

THE ASEAN ICT AWARDS

Judging Guidelines

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Prepared by

AICTA Working Committee

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Section 1: General Guideline

This section defines the objectives of the AICTA judging guidelines.

The objectives of this document are:

- To serve as the judging guidelines for the AICTA competition.
- To promote similar standards for all judges to achieve full fairness in the judging process of the products nominated by the ASEAN Member States (AMS).

These judging guidelines consist of 15 sections and 4 appendices listed in the table of contents.

1. Section 1 : General Guideline
2. Section 2 : Entry Nomination Guideline
3. Section 3 : Entry Category Guideline
4. Section 4 : Entry Category Detail Description
5. Section 5 : Judging Criteria and Attributes
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18. Appendix 3 : AICTA Judge Nomination Form
19. Appendix 4: AICTA AMS Coordinator Nomination Form

This is the 5th version of the AICTA Judging Guidelines., and has been reviewed by the AICTA Working Committee . All participating AMS shall adhere to the guidelines contained in this document.

Section 2: Entry Nomination Guideline

This section provides the guideline for AMS to select companies and their products as nominations for entry to the AICTA competition.

A. Company Eligibility

The company eligibility guideline describes the criteria and attributes for company eligibility to submit their entry nomination for the AICTA competition.

Companies which are eligible to nominate their information and communication technology (ICT) innovations must meet the following criteria:

1. The company must be locally registered in the respective AMS.
2. The company can be 100% locally owned.
3. For joint ventures between a local company and a foreign company, the foreign company in the joint venture can be either a company registered in another AMS or a company registered outside ASEAN whereby the shareholder/s within AMS must hold at least 51% of the total shares.

B. Product Eligibility

The product eligibility guideline describes the criteria and attributes necessary for a product to be eligible for nomination to the AICTA competition.

The eligible product for AICTA entry nomination must meet the following criteria:

1. The intellectual property (IP) rights for the product must be owned by a company, which is eligible to nominate according to the company eligibility guideline in Section 2, or its IP rights are owned by an offshore parent of the local company where the majority of the shares are in the local company.
2. At least 51% of product development efforts (including research and development (R&D), and design) must be undertaken in the AMS submitting the application.

C. Nominations Not Eligible for Entry

The following are non-eligible innovations for entry nomination:

1. A product of which the main R&D and design efforts are executed in a country outside ASEAN, or of which the AMS is merely providing code-cutting services.
2. An innovation or product with or without enhancement, which has won an AICTA in the one (1) year period before the current competition.

D. Number of Entries

Each AMS can only nominate a maximum of three (3) products per entry category. Each product is only eligible to participate in one category. However, If a nominee has two different products, that nominee can either choose to participate the two different products in the same category, or in two different categories.

E. Disqualification of Entry Nomination

Each AMS must ensure that the above criteria have been met during the domestic selection when submitting the product entry nominations to the AICTA competition.

Violation of the above-mentioned criteria will result in entry disqualification. The disqualification process is described in **Section 15**.

Section3: Entry Category Guideline

This section outlines the product categories for the AICTA nomination.

There are six (6) categories:

1. **The Public Sector Category:** This consists of ICT products which are public-sector related, such as e-government.
2. **The Private Sector Category:** This consists of ICT products which are private-sector related, such as industrial application, e-logistics and supply chain management, finance industry application, communication, e-health, tourism and hospitality.
3. **Corporate Social Responsibility Category:** This consists of ICT products which support the community in the member state's society with the aim of promoting the rights and needs of particular groups, or improving the well-being, quality of life and standard of living of the community with the ultimate intent to bridge the digital divide.
4. **Digital Content Category:** This consists of products which are related to the process of combining text, sound, pictures and videos to create a diversion that holds the attention (i.e. entertainment) in the form of multimedia, infotainment, immersion and interaction.
5. **Start-up Company Category:** This consists of innovative and potentially superior ICT products that are still at the early stage of inception developed by an ICT company.
6. **Research and Development Category:** This consists of ICT products that are being newly researched and created with new knowledge, processes, product and services to meet the demands of the market.

Section 4: Detailed Description of Entry Categories

This section provides for the product definition of the AICTA product entry category and its product code number.

A. Public Sector

Code Number : PUB-01

Cluster Category : **Public**

Product Definition :

- Any application software, hardware or its combination that enables more efficient, effective, transparent and low-cost Government operations; or
- Any application software, hardware or its combination that has been implemented by the Government Institution and Public Service that delivers e-government services to businesses or citizens; or
- Any application software that has been developed to meet specific Government requirements for Public Service use and its services is managed by the Government Institutions.

The application can be developed by a private institution, government institution or government-owned companies funded by the Government or foreign donors, and can still be in the pilot implementation stage. The application may not necessarily be in full-scale implementation but the Government institution or Public Services institution should already be using it.

Applications that have been developed to be used by a State Owned Company or Government Owned Company for commercial purposes **are not** included under this category.

Proof from the users' acceptance or recognition of application implementation by the respective Government must be presented during the entry nomination.

B. Private Sector

Code Number : PRI-02
Cluster Category : **Private Sector**

Product Definition :

Any application software, hardware or its combination that serves the needs of the private sectors such as Industrial Application, e-logistics and Supply Chain Management, Finance Industry Application, Communication, e-Health, Tourism and Hospitality.

C. Corporate Social Responsibility

Code Number : CSR-03
Cluster Category : **Corporate Social Responsibility**

Product Definition :

Any application software, hardware or its combination to support the community in the AMS' society with the aim to promote the rights and needs of particular groups; or to improve the well-being, quality of life and standard of living of the community with the ultimate intent to bridge the digital divide. The product shall be initiated, developed and owned by a Non-Government organization, however the funding to the initiative and the development can be provided by the Government or Private Institution or both.

D. Digital Content

Code Number : DC-04
Cluster Category : **Digital Content**

Product Definition :

Any application software, hardware or its combination with the elements of audio, video, text and image to demonstrate any form of entertainment using the Internet or mobile apps.

Any application software, hardware or its combination that provides management and technical support to the news and entertainment industry such as Television Broadcasting, Radio Broadcasting, Cinema, Live Entertainment, Publishing, Newspaper and Internet News.

