

Etisalat Prize for Arabic Children's Literature

2010

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المجلس الإماراتي لكتب اليافعين
The UAE Board on Books for Young People


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ETISALAT PRIZE FOR ARABIC CHILDREN'S LITERATURE

The Etisalat Prize for Arabic Children's Literature, launched by the UAE National Chapter of the International Board on Books for Young People (UAEBBY), 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 prize initiative become a milestone in enrichment and creativity in the Arab world, and to further stimulate the imagination and creativity of children.

The prize also contributes to developing the children's literature publishing industry, since the book is one of the most prominent and most important contemporary cultural elements, and is 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.

EMIRATES TELECOMMUNICATIONS CORPORATION (ETISALAT)

Founded in 1976, Emirates Telecommunication Corporation (Etisalat) provides telecom 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 telecommunication services, which are provided in conjunction with its subsidiaries (Emirates Vision, Emirates Telecommunications and Marine Services), and also owns stakes in Thuraya Satellite Telecommunications, Zanzibar Telecom Limited and Etihad Etisalat (Mobily). Etisalat has reputation as one of the largest tele-com companies in the world and 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 and contributing to making the UAE one of the most advanced countries in the telecom sector.

Today, Etisalat is recognized as one of the largest telecommunications companies in the world and also the largest operator in the Middle East, with operations in 17 countries across Asia, the Middle East and Africa, servicing over 80 million customers. The company has built up state-of-the-art telecom infrastructure and taken a leadership position of innovation and reliability among regional and international operators.

Etisalat has been ranked among top 140 companies in the world in terms of market capitalization

by the Financial Times. It also came 6th among 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 one of the largest contributors to the Federal Budget, and is an award-winning socially responsible corporation.

PRIZE OBJECTIVES:

The Etisalat Prize 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.

PRIZE ORGANIZATION AND MANAGEMENT

The UAE Board on Books for Young People (UAEBBY) is responsible for the supervision of the Prize 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 book should not conflict with the original values, traditions and customs of the Arab communities.
9. The award includes children's books targeting children from 0-14 years of age.
10. Each publisher may nominate a maximum of three books
11. Intellectual rights shall be taken into consideration upon the submission of applications.
12. The jury shall be authorized to overlook any nomination that does not comply with the conditions.
13. Following the announcement of the winner, a phrase showing that the book has won the award, along with the sponsor's logo, shall be printed on all future editions of the book in a format the award deems suitable.
14. The award jury may withhold the award.
15. None of the candidates may object to the decisions of the awarding jury.
16. The winning publisher shall publish 2,000 copies of the winning book bearing the logos of the Prize and the UAEBBY, for non-profit purposes.

PROCEDURES AND TIMELINE FOR NOMINATION

1. Nominations for the Prize open on 1 June 2010.
2. The application form for nomination should be filled in accordance with the approved form and submitted along with the following:
 - o Seven non-refundable copies of the nominated title(s).
 - o Author's and illustrator's contracts for the nominated title(s), or acknowledgment of contracting.
 - o Profile of the publishing house and up-to-date CVs for the author and illustrator.
 - o 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 2010.

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

Etisalat Prize 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: UAEBBY@gmail.com

VALUE OF THE PRIZE

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

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

JUDGING OF THE PRIZE

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 prize.
- 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 Prize has been announced.
- The Jury must comprise a geographically diverse selection of members.

Second:

The Prize'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 Prize'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 Prize Management may announce the names of the winners of the prize 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 Prize 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 made by a majority vote of members, and in the case of a tie vote, the Chairman shall have the casting 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 Prize according to the conditions approved in the Prize's work system.

Twelfth:

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

ANNOUNCEMENT OF THE PRIZE WINNER

The Prize's Board of Directors will announce the Jury's decision within a timeframe determined by the Board, within three months of the end of arbitration and after the Board has approved the results.

If, for any reason, the announcement is not made on the determined date, the Board may set another date to announce the results, and publish the results in the media.

The Board will organize an award ceremony to honor the winners and present them with their prizes, and will set the date and venue for the ceremony.

CRITERIA FOR JUDGING

The following criteria represent the foundations approved by the Board of Directors of the Prize, 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:

Item	Criterion	Element	Areas
1	General Form	Form	<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
		Printing Technology	<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
		Binding	<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. Number 4. Classification 5. Name of printing press 6. Year of publication 7. Name of publishing house 8. Place of publication
2	Content	Title	<ul style="list-style-type: none"> - Reflects the book's subject - Attractive phrasing of the title - Written clearly
		Content	<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

Item	Criterion	Element	Areas
		<p>Content</p> <p>Scientific Aspect</p> <p>Language</p>	<ul style="list-style-type: none"> - Availability of the elements of excitement and reading stimulation and motivation - Ability to deliver information - Scientific accuracy - Inclusiveness content of the book's subject - Content appropriate for the target age group - 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
3	Artistic Aspects	Illustrations & 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

ETISALAT PRIZE FOR ARABIC CHILDREN'S LITERATURE 2009

Before the prize ended up in the hands of UAE-IBBY, the Etisalat Prize for Arabic Children's Literature was launched by the Arab Children's Book Publishers Forum, as a prize dedicated to children's literature in order to develop and promote children's literature and the quality of children's books, in form and content.

