ELTons 2022

The British Council awards for innovation in English language teaching and learning

Guidance notes for applicants

Application deadline: Thursday, 17 March 23.59 UK time

Applications submitted via the ELTons' application submission portal

About the ELTons

This year marks 20 years of the British Council ELTons Awards, the only international awards for innovation in English language teaching. Throughout 2022, the anniversary celebrations will honour innovators past and present. We'll take the chance to look back at the trends which have shaped our industry in recent decades and look ahead to the innovations of the future.

Each year, the British Council's ELTons awards for innovation in English language education celebrate the most original courses, books, publications, apps, platforms, projects, and more, which find new ways to meet the real-life needs of English language learners and teachers around the world.

In the last two years, professionals in the global English language teaching community have shown extraordinary resourcefulness, finding ways to limit the disruption to learners' education, at an unparalleled pace. The ELTons 2022 is an opportunity to recognise and celebrate teams and individuals innovating against the odds.

We warmly welcome applications from organisations large and small, from: schools, universities, publishers and start-ups, to charities, associations and collectives. We also welcome innovators flying solo: authors, materials writers, teacher trainers, consultants, and more.

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Last year, an impressive field of entries came from 55 countries across six continents, spanning the different needs of English language learners at every age, in diverse contexts.

The British Council is committed to making sure the ELTons Innovation Awards are inclusive and reflect the broad diversity of English language education around the world. We welcome and encourage applications from all backgrounds.

The five ELTons' award categories

You can find the descriptions of the five award categories and select the category your innovation fits best at the end of this document.

- Excellence in Course Innovation
- Innovation in Learner Resources
- Innovation in Teacher Resources
- Digital innovation
- Local Innovation

ELTons judges' special commendations

In addition to submitting your innovation into one of the ELTons' five main award categories, you can also choose to put your entry forward to be considered for two special commendations, the ELTons Judges' Commendations for:

- Environmental Sustainability and Climate Action
- Equality, Diversity and Inclusion (EDI)

The two commendations are not separate award categories but are additional commendations given only to the finalists of the awards.

You can choose if you would like your entry to also be considered for the commendation in your application submission. Please find further information about the ELTons' commendation at the end of this document.

Find out more about how to enter your innovation below – and we wish you the very best of luck.

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Guidance for applicants

This document contains important information for applicants to the ELTons Awards for Innovation in English Language Teaching for 2022: the judging process, criteria, eligibility, the application process (from submission to nomination), a timeline of key dates and details of the ELTons Awards categories.

Please read this document carefully and use for reference when completing your application via the ELTons' application submission portal.

If you also wish to enter your application for the ELTons Judges' Commendation for Environmental Sustainability and Climate Action and/or the Commendation for Equality, Diversity and Inclusion (EDI) please read the additional commendation guidance.

Eligibility

- Entries submitted to the ELTons 2022 must have been completed within the last two years before ELTons 2022 application closing date. **Meaning: entries submitted to the ELTons 2022 must have been completed on or after Wednesday 17 March 2020.**

- Applications can only be submitted to one award category.

- However, applicants can submit multiple, different applications to the awards and into the different award categories (e.g. including from overseas offices).

- Entries can only be submitted to the awards once; they cannot be re-submitted in subsequent years. If a product has been changed significantly since a previous submission it may be considered. Please contact eltons@britishcouncil.org with details of the changes before submitting.

- You cannot resubmit a volume in a series if a volume has already been submitted in previous years. This is especially relevant for the Excellence in Course Innovation award. For example, you cannot enter level one of a course one year and then the whole course, or another level the following year.

- Entries cannot be submitted which have been led by or have had significant involvement from the British Council or (a) British Council employee(s). If you are unsure if this effects your entry please contact eltons@britishcouncil.org before submitting.

- It is not possible to enter the awards solely for the ELTons Judges' Commendations. Submissions are an optional part of the application to one of the five main ELTons award categories. (The two commendations are not separate award categories but are additional, special commendations given only to the finalists of the awards.)

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Applications procedure

The ELTons Awards scheme is advertised and details of the application process, and other procedures, are made available on the ELTons website.

Applicants are invited to complete an application via the ELTons' online submission portal.

The application includes an online questionnaire and a product sample upload section.

