

# Nurture their Imagination Encourage their Dreams

Etisalat Award for Arabic Children's Literature



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



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

EtisalatAward  
f t y i

## AWARD MANAGEMENT

### THE UAE BOARD ON BOOKS FOR YOUNG PEOPLE | UAEBBY

The UAEBBY is the national section of the International Board on Books for Young People (IBBY) in the United Arab Emirates. Founded in Switzerland in 1953, IBBY is a global network of individuals from over 81 countries who share a commitment to fostering a love of reading among children through books.

In 2010, the UAEBBY was established as a non-profit, non-governmental organization after the United Arab Emirates was accepted as a member of IBBY. This achievement was made possible through the dedicated efforts of Bodour Al Qasimi, the Founder/CEO of Kalimat Publishing House and the Patron of the UAEBBY.

The UAEBBY's primary objective is to cultivate the children's book industry in the Arab Region, encourage a reading culture among children, and enhance the capabilities of professionals in the field of children's literature. By achieving these goals, the UAEBBY seeks to contribute to the holistic development of young readers, inspire their creativity and imagination, and foster a lifelong love of reading.

## SPONSOR

### EMIRATES TELECOMMUNICATIONS CORPORATION | ETISALAT

'Etisalat by e&' is the brand representing the UAE telecoms pillar of e&. In line with its refreshed strategy, Etisalat by e& is on a mission to unlock shareholder value, deliver outstanding customer experiences and drive optimal business performance.

Taking advantage of the age of 'connectivity renaissance', Etisalat by e& will grow core and digital services, by enriching consumers' value propositions with digital services that cater for consumers' new lifestyles and emerging demands beyond basic telecom services, including areas like gaming, health, and insurance. Etisalat by e& will also continue to act as the trusted partner and advisor of enterprises by enabling their connectivity and beyond connectivity requirements.

Bolstering its leadership position as the digital telco that is a customer champion in a hyper-connected digital world, Etisalat by e& will pivot new, sustainable demand in future-forward spaces like private networks, autonomous vehicles, and AI.

To learn more about Etisalat by e&, please visit : <https://www.etisalat.ae>

## 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 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](mailto:info@uaebyy.org.ae)

