

**Nurture their Imagination
Encourage their Dreams**

Etisalat Award for Arabic Children's Literature



جائزة اتصالات لكتاب الطفل
Etisalat Award for Arabic Children's Literature



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

EtisalatAward

AWARD MANAGEMENT

THE UAE BOARD ON BOOKS FOR YOUNG PEOPLE | UAEBBY

The UAE Board on Books for Young People (UAEBBY) is the national section in the United Arab Emirates of the International Board on Books for Young People (IBBY). IBBY is an international network of people from more than 77 countries who are committed to bringing books and children together. It was founded in Switzerland in 1953.

The UAEBBY was officially established as a non-profit, non-governmental organisation on 1 January 2010, following IBBY's approval of the United Arab Emirates as a member. This was a direct result of the efforts of Bodour Al Qasimi, Founder/CEO of Kalimat Publishing House and Patron of the UAEBBY.

The UAEBBY aims to develop the children's book industry in the UAE, to promote a reading culture among children and to further build the capacities and capabilities of practitioners in the field of children's literature.

SPONSOR

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.

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 was launched to support the Arabic children's book industry around the world and achieve the following objectives:

- To raise the standards of children's book production in the Arab world
- To recognise children's books that are distinctive, contemporary, and novel
- To demonstrate that books continue to be the principal cultural products in the midst of the diverse electronic alternatives available today
- To encourage publishers, writers, and illustrators towards increased innovation in the field of children's book publishing

ELIGIBILITY CRITERIA

Children's Categories (Ages 0 to 12)

(Best Text, Best Illustration, Best Production, Children's Book of the Year)

- The entry should be a children's book targeting children aged 0 - 12.
- The book must be published in the Arabic language and must be an original work. Translated works are not eligible.
- Books must have been published no more than 3 years preceding announcement of the Award.
- New editions of previously published books are not eligible.
- The book must not have previously received any local, Arab, or international award prior to the deadline of submission of entries.
- It should be an original work. The entry must not infringe the copyright or any other rights of any third party. The intellectual property rights of the authors and other producers of the work must be respected.
- Non-fiction, educational, scientific books, or books in series are not eligible for entry.
- The book should be published in paper format.
- Books submitted should be published by a publishing house or a registered organisation. Self-published books are not eligible.
- Books of poetry and short story collections are not eligible.
- The entries must be submitted by a publishing house or a registered organisation. Each publisher may nominate a maximum of three titles for all the Children's categories.
- Publishers should not submit entries that they have already submitted to previous editions of the Award. Any such entry will be disqualified.
- The jury is authorised to disqualify any entry that does not comply with the above conditions.
- The jury has the right to withhold the award.
- No entrant may object to the decisions of the jury.
- The publisher of the "Children's Book of the year" shall provide the UAEBBY with 400 copies of the book bearing the logo of the Award for non-profit use.
- The author, illustrator and publisher of the winning books in the "Best Text", "Best Illustration", and "Best Production" categories respectively, shall provide the UAEBBY with 20 copies of each book during the Sharjah International Book Fair for non-profit use.
- The illustrator who wins 'Best Illustration' and the illustrator of the 'Children's Book of the Year' should each submit a proposed theme for the next edition of the Award within a month after the winner's announcement.





Young Adult Category (Ages 13 – 18) Young Adult Book of the Year

- Titles must be designated 'young adult' by its publisher or published for the age range that UAEBBY defines as 'young adult', i.e., 13 - 18. Adult books are not eligible.
- Books must be written in the Arabic language and must be an original work. Translated works are not eligible.
- Books must have been published no more than 5 years preceding announcement of the Award.
- New or revised editions of previously issued books are eligible based on the discretion of the judges, but reprinted editions are not. In this case please submit a copy of the original edition and list all the changes made in the revised edition.
- The book must not have previously received any local, Arab, or international award prior to the deadline of submission of entries.
- The entry must not infringe the copyright or any other rights of any third party. The intellectual property rights of the authors and other producers of the work must be respected.
- All entries submitted must be paper-based and bound.
- Books submitted should be published by a publishing house or a registered organisation. Self-published books are not eligible.
- Arabic non-fiction and fiction are all eligible to receive the award, except for collections, poetry, and biographies.
- Textbooks, e-books, and audiobooks will not be considered, nor will manuscripts.
- Books in the same series may be judged together or separately, at the sole discretion of the judges.
- Works of joint authorship or editorship are eligible.
- The entries must be submitted by a publishing house or a registered entity. We don't require publishers to strictly limit the quantity of titles submitted. Publishers may submit as many books as they wish and are encouraged to do so. However, we urge publishers to use their best judgment and send only those titles that they believe are distinguished enough to warrant consideration.
- Three copies (non-returnable) of each book submitted should be mailed directly to the UAEBBY office along with one softcopy to be sent to the judges.
- The jury is authorized to disqualify any entry that does not comply with the above conditions.
- The jury has the right to withhold the award.
- No entrant may object to the decisions of the jury.
- The publisher of the "Best Young Adult Book of the year" shall provide the UAEBBY with 400 copies of the book bearing the logo of the Award for non-profit use.

