مؤسسة الأصفري
The Asfari Foundation

Asfari Go Digital Challenge 2020
Application Notes

To be eligible to apply for the £7000 award for digital transformation, applicants must:

- Be a registered local or locally-led CSO or youth-led organisation working for the Middle East. You do not need to be based in the region, but your key programmes must target communities in the Middle East
- Attend all seven learning webinar sessions. Applicants who have been unable to attend the live sessions may watch the recorded webinars, which are available on the Facebook group and on the Asfari Portal (you will need to register for access to the Portal).
- Each webinar sets you a small daily task. Post your response to each of the seven tasks in the Facebook group. This may be a comment or a piece of content. For applicants unable to attend the live webinars or joining the Challenge after the start date, this may also be done retroactively.
- Show us what you've made!
  - Send us: a small piece of digital content using one or more of the tools demonstrated in the webinar (eg a short video communication about your work, a short interactive presentation of a project) AND
  - a short outline of the digital strategy you would like to implement in your organisation.

Click here for the application form. Applications must be submitted by **10am BST on 14 September 2020**.

Once you have submitted your application, it will be reviewed. If your application proceeds to the second review stage, we may contact you for additional information regarding your organisation. Award winners will be announced in the Challenge Facebook group no later than October 15 2020, with cash awards transferred by 15 November 2020. We cannot currently make transfers to banks in Syria.

Please note:

1. Submissions of digital content received may be showcased on the Asfari Portal, the Foundation's knowledge-sharing platform for civil society organisations and youth entrepreneurs. The Portal is currently a closed community while in pilot mode, but Challenge applicants who submit digital content will be offered membership of the Portal, where you can access free online learning, and content creation tools and support. Any content submitted remains entirely the intellectual property of the applicant.

2. Because we are a charitable foundation based in the UK, these cash awards must be made as grants. Award winners will be contacted after awards have been announced, and asked to: submit a short table outlining how the £7000 will be spent (deliverables, budget and timeline); (organisations to) sign a grant agreement with the Foundation; and submit a short report outlining expenditure of the grant at the end of the agreed grant period. The Foundation team will support award-winners as needed throughout this process.

JUDGING AND SCORING

Applications will be assessed by a panel comprising Asfari Foundation team members and affiliates. Applications will be scored against the criteria below.

General:
- Has the applicant responded appropriately online (in the Facebook group) to all seven Challenges, as shared/posted at the end of each of the seven webinars?
- Is the applicant formally affiliated with an organisation which meets the eligibility criteria of the Challenge?

Digital Content:

- Originality: is the content innovative? Unusual? Creative?
- Awareness of audience: does the content show an awareness of its expected audience and indicate that the content creator has targeted expected audience thoughtfully?
- Technical skill applied: is there evidence of effort? How well has the content itself been executed?
- Effectiveness: how well does the content do what it was intended to do?

Digital Strategy:

- Practicality:- is it feasible that this strategy could be implemented (and that the £7K prize could support the implementation)
- Clarity: is the strategy well thought through; comprehensive and clearly explained; relevant to its context; and does it reference indicators of success (end goals, milestones etc)
- Likely to increase impact/reach:- is it likely that this strategy, if implemented, would allow the organisation to scale up its activities and/or impact?

- Originality: if appropriate to its context, is the strategy innovative and/or creative? Does it show evidence of thinking beyond the curve, or outside of traditional approaches?