E. Startup Company

Code Number : STP-05
Specific Category : **Startup Company**

Nomination Description:

Any company at the early stage of inception that develops an innovative ICT product. The Startup Company must also meet the criteria below.

- It must fulfill the company eligibility for this competition;
 - It is registered not more than three (3) years from the date of entry nomination;
 - The founder of the company and/or the product developers must be the major shareholder(s) of the company; and
 - It must not be a subsidiary of a well-established parent company.
-

F. Research and Development

Code Number : R&D-06
Cluster Category : **Research and Development**

Product Definition :

Any ICT research and creation that discover or invent new knowledge, processes, products and services that meets the demand of the market. The creation must meet the following criteria.

- It is fully completed but not yet marketed;
- If it has been marketed, it does not have any customers and is not available on customer sites;
- The product is still less than year after its commercialisation;
- It can demonstrate its features and functionality (even if not fully completed);
- It is self-funding (internal funding) or funded by customer/user and is not funded by any established MNSs; and
- The IP rights belong to the owner/creator (either as an individual or as an organisation).

Section 5: Judging Criteria and Attributes

This section provides the guideline for judges - the criteria and its weighting and the criteria's attributes and their weighting - to be used during the judging process in the AICTA competition. For a more detailed explanation, please refer to Appendix 1,

A. PUBLICSECTOR

Entry Category: Public Sector (PUB-01)			
Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning	40%	Innovation	25%
		Problem Solving	25%
		Public Value	25%
		Transparency & Impact on Quality of Life	25%
Implementation	40%	Efficiency	25%
		Performance	25%
		Quality	25%
		Reliability	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

B. PRIVATE SECTOR

Entry Category: Private Sector (PRI-02)			
Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning	40%	Innovation	30%
		Problem Solving	20%
		Marketing Strategy	30%
		Customers	20%
Operation	40%	Efficiency	25%
		Performance	25%
		Quality	25%
		Reliability	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

C. CORPORATE SOCIAL RESPONSIBILITY

Entry Category: Corporate Social Responsibility (CSR-03)			
Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning	40%	Innovation	25%
		Problem Solving	25%
		Public Value	25%
		Customers	25%
Operations	40%	Efficiency	25%
		Performance	25%
		Quality	25%
		Reliability	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

D. DIGITAL CONTENT

Entry Category: Digital Content (DLC-04)			
Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning	40%	Innovation	30%
		Problem Solving	20%
		Marketing Strategy	30%
		Customers	20%
Operation	40%	Efficiency	25%
		Performance	25%
		Quality	25%
		Reliability	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

E. STARTUP COMPANY

Entry Category: Start-up Company (STP-05)			
Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning / Unique Selling Proposition	40%	Marketing Strategy	20%
		Financial	20%
		Competitive Advantage & Differentiation	20%
		Innovation	20%
		Market Entry / IPR	20%
Operation	40%	Scalability	25%
		Team Organizational Structure	25%
		Stakeholder	25%
		Quality	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

F. RESEARCH AND DEVELOPMENT

Entry Category: Research and Development (R&D-06)			
Judging Criteria	Weighting	Attributes	Weighting
Strategy Planning	40%	Innovation	30%
		Problem Solving	20%
		Marketing Strategy	30%
		Customers	20%
Operation	40%	Efficiency	25%
		Performance	25%
		Quality	25%
		Reliability	25%
Presentation	20%	Organization of Presentation	50%
		Enquiries	50%

Section 6: Scoring Guideline

This section provides the scoring calculation system for the AICTA competition.

A. Framework and Formula of Scoring for Preliminary Judging (Online)

1. The AICTA scoring system consists of judging criteria and attributes for each judging criteria.
2. The judging criteria have its weighting system for each category.
3. The attributes for judging criteria has its weighting system for each judging criteria.
4. Judge must fill up the score for attributes only and the system will calculate total score for each Judging Criteria based on the formula below

$$\text{Score of judging criteria } i = \text{sum of (weighting of the score attribute } n \times \text{score for attributes } n)$$

5. The total score per entry per Judge can be obtained using formula as follows.

$$\text{Score per entry nomination per judge} = \text{sum of (weighting per judging criteria } i \times \text{score of judging criteria } i)$$

6. The total score for each entry will be calculated based on the formula below.

$$\text{Total score for entry nomination from all judges} = \text{sum of score per entry nomination per judge} / \text{number of judges}$$

B. Framework and Formula of Scoring for Final Judging¹

1. The AICTA scoring system consists of judging criteria and attributes for each judging criteria.
2. The judging criteria have its weighting system for each category.
3. The attributes for judging criteria has its weighting system for each judging criteria.
4. Judge must fill up the score for attributes only and the system will calculate total score for each Judging Criteria based on the formula below

$$\text{Score of judging criteria } i = \text{sum of (weighting of the score attribute } n \times \text{score for attributes } n)$$

5. The total score per entry per Judge can be obtained using formula as follows.

$$\text{Score per entry nomination per judge} = \text{sum of (weighting per judging criteria } i \times \text{score of judging criteria } i)$$

¹ Subject to be finally endorsed by the 2nd TELSOM Leader Retreat

6. The total score for each entry will be calculated based on following process:
 - a. based on each judge's score in B.5, each company will be ranked in each category as either gold, silver or bronze medal;
 - b. the final result will be calculated the number of gold, silver and bronze of each company based on Fibonacci Weighted Point System (3:2:1).

$$\text{Total score for entry nomination from all judges} = 3 * \text{number of Gold} + 2 * \text{number of Silver} + \text{number of Bronze}$$

In case the total scores of any two entry nominations in a category are equals, the formular in A.6 will be applied for that category.

C. Scoring Value per Attribute

- 1-2 = Made no attempt to the attributes
- 3-4 = Attempted to meet 25% of the attributes
- 5-6 = Achieved 50% of the attributes
- 7-8 = Achieved more than 75% of the attributes
- 9-10 = Exceeds all attributes

0 is **not allowed** to be used by the judges to score to any attribute.