THE DEADLINE TO RECEIVE THE ELECTRONIC VERSION OF YOUNG ADULT ENTRIES IS 31 JULY EACH YEAR. THE DEADLINE TO RECEIVE THE ELECTRONIC VERSION OF YOUNG ADULT ENTRIES IS 31 JULY OF EACH YEAR. DEADLINE TO RECEIVE PRINT BOOKS IS 31 AUGUST OF EACH YEAR

ARABIC SILENT BOOK CATEGORY (WORDLESS BOOKS)

Silent books (Wordless books) that use the power of images to tell stories have gained popularity among people of all ages over time. Rich with visual language, wordless books can express simple and linear tales or complex stories, and they push the boundaries of artistic and creative expression.

In line with this trend, Etisalat Award for Arabic Children's Literature introduced this special category for 2019 dedicated to "Arabic Silent Books"

Eligibility

- Since we believe that Silent books (Wordless books) are becoming more popular with people of all ages, no age restriction is implemented.
- Authors (idea creators), illustrators and artists of this category must be of an Arabic nationality.
- The entries must be submitted by a publishing house or a registered entity. We don't require publishers to strictly limit the quantity of titles submitted. Publishers may submit as many books as they wish and are encouraged to do so. However, we urge publishers to use their best judgment and send only those titles that they believe are distinguished enough to warrant consideration.
- The book must not have previously received any local, Arab, or International award prior to the deadline of submission of entries.
- It should be an original work. The entry must not infringe the copyright or any other rights of any third party. The intellectual property rights of the authors and other producers of the work must be respected.
- The book should be published in paper format.
- Books submitted should be published by a publishing house or a registered organisation. Self-published books are not eligible.
- Five copies (non-returnable) of each book submitted should be mailed directly to the UAEBBY office.
- The jury is authorised to disqualify any entry that does not comply with the above conditions.
- The jury has the right to withhold the award.
- No entrant may object to the decisions of the jury.
- The publisher of the "Arabic Silent book Category" shall provide the UAEBBY with 50 copies of the book bearing the logo of the Award for non-profit use.
- The illustrator of the "Arabic Silent book Category" shall provide the UAEBBY with 50 copies of the book bearing the logo of the Award if there is no Author (Idea creator) for the book for non-profit use.
- The illustrator and the Author (Idea creator) of the "Arabic Silent book Category" each shall provide the UAEBBY with 25 copies of the book bearing the logo of the Award for non-profit use.
- The illustrator who wins 'Silent Book of the year' should submit a proposed theme for the next edition of the Award within a month after the winner's announcement.

ENTRY REQUIREMENTS

1. The entry form should be completed online in full for each entry
2. All the fields are mandatory and must be filled.
3. The following documents must also be submitted:

For entries in the Children's categories:

- Seven non-returnable physical copies of the submitted title(s).
- High resolution electronic copy of the book cover for each title submitted.
- Copies of the contracts with the author and illustrator of the submitted title or a statement signed by both parties declaring that all rights have been legally surrendered by the author and illustrator to the publishing house.

For entries in the Young Adult's category:

- Three non-returnable physical copies of the submitted title(s).
- High resolution electronic copy of the book cover for each title submitted.
- One softcopy of each title submitted.
- Copies of the contracts with the author of the entered title or a statement signed by both parties declaring that the rights have been legally surrendered by the author to the publishing house.
- If the book contains illustrations, a copy of the illustrator's contract must be submitted to the Award's management. If not, the book cover designer's contract or a statement signed by both parties declaring that the rights to the artwork on the book cover have been legally surrendered to the publishing house, must be submitted with the entry.