The Prize was launched during a press conference in Sharjah in the presence of Her Highness Sheikha bint Sultan Al Qassimi and Etisalat General Manager (Northern Emirates) Professor Abdul Aziz Taryam. The winners of the Prize were announced at Expo-America 2009.

THE JUDGING PANEL OF THE PRIZE (THE JURY)

The Jury consisted of respected professionals in the Arab world, who discharged their responsibilities in a transparent and fair manner.

The Jury included:

Dr Mohammed Al Ghazi (Tunisia), Chairperson of the Jury

- Tunisian writer and poet
- A university professor of Arab Literary at the Tunisian University
- Advisor at the Ministry of Culture
- Published 40 children's books
- Winner of the Abu Al Qassim Al Shabbi Award - Tunis - 1998

Mohammed Jamal Amro (Jordan)

- Writer of children's books
- Managing Editor of Children's Magazine (Bara'em Amman)
- Member of the Arab Writers Union
- Chairman of the Children's Literature Panel at the Islamic Literature League
- Winner of the Abdul Hamid Shooman Award for Arab Children's Poetry - Jordan

Lujaina Al Asil (Syria)

- Plastic artist and children's book illustrator
- Artistic Advisor for Children's Books - Syrian Ministry of Culture
- Independent member of the International Organisation for Children's Book (IBBY-Switzerland)
- Winner of the Best Book Award at Beirut International Book Fair 2008

Sarah Odedina, (Britain)

- British expert in children's book publishing
- Worked in the field of children's books for 17 years and held the position of Director of Publishing Rights at Watts Publishing Group
- Worked for Bloomsbury Group a publisher of the children's list
- Published many award-winning books

Amira Abu Al Majd (Egypt), publisher of children's books

- Bachelor's Degree in Child Psychology from the American University in Cairo
- Director of Children's Book Publishing and Managing Director of Dar El Shorouk - Cairo
- Member of the Board of Directors of the Egyptian Board on Children's Books
- Member of the Higher Judging Panel of the Reading for All Festival - Egypt

JURY'S REPORT

A total of 36 titles were accepted from among 54 entries representing 20 publishing houses. Six entries were refused for not fulfilling the conditions for nomination.

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 three books.

JURY'S REPORT

The Jury held its first meeting on Saturday 10 March 2009 at the headquarters of the Arab Children's Book Publishers Forum in Sharjah, and agreed on 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.

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 36 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 presented 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 selected a shortlist of three books that stood apart from the other entries:

- Ana Oheb (I Love), published by Lebanon-based Dar Al Hadaeq. Author: Nabeeha Muheidli. Illustrator: Nadine Saidani.
- The First Flower in the Land, published by Tamer Institute for Community Education (Palestine). Author: Zakaria Mohammed. Illustrator: Ahmed Al-Khalidi.
- Dodd. Tata. published by Dome Publications-Renaissance of Egypt (Egypt). Author: Dr Afaf Tabballah. Clay formation: Samar Salahuddine

After deliberation, members of the Committee unanimously agreed to award the Prize to the book Ana Oheb (I Love), based on the clever idea (to view the world through the eyes of animals), the novelty, the aesthetic style, and the relevance to the target age group.

ANNOUNCEMENT OF THE PRIZE WINNER

On 11 November, 2009, the winners of the Etisalat Prize for Arabic Children's Literature were announced on the opening day of the 28th edition of the Sharjah World Book Fair, which was held under the patronage of His Highness Dr Sheikh Sultan bin Mohammed Al Qassimi, Supreme Council Member and Ruler of Sharjah.

Lebanon-based publishing house Dar Al Hadaeq was announced the winner from among the Jury's shortlisted entries for its book Ana Oheb (I Love).

On the sidelines of the book fair, Adnan Salem, President of the Arab Children's Book Publishers Forum, presented a check for AED1 million to publisher Dar Al Hadaeq, author Nabihah Mehadli, and illustrator Nadine Sidani, as part of the Forum's activities, and in the presence of members of the Board of Directors of the Forum.

Later, the members of the Jury and the Prize winners participated in a symposium on the Prize in its first edition, during which the stages of the panel's work and recommendations for the future were reviewed.

