

# nominet®

The Nominet  
Internet Awards

2011



Celebrating great UK internet projects

In partnership with  
**nominettrust**

[www.nominet.org.uk/go/internetawards](http://www.nominet.org.uk/go/internetawards)



# Nominet Internet Awards 2011

We are proud to launch the Nominet Internet Awards 2011. These awards celebrate great UK internet projects by recognising achievement and innovation. Building on the success of the past four years, we will recognise those organisations, groups or individuals who have embraced the challenge of making the internet a secure, open, accessible or diverse experience. Winners will be promoted in the UK and internationally as examples of best practice.

Supporters of the Nominet Internet Awards include MPs, industry leaders, civil institutions, businesses, public sector and academia. The awards are in partnership with Nominet Trust, which supports initiatives that contribute to a safe and accessible internet, used to improve lives and communities.

## Who should enter?

The Nominet Internet Awards are aimed at UK companies, charities, individuals and other public and private sector organisations who are making a difference on, or through the internet.

## Who are the judges?

There is an eminent and independent panel of judges chaired by the Rt Hon Alun Michael MP.

## What are the judges looking for?

In assessing the entries the judges will look at:

- The benefits of the project, product or initiative to the community, customers or users of the internet
- How the original objectives were identified and if these have been achieved
- How the project or initiative was carried out, or the product developed

- How success has been measured
- How effectively the initiative could be used to make a difference in other countries

## Why does Nominet run an Internet Awards competition?

- To promote and develop industry best practice
- To learn from others and share our knowledge to help shape the future of the internet
- To reward UK organisations or individuals who work to ensure the internet offers a secure, open, accessible and diverse experience for all
- To recognise UK creativity and innovation in the use of the internet and showcase these to the international community in the United Nations Internet Governance Forum, see opposite

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The Internet Governance Forum (IGF) is a discussion group that was set up by the United Nations to provide a forum for internet stakeholders to discuss internet policy and governance issues. Discussions are centred on four key themes:

**Security** – Identified as the most important IGF theme for UK stakeholders. The UK is at the forefront of developing solutions to security threats and in building trust and confidence in the online environment.

**Access** – Sometimes perceived as a developing country issue, the digital divide is also seen in the UK, affecting rural communities, the disabled, the elderly and the socially disadvantaged as highlighted in the recent Digital Britain report and the work of Martha Lane Fox, the government's Digital Inclusion Champion.

**Diversity** – Expressions of cultural diversity and identity, including multilingual and local language content are necessary to bring all people into the internet.

**Openness** – The internet has greatly contributed to the free flow of information and access to information and knowledge and in bringing the people closer to those who would govern them.

You can find more information on the IGF on their website: [www.intgovforum.org/cms/](http://www.intgovforum.org/cms/).

The UK has its own Internet Governance Forum to discuss issues specific to the UK and to help develop UK messages to feed into the international discussion. You can find more information and details of forthcoming events on the UK IGF website: [www.ukigf.org.uk/](http://www.ukigf.org.uk/).



## Nominet Internet Awards 2011 Categories

### 1. Building a networked nation – In association with Race Online 2012



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

- Enabling people in remote or disadvantaged areas to access the internet
- Reducing the cost of internet access, providing hardware or connectivity
- Educating internet users of all ages
- Developing software or content to ensure that internet users challenged with a disability or lack of literacy in English are able to benefit from access to the internet
- Providing tools that translate web content into other languages
- Delivering multilingual content to serve relevant communities

### 2. Making the internet safer – In association with Symantec



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

- Developing tools to reduce criminal activity on the internet
- Enabling people to protect themselves online
- Taking a leading role in developing consumer confidence in the internet
- Creating innovative or collaborative responses to security threats
- Enhancing the security of networks
- Educating internet users about online personal safety/keeping their networks safe and avoiding online fraud or nuisance
- Protecting vulnerable communities from online exploitation

### 3. Opening the world of knowledge – In association with the British Library



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

- Developing methods of enabling internet users to benefit from increased access to online materials, knowledge or information
- Expressions of culture online, for example using the internet to share cultural artefacts
- Using the internet to educate/train
- Promoting online learning opportunities

### 4. Empowering young people & citizens – In association with Childnet International



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

- Engaging with young people on internet issues
- Bringing citizens closer to parliamentarians or government
- Offering public services online
- Improving two-way communication with citizens
- Ensuring that citizens' voices are heard

### 5. Nurturing powerful local partnerships – In association with the National Council for Voluntary Organisations



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

- Making a difference in your local community with an online project
- Using the internet to bring a community together
- Achieving excellence in delivering/improving local services for citizens
- Enabling partnerships between local players (voluntary and community groups, businesses, local government etc) to improve the use of, or access to, the internet for the benefit of the local community
- Delivering locally using approaches that engage community groups as equal partners

## How to enter

Entering is simple and can be done online. Choose a category that best fits your project and complete the entry form at: [www.nominet.org.uk/go/internetawards](http://www.nominet.org.uk/go/internetawards). You will need to supply a short statement describing you or your organisation, your logo and any photographs of your initiative in practice.

Alternatively you can download the entry form and send it by post or email together with the additional information, photos and your logo.

Email to:  
[internetawards@nominet.org.uk](mailto:internetawards@nominet.org.uk)

OR

Post to:  
Nominet UK  
Nominet Internet Awards 2011  
Minerva House  
Edmund Halley Road  
Oxford Science Park  
Oxford  
OX4 4DQ

For more information, a guide on how to structure your entry and full terms and conditions, please visit:  
[www.nominet.org.uk/go/internetawards](http://www.nominet.org.uk/go/internetawards)

**Deadline for entries: 28 April 2011**

Winners will be announced at an awards ceremony on 28 July 2011.

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