



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). Founded in Switzerland in 1953, IBBY is an international network of people from more than 81 countries who are committed to bringing books and children together.

The UAEBBY was officially established as a non-profit, non-governmental organisation on January 1, 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 a telecom leader,, offering various telecommunication services such as fixed lines, mobile and Internet services across the UAE, helping make it one of the most advanced countries in the world in the telcoms sector.

Etisalat was ranked among the top 140 companies in the world in terms of market capitalization by the Financial Times. It also came in 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 in the Arab 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 high-quality and address contemporary issues.
- To promote children's books in the face of the various electronic alternatives available today.
- To encourage creativity among publishers, writers, and illustrators in the field of children's book publishing.

ENTRY REQUIREMENTS

- The entry form should be completed online in full for each entry.
- A separate form must be completed for each book being submitted.
- All fields are mandatory and must be completed.
- 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, as it sees fit.
- The following documents and copies must also be submitted:
 - . Seven non-returnable hard copies of the submitted title(s) to any of the categories.
 - . One soft copy of each title submitted.
 - . One high resolution soft 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.
 - . A profile of the publishing house.
 - . Up-to-date bios/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.



CANCELLATION OR CHANGES TO THE CATEGORIES

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

FINAL CLAUSE

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

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

THE CALL FOR SUBMISSIONS STARTS IN APRIL OF EACH YEAR.
THE DEADLINE FOR RECEIVING THE ELECTRONIC VERSION OF NOMINATED ENTRIES IS JULY 31 OF EACH YEAR.
THE DEADLINE FOR RECEIVING HARD COPIES OF THE NOMINATED BOOKS IS AUGUST 31 OF EACH YEAR
THE DEADLINE FOR SUBMISSION OF ENTRIES IS 12 NOON, AUGUST 31 OF EACH YEAR. (8 AM GMT)

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 +97 5542345
E-mail: info@uaebyy.org.ae

ELIGIBILITY CRITERIA

General Criteria

- The book must be published in the Arabic language and must be an original work. Translated works are not eligible.
- The book should be published in paper format.
- The book must not have 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, illustrators, and other producers of the work must be respected.
- Books must have been published no more than 5 years preceding announcement of the Award.
- Non-fiction, educational, scientific books, or books in series are not eligible for entry.
- Textbooks, e-books, and audiobooks will not be considered, nor will manuscripts.
- Books of poetry, short story collections, articles, and biographies are not eligible.
- Books in the same series may be judged together or separately, at the sole discretion of the judges.
- New editions of previously published books are not eligible.
- Works of joint authorship or editorship are eligible.
- Books submitted should be published by a publishing house or a registered organisation. Self-published books are not eligible.
- The entries must be submitted through a publishing house or a registered organisation.
- 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.
- Works that have reached the shortlist of the award should be available during Sharjah International Book Fair.

Early Reader (0 – 5)

- The entry should be a children's book targeting children aged 0 – 5.
- Each publisher may nominate a maximum of 5 titles for the Early Reader category.
- The winning publisher of this category shall provide the UAEBBY with 100 copies of the book during Sharjah International Book Fair for archiving and promotion bearing the logo of the Award for non-profit use.
- The winning author and illustrator of this category should each provide the UAEBBY with 100 copies of the book for non-profit use.
- The illustrator who wins this category should submit a proposed theme for the next edition of the Award within a month after the winner's announcement.



Picture Book (5 – 9)

- The entry should be a children's book targeting children aged 5 – 9.
- Each publisher may nominate a maximum of 5 titles for the Picture Book category.
- The winning publisher of this category shall provide the UAEBBY with 100 copies of the book during Sharjah international Book Fair for archiving and promotion bearing the logo of the Award for non-profit use.
- The winning author and illustrator of this category shall each provide the UAEBBY with 100 copies of the book for non-profit use.
 - The illustrator who wins this category should submit a proposed theme for the next edition of the Award within a month after the winner's announcement.

Chapter Book (9 – 12)

Unlike picture books, chapter books tell the story primarily through prose, rather than pictures. The name refers to the fact that the story is usually divided into short chapters, providing readers with opportunities to pause and resume reading if their attention span is not long enough to finish the book in one sitting. Chapter books are usually of medium length and complexity.