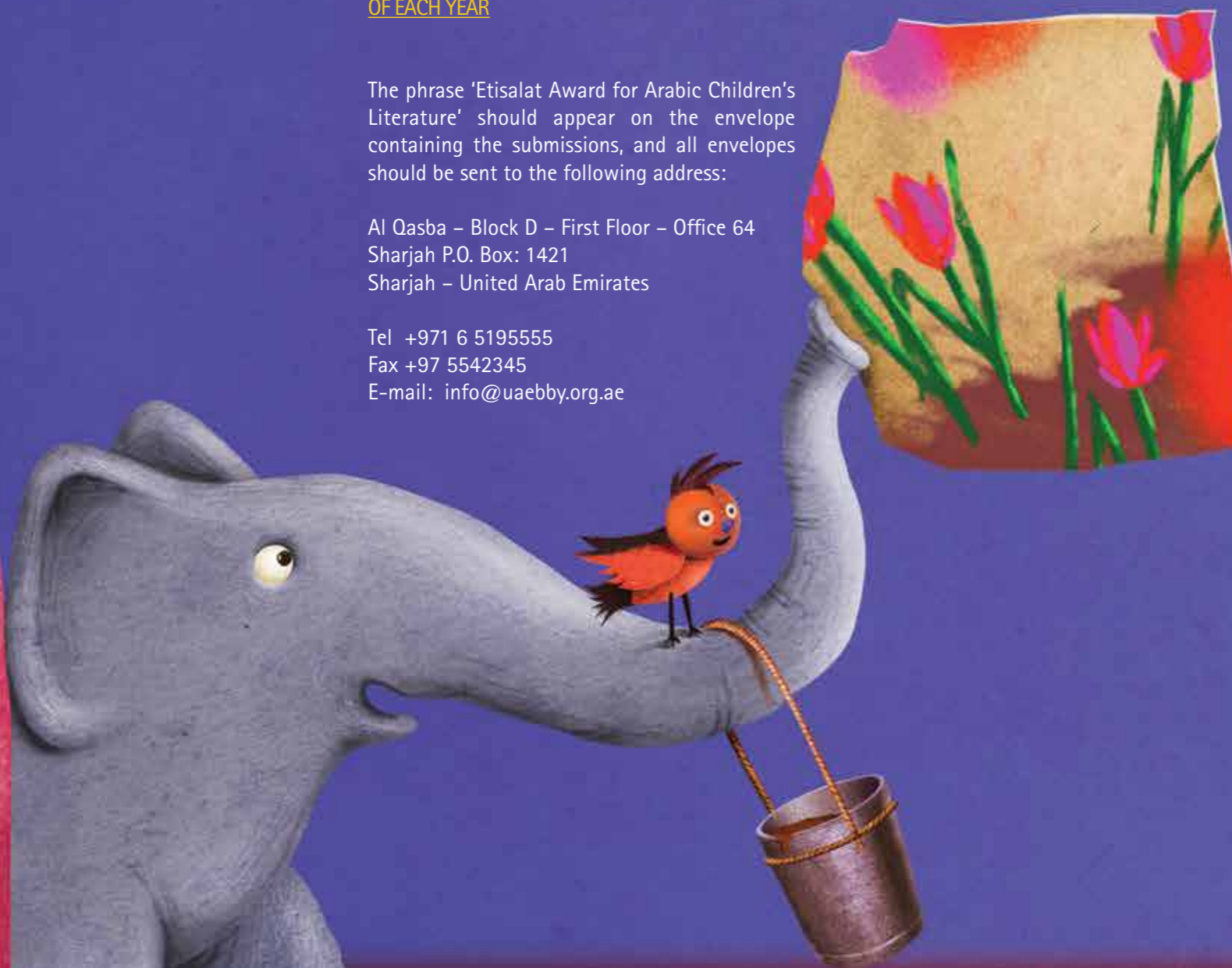
## ELIGIBILITY CRITERIA

### 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.
- 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.
- Plot and Storyline: The book should have an engaging and well-developed plot that keeps the reader interested throughout the story. It should also have a strong, clear storyline that is easy to follow.
- Characters: The characters in the book should be well-developed, complex, and relatable. They should be three-dimensional and have their own unique personalities and motivations.
  - . Physical: The physical characteristics of a character can influence their outlook on the world and how others perceive them. These characteristics may include gender, age, race, athleticism, health, gracefulness, attractiveness, and voice pitch.
  - . Psychological: Psychological traits refer to the personality aspects of a character. This includes their outlook towards life, temperament, attitudes, and beliefs. It involves traits like confidence, sensitivity, competitiveness, optimism, and patience. It also includes their fears, likes, and dislikes, as well as their philosophical beliefs and so on.
  - . Social: Social characteristics refer to demographic details about the character such as socioeconomic status, ethnicity, occupation, and level of education. Do they have children? Do they belong to any particular communities? Are they sociable and lovable, prefer solitude, or social outcasts? And with whom do they live?
- Writing Style: The writing style should be clear, concise, and engaging. It should be appropriate for the target age group, with an appropriate level of vocabulary, tone, and structure.
- Themes: The book should explore important themes that are relevant
- Originality: The book should be original and innovative, bringing a fresh perspective to the young adult genre. to young adults.
- Emotional Impact: The book should be emotionally impactful, eliciting strong feelings and responses from the reader.
- Relevance: The book should be relevant to the cultural and social circumstances of the time period of the story, and providing insight and commentary on contemporary issues.
- Accessibility: The book should be accessible to a wide audience, with a clear and concise writing style and engaging story that can be enjoyed by readers of different ages and backgrounds.
- 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.





## POETRY (UP TO 18)

Children's and young adult's poetry is a form of literature that is written specifically for young readers. This type of poetry often uses simple language, rhyme, and rhythm to create an enjoyable and engaging experience for children and young adults.

Children's poetry can cover a wide range of themes, from nature and animals to friendship and family. It is a wonderful way to introduce children to language, stimulate their imagination, and encourage them to explore their own thoughts and feelings. Reading and writing children's poetry can help develop their vocabulary, critical thinking skills, and creativity, making it an important part of their education and development.

Young adult poetry, on the other hand, is aimed at older readers and often deals with more complex and mature themes, such as love, loss, and identity. It can be a powerful tool for self-expression and can help young adults navigate the challenges of young adulthood.

In line with this literary form, Etisalat Award for Arabic Children's Literature introduced this special category for 2023 and 2024 dedicated to Poetry.

### Eligibility

- The entry should be targeting readers aged up to 18 years old.
- 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.
- Creativity and originality: The poetry should demonstrate a unique and creative approach to language and subject matter. It should stand out from other children's poetry in terms of its originality and innovation.
- Accessibility and appeal: The poetry should be engaging and enjoyable for its intended audience, whether that be children, or young adults. It should be written in a way that is easy to understand and connect with.
- Literary merit: The poetry should demonstrate a high level of literary skill, including mastery of poetic form, rhythm, meter, and use of figurative language. The use of these techniques should be appropriate for the intended audience and enhance the overall quality of the poetry.
- Theme and message: The poetry should address themes and messages that are relevant and important to children and young adult. It should encourage readers to think, feel, and reflect on their own experiences and the world around them.
- Overall impact: The poetry should have a lasting impact on its readers, whether that be through its emotional resonance, its ability to inspire, or its ability to spark creativity and imagination. It should be memorable and leave a lasting impression on its readers
- Books must have been published more than 5 years preceding announcement of the Award are accepted.
- Collected books of poems are not eligible.
- Works of joint authorship are not eligible.
- 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 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.