For entries in the Arabic Silent book category:

- Five non-returnable physical copies of the submitted title(s).
- High resolution electronic copy of the book cover for each title submitted.
- Copies of the contracts with the author and illustrator of the submitted title or a statement signed by both parties declaring that all rights have been legally surrendered by the author and illustrator to the publishing house.

In addition, the following documentation must be submitted with all entries:

- A profile of the publishing house and up-to-date biographies/profiles of the author and illustrator.
- A copy of the publisher's trade license or any document to prove the registration of the publishing house in its country of origin.
- Summaries of the submitted books.
- A separate form must be completed for each book being submitted.

CANCELLATION OR CHANGES TO THE CATEGORIES

The organiser may at its sole discretion decide to cancel and/or withhold any of the award categories or change the dates without compensation of any kind being entitled to the participants.

FINAL CLAUSE

Participation in the award categories are entirely free of charge and entails no obligation or commitment of any kind beyond the participation conditions set out in these regulations.

The UAEBBY would have the right to use the shortlisted and winning books to promote the Award and for non-profit use only

THE AWARD OPENS FOR SUBMISSIONS IN APRIL OF EACH YEAR.
THE DEADLINE FOR SUBMISSION OF ENTRIES IS 12 NOON, 31 AUGUST OF EACH YEAR.

In cases where the entrant has deliberately provided false or misleading information, the management of the Etisalat Award has the right to take any action, including legal action, as it sees fit.

The phrase 'Etisalat Award for Arabic Children's Literature' should appear on the envelope containing the submissions, and all envelopes should be sent to the following address:

Al Qasba – Block D – First Floor – Office 64
Sharjah P.O. Box: 1421
Sharjah – United Arab Emirates

Tel +971 6 5195555
Fax +971 6 5542345
E-mail: info@uaebyy.org.ae





THE JUDGING PROCESS

The judging process of the Etisalat Award for Children's Literature is conducted with full transparency and in the most professional manner possible. This has served to raise the profile of the Award and to provide publishers with a greater incentive to submit their best books to the Award. Entries are evaluated by an independent judging panel, which chooses the shortlist and winner.

The judging process is conducted according to the clauses listed below.

First: To ensure transparency in the selection of the members of the judging panel, the following will be taken into account:

- Members of the judging panel will not be allowed to have any of their works submitted to the Award.
- To the fullest extent possible, the judging panel will be composed of members with a broad and diverse range of qualifications and specialisations, such as publishers, authors, critics, illustrators, and other experts.
- The jury may seek the assistance of experts in the fields of science, literature or the arts when needed in so far as this remains in compliance with the principles of confidentiality and full neutrality and is in full adherence to the points above.
- The composition of the judging panel is secret, and the names of the members will not be revealed before the winners of the Award have been announced.
- The members of the judging panel should be diverse in terms of geographical and national backgrounds.

Second: The Award's management shall form a judging panel each year, provided that it includes a minimum of three members with relevant expertise, competence and integrity.

Third: The meetings of the judging panel shall be presided over by a chairperson chosen by members of the judging panel. The judging panel shall select a rapporteur.

Fourth: The names of the members of the judging panel and the content of their discussion during their meetings shall remain secret. The Award's management may announce the names of the members during the bestowing ceremony.

Fifth: The work of judging begins the day after the closing date for submission of entries for the Award. It shall end upon their submission of a report on a date determined by the Award's management.

Sixth: The judging panel shall present a written report presenting the results of their discussions. The report should specify the reasons behind the choice of the winning books in each category.

Seventh: The choice of winning books shall be decided by majority vote. In the case of a tie, the chairman shall cast the deciding vote.

Eighth: If any member of the judging panel cannot attend a meeting due to an emergency, his or her written report shall be considered sufficient. He/she shall have no right to object to the decision(s) made by judging panel during the meeting.

Ninth: The constitution of the judging panel is secret and the names of its members should not be revealed before the announcement of the winning book. Judges are not permitted to announce or reveal that they are members of the Etisalat Award for Arabic Children's Literature judging panel. Neither are they allowed to disclose the results of the deliberations of the judging panel to any external party.

Tenth: A judge shall withdraw from the judging panel if one of his/her relatives of the first or second degree has a work submitted for the award.

