



2021 .eu Web Awards Rules

Article 1. Organisation of the .eu Web Awards

The .eu Web Awards are an online competition in which prizes ('Awards') are awarded to six (6) .eu, .eu or .eu websites that best fit the criteria outlined below, in accordance with these rules ('Rules'). The Awards are organised by EURid vzw ('EURid'), based in Telecomlaan 9, 1831 Diegem, Belgium (RPR Brussel - VAT BE 0864.240.405). The Awards are exclusively subject to Belgian law, and any disputes relating to these Awards shall be submitted exclusively to the competent court in Brussels.

The nomination and voting period runs from 15 April 2021 (12:00:00 PM CEST) up to and including 5 August 2021 (11:59:59 PM CEST) (hereinafter referred to as 'Awards Term'). Early and late entries will not be considered.

Any individual aged eighteen (18) years or over who is resident in a Member State of the European Union, Liechtenstein, Iceland, or Norway, or who is an EU citizen throughout the Awards Term who has accepted these Rules (hereinafter referred to as an 'Entrant') can nominate a .eu, .eu or .eu website for an Award, with the exception of members of the jury and their respective family members (where family is defined as persons living under the same roof or second-degree relatives). Each single Entrant (identified via email address) can nominate as many different .eu, .eu or .eu websites as they like, but each website can be nominated only once per category. Nominations of previous .eu Web Awards winners are not accepted. Entrants are not eligible for any prize or award under these Awards unless they nominate their own .eu, .eu or .eu website and it wins an Award.

EURid reserves the right to exclude any Entrant or Nominee (**the company, organisation or individual who is the current holder of the nominated website**) from the Awards at any time in the event of a breach of these Rules. This policy is equally applicable if EURid, at its sole discretion, believes that any Entrant or Nominee has acted or intends to act in a dishonest or fraudulent manner, or in bad faith. Entrants and Nominees may be asked to submit proof of their identity, residence, and/or age at any time.

EURid reserves the right, at its sole discretion, to disqualify any person who corrupts or breaches the proper conduct of the Awards or attempts to damage or otherwise undermine the legitimate operation of the Awards.

Websites belonging to EURid's accredited registrars, or relating to any of EURid's accredited registrar activities or projects, are excluded. EURid reserves the right to change the category in which a site is nominated should another classification – at EURid or the jury's sole discretion – be considered better suited to the particular site.

By participating in the Awards, each Entrant and Nominee accepts these Rules, as well as any possible decision made by the jury in relation to the Awards. The jury's decision will be final, binding, and cannot be contested. No correspondence will be entered into regarding the Awards, the outcome thereof, or the application of the Rules. EURid will not be liable for any decision of the jury, any change to the Rules, or the cancellation of the Awards in the event of force majeure or any other reason beyond EURid's control.

Article 2. The Awards process

Participation in the Awards is only possible and valid during the Awards Term, which has been defined above in Article 1. In order for an Awards entry to be valid, each Entrant must follow the mandatory steps outlined below:

- **Submit their own or preferred .eu, .europa or .eu website via the submission form on webawards.eurid.eu.** Any Award nomination sent by post or any other means of communication will be invalid and will not be considered.
- **Select one of the Award categories to which to submit the entry:**
 - **The LEADERS category:** Where the website represents an established national business that is currently in operation and possesses multiple years of industry experience, more than 10 employees, and a stable but growing customer base. These websites should offer extensive services and/or information, and could include larger e-commerce applications.
 - **The RISING STARS category:** Where the website represents a start-up company that is in the process of developing and finding its niche in the marketplace, in addition to having no more than 3 years of industry experience and fewer than 10 employees.
 - **The LAURELS category:** Where the website represents an institution such as a school, training program, charitable organisation, etc. that promotes ongoing education/pan-European projects.
 - **The HOUSE of .eu category:** Where the website or blog represents companies or private persons in the news, media, or entertainment industry, such as news portals, advertising agencies, etc.
 - **The BETTER WORLD category:** Where the website encourages green initiatives and spreads ecological information regarding environmental protection, as well as promoting green projects and environmentally friendly businesses. This category includes eHealth, Smart Cities, Intelligent Transport solutions, and Smart Agriculture (this is not an exhaustive list).
 - **The BEST OF .europa or .eu category:** Where the website represents a company, organisation, institution or similar and uses a .europa or .eu extension.
- **Enter your full name and a functioning email address.**
- **Accept these Rules and submit the nomination.**

A EURid representative will contact the Nominee prior to displaying the nomination on webawards.eurid.eu. Once the Nominee has been contacted, the nominated website will appear under the chosen category on webawards.eurid.eu, where the public will have the opportunity to cast their votes until the end of the Awards Term.

Whenever EURid is unable to establish contact with the Nominee within seven (7) working days via e-mail or telephone, the nomination will be disqualified.

The number of votes received per Nominee will not be disclosed on webawards.eurid.eu.