The application questionnaire collects details of the application and invites applicants to explain their product or service, how it is innovative and how it fits the criteria for the award. To complete their submission, applicants are also invited to provide materials and access to digital media (if applicable) in support of their application. Materials are submitted alongside the questionnaire responses via the ELTons' submission portal.

Applicants must complete all parts of the application to complete their submission.

Applications (form submissions and materials) will be scrutinised to check their eligibility for the ELTons awards.

In Round 1, the ELTons awards are judged based on the information provided by the applicants in their questionnaire responses.

Applications that progress to Round 2 of the judging process will be asked for further access to materials, to share with the ELTons' judging panels. In Round 2, the ELTons awards are judged based on the information in the application forms and sample materials provided by the applicants.

Judging process

The ELTons are judged by an independent panel of English language teaching professionals, using the Delphi Technique.

The ELTons judges have longstanding experience and breadth of expertise in a wide range of fields. They come from a wide range of backgrounds, nationalities and first languages. Judges are school owners, writers, academics, consultants and teachers working in countries such as Argentina, Turkey, Brazil, Mexico, Italy, Greece, Jordan and Vietnam, as well as the UK. The judges generally serve for three years, which allows the panel to evolve and include new talent, bringing fresh insight and reflecting the changing work of the ELT world.

The Delphi Technique is a method for structuring a group communication process so that the process is effective in allowing a group of individuals, as a whole, to deal with a complex problem. In the case of the ELTons, the judging process is administered by an independent Judging Facilitator. Comments, discussions and votes of the judges are kept confidential and, where indicated in the procedures, are kept anonymous. This is to ensure the integrity of the

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process. This means working remotely and anonymously to arrive at a consensus on the short-listed and then winning entries.

ELTons' criteria: innovative and functional

The main qualities that we look for in applications to the ELTons are innovation and functionality. The judges, experts from across the field, use their professional judgement to look for these qualities in the entries.

The winners should be those that best demonstrate something new (such as a new approach or use of a new technology) and are different in some way from existing products and services in the English language teaching, learning or assessment field, profession or industry.

And the material or products should also appear workable and useful to the audience they are intended for. Winners must be something that teachers and learners can use, or that learners can learn from, or that will benefit the process of learning and teaching English as a foreign, second or other language. Price is not a consideration for the awards.

Three rounds of judging

The first round of judging is based solely on the information provided in the application form, so it is essential that you use the supporting statement to describe clearly and concisely (in no more than 500 words) exactly how your product is innovative and functional.

In the second round the judges are provided with the materials, or access to the materials, supplied for the judging process by the applicants. The judges are asked to comment individually on these. These comments are circulated anonymously. Judges are then asked to nominate the entries they think should be included in a shortlist of about six.

In the third round the judges are asked to comment briefly for the final time on the shortlisted items, drawing attention particularly to the qualities of each entry which meet the award criteria. Again, these comments are circulated anonymously. Judges are then asked to identify the entries that they think best merit the award.

If a clear winner does not emerge from the process of the Third Round, a Fourth Round is held.

Please note, judges are not able to provide feedback on individual applications.

Crediting the creators and innovators involved

Please use the application questionnaire to provide the names of all parties to be credited for the innovation, as you wish them to appear for awards purposes, including, as applicable: the main organisation(s) or sole trader(s) responsible, partner organisations(s) or individuals(s), nominated persons/team members and/or editors or authors.

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This information will be used for communications and marketing purposes related to the awards.

Each individual credited may also receive a communication about the awards. Please ensure to provide a contact email address for each individual for this purpose.

The application process

Deadline for submission of applications: Thursday 17 March 2022, 23.59 UK time

To enter your innovation into the ELTons 2022, please submit your application, complete with a sample of your product via the **ELTons' submission portal.**

Applications submitted after the deadline of Thursday 17 March, 23.39 UK time cannot be accepted.

Entry samples

To complete your application submission you must submit one, digital copy of your entry (e.g. digital access to your course, book, app, platform, project materials, etc.)

Please note, entry samples to the ELTons 2022 must be provided in a digital format. (Unfortunately, due to the current circumstances physical samples may only be accepted by exception. Please contact the ELTons team at eltons@britishcouncil.org before submitting a physical sample.)

Your digital entry sample can be submitted:

- As a document (Microsoft Word, PowerPoint or PDF) giving clear instructions for judges on how to access your entry sample (e.g. providing URLs and/or access codes).

