



Etisalat Award For Arabic Children's Literature

- Rules and Conditions -

ETISALAT AWARD FOR ARABIC CHILDREN’S LITERATURE

The Etisalat Award for Arabic Children’s Literature, launched by the UAE National Chapter of the International Board on Books for Young People (IAEBBY), is an incentive for the children’s book industry in the Arab World intended to encourage publishers, authors and illustrators to develop the quality of books, in both form and content, as well as to motivate children to be open to the world of knowledge and culture.

The significance of this award is manifested in encouraging children’s book industry partners to provide the best, to help the book Award initiative become a milestone in enrichment and creativity in the Arab world, and to further stimulate the imagination and creativity of children.

The Award also contributes to developing the children’s literature publishing industry, since the book is one of the most prominent and important contemporary cultural elements, serving as the key tool of knowledge within children’s programmes provided by advanced technology.

Etisalat’s support of this award reflects the advanced awareness of this institution and highlights its leading role in community participation at both the local and national levels.

We invite creative and talented people to participate in the award, which we hope will contribute to the emergence of a new generation of children’s books that can attract children and encourage them to read.

THE UAE BOARD ON BOOKS FOR YOUNG PEOPLE (IAEBBY)

The UAE Board on Books for Young People (IAEBBY) is the national section of the International Board on Books for Young People (IBBY), which was founded in Zurich, Switzerland in 1953.

IAEBBY officially came into being on 1st January 2010, following IBBY’s approval of the UAE as a member, which was a direct result of the efforts of Her Excellency Sheikha Bodour Bint Sultan Al Qasimi, President of the Emirates Publishers Association, and Founder and CEO of Kalimat Publishing House.

As a non-profit, non-governmental organisation, IAEBBY aims to act as a bridge to facilitate communication and information exchange with establishments and institutions concerned with children’s books, to develop and promote children’s literature and artistic works, and to exchange skills with authors and illustrators. The organisation is also responsible for organising contests and conferences on children’s books, facilitating access to children’s books, especially in remote areas of the UAE, promoting authorship and production of children’s books in the UAE, developing public libraries for children throughout the country, encouraging translation of children’s books from and into Arabic, and helping to raise the bar for children’s books in the UAE to international levels.

EMIRATES TELECOMMUNICATIONS CORPORATION (ETISALAT)

Founded in 1976, Emirates Telecommunication Corporation (Etisalat) provides telecommunication services in the UAE, and is one of the Middle East’s leading providers of telecom services, media and equipment.

Etisalat offers a variety of hi-tech telecommunication, wireless communication and data communication services, which are provided in conjunction with its subsidiaries (Emirates Vision, Emirates Telecommunications and Marine Services). It also owns stakes in Thuraya Satellite Telecommunications, Zanzibar Telecom Limited and Etihad Etisalat (Mobily). Etisalat is recognized as one of the largest telecommunication companies in the world, and is the leading operator in the Middle East and Africa, offering various telecommunication services such as fixed line, mobile and Internet services in all parts of the UAE, thus contributing to making the UAE one of the most advanced countries in the telecoms sector.

With operations in 17 countries across Asia, the Middle East and Africa, and servicing over 80 million customers, the company has built a state of the art telecom infrastructure and taken a leadership position of innovation and reliability among regional and international operators.

Etisalat was ranked among the top 140 companies in the world in terms of market capitalization by the Financial Times. It also came 6th among the top 100 companies in the Middle East in terms of revenues and market capitalization, according to the London-based The Middle East Magazine.

It is currently one of the largest contributors to the Federal Budget, and is an award-winning socially responsible corporation.

AWARD OBJECTIVES:

The Etisalat Award for Arabic Children’s Literature is designed to support the children’s book industry in the Arab world and achieve the following objectives:

- Upgrading the children’s book industry in the Arab world.
- Enhancing the Arab child’s culture and enriching it with everything that’s contemporary and distinguished.
- Consolidating the position of the children’s book against the technological alternatives.
- Motivating publishers, writers and illustrators to be innovative in the publishing of children’s books.

AWARD ORGANIZATION AND MANAGEMENT

The UAE Board on Books for Young People (IAEBBY) is responsible for the supervision of the Award in compliance with its regulation.