On 16 August 2021, the three (3) Nominees from each category that have received the most votes (the 'Finalists') will be published on www.eurid.eu, www.registry.eu, and webawards.eurid.eu. The Finalists and their respective accredited registrar will be notified of this by email. If EURid is unable to establish contact with a Finalist and their accredited registrar within three (3) weeks of email notification, the Finalist will forfeit their right to an Award.

Subject to such Finalists and their accredited registrars accepting these Rules, a maximum of two (2) representatives per Finalist will be invited to the Awards ceremony, to be held in September 2021, together with one representative of the accredited registrar through whom the domain name is registered. EURid will cover the costs of travel (economy class) and accommodation for maximum two (2) representatives of each of the three (3) Finalists per category. EURid will take charge of all logistics with regards accommodation and travel to and from the event city. Any and all other costs shall be borne by the Finalists.

The Winners will be those six (6) Finalists (one per category) who receive the most points from the jury. Winners will be announced during the Awards ceremony in September 2021.

Article 3. The jury and selection criteria

The jury is made up of five (5) appointed jurors who will receive the selection criteria and work independently of EURid. They are honourable representatives of the European business and institutional sectors who will cast their votes to determine the best websites in each category according to the criteria set out below. The jury will appoint a jury chair, who will then coordinate their work.

When casting their votes, the jurors take into consideration the six (6) categories defined in article 2 and evaluate websites by attributing points based on the following four (4) criteria: content; structure, navigation and functionality; visual design; and accessibility. The maximum score for each criterion is outlined below. Results of the vote shall be determined by simple majority. In the event of a tie, the chair shall have the casting vote.

The jury, at its discretion, may suggest **one** 'Special Jury Award' for a nominated site that has not won in its category but nevertheless demonstrates excellence in web design, innovation, outstanding application of technology and security standards, or is otherwise deserving of recognition.

Content (maximum 25 points)

Content comprises all the information that is provided on the site itself. Content does not represent text alone but includes accessibility of video, animation, and sound content. High quality content should be both relevant and engaging to the audience it wishes to capture, yet at the same time clear and informative.

Structure, Navigation and Functionality (maximum 25 points)

Structure and navigation refer to the framework of a site, the format and organisation of content, the arrangement of information, and the manner in which a site is reviewed and its content filtered. Sites with good structure and navigation are consistent, intuitive, and transparent. Good navigation ensures a positive experience for the reader, who will find access to the site's content instant and convenient. The site will contain live links, and any new technology used will be operational, efficient, and relevant to the intended audience.

Visual Design (maximum 25 points)

Visual design consists predominantly of the site's appearance. Good visual design is aesthetically pleasing, appropriate, and relevant to both the audience and the message that the site promotes. The design should be powerful enough to remain ingrained in the readers' minds long after they have left the site.

Accessibility (maximum 25 points)

Accessibility refers to the ability to use the site in a variety of settings, including on mobile or other 'small' devices, page layout when printed, and use in constrained networks (including slow speeds). Accessibility includes an assessment of how well the site serves those with special needs, such as the visually impaired. Multilingual content is also to be considered a plus.

Websites that contain vulgar, obscene, sexist, racist, threatening, violent, cursing, defamatory, or otherwise inappropriate language, or that at first glance infringe on any third party rights, are excluded from the Awards.

Article 4. Prizes

The six (6) Winners will receive the following:

- A custom trophy;
- A customised promotional video arranged and produced by EURid;
- A one-month (minimum) billboard advertising campaign in Brussels Airport (the billboard will be designed according to EURid standards);
- Three different digital Awards icons.

Prizes for 'Special Jury Awards' are at the sole discretion of EURid.

Prizes cannot be paid in cash, nor can they be exchanged or assigned to a third party.

Article 5. Disclaimer

The Winners and their respective websites, as well as their accredited registrars, will be announced during the Awards ceremony in September 2021, and will be published on www.eurid.eu, www.registry.eu, and webawards.eurid.eu. By entering these Awards and accepting these Rules, Winners agree that EURid may publish their names and countries of residence, as well as pictures taken at the Awards ceremony on its websites and in promotional material.

EURid will process personal data received in accordance with its [privacy policy](#) and in accordance with applicable data protection regulations. EURid will not use the Winners' data for any other purpose than to publish the Winners on www.eurid.eu, www.registry.eu, and webawards.eurid.eu. Except as otherwise stated in these Rules, EURid will not pass Entrant or Nominee details onto to any third parties. All Entrants have the right to request access to, correction, or removal of their data by contacting EURid at the address mentioned on the first page of the Rules or www.eurid.eu.

EURid does not accept any liability for lost, corrupted, or delayed entries or prizes, regardless of cause, and EURid does not guarantee that the systems used by Entrants to enter the Awards will be available at all times.

EURid will not be liable for any damages or costs that are directly or indirectly related to the Awards, the participation therein, or to its prizes (e.g. if the travel arrangements in relation to the Awards ceremony are delayed or cancelled for any reason).

EURid reserves the right to modify these Rules within one (1) notice period. Such notice period shall be validly given by publishing an updated version of these Rules on EURid's website.