Eleventh: The judging panel shall evaluate the books submitted for the Award in accordance with the rules and criteria specified by the Award's management.

Twelfth: The jury reserves the unquestionable right to transfer submission from one section to another, if deemed necessary.

Thirteenth: If a winning book has more than one author, the prize money will be divided equally between them or as per the judging panel's decision.

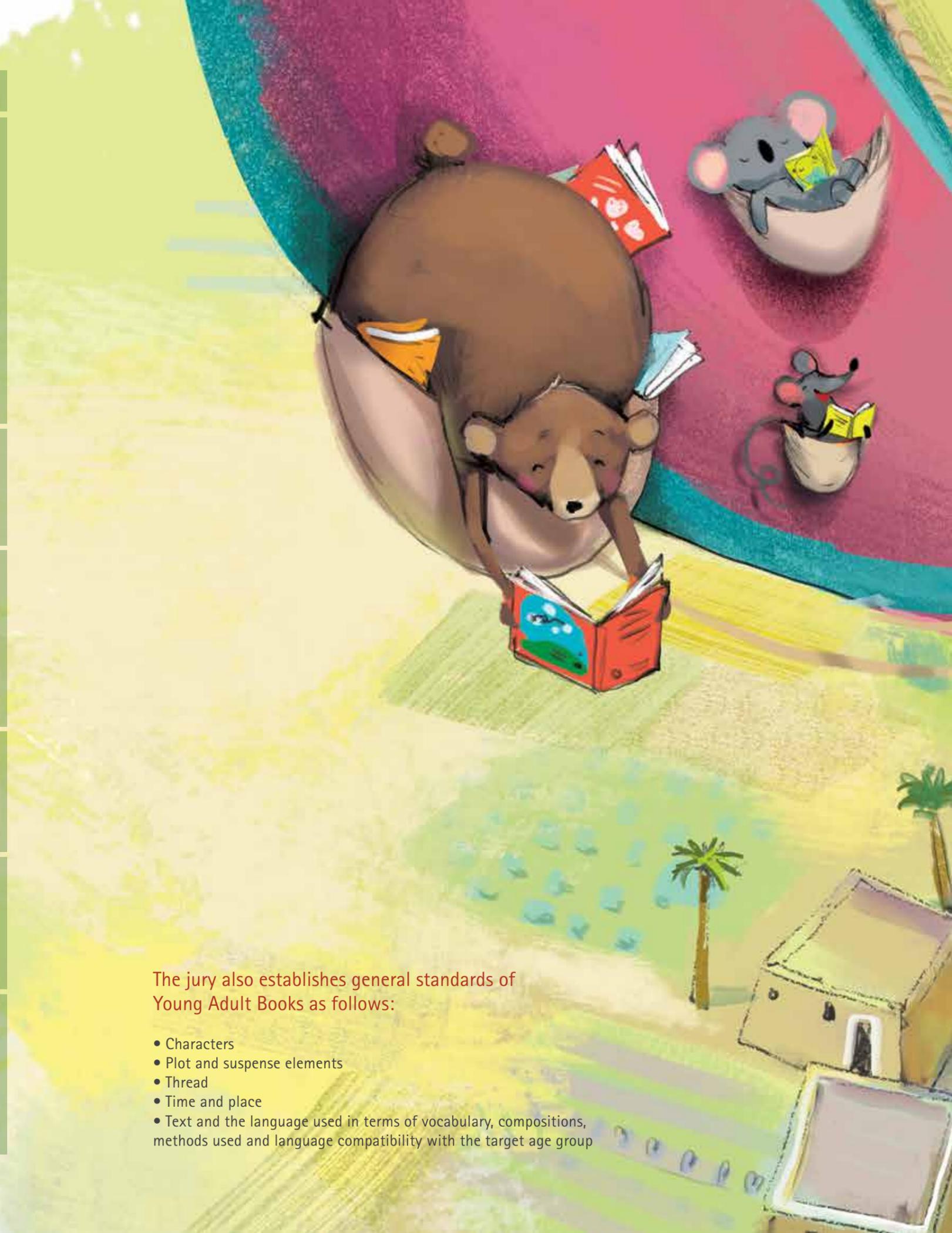
EVALUATION CRITERIA

The following set of criteria represents the basis upon which the submitted entries are evaluated by the judging panel. Books are evaluated based on the external appearance of the book, text, illustrations (if any), layout, and production.