Section 7: Entry Submission Process Guideline

The tentative schedule of the ATICA 2017 is as follows:

- Open submission: ~~24 April 2017~~ 29 May 2017
- Close submission: 1 September 2017
- Preliminary judging (Online): 4 -29 September 2017
- Final judging: 29-30 November 2017 (during the week of TELSOM/TELMIN Meetings)
Award ceremony: 30 November 2017 (TELMIN Gala Dinner)

The entry submissions shall be completed using the online submission system:

- A. The AICTA Secretariat will send login account to each country coordinator.
- B. Each country coordinator will need to create login accounts for his or her respective eligible companies (maximum 3 companies per category).
- C. Eligible companies will need to submit the entry form and upload video presentation by themselves.
- D. Only country coordinators can approve the submissions in order to prepare for online judging.
- E. Country coordinators and eligible companies can refer to online submission guideline after login.

Section 8: Judging Process Guideline

There are two (2) rounds of judging:

1. Preliminary Judging Process (Online).

- A. Each AICTA country coordinator will need to submit a minimum of one (1) Expert Judge or a maximum of six (6) Expert Judges from each AMS for the online judging.
- B. Each AICTA country coordinator must submit his/her country's entry nominations by the deadline. Please note that each video presentation shall be 2 and 15 minutes and in AVI format only.
- C. At a given time to be announced by AICTA Secretariat, the AICTA Secretariat will take over the AICTA coordinator account. Here the AICTA Secretariat will take the lead and send the participants' competition documents and video presentations to each of the assigned judges under each of the 6 categories accordingly.
- D. There will be maximum of 10 Expert Judges under each category. After receiving the login account from the AICTA Secretariat, the Expert Judges will review the entries and provide their scores online at aseanictaward-sys.com. The AICTA Secretariat will remind the judges one week prior to the online judging deadline. There will be a maximum of 30 entries for each category and a maximum of 3 entries per AMS for each category.
- E. **English** is the mandatory language to be used for both judges and participants during the preliminary judging process.

The top three (3) entries for each of the six (6) categories from the preliminary judging process will then moved on to the final judging process. These short-listed entry nominees will be invited to do

a final “live” presentation during the week of the TELSOM/TELMIN Meetings (date to be decided by the host country).

2. Final Judging Process

This section describes the final judging process during the AICTA competition. The final judging will be held during the week of the TELSOM/TELMIN Meetings, date to be decided by the host country. The presentations will be judged by one (1) Expert Judge from each AMS and three (3) Industry Judges nominated by the host country.

A. Registration for Presentation Process

- a. Each entry nominee must report to the AICTA Secretariat at least 15 minutes before the scheduled presentation time is due.
- b. The AICTA Secretariat will register the entry nominee attendance and guide them to the waiting room.
- c. An usher from the organising committee or the AICTA Secretariat will guide the entry nominee to the judging room when their presentation is due.

B. Presentation Time

Each entry nominee will be given a maximum of 20 -minute (includes setting up and a question and answer session) to present to the judges panel with the following guideline:

- a. Equipment set-up
- b. Presentation and demonstration
- c. Questions and answers
- d. Disassemble equipment

C. Number of Judges and Scoring

- a. Each presentation must be attended by ten (10) Experts Judges and three (3) Industry Judges.
- b. It is mandatory that all judges enter the scores for each presentation on the given score sheet in Microsoft Excel format.
- c. The scoring must be completed by the end of the judging process for each respective category.
- d. The final scoring will be submitted to the administrator addressed to the ASEAN Secretariat as soon as the judging process has been completed.
- e. The ASEAN Secretariat will report the final scoring results to TELMIN.
- f. A ‘deviation’ scoring system will be introduced, for the final round judging. This is to allow a more accurate average figure of the scoring. The ASEAN Secretariat will decide the deviation of the scoring.
- g. To maintain consistency in the judging of each category, it is strictly forbidden to change members of the judging panel unless under very special circumstances (i.e. illness of judge, judge conflict of interest etc). Replacing the judge(s) for one particular category during the AICTA competition process shall be made in consultation with the ASEAN Secretariat and the ASEAN ICT Centre.
- h. The winner for the final judging will be based on **ranking** (Olympic system).

D. Language

English is the mandatory language to be used for both judges and participants during the final round judging process.

These judging processes are intended for the AICTA competition. AMS may wish to make use or adapt the guidelines for their domestic competition.

Section 9: Award Decision Process Guideline

This section provides the guideline for judges to select the 1st, 2nd and 3rd winning positions during the AICTA competition.

A. 1st, 2nd and 3rd winners Decision

There will be two rounds of judging.

1. The preliminary judging will be conducted online via online judging system. Participant who receives the top three scores in each of the category will be invited to present in the final round of judging.
2. The final round of judging will be a live presentation. The 1st, 2nd and 3rd winners for each of the category will be determined based on the performance and scoring attributes given by the Expert and Industry Judges during the final judging.

Section 10: AICTA Competition Judges Nomination Guideline

This section provides the mandatory guideline for AMS to select and nominate Expert Judge(s) for the AICTA competition.

A. Judge(s) Selection Process and Procedure

- Each AMS , may nominate a minimum of one (1) and a maximum of six (6) Expert Judges for the Preliminary Judging (Online Judging) and Final Round Judging*, or
1. Proponent country of AICTA may invite three ASEAN Dialogue Partners (DPs) to nominate three (3) Industry judges for the Final Round Judging. Alternatively, the proponent country may invite three (3) Industry Judges from reputable organisations, subject to the agreement of AMS.
 2. The Industry Judges will be invited based on their credentials and the competency requirements, and they may be from ICT associations, academic institutions, and business communities.
 3. Once the Expert and Industry judges nominees have been selected, they must sign the Judges Code of Ethics Declaration form.
 4. The AICTA coordinator and representative of DP will then need to submit the selected judge(s) form to the AICTA Secretariat along with the signed Judges Code of Ethics Declaration. Please refer to Appendix 2 and 3 for the Judges Registration Form and Judges Code of Erhics Declaration.
 5. If the nominations are accepted by the AICTA Secretariat , the judge(s) will be informed through the AICTA coordinator of their official nomination as AICTA competition judges for the 1st round judging and final round judging* process.

