

European Broadband Awards 2021

EU-wide competition. Guide for applicants.



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1 Aim

The aim of this competition is to identify and award good practices in planning, management and implementation of the broadband networks (High Capacity and Very High Capacity Networks) in Europe, as well as to facilitate exchange of expertise among project promoters. The benefit for projects participating in this competition is a wide spread visibility and being a good example for the Broadband Europe community.

2 Who can apply?

All types of projects advanced in their implementation, irrespective of size, location, or technologies and whether they are led by public or private organisations, local, regional, national or cross-border are encouraged to apply.

Target groups of the competition are public entities such as municipalities, regions and Member State administrations, communities as well as private actors such as network and service operators, utilities or other project promoters that are actively involved in rolling out high capacity and very high capacity network infrastructure.