- The entry should be targeting children aged 9 – 12.
- Arabic nonfiction and fiction are all eligible for the award.
- We don't require publishers to strictly limit the quantity of titles submitted in this category. 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 winning publisher of this category shall provide the UAEBBY with 100 copies of the book during Sharjah international Book Fair for archiving and promotion bearing the logo of the Award for non-profit use.
- The winning author and illustrator of this category shall each provide the UAEBBY with 100 copies of the book for non-profit use.

Young Adult Book (13 – 18)

- The entry should be targeting young adults aged 13 – 18.
- New or revised editions of previously issued books are eligible at 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.
- Arabic nonfiction and fiction are all eligible for the award.
- 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 winning publisher of this category shall provide the UAEBBY with 150 copies of the book during Sharjah international Book Fair for archiving and promotion bearing the logo of the Award for non-profit use.
- The winning author of this category should provide the UAEBBY with 100 copies of the book for non-profit use.

COMIC BOOK (UP TO 18)

Comics is a medium used to express ideas with images, often combined with text or other visual information. It typically takes the form of a sequence of panels of images. Textual devices such as speech balloons, captions, and onomatopoeia can indicate dialogue, narration, sound effects, or other information. The size and arrangement of panels contribute to narrative pacing. Cartooning and other forms of illustration are the most common image-making means in comics. Common forms include comic strips, editorial and gag cartoons, comic books, graphic novels, comic albums, Manga, and tankobon. In line with this literary form that is popular among children and teens, Etisalat Award for Arabic Children's Literature introduced this special category for 2021 dedicated to Comic books.

Eligibility

- The entry should be targeting readers aged up to 18 years old.
- Authors, illustrators and artists of this category must be of an Arabic nationality.
- 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.
- All forms of comics are accepted including comic strips, editorial and gag cartoons, comic books, graphic novels, comic albums, Manga, and tankobon as long as it is published in paper format.
- Books must have been published more than 5 years preceding announcement of the Award are accepted.
- Books in series are eligible for entry.
- The winning publisher of this category shall provide the UAEBBY with 100 copies of the book during Sharjah international Book Fair or archiving and promotion bearing the logo of the Award for non-profit use.
- The winning author and illustrator of this category shall each provide the UAEBBY with 100 copies of the book for non-profit use.
- The award organisers have the right to request a proposed theme from the winning illustrator for the next edition of the Award within a month after the winner's announcement.



THE JUDGING PROCESS

The judging process of the Etisalat Award for Children's Literature is conducted with full transparency and the utmost professionalism. This has served the Award's prestige and provided 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 are not allowed to enter any of their works for 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 completely confidential, 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 names of the members of the judging panel and the content of their discussion during their meetings shall remain confidential. The Award's management may announce the names of the members during the final awards ceremony.

Fourth: The panel's work begins the day after the signing the agreement with the Award's management. It shall end upon their submission of a report on a date determined by the Award's management

Fifth: 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.

Sixth: The choice of winning books shall be decided by majority vote.

Seventh: 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 the judging panel during the meeting.

Eighth: 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. Nor are they allowed to disclose the results of the deliberations of the judging panel to any external party.

Ninth: 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.

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

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

Twelfth: 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 for chapter books and 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 two hundred thousand dirhams (AED 1,200,000), distributed as follows:

Early Reader Category	AED 180,000 to be awarded as following: 60,000 for the Author 60,000 for the Illustrator 60,000 for the Publisher
Picture Book Category	AED 180,000 to be awarded as following: 60,000 for the Author 60,000 for the Illustrator 60,000 for the Publisher
Chapter Book Category	AED 180,000 to be awarded as following: 60,000 for the Author 60,000 for the Illustrator 60,000 for the Publisher
Young Adult's Book Category	AED 180,000 to be awarded as following: 90,000 Author 90,000 Publisher
Comic Book Category	AED 180,000 to be awarded as following: 60,000 for the Author 60,000 for the Illustrator 60,000 for the Publisher
WARSHA	300,000 AED Warsha is workshops programme for authors, illustrators, and publishers

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 in 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. Prior to the announcement of the winner, the UAEBBY will announce the shortlist. 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.



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