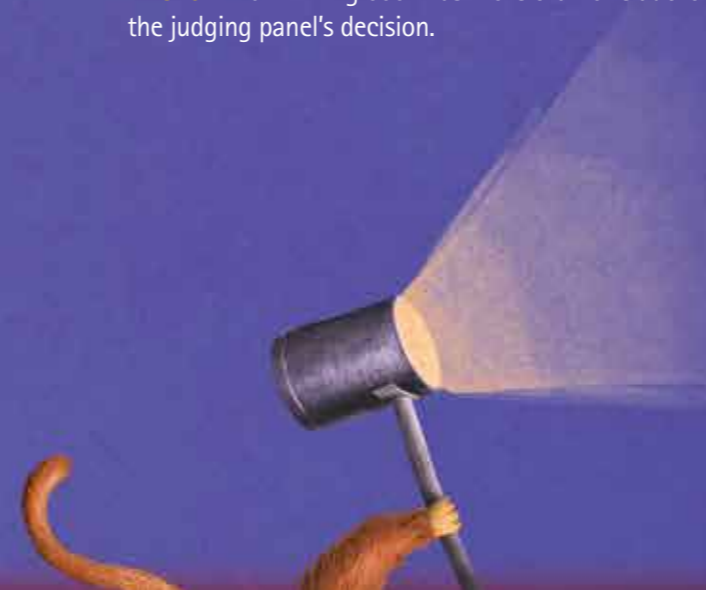
**Eighth:** The constitution of the judging panel is secret, and the names of its members should not be revealed before the announcement of the winning book. Judges are not permitted to announce or reveal that they are members of the Etisalat Award for Arabic Children's Literature judging panel. Nor 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.

Criterion	Element	Areas
General Appearance of the Book	Appearance and physical description	<ul style="list-style-type: none"> <li>- Quality of the bookbinding and ease in opening the book</li> <li>- Paper quality</li> <li>- Suitability of the size of the book to the target age group</li> <li>- Suitability of the book's weight to the target age group</li> </ul>
	Printing and production quality	<ul style="list-style-type: none"> <li>- Suitability of the font used for the target age group</li> <li>- Organisation and sequence of the inside pages</li> <li>- Clarity of the colours</li> <li>- Quality of the paper used for the inside pages</li> </ul>
	Book cover	<ul style="list-style-type: none"> <li>- Consistency between the cover illustration and the subject of the book</li> <li>- Creativity of the cover artwork</li> <li>- Quality of the paper used for the cover</li> <li>- 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"> <li>• Name of the Author</li> <li>• Name of the Illustration</li> <li>• Name of the Publishing House</li> <li>• Year of Publication</li> <li>• Place of Publication</li> <li>• ISBN Number</li> <li>• Classification Number</li> <li>• Name of the Printing Press</li> </ul> </li> </ul>

Criterion	Element	Areas
Text	Title	<ul style="list-style-type: none"> <li>- Choice of title and the extent of its reflection of the book's subject</li> <li>- The phrasing of the title</li> <li>- The legibility of the book title</li> </ul>
	Content	<ul style="list-style-type: none"> <li>- Suitability of the content to the target age group</li> <li>- Creativity in addressing the topic</li> <li>- Presence of cultural authenticity and modern elements</li> <li>- Credibility and logic in the presentation of the subject</li> <li>- Incorporation of elements of suspense or elements that would stimulate the reader to continue reading</li> <li>- Clarity and accessibility of the manner of delivering information</li> </ul>
	Information presented	<ul style="list-style-type: none"> <li>- Accuracy and precision of information presented</li> <li>- Comprehensiveness in tackling the book's subject</li> <li>- Suitability of the content and information presented for the target age group</li> </ul>
	Language and style	<ul style="list-style-type: none"> <li>- Suitability of the language and choice of words for the target age group</li> <li>- Avoidance of unnecessary jargon and pretentious language</li> <li>- Adherence to the rules of Arabic grammar</li> <li>- The text should not contain spelling or typographical errors.</li> </ul>
Artistic Elements	Layout, Production, and Illustrations (If any)	<ul style="list-style-type: none"> <li>- Expressive quality of the illustrations</li> <li>- Choice of space allocated to the illustrations and quality of the layout</li> <li>- Clarity and neatness of illustrations</li> <li>- Suitability of the illustrations to the target age group</li> <li>- Harmony of the colours used in the illustrations</li> <li>- Quality of the layout and design</li> </ul>



## 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
Poetry Category	AED 180,000 to be awarded as following: 60,000 for the Author 60,000 for the Illustrator 60,000 for the Publisher  • <i>The prize will be divided equally between the publisher and the author in the absence of an illustrator</i>
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.



عالمك في خيال  
مرسوم  
حال  
حال  
مستتر  
حال