- Or if your entry itself can be contained in one document file (e.g. book, course book, publication, learning or teaching material, or project presentation, etc.) this can be uploaded directly into the ELTons online submission portal.

- It may also include links to video (.MP4 / .AVI) file or photography of physical samples (e.g. realia), if relevant to the educational materials found within your sample.

- Access should incur no cost to the ELTons team or judges.

To submit your entry sample:

- Title your file: **ELTons 2022 Sample_Category name_Product name**

- Upload your application via the ELTons' online submission portal

- **Deadline for submission of applications: Thursday 17 March 2022, 23.59 UK time**

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Entry sample examples

If you are submitting a printed publication, a digital version should be submitted e.g. in PDF format.

If your sample includes multiple elements, a Word or PDF document should be submitted listing each sample element with clear instructions on how to access them, including any access codes.

If you are submitting a website, app, or other digital media not included in the above file types, relevant URLs/download links should be sent in a Word or PDF document with clear instructions on how to assess the product, including any access codes.

If you are submitting a project or service where none of the above media types can serve as a product sample, a video or presentation may be accepted in lieu. Please consult with the ELTons team at ELTons@britishcouncil.org before making a submission

Subsequent stages of the application and judging process

- Please note, if your entry reaches round two of judging (from April 2022), you may be required to provide additional entry samples, e.g.
    - Additional access codes to share with ELTons' judging panels
    - Renewed access / access codes (where access has expired)
    - Access to additional levels or elements, where relevant

- If your entry succeeds in becoming a finalist of the ELTons 2022 (announced in June) you may be required to send (a) short promotion video(s) for which permission (including licensing and data protection permissions) must be granted for use on British Council channels and/or at the ELTons Awards ceremony.

- Those named on the application form as responsible for the innovation will receive invitations to the ELTons 2022 awards ceremony, in October 2022. Please ensure to provide a contact email address for each individual for this purpose.

Key dates for the ELTons 2022

Thursday 17 March	**Application deadline** Deadline for applications submitted electronically via the online ELTons' submission portal.
March – April	**Judging: Round One**
Mid-late April	Applicants will be notified if they have reached round two of judging. **Please note, if you reach this stage additional digital access to your full entry may be required for judging purposes.**
May – June	**Judging: Round Two**
Mid-late June	**Announcement of the ELTons 2022 finalists** Applicants are notified of their placement as ELTons 2022 finalists. The announcement of finalists is published. Finalists also receive a Finalists Pack to help announce the good news to their networks. **Please note, if you reach this stage, a promotional video may be requested, with permission for use on British Council channels and/or at the ELTons Awards ceremony.**
Summer 2022	**Judging: Round three** Selection of ELTons 2022 winners. Selection from the finalists of the recipients of the two ELTons judges' commendations.
October 2022	**ELTons 2022 awards ceremony** All nominated entries will receive invitations to the highly anticipated ELTons Awards Ceremony. The finalists will be announced, and the winners will be invited to give their short (1 minute) acceptance remarks. The ceremony may be held online or in person, based on local Covid-secure guidance nearer the time.

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The ELTons award categories

The British Council reserves the right to change the category of the submission where award administrators deem appropriate. You will be advised of any changes.

Please note, the examples accompanying the descriptors below are not intended to be exhaustive.

Excellence in Course Innovation

This award recognises innovation in the complete course packages which publishers produce for EFL or ESL learners of any age. Typically, applications in this category will possess some or all of these features:

- Textbooks and teachers' books.
- Supplementary or practice materials.
- Listening and other support materials.
- Website support.
- Multi-level materials.

Innovation in Learner Resources

This award recognises innovation in any product or service across any media intended for learners. It is not intended that complete course packages will be included in this category rather it might include products and services such as:

- Supplementary materials (extended reading materials, vocabulary or grammar support, etc.)
- Specialist materials (products and services for specialist groups such as beauty therapists, engineers, etc.)
- Services or activities designed to improve learners' English.
- Individual skills support (products and services intended to develop reading or writing skills, or fluency, etc.)
- Works of reference intended for learners (such as dictionaries etc.)

Innovation in Teacher Resources

This award recognises innovation in product or service aimed at developing and supporting EFL and ESL teachers and might include:

- Training courses and materials intended specifically for teachers.