* Final round judging will consist of only one Expert Judge from each AMS and three (3) Industry Judges The AICTA proponent country will set aside USD1,400 travelling allowance for each Industry Judge.

B. Judge(s) Mandatory Requirements

Below are the criterias and requirements for a candidate to be considered as an AICTA Judge. The candidates must possess:

- a. At least eight (8) years of experience in the area of ICT and its related industries;
- b. Strong educational background evidenced by the relevant documents;
- c. Judges shall have experience in at least one of the areas of Business (Finance, Sales & Marketing, Production), Technical, Operation, R&D, Training and Education;
- d. Conversant and well-versed in English;
- e. Strong leadership qualities; and
- f. Agree to sign and fulfill their obligations as mandated by in the Judges Code of Ethics Declaration Form.

C. AICTA Judge(s) Nomination Schedule

Nominations of Judges must be received by the AICTA Secretariat at least thirty (30) days prior to the date of the Preliminary Judging .

D. Number of AICTA Judge(s) contributed by ASEAN member states

1. Each respective AMS can nominate a minimum of one (1) and maximum of six (6) Expert Judges for the Preliminary Judging, either one Judge from each AMS represent each Category or the same Expert Judge will be assigned to more than one category; and
2. Each AMS must nominate one (1) Expert Judge for the Final Judging, whom may be the same Judge during the Preliminary Judging.

E. AMSa Responsibilities

1. The AICTA Coordinators should ensure that the Judge Nomination Form is completed and attached with the candidate's detailed profile or curriculum vitae for nominations;
2. Ensure the Judge(s) are committed to carry and perform their duties as mandated by the AICTA Judging Mechanism and the Judges' Code of Ethics Declaration Form.
3. Experience judges are preferred. However, AMS can nominate a combination of experienced and new Expert Judges.

F. AICTA Secretariat Responsibilities

1. The AICTA Secretariat will compile all AICTA judge nominations from AMS .
2. The AICTA Secretariat will then confirm the AICTA judge nominations and inform each AICTA Coordinator.
3. The AICTA Secretariat will announce the **final judge nominations thirty (30) days prior to the AICTA judging date.**
4. It is at the discretion of the AICTA Secretariat to accept any Judge Nomination changes made by AMS that have already been announced before the actual start of the AICTA Judging.

Section 10: AICTA Competition Judges Governance

This section provides the framework for the AICTA award judge governance and judges responsibilities.

A. ASEAN Secretariat

The ASEAN Secretariat shall oversee before and during the AICTA competition.

Responsibilities of the ASEAN Secretariat are to:

- a) Provide advice to the judges and the AICTA Secretariat on all relevant judging matters.
- b) Advise the judges and the AICTA Secretariat on disputes and clarifications on the judging guidelines and any issues before and during the judging process.
- c) Recommend any improvements to the process of judging for the future. ASEAN Secretariat shall not be a judge during the AICTA competition.

B. Preliminary Judging – Judges’ Mandatory Responsibilities

1. Judges must fill in the scoring sheets, and the scoring must be completed by the end of the judging process for each respective category.
2. Judges must maximise their time, effort and professionalism to evaluate the nominee presentations and give the right score based on the materials provided during the online presentations and any publicly available information.

C. Final Judging – Judges’ Mandatory Responsibilities

1. Submit the final scoring to the AICTA Secretariat as soon as the judging and scoring process has been completed.
2. Make the decision on the winners based on the compiled final score.
3. At the beginning of every presentation slots, the AICTA Secretariat shall introduce the judging team to the nominee and remind the nominee of the presentation time allocation.
4. Ensure no marked scoring sheets are taken out of the judging members at any time.

For confidentiality, please submit the score sheet to the AICTA Secretariat, who will then pass the tabulated results to the ASEAN Secretariat.

D. Observers

The host of the next AICTA shall send at least one representative to observe the Final Judging. However, to avoid distraction to the presentation and judging, he or she must stay in the judging room before the presentation starts until the judging process has completed.

As an observer he or she is not allowed to influence the judging process through his or her opinion or inadvertent conversation with other judges.

Other observers may be allowed with prior approval from the AICTA Secretariat. .

Section 11: Appeal and Resolution Process

This section provides the framework for the appeal and resolution process when there is a disagreement with the judges' decisions regarding the winners in a category.

A. Appeal Basic Framework

1. The AICTA Secretariat has the full authority to make decision on winners in each particular category.
2. In the events of a disagreement with the decision made by the judges, an appeal process can be lodged to the AICTA Secretariat.

B. Appeal Resolution Process

1. Once the AICTA Secretariat has received the appeal, he may call upon the TELSOM leaders to assist in the resolution process.
2. The AICTA Secretariat's decision is final and the official decision of the appeal resolution will be announced in the final judges' meeting.

Section 12: Entry Nomination Registration Process Guideline

This section provides guideline for AMS registering their nominations for the AICTA competition.

1. The AICTA Secretariat will announce the opening and closing of AICTA entry nominations during the First ASEAN TELSOM-ATRC Leaders' Retreat of the year. The AICTA Secretariat will only "live" the AICTA website upon the approval from the Leaders..
2. Interested companies should submit registrations for nomination through their respective AICTA Coordinator using the online AICTA competition registration form.
3. The registration forms are available through the AICTA web site and all nominations must be submitted electronically to the AICTA secretariat.
4. The AICTA Secretariat, based on the final verification and review of all nominees, will develop the presentation schedule using a random format and the judges' assignments.
5. The AICTA Secretariat will inform the AICTA Coordinators of the presentation schedule for each nomination at least 7 days before the AICTA competition.
6. The AICTA Coordinator is obligated to disseminate the designated presentation schedule to all nominees under his or her responsibility.

Section 13: Host country Responsibilities

This section describes the basic mandatory responsibility for AMS when hosting the AICTA competition.

