success of last year's competition, 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. Last year, British stakeholders identified security as the most important IGF theme. 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 your original objectives were and whether you've achieved them
- what was innovative in your approach to the problem
- how the project or initiative was carried out or the product developed
- how you have measured your success.

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
- Bringing socially excluded groups online
- Enabling Internet access in rural or disadvantaged regions
- Introducing new users to the benefits of the Internet
- Reducing the cost of access, providing hardware or connectivity
- 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
- Creating innovative or collaborative responses to security threats
- Reducing security threats, such as spam and viruses
- Protecting the integrity of users' privacy
- Enhancing the security of networks
- 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
- Promoting Corporate Social Responsibility within the Internet industry
- Delivering an exceptional standard of customer service to your online customers

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
- Educational initiatives aimed at demystifying the Internet for users of all ages

Supporters of the Best Practice Challenge include MPs, industry leaders, civil institutions, business, 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 India.

Easy entry:

Entering is simple. Download an entry form at **www.nominet.org.uk/go/bestpracticechallenge**

Choose a category and send us a 1000-word document 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.

Email or post your entry form, submission and supporting material, together with a separate short statement describing you or your organisation, and an electronic copy of your logo with photographs of your initiative in practice.

Email to:

bestpractice@nominet.org.uk

OR

Post to:

**Nominet
Best Practice Challenge
Minerva House
Edmund Halley Road
Oxford Science Park
Oxford
OX4 4DQ**

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

Deadline for entries: **25 April 2008.**

Winners will be announced at an awards ceremony in **July 2008.**

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