Nomination Conditions:

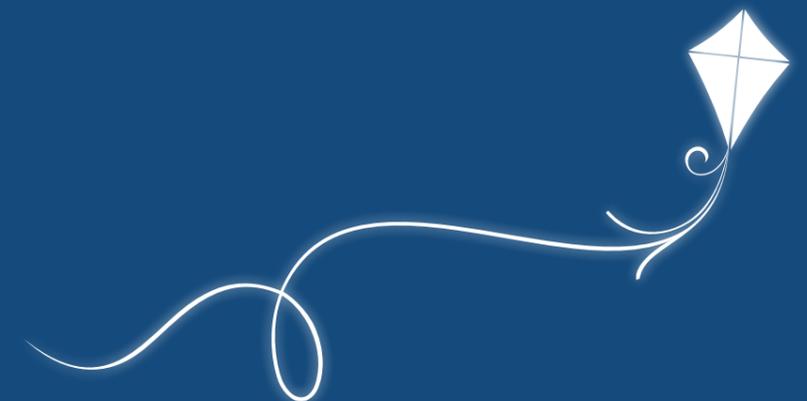
1. The book should be published in the Arabic language.
2. The book should not have been published more than 3 years ago.
3. The book should not be a local, Arab or international award winner.
4. It should be an original work. Translated works shall be excluded.
5. Educational and scientific series and books are not eligible for entry.
6. The nominated book should not be a republication of an old version.
7. The book should be printed and published in a hard copy.
8. The award includes children’s books targeting children from 0-14 years of age.
9. Each publisher may nominate a maximum of three books.
10. Intellectual rights shall be taken into consideration upon the submission of applications.
11. The jury shall be authorized to overlook any nomination that does not comply with the conditions.
12. The award jury may withhold the award.
13. None of the candidates may object to the decisions of the awarding jury.
14. The winning publisher shall publish 2,000 copies of the winning book bearing the logos of the Award and the IAEBBY, for non-profit purposes.

PROCEDURES AND TIMELINE FOR NOMINATION

1. Nominations for the Award open on 1 June 2011.

2. The application form for nomination should be filled in accordance with the approved form and submitted along with the following:

- Seven non-refundable copies of the nominated title(s).
- Author’s and illustrator’s contracts for the nominated title(s), or acknowledgement of contracting.
- Profile of the publishing house and up-to-date CVs for the author and illustrator.
- An overview of the nominated works, along with the justifications for their nomination.



3. The submission deadline for nominations is 12 noon on 31 August 2011.

4. Nominations should be sent by express mail, and the following information should appear on the envelope:

Etisalat Award for Arabic
Children's Literature
Al Qasba - Block D - First Floor
Sharjah P.O. Box: 5424
Sharjah - United Arab Emirates
Tel +97165542111 Fax +97165542345
e-mail: info@uaebby.org.ae

VALUE OF THE AWARD

The value of the Award is one million dirham's (AED1 million), distributed as follows:

- 50% of the Award value goes to the publisher.
- 50% of the Award value to be distributed among the other parties involved, in a manner decided upon by the Jury.

JUDGING OF THE AWARD

First:

In order to achieve the principle of transparency and professionalism in the selection of members of the Jury, we take into account the following regulations:

- Literary works by members of the Jury are excluded from nomination for the Award.
- As far as possible, the Jury must be diverse, with members having a range of qualifications and specialties (publisher, author, critic, illustrator, and judging expert)
- The Jury may seek help from experts in the fields of science, literature or the arts when needed, in a way that does not contradict the principle of confidentiality and full neutrality, with adherence to matters mentioned in clauses 1 and 2.
- There must be full confidentiality in the selection of members of the Jury, and their names must not be revealed before the winner of the Award has been announced.
- The Jury must comprise a geographically diverse selection of members.

Second:

The Award's Board of Directors shall form a panel of judges (the Jury) every year, provided that it comprises a minimum of five members with relevant expertise, competence and integrity.

Third:

The Jury's sessions shall be presided over by a Chairman, to be chosen by the Award's Board of Directors. The Jury shall select a Rapporteur.

Fourth:

The names of the members of the Jury and its session should remain secret, and Award Management may announce the names of the Jury at the closing ceremony.

Fifth:

The Jury's work shall begin the day after the closing date for nominations for the award, and end with the submission of its report on the date determined by the Award's Board of Directors.

Sixth:

The Jury shall present a written report on the results of their work, explaining their reasons for having chosen the winner.

Seventh:

Decisions by the Jury shall be reached by majority vote. In the case of a tie, the Chairman shall cast the deciding vote.

Eighth:

If a Jury member cannot attend a session due to an emergency, his written report shall be sufficient and he shall have no right to object.