No.	Responsibility	Description
1	AICTA Secretariat	<p>To prepare secretariat works for:</p> <ol style="list-style-type: none"> 1) The provision of facilities and logistics support to the overall Judging Mechanism. 2) The administration of the entries submissions and registrations of Finalists during the Judging process according to the schedule that has been developed by the host country's organising committee. <p>To compile and tabulate all scores based on the scoring guideline and by the end of judging process for each category. The compilation of scores must be available to the ASEAN Secretariat when it is required.</p>
2	Providing Facilities for Final Judging	<p>To provide the following facilities and equipment:</p> <ol style="list-style-type: none"> 1) Judging rooms <ul style="list-style-type: none"> - One Judging room, that can accommodate as many as 30 people; and - Equipped with large screen projectors or flat panel screen displays. 2) One holding room for participants equipped with identical large screen projectors or flat panel screen display as used in the judging room for testing 3) Secretariat room 4) Judge meeting room 5) High quality Internet connections <p>To disseminate any information related to the environment and facilities to the AICTA Coordinator to pass on relevant information to all the Finalists.</p>
3	Appointing Attendants for Final Judging	<p>To appoint a group of capable people as attendants to support the Final Judging with the following responsibilities:</p> <ol style="list-style-type: none"> 1) To guide the Finalists to the assigned Judging room 2) To provide the Panel of Judges with the secretarial and administrative tasks 3) To ensure the Judges submit their scores to the AICTA Secretariat after each presentation is completed
4	Issuing Certificates	<p>To issue and provide all winners with certificates to be signed by the TELMIN Leader of the AICTA Lead Host country and to present to the Head of Delegates or AICTA Coordinators during the Awards presentation.</p>

		To issue and provide all participants with a Certificate of Participation/Appreciation to be signed by the TELSOM Leader of the AICTA Lead Host Country and to present to the Head of Delegates or AICTA Coordinators after the Awards presentation.
5	Disbursing Travel Subsidy for Finalists	To disburse the travel subsidy to the Finalists using the AICTA funds allocated. AICTA Host Country under the AICTA funds will provide a flat US\$1,00.00 subsidy for travel as a general and acceptable guideline for the eighteen (18) Finalists. The subsidy is applicable for: 1) The Final Judging and Award Ceremony 2) Maximum of two (2) persons per Finalist.
6	Circulating Judging Essentials	To circulate the Judging Essentials electronically to the Judges through the AICTA Coordinators at least five (5) days prior to the AICTA Judging. The Judging Essentials shall consist of the Judging Guidelines, Summary of Product Submissions and the AICTA Competition Schedule.

Section 14: AMS Responsibilities

This section provides the guideline for AMS to participate in the AICTA competition.

1. To appoint an AICTA Coordinator from each respective AMS, with the roles and responsibilities as detailed in the next section .
2. To register entry nominations to the AICTA Competition according to the Entry Submission Guidelines; and
3. To nominate Expert Judges according to the Nomination of Judges Guideline.

AMS AICTA Coordinators

The appointment of the AICTA Coordinators is the responsibility of the AMS and must be made at least one (1) month before the AICTA Competition start date. The name and details of the Coordinators should be submitted to the AICTA Secretariat. The registration for the the AICTA Coordinator can be found in Appendix 4

The AICTA Coordinators must possess two (2) very important attributes which are responsibility and confidentiality. The person appointed as the AICTA Coordinator must also be selected based on the main criteria below:

The main criteria for the selection of a AICTA coordinator is a person

- i. Current or past involvement in the local ICT awards event/s;
- ii. Knowledgeable and accustomed to the local ICT industry in respective country;
- iii. Familiar with the AICTA Competition;
- iv. Fluent in English; and
- v. Is respected by participants in his or her responsibility

The AICTA coordinator's in-country roles and duties are as follow:

- a. As the focal person to link between respective AMS and the AICTA Secretariat.
- b. The AICTA Coordinator should receive all the correspondence and information with regards to all AICTA events and it is his or her responsibility that information is communicated and delivered to all the relevant parties (Expert Judges and registered Participants for the AICTA Competition);
- c. Distribute to all nominees any documents and correspondence as soon as it is received from the AICTA Secretariat with regards to the AICTA event.
- d. Submit the AICTA Entry Forms on behalf of the Participants to the AICTA Secretariat and uploads their video presentations on a social media platform such as video before the given submission deadline;
- e. Answers and provides clarification within three (3) days after receiving enquiry(ies) from the AICTA secretariat or ASEAN Secretariat for ambiguity of entry nomination.
- f. Ensure all Expert Judges nominations and the required documentations are submitted to the AICTA Secretariat before the closing dates.
- g. Announce the top (3) entries in each Category from the Preliminary Judging as Finalists to respective shortlisted nominees who will then be invited to the Final Round Judging;
- h. Request to the AICTA Secretariat any information in obtaining travel visa to participate in the AICTA Final Round judging. The information should be obtained and distributed to all the nominees well ahead so that the obtaining visas well ahead of the events' time. In case any invitation letters needed to obtain visas by the nominees, it should be arranged for each nominee by the AICTA Coordinator after communicating with the AICTA Secretariat.
- i. Confirms the Finalists' attendance to the Final Judging to the AICTA Secretariat at least fourteen (14) days prior to the event;
- j. Inform all travel itineraries of the Participants to the AICTA Secretariat (including the official travel agent) for planning and accommodation as well as other necessary arrangements.
- k. Conduct coordination meeting with all Finalists on their arrangements (e.g. accommodation and itinerary) for the Final Judging and Award Ceremony;
- l. Ensure all relevant information about nominees and Expert Judges are received by the host country and the AICTA Secretariat before its deadline as requested by the host country.
- m. Ensure all information provided by the host country and AICTA Secretariat about the schedule of the judges, as well as the allocation of accommodation for the Final Judging is well received.
- n. Inform any last minute withdrawals of nominees as soon as possible to the AICTA Secretariat, so the changes do not create too much disruption to the judging schedule.

- o. The AICTA Coordinator shall be aware of all nominees and Expert Judges' travel plans, arrival times and contact numbers individually or at least the telephone numbers of the hotels where they will be staying.
- p. Informs all the parties of his or her contact numbers and the hotel address where he or she will be staying during the competition in the host country.

The AICTA Coordinator duties in the AICTA competition host country during the award competition are as follow.