- Works of reference intended for teachers (such as reference grammars etc.)

- Education or development services or materials (intended to promote in-service development or enhanced knowledge or skills).

- Materials banks (websites containing downloadable activities etc.)

Digital innovation

This award is intended to recognise innovation in a digital product or service that enhances English language learning or teaching through the innovative use of technology. This may include:

- English language learning and teaching products and services which use new technological innovations, e.g. artificial intelligence, gamification, learning analytics, predictive learning, Virtual Reality (VR) / Augmented Reality (AR), etc.

- English language learning and teaching products or services which make new or original use of more established technologies, e.g. apps, platforms, video assisted learning, social media, etc.

The examples given are not intended to be exhaustive.

Local innovation

This award is intended to recognise innovation in creating learner or teacher solutions to meet a specific local need. It recognises and rewards the use of initiative and resource in restricted, trying or limited circumstances beyond the writers' control, and which can make a significant contribution to overcoming these difficulties. It is for innovation within a specific local context and which are developed at a local, national or regional level. Examples might include:

- Development of local networks intended to promote teacher or learner development.

- Development of localised materials or syllabuses.

- Use of specialist materials or techniques to overcome local difficulties such as a shortage of specialist English language teachers.

- Innovative use of technologies to overcome geographical problems in keeping teachers and learners in contact with each other, and with support agencies.

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ELTons judges' special commendations

In addition to submitting your innovation into one of the ELTons' five main award categories, you can also choose to put your entry forward to be considered for two special commendations, the ELTons Judges' Commendations for:

- Environmental Sustainability and Climate Action

- Equality, Diversity and Inclusion (EDI)

Please read the application guidance before deciding if you wish your submission to also be entered for special commendations.

Please note: It is not possible to submit your entry solely for the ELTons Judges' Commendations. Special commendations are given only to the finalists of the five main award categories.

- Submissions are an optional, in addition to the five main award categories.

- You may submit your entry for one or both of the commendations.

- It is not possible to submit your entry solely for the ELTons Judges' Commendations.

- They are not separate award categories, but are additional, special commendations given only to finalists of the five main award categories.

- If choosing to put your entry forward for the special commendations, you will be asked to provide details about your entry in 200 words in the application form.

The ELTons Judges' Commendation for Environmental Sustainability and Climate Action

This commendation is intended to recognise a high-quality product or service for English language learning or teaching that integrate and promote awareness of environmental sustainability and climate action across all audiences.

Criteria

- Be selected as a finalist of the Awards and therefore has been deemed to meet the ELTons' primary criteria: innovative and functional.

- 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.

Examples may include (but are not exclusive to):

- A project the involves increasing student awareness of environmental issues through task cooperation or action research

- Resources involve some or all of the four skills in gaining insight and extending knowledge in climate and environmental issues.

- Innovative approaches to debating and promoting environmental and climate issues.

- Online resources and courses that use environmental and climate issues to extend leaning through English

The ELTons Judges' Commendation for Equality, Diversity and Inclusion (EDI)

The ELTons Judges' Commendation for Equality, Diversity and Inclusion (EDI) is intended to recognise high-quality resources, products or services for English language teaching, learning or assessment which improve access or promotes inclusion for all, and which also meets the needs of certain, typically underrepresented or underserved audiences.

It is recommended that applicants who wish to enter their product for the commendation first read the guidance on the British Council's approach to EDI (Equality, Diversity and Inclusion). This can be downloaded from the ELTons website.

Criteria

Entries must:

- Be selected as a finalist of the ELTons Awards and therefore deemed to meet the ELTons' primary criteria: innovative and functional.

- 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.

- Resources may also address issues which cut across equality areas.)

- Have a rationale that shows the capacity to make a demonstrable impact on specific groups – testimonials from specific groups can help this.

Examples may include (but are not exclusive to):

- A project aimed at improving English language and digital skills in girls' education, in a context where girls are often excluded or likely to drop out from school.

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- A flexible blended learning course for English language education aimed at schools in primarily non-urban, disadvantaged communities and/or involving hard-to-reach learners.

- Online courses or resources which go beyond standard accessibility requirements, and which have included disabled people in planning and development.

- Innovative approaches to promoting linguistic diversity in an English language teaching setting.

- Development of materials, resources or an approach that promotes social or emotional wellbeing and learning in English language education settings.