BRITISH COUNCIL

20 years
2022

ELTons
Awards for innovation in
English language teaching

**How to make your
ELT innovation stand
out: Webinar for
prospective ELTons
applicants**

In partnership with

IELTS™

A warm welcome

- The five main award categories
- The two key criteria
- The most important things to focus on as part of your entry
- How the ELTons is judged
- Key milestones
- Q&A: ELTons' judges answer your questions

We warmly welcome any questions you might have

Please put your questions in the Q&A box

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The ELTons award categories

- **Digital Innovation** - Use of new, cutting-edge technologies (or breaking new ground with existing technologies) to benefit high-quality English language learning.

- **Innovation in Learner Resources** - Materials which draw on new modes of delivery or methods to engage, inspire and motivate learners across all age ranges.

- **Innovation in Teacher Resources** - New resources which provide educators with the support they need, back at school, teaching online or a blend of both.

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The ELTons award categories

- **Excellence in Course Innovation** - Complete, multi-level courses which help learners of any age achieve levels of English language proficiency to meet their real-life needs.

- **Local Innovation** - Resources or projects which find new and original ways to overcome challenging circumstances in specific, local contexts.

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The two Judges' Special Commendations

Equality, Diversity and Inclusion (EDI)

- Show how decisions to integrate equality, diversity and inclusion have been positively and proactively considered, planned and acted on at key stages in the development of the resource, product or service.

- Aim to improve access for or promote inclusion of certain, typically underrepresented or underserved audiences. (Audiences may represent six main (but not exclusive) equality areas: age, disability, ethnicity/race, gender, religion or belief and sexual identity, and/or additional areas, including socio-economic background, linguistic diversity, and/or urban/rural realities.

- Have a rationale that shows the capacity to make a demonstrable impact on specific groups

Environmental Sustainability and Climate Action

- Innovations which aim to improve awareness of environmental sustainability and climate action through teaching, learning and resources and/or through the way they are created, delivered and/or distributed.

- Has the potential to lead social action related to climate change through English language education involving audiences locally or globally.

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The criteria

Innovative   **Functional**

The criteria: 'Innovative'

What judges keep in mind

- Agnostic …

- … but specific.

- Has a different twist or take.

- Innovative in its own context – stands out in its field or market.

- Solves a real-life problem – and says how.

Potential 'innovative' features

- Technology – but doesn't have to be digital.

- Methodology.

- Concepts.

- Material.

- Design.

- … and more …

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The criteria: 'Functional'

What judges look for

- How it's supposed to be used (its aims) …
- … by who (end users or target audiences)
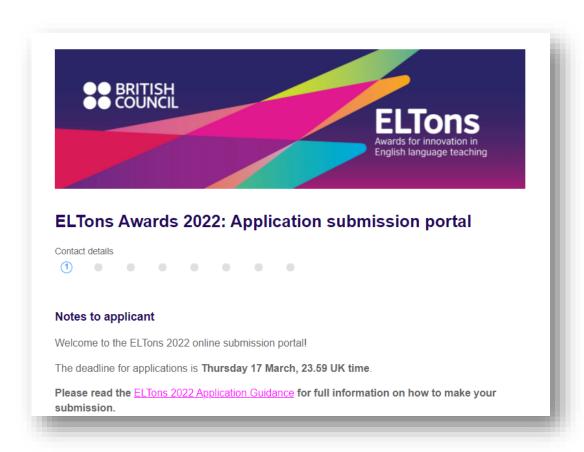- … and where (its context).

Potential 'functional' features:

- Experience of the end users – ease of use, 'user-friendliness', 'intuitiveness'
- Access (and accessibility)
- Instructions
- Time
- Navigation
- Adaptability

How to submit your entry

Making a submission via the ELTons application submission portal

- **Application questionnaire**
  ✓ Contact details
  ✓ Award categories
  ✓ Innovators and creators
  ✓ Entry details
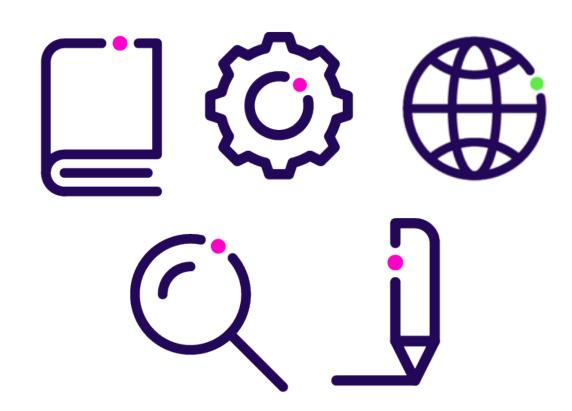 ✓ Supporting information
  ✓ Special commendations
- **Product sample**

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The key application sections

- **Entry description** – What is it and how does it work?

- **Supporting statement** – How does it fulfill the criteria of the awards? Most important.

- **Evidence of impact** - How does it make a positive difference in its context? Quotes from users, testimonials, statistics.

- **Marketing statement** - Statement used for promotional materials.

- **Image** - One, single image which best summarises the entry. The judges' first opportunity to see your product.

- **Entry samples** – A digital copy of the entry, for example digital access to your course, book, app, platform, project materials.

Top tips from the judges

- Make sure you meet the criteria
- Get the timing right
- Be clear, concise and specific
- Your entry in the global context
- Entries in languages other than English

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Judging 1 – The Delphi Process

- The Delphi Process

- 2 intentions here

  - A fair and equal opportunity for all applicants

  - A proper process to choose a worthy winner

- Remember, the quality of innovation is not something that can be objectively tested or measured

- The process allows the judges to consider each entry, and to choose what they think is a worthy winner.

- The process is anonymous and is designed to allow every judge the opportunity to present their thoughts.

Judging Process 2

- Judging passes through a series of rounds, each contains
  - A discussion and commenting
  - A voting phase
- **Round 1** – uses the application forms – the judges are asked to consider which applications least meet the judging criteria and vote to eliminate these
- **Round 2** – uses the materials sent by applications - the judges are asked to consider which applications least meet the judging criteria and vote to eliminate these, to produce a shortlist of potential winners
- **Round 3** – consider the remining entries and vote for a winner
- The judges very rapidly cohere in their choices by this process

Key dates for the ELTons 2022

Thursday 17 March 2022	Application deadline
March – April 2022	Judging: Round One
Mid-late April 2022	Notifying applicants
May – June 2022	Judging: Round Two
End of June – early July 2022	Announcement of the ELTons 2022 finalists
Summer 2022	Judging: Round three
October 2022	ELTons 2022 awards ceremony

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