The criteria below should be listed in a table as they currently are with the changes:

Criterion	Element	Areas
General Appearance of the Book	Appearance and physical description	<ul style="list-style-type: none"> - Quality of the bookbinding and ease in opening the book - Paper quality - Suitability of the size of the book to the target age group - Suitability of the book's weight to the target age group
	Printing and production quality	<ul style="list-style-type: none"> - Suitability of the font used for the target age group - Organisation and sequence of the inside pages - Clarity of the colours - Quality of the paper used for the inside pages

Criterion	Element	Areas
	Book cover	<ul style="list-style-type: none"> - Consistency between the cover illustration and the subject of the book - Creativity of the cover artwork - Quality of the paper used for the cover - The front and back cover of the book should include the basic bibliographic information about the book, such as: <ul style="list-style-type: none"> • Name of the Author • Name of the Illustration • Name of the Publishing House • Year of Publication • Place of Publication • ISBN Number • Classification Number • Name of the Printing Press
Text	Title	<ul style="list-style-type: none"> - Choice of title and the extent of its reflection of the book's subject - The phrasing of the title - The legibility of the book title
	Content	<ul style="list-style-type: none"> - Suitability of the content to the target age group - Creativity in addressing the topic - Presence of cultural authenticity and modern elements - Credibility and logic in the presentation of the subject - Incorporation of elements of suspense or elements that would stimulate the reader to continue reading - Clarity and accessibility of the manner of delivering information
	Information presented	<ul style="list-style-type: none"> - Accuracy and precision of information presented - Comprehensiveness in tackling the book's subject - Suitability of the content and information presented for the target age group
	Language and style	<ul style="list-style-type: none"> - Suitability of the language and choice of words for the target age group - Avoidance of unnecessary jargon and pretentious language - Adherence to the rules of Arabic grammar - The text should not contain spelling or typographical errors.
Artistic Elements	Layout, Production, and Illustrations (If any)	<ul style="list-style-type: none"> - Expressive quality of the illustrations - Choice of space allocated to the illustrations and quality of the layout - Clarity and neatness of illustrations - Suitability of the illustrations to the target age group - Harmony of the colours used in the illustrations - Quality of the layout and design



The jury also establishes general standards of Young Adult Books as follows:

- Characters
- Plot and suspense elements
- Thread
- Time and place
- Text and the language used in terms of vocabulary, compositions, methods used and language compatibility with the target age group



VALUE OF THE AWARD

The award is worth one million and two hundred thousand dirhams (AED 1,200,000), distributed as follows:

Best Text	100,000 AED
Best Illustration	100,000 AED
Best Production	100,000 AED
Arabic Silent Book of the year (To be awarded as: 40% for the publisher 60% for the illustrator if there is no Author. Otherwise, the award splits equally between the illustrator and the author)	100,000 AED
Children's Book of the year (100,000 Author – 100,000 Illustrator 100,000 Publisher)	300,000 AED
Young Adult Book of the year (100,000 Author – 100,000 Publisher)	200,000 AED
WARSHA Etisalat Award Workshops for Children's Books	300,000 AED

The award money will be paid once the UAEBBY receives the complimentary copies of the winning book.

WARSHA

In 2013, on the fifth anniversary of the Etisalat Award, the UAEBBY launched 'Warsha – Etisalat Award Workshop for Children's Books.' The ground-breaking initiative aims to find and nurture a new generation of talented Arab authors, illustrators, and publishers of Arabic children's books targeting the 0 to 18 age group. With an investment of AED 300,000, Warsha seeks to support those who are passionate about Arabic books for children and young adults. It aims to build the skills and competence of young individuals in order to facilitate the creation of books that are rooted in local Arabic culture and that not only meet but surpass international standards – short stories, picture books, and novels that offer children a doorway to fantastic, imaginary worlds and that will ultimately instil a love for reading into generations to come.



ANNOUNCEMENT OF THE WINNER

The UAEBBY management will announce the winner within three months of the deadline for receiving entries, unless there are circumstances beyond the UAEBBY's control. Before the announcement of the winner, the UAEBBY will announce the short list. These announcements are made once the UAEBBY management endorses the decision of the judging panel. Since 2010, the winners of the Etisalat Award for Arabic Children's Books have been announced during the Sharjah International Book Fair.