Ninth:

The Jury is confidential and the names of its members should not be announced. It is not permitted for a Jury member to announce his name or the results of the arbitration or its deliberations.

Tenth:

A Jury member shall step down from the membership if one of his relatives of first or second degree submits a nomination application for the award.

Eleventh:

The Jury shall consider the books nominated for the Award according to the conditions approved in the Award's work system.

Twelfth:

The Jury shall submit its detailed report, signed by its members, to the Award's Board of Directors for approval of the results.

CRITERIA FOR JUDGING

The following criteria represent the foundations approved by the Board of Directors of the Award, under which nominated books are evaluated by the Jury.

These criteria take into account balance between the book's general form, content and artistic aspects in terms of illustration and layout:

JURY PROCEDURES

The Jury held several consecutive sessions during which nominated books were examined and evaluated carefully on the basis of approved criteria. As a result of these discussions, the Jury announced the winner from among a shortlist of five books.

JURY'S REPORT

The criteria for evaluating and judging children's books nominated for the award, which are as follows:

1. Literary Criterion

Under this criterion, the Jury evaluates the text contained in the book, looking at the novelty of its content, its aesthetic style, and its language skills, in a way that it adds to the child's knowledge and contributes to bringing out their talents, as well as to developing their mental abilities and urging them to read and know more about the world.



Item	Criterion	Element	Areas
1	General Form	<p>Form</p> <p>Printing Technology</p> <p>Binding</p>	<ul style="list-style-type: none"> - Binding of the book and the smooth flexibility of opening the book - Quality of the paper - Size of book appropriate for the target age group - Weight of book appropriate for the target age group <ul style="list-style-type: none"> - Fonts appropriate for the target age group - Organisation and sequence of pages - Clarity of colours - Paper used in the internal pages <ul style="list-style-type: none"> - General form of the binding fits the book's subject - Creativity and innovation - Paper used in the book binding - The binding should carry the basic information about the book: <ol style="list-style-type: none"> 1. Name of author 2. Name of illustrator 3. ISBN Number 4. Classification 5. Name of printing press 6. Year of publication 7. Name of publishing house 8. Place of publication
2	Content	<p>Title</p> <p>Content</p> <p>Scientific Aspect</p> <p>Language</p>	<ul style="list-style-type: none"> - Reflects the book's subject - Attractive phrasing of the title - Written clearly <ul style="list-style-type: none"> - Content appropriate for the target age group - Innovation & creativity in presentation - Combination of traditional and modern - Logical presentation of the subject - Availability of the elements of excitement and reading stimulation and motivation - Ability to deliver information <ul style="list-style-type: none"> - Scientific accuracy - Inclusiveness content of the book's subject - Content appropriate for the target age group <ul style="list-style-type: none"> - Vocabulary is appropriate for the target age group - Free from spelling and typing mistakes - Avoidance of linguistic complexity - Proper use of punctuation marks and adherence to the rules of Arabic writing

Item	Criterion	Element	Areas
3	Artistic Aspects	Illustrations and Pictures	<ul style="list-style-type: none"> - Illustrations and images genuine work by illustrator, not taken from another source - Ability to relay expression - Consistency of the space of illustrations with total space of the book - Clarity and purity - Illustrations appropriate for the target age group - Consistency of the colours used in pictures and illustrations - Technical design and output

2. Artistic Criterion

Under this criterion, the Jury evaluates illustrations associated with the text, looking at originality, seriousness and consistency with the text, so that these illustrations form an addition to the text, not just a literal translation for it.

3. Technical Criterion

Under this criterion, the Jury evaluates aspects of design, layout and printing, looking at their compliance with the technical specifications followed in this field and to ensure their appropriateness for the target age group.

Based on these three criteria, members of the Jury examined all the literary works that met the conditions of the competition. The Jury evaluated books, and members provided detailed reports on these works together with the evaluation of how they met the three criteria laid out (degrees), in order to ensure accuracy in evaluation and judgment.

During the three sessions that followed the first meeting, each member of the Jury presents his views on the books he had read and the reasons for the degrees he gave to each. The members then discussed and examined each other's views and credibility.

The Jury selects a shortlist of five books that stood apart from the other entries

ANNOUNCEMENT OF THE AWARD WINNER

The winners of the Etisalat Award for Arabic Children's Literature announced on the opening day of Sharjah International Book Fair, which held under the patronage of His Highness Dr Sheikh Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah.

Later, the members of the Jury and the Award winners participate in a symposium on the Award, during which the stages of the panel's work and recommendations for the future were reviewed.