

We are proud to launch The Best Practice Challenge to celebrate British achievement and innovation in relation to the four core themes of the UN's Internet Governance Forum.

nominet

The Best Practice Challenge 2007



The Internet Governance Forum is a UN process for multi-stakeholder dialogue.

www.intgovforum.org

The Nominet Best Practice Challenge 2007

A prize for best practice Internet Governance

Nominet is proud to launch The Best Practice Challenge in the drive to ensure that the Internet offers a secure, open, accessible and diverse experience for all.

The aim

The aim of The Nominet Best Practice Challenge is to recognise and reward those organisations, groups or individuals who have not only embraced these challenges but worked to overcome them to deliver a better, more accessible, diverse or safer Internet experience.

Towards a UK Internet Governance Forum

The search for winners

We have four categories of entry, which follow the key challenges and opportunities identified by the Internet Governance Forum: Security, Access, Openness and Diversity.

Criteria

In assessing entries, the judges will look for examples of cooperation with other stakeholder groups, for example collaboration between business, government, parliamentarians, law enforcement, or civil society.

Who should enter

This Challenge is aimed at UK companies and other organisations, whether for-profit, or not-for-profit, and may include entrants from the charitable sector.

Categories

Access

Access remains one of the great challenges facing the Internet community. Access is not only a developing country issue. The UK's digital divide affects the disabled, the elderly, ethnic communities and the socially disadvantaged.

You should consider entering in this category if your organisation is involved in:

- Projects to bring less advantaged communities and rural or socially disadvantaged areas online
- Making innovations in interoperability or adaptability
- Making the Internet more accessible to people with disabilities
- Influencing the development and bringing to market of open standards
- Reducing the costs of access
- Capacity building at the national level in the UK.

Security

Perpetrators of security breaches are intelligent adversaries constantly adapting their behaviour. Business has been at the forefront in developing solutions to security threats and to build trust and confidence in the online environment.

You should consider entering in this category if your organisation is involved in:

- Educating customers or end-users about staying safe online, or avoiding online fraud
- Developing methods for online authentication and identification
- Developing innovative, proactive and long-term solutions to reduce security threats
- The protection of vulnerable communities, such as children, from online exploitation
- Working with others to share security information, and reacting swiftly to online vulnerabilities.

An overview is sufficient. You do not need to include any sensitive information.

Diversity

Expressions of cultural diversity and identity, including multilingual and local language content are seen as necessary to bring all people into the Internet.

You should consider entering in this category if your organisation is involved in:

- Providing tools that assist in the translation of web content into other languages
- Pioneering methods to include those challenged by lack of literacy in English or by disability, for example audiovisual communication
- Assisting expressions of culture and identity through multilingual or local language content
- Promoting or serving diversity of cultures within the UK or internationally
- Delivering multilingual content to serve relevant communities
- Developing or marketing software or content in languages other than English
- The introduction or testing of internationalised domain names.

Openness

The Internet has greatly contributed to the free flow of information and access to information and knowledge. There are balances to be struck between freedom of expression and responsible use of this freedom.

You should consider entering in this category if your organisation is involved in:

- Innovative methods of enabling Internet users to benefit from increased access to online materials, knowledge or information
- Enabling greater access to archives of materials created through public or private finance
- Successfully enabling freedom of expression with legal limitations to that freedom (e.g. defamation laws), for example in online forums, blogs or wikis
- Developing or marketing tools which democratise the creation of content
- Successfully balancing the opportunities of new markets against the encroachment on rights and repression of freedom of expression
- Successfully balancing access to knowledge with copyright protection.

Winners will be announced at a Winners' event in Parliament in October.

Supporters of The Best Practice Challenge include MPs, industry leaders, civil institutions and academia.

The Judges

There is an eminent and independent panel of judges. Chair of the judging panel will be Rt Hon Alun Michael MP.

Recognition

Winning entries will be promoted as demonstrations of best practice to industry, government, academia and in the media. We will also showcase winning and shortlisted entries internationally at the Internet Governance Forum in Rio in November.

Easy entry

Entering is simple: Download an entry form at www.nominet.org.uk/go/bestpracticechallenge Choose a category and send us a 1000-word document describing how you or your organisation has improved the online experience in that category and in what ways you believe your example constitutes best practice. Email or post your entry form and submission to the address below.

For more information, a guide on how to structure your entry and full terms and conditions please visit: www.nominet.org.uk/go/bestpracticechallenge

Deadline for entries: 31 July 2007. Winners announced October 2007.

How to enter:

Download the entry form from:

www.nominet.org.uk/go/bestpracticechallenge

Email your entry form, submission and any supporting material to: bestpractice@nominet.org.uk

OR

Post your entry form, submission and supporting material to:

Best Practice Challenge 2007

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