- a. The AICTA Coordinator should arrive in the AICTA Host country at least one (1) day before the Final Judging starts. Immediately, he or she should inform his or her arrival and contact details (if it has not done before) to the AICTA Secretariat and any relevant parties;
- b. Attends the AICTA Coordination meeting and inform any updates for the Competition;
- c. Disseminates up-to-date presentation time and venue as well as other relevant information to the Finalists;
- d. Collects all relevant information and materials such as passes, tickets, invitations, leaflets, general instructions, updated procedures, transport arrangements and special notices to all delegates. A briefing may be held with the delegates to inform and distribute these information and materials accordingly;
- e. The AICTA Coordinator shall be available at the judging premises throughout the judging days to assist the Finalists and he/she should see that all judges in his or her responsibility are present punctually at the time for judging in their respective categories.
- f. Announces updates of new events to his or her member delegates; and venue or time changes to certain activities which should be immediately disseminated to all delegates.
- g. Liaises with the AICTA Secretariat and the host country regarding all reimbursements and payments.
- h. Responsible to manage the welfare of all Finalists during the competition event.
- i. Overlooks the registration of the Finalists during the Final Judging, and ensure that:
 - i. Each Finalist report to the AICTA Secretariat at least thirty (30) minutes before their scheduled presentation time;
 - ii. The AICTA Secretariat or host country will register the attendance and guide them to the waiting room;
 - iii. The AICTA Secretariat or host country secretariat will guide the Finalist to the judging room when their schedule is up;
- j. The AICTA Coordinator should maintain the confidentiality of any judging issues and the final results of the whole competition.

Section 15: Disqualification Process

Basic Premise:

It is the AICTA Coordinator and Working Committee of each AMS who are responsible for ensuring all entry nominations comply with the entry nomination guideline in order to avoid any possibilities of entry disqualification.

It is the AICTA Secretariat and the AICTA coordinator of each AMS who are responsible, through thorough examination of each entry nomination document, for ensuring there is no wrong entry nomination placement.

This section provides the guideline for the stringent entry disqualification process.

1. A proposal or request for disqualification of an entry nominee by a judge(s) must be submitted to the AICTA Secretariat accompanied by proof and valid information that the entry nominee violates the entry nomination guideline. Submission of a request or proposal for entry nominee disqualification must be in writing signed by the judge(s) who propose or request the entry nomination disqualification. Verbal or unofficial Information will not be accepted.
2. Once the AICTA Secretariat receives the proposal or request for entry nomination disqualification, the the AICTA Secretariat will examine all relevant and related information about the proposal or request as well as invite the AICTA Coordinator for that particular entry nominee for clarification.
3. The AICTA Secretariat will decide to accept or to reject the proposal or request for entry nominee disqualification based on relevant and valid information.
4. The AICTA Secretariat will inform the AMS Coordinator for that particular entry nominee of the decision verbally and in writing.
5. .

Section 16: Miscellaneous

This section covers miscellaneous activities and items in relation to the AICTA final round judging process.

A. Photographing, Video and Tape Recording, Press Interviews

Nominees are not allowed to take pictures (photographing), video and tape recording at any time during final round judging process.

Official and press sessions for photographing, videotaping and interviewing of any participants (Judges, Nominees, Organizers, working committee members and other AMS Delegates) during the AICTA Competition will be coordinated by the host country.

Appendix 1: Judging Score and Detail Attributes

Award Category	Criteria Weighting	Criteria	Attributes	Attributes Weighting	1-2 = Makes No Attempt	3-4= Attempts to Meet 25% of Attributes	5-6 = Achieves 50% of Attributes	7-8 = Achieves more than 75% of Attributes	9-10= Exceeds All Attributes
Public Sector (PUB-01)	40%	Strategy Planning	Innovation	25%	Shows a good level of creativity in implementing a mixture of technologies to develop the product that focuses on customer centricity.				
			Problem Solving	25%	Product is able to demonstrate the ability to solve the challenges faced in their local environment. Also there is no similar product in the ASEAN market.				
			Public Value	25%	The product is user friendly to the local people and is cost effective, improves the local social life , can be marketed and exported to ASEAN countries				
			Transparency & Impact on Quality of Life	25%	Product is able to show the fairness and equitability of public information and services. Also able to changes most of the government procedures to be more customer-centric and improve the welfare of the target user groups.				
	40%	Operation	Efficiency	25%	The function and features of the product are able to fulfill the requirements of the users and displays good indication of implementation from the customer; completing the task easily and efficiently for most of the users and provides the scalability and expandability for the design to approach the latest technologies.				
			Performance	25%	Most of the other system in the market are suited to, compatible with and interchangeable with the product that can be easily sustained by accomplishing the basic user necessities for the protection and security of the system				
			Quality	25%	The product has a good deployment and implementation of the latest technology such a simple mentation of HSE, satisfies the standard of CMM/ISO; has shown compliance of the target requirement and/ won awards locally/regionally/internationally.				
			Reliability	25%	The product demonstrates its stability, consistency, and reliability for end-users.				
	20%	Presentation	Organization of Presentation	50%	The product is presented clearly, effectively, informatively and in an attractive manner.				

Award Category	Criteria Weighting	Criteria	Attributes	Attributes Weighting	1-2 = Makes No Attempt	3-4= Attempts to Meet 25% of Attributes	5-6 = Achieves 50% of Attributes	7-8 = Achieves more than 75% of Attributes	9-10= Exceeds All Attributes
Private Sector (PRI-02)	40%	Strategy Planning	Innovation	30%	Shows a good level of creativity in implementing a mixture of technologies to develop the product that focus on customer centricity.				
			Problem Solving	20%	Product is able to demonstrate the ability to solve the challenges face in their local environment. Also there is no similar product in the ASEAN market.				
			Marketing Strategy	30%	The product has a good market share (domestic and potential regional and international market) that also has a good product growth (diversification and addressing different needs)				
			Customers	20%	Demonstrates the product to be well defined ,genuine business and financial management strategies.				
	40%	Operation	Efficiency	25%	The function and features of the product is able to fulfill the requirements of the users necessities that displays good indication of implementation from the customer; Completing the task responsibility easily and efficiently to most of the user and provide the scalability and expandability for the design to approach the latest technologies.				
			Performance	25%	Most of the other system in the market is suited, compatible and interoperable with the product that can be easily sustain by accomplishing the basic user necessities for the protection and secured system				
			Quality	25%	The product has a good deployment and implementation of latest technology such a simple mentation of HSE, satisfies the standard of CMM/ISO; has shown compliance of target the requirement and/ won awards locally/regionally/internationally.				
			Reliability	25%	The product demonstrate to be steady/stable, consistent and reliable for the usage of end-users				
	20%	Presentation	Organization of Presentation	50%	The presentation of the product is presented clearly, effectively, informatively and in an attractive manner.				

