

# **ELTONS 2019**

## **GUIDANCE NOTES FOR APPLICANTS**

### The ELTons awards

Now in their seventeenth year, the British Council's ELTons awards for innovation in English language education celebrate the most original courses, publications, projects, apps and platforms, and more, which are finding new ways to help English language learners and teachers around the world achieve their goals. The awards also recognise the organisations, teams and individuals whose original approaches are helping to shape the future of English language teaching and learning.

In 2018, an impressive field of 110 entries came from Europe, Asia, Africa and the Americas, 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.

### Guidance for applicants

This document contains important information for applicants to the ELTons Awards for Innovation in English Language Teaching for 2019: 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 in conjunction with the Frequently Asked Questions document (FAQs) when completing your application.

### Judging process

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

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

## 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 first round of judging is based solely on the written 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.

## Eligibility

Products or services must have been completed no earlier than 2 years before the application closing date.

Products entered in the ELTons 2019 must have been completed on or after **Friday 2 November 2016**.

Products cannot be entered if they have been developed in partnership with the British Council or have had significant involvement from a British Council employee. If you are unsure if this affects your entry please contact [eltons@britishcouncil.org](mailto:eltons@britishcouncil.org) before submitting.

We allow one submission, per organisation, per category, including any overseas offices.

Products can only be submitted to one category.

Products 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](mailto: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.

## The application process – from submission to nomination

**The deadline for submission of applications is Friday 2 November 2018.**

All applications should be submitted electronically as a word file or PDF to [ELTons@britishcouncil.org](mailto:ELTons@britishcouncil.org).

To complete your application you must send one copy of the completed product to the British Council Manchester office, via post, to be received on or before **Monday 5 November 2018**. Address:

Nasia Nikolova, ELTons 2019  
English and Exams, British Council  
58 Whitworth Street, Manchester, M1 6BB, UK

If you are submitting your product sample digitally, relevant URLs/download links should be sent in a separate document with clear instructions on how to assess the product, including any access codes. Access should incur no cost to the ELTons team or judges.

Please use the application form, 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. This information will be used for communications and marketing purposes related to the awards.

Please note, if your application reaches round two of judging (from January 2019), you will be required to send several further copies of your product for judging purposes.

Should your application reach the shortlisting stage and become a finalist of the ELTons Awards (March 2019) you will be required to send a promotional video, no longer than 30 seconds in length, to be used at the ELTons Awards ceremony (and potentially for other promotional purposes).

Following notification of nominations, those named on the application form as responsible for the innovation will receive invitations to attend the ELTons Awards ceremony, to take place in the UK (Central London) in May – June 2019. Please ensure to provide a contact email address for each individual for this purpose.

Please note, judges are not able to provide feedback.

## Key dates for the ELTons 2019

<b>Friday 2 November 2018</b>	Deadline for completed application forms to be sent electronically (Word or PDF) to <a href="mailto:ELTons@britishcouncil.org">ELTons@britishcouncil.org</a>
<b>Monday 5 November 2018</b>	Deadline for one copy of the completed product to be received via post at the British Council Manchester office:  Nasia Nikolova, ELTons 2019 English and Exams, British Council 58 Whitworth Street, Manchester, M1 6BB, UK
<b>November to December 2018</b>	<b>Judging: Round One</b>
<b>Mid to late December 2018</b>	Applicants will be notified if they have reached round two of judging  <b><u>Please note, if you reach this stage several further copies of your product will be required for judging purposes.</u></b>
<b>Tuesday 2 January to Tuesday 16 January 2019</b>	Further copies of your product to be received via post at the British Council Manchester office (using the postal address above) – for judging purposes.
<b>January to March 2019</b>	<b>Judging: Round Two</b>
<b>March 2019</b>	Shortlist announced and applicants notified of their nomination to the ELTons 2019.  <b><u>Please note, if you reach this stage, a 30 second promotional video will be requested from you, for use at the ELTons Awards ceremony.</u></b>
<b>May – June 2019</b>	ELTons 2019 Awards Ceremony, Central London  All nominated entries will receive two invitations to the highly anticipated ELTons Awards Ceremony. Winners will be invited to the stage to give their short (1 minute) acceptance remarks. Finalists who are unable to attend can send a representative.

## 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.
- CD or DVD 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 recognises the innovative use of technology. This can be for learners or teachers of English. It might include:

- Products and services which use a new technology for EFL and ESL teaching or teacher support.
- Products or services which make new use of existing technology.

## 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.