Award Category	Criteria Weighting	Criteria	Attributes	Attributes Weighting	1-2 = Makes No Attempt	3-4= Attempts to Meet 25% of Attributes	5-6 = Achieves 50% of Attributes	7-8 = Achieves more than 75% of Attributes	9-10= Exceeds All Attributes
Corporate Social Responsibilities (CSP-03)	40%	Strategy Planning	Innovation	25%	Shows a good level of creativity in implementing a mixture of technologies to develop the product that focus on customer centricity.				
			Problem Solving	25%	Product is able to demonstrate the ability to solve the challenges face in their local environment. Also there is no similar product in the ASEAN market.				
			Public Value	25%	The product are user friendly to the local people which are cost effective, improve the local social life , can be marketed and exported to ASEAN country				
			Customers	20%	Demonstrate the product to be well defined, genuine business and financial management strategies.				
	40%	Operation	Efficiency	25%	The function and features of the product is able to fulfill the requirements of the users necessities that displays good indication of implementation from the customer; Completing the task responsibility easily and efficiently to most of the user and provide the scalability and expandability for the design to approach the latest technologies.				
			Performance	25%	Most of the other system in the market is suited, compatible and interoperable with the product that can be easily sustain by accomplishing the basic user necessities for the protection and secured system				
			Quality	25%	The product has a good deployment and implementation of latest technology such a simple mentation of HSE, satisfies the standard of CMM/ISO; has shown compliance of target the requirement and/ won awards locally/regionally/internationally.				
			Reliability	25%	The product demonstrate to be steady/stable, consistent and reliable for the usage of end-users				
	20%	Presentation	Organization of Presentation	50%	The presentation of the product is presented clearly, effectively, informatively and in an attractive manner.				

Award Category	Criteria Weighting	Criteria	Attributes	Attributes Weighting	1-2 = Makes No Attempt	3-4= Attempts to Meet 25% of Attributes	5-6 = Achieves 50% of Attributes	7-8 = Achieves more than 75% of Attributes	9-10= Exceeds All Attributes
Digital Content (DCL - 04)	40%	Strategy Planning	Innovation	30%	Shows a good level of creativity in implementing a mixture of technologies to develop the product that focus on customer centricity.				
			Problem Solving	20%	Product is able to demonstrate the ability to solve the challenges face in their local environment. Also there is no similar product in the ASEAN market.				
			Marketing Strategy	30%	The product has a good market share (domestic and potential regional and international market) that also has a good product growth (diversify and addressing different needs)				
			Customers	20%	Demonstrate the product to be well defined, genuine business and financial management strategies.				
	40%	Operation	Efficiency	25%	The function and features of the product is able to fulfill the requirements of the users necessities that displays good indication of implementation from the customer; Completing the task responsibility easily and efficiently to most of the user and provide the scalability and expandability for the design to approach the latest technologies.				
			Performance	25%	Most of the other system in the market is suited, compatible and interoperable with the product that can be easily sustain by accomplishing the basic user necessities for the protection and secured system				
			Quality	25%	The product has a good deployment and implementation of latest technology such a simple mentation of HSE, satisfies the standard of CMM/ISO; has shown compliance of target the requirement and/ won awards locally/regionally/internationally.				
			Reliability	25%	The product demonstrate to be steady/stable, consistent and reliable for the usage of end-users				
	20%	Presentation	Organization of Presentation	50%	The presentation of the product is presented clearly, effectively, informatively and in an attractive manner.				

Award Category	Criteria Weighting	Criteria	Attributes	Attributes Weighting	1-2 = Makes No Attempt	3-4= Attempts to Meet 25% of Attributes	5-6 = Achieves 50% of Attributes	7-8 = Achieves more than 75% of Attributes	9-10= Exceeds All Attributes
Start-Up Company (STP-05)	40%	Strategy Planning / Unique Selling Proposition	Market Strategy	20%	The product has a good market share (domestic and potential regional and international market) that also has a good product growth (diversify and addressing different needs)				
			Financial	20%	Able to project good financial efficiency and product confidence in its revenue projections.				
			Competitive Advantage & Differentiation	20%	Shows a good target strategy to meet different needs and necessities of users by combining two or more marketing strategies which able to influence the market price, quality and control				
			Innovation	20%	Shows a good level of creativity in implementing a mixture of technologies to develop the product that focuses on customer centricity.				
			Market Entry Barrier/IPR	20%	Capable of understanding the strategies by managing to minimise the market entry barriers including resource ownership, patents and copyrights, government restrictions, and start-up costs.				
	40%	Operation	Scalability	25%	Shows good knowledge of business planning, business continuity know-how and realistic execution strategy and the ability of a computer system, to adapt to increased demands				
			Team Organizational Structure	25%	Shows a clear and focused organization chart/structure, plus description of roles and responsibilities of team members.				
			Stakeholder	25%	Product has a good customer base in the local and regional markets and is likely to attract a good deal of attention of the investment community.				
			Quality	25%	The product has good deployment and implementation of latest technology; implements the HSE, satisfies the standard of CMM/ISO; provides some degree or as shown compliance with the target requirement and/ won awards locally/regionally/internationally.				
	30%	Presentation	Organization of Presentation	50%	The presentation communicates the key merits of the product clearly, effectively, informatively and in an attractive manner.				
			Enquiries	50%	Demonstrates thoughtful consideration of the question and provides good, clear and consistent competence in responses.				

Award Category	Criteria Weighting	Criteria	Attributes	Attributes Weighting	1-2 = Makes No Attempt	3-4= Attempts to Meet 25% of Attributes	5-6 = Achieves 50% of Attributes	7-8 = Achieves more than 75% of Attributes	9-10= Exceeds All Attributes
Research and Development (R&D-06)	40%	Strategy Planning	Innovation	30%	Shows a good level of creativity in implementing a mixture of technologies to develop the product that focus on customer centrlicity.				
			Problem Solving	20%	Product is able to demonstrate the ability to solve the challenges face in their local environment. Also there is no similar product in the ASEAN market.				
			Market Strategy	30%	The product has a good market share (domestic and potential regional and international market) that also has a good product growth (diversify and addressing different needs)				
			Customers	20%	Demonstrate the product to be well defined, genuine business and financial management strategies.				
	40%	Operation	Efficiency	25%	The function and features of the product is able to fulfill the requirements of the users necessities that displays good indication of implementation from the customer; Completing the task responsibility easily and efficiently to most of the user and provide the scalability and expandability for the design to approach the latest technologies.				
			Performance	25%	Most of the other system in the market is suited, compatible and interoperable with the product that can be easily sustain by accomplishing the basic user necessities for the protection and secured system				
			Quality	25%	The product has a good deployment and implementation of latest technology such a simple mentation of HSE, satisfies the standard of CMM/ISO; has shown compliance of target the requirement and/ won awards locally/regionally/internationally.				
			Reliability	25%	The product demonstrate to be steady/stable, consistent and reliable for the usage of end-users				
	10%	Presentation	Organization of Presentation	50%	The presentation communicates the key merits of the product clearly, effectively, informatively and in an attractive manner.				

Appendix2: Judges CODE OF ETHICS Declaration Form

You have been selected as a judge for the ASEAN Information Communication Technology Award (AICTA) and you are accountable for every action you may take in carrying out your duties as an official judge throughout the total judging period. Your official conduct will have an impact on all parties including the AICTA, the host country, contestants, sponsors and respective organizations of each AMS which has nominated you as a Judge for the event.

The manner in which a judge conducts himself/herself in the judging process is of primary importance in establishing confidence and credibility of the whole AICTA program by all stakeholders.

It is your responsibility to abide by the code of ethics and conduct yourself in a manner which reflects the spirit of the AICTA.

Mission

To enhance the quality and impartiality of judging during the event and to enhance the image of the whole process to the satisfaction of AMS and create confidence in the integrity and efficiency of the whole process.

Standard of Judging

A judge should show the highest level of professionalism and integrity during the judging process.

Commitment

As a judge you should be unbiased, firm, without fear and favor, tactful and use professional knowledge and skills on the one hand and on the other discharge the duties conscientiously with the highest level of integrity in the process of judging.

Responsibility

As a Judge representing the AICTA, you are accountable to the AICTA and the contestants for the way you conduct your affairs during the judging process. You as a judge should perform the official judging conscientiously in accordance with the guidelines, rules and regulations using your experience and knowledge [domain(s) knowledge] in the judging process.

- 1) A judge should be honest, impartial and professional whilst discharging his/her duties during the judging process.
- 2) A judge should dedicate his total time and attention throughout the judging process and restrain from any adverse comments to participants, receiving or originating phone calls, emails, browsing the INTERNET or engaging in any other activities whilst the final judging process is on.
- 3) A judge should be consistent and fair, maintain the highest standard of integrity and follow the guidelines provided when offering marks to each contestant throughout the judging process.
- 4) A judge should be well prepared for the judging process by studying all documentations and online video presentation clips provided to him/her, including guidelines for judging, scoring, contestant's submissions (if applicable) etc.

- 5) A judgment should be made only on information provided and what has been presented (online) to all judges and not on prior knowledge of a product which other judges are not aware of, except publicly - available information.
- 6) A judge should protect confidential information, not divulge any information, results or favor any contestant(s), and avoid any conflict of interest during the process.
- 7) A judge should not misuse information as mentioned below.
 - o Ways in which official information can be misused include – leaking information, using information to favor contestant(s), manipulating results to favor contestant(s) or favoring contestant(s) in any other way.
- 8) A judge should not disclose or communicate either directly or indirectly any information including scores, result or the final winner decision which he/she may have gained in the course of the judging process.
- 9) A judge must not judge their own member state in order to avoid biasness.

Infringement of this Code of Ethics, if found to be the case by the auditor, could lead to immediate dismissal as a judge for AICTA.

I,, from, have read the above and agree to abide by the code of ethics and other regulations of AICTA and discharge my duties as a professional judge to the best of my abilities.

.....
Signature of Judge

Date:

Appendix 3: AICTA – Judge Nomination Form

(For Judge to fill in and to be passed to the AICTA Coordinator)

Country			
First Name		Middle Name	
Last Name		Salutation	Dr / Mr. / Mrs. / Ms / Miss
Position			
Organization			
Address			
Country		Postal Code	
Email		Phone No.	
Cell Phone No.		Fax No.	
Expert in Category (Please <input checked="" type="checkbox"/> a minimum of 1 out of the 6 categories)			
1. Public Sector (PUB-01)	<input type="checkbox"/>		
2. Private Sector (PRI-02)	<input type="checkbox"/>		
3. Corporate Social Responsibilities (CSP-03)	<input type="checkbox"/>		
4. Digital Content (DCP-04)	<input type="checkbox"/>		
5. Start-up Company (STP-05)	<input type="checkbox"/>		
6. Research and Development (R&D-06)	<input type="checkbox"/>		
Professional Qualification			
Type here or attach your document			

Appendix 4: AICTA – Coordinator Nomination Form

ASEAN Member State			
First Name		Middle Name	
Last Name		Salutation	Dr / Mr. / Mrs. / Ms / Miss
Position			
Organization			
Address			
Country		Postal Code	
Email		Phone No.	
Cell Phone No.		Fax No.	
Bio Data			
Endorsement by ASEAN Telsom ATRC Working Committee			
Name		Name	
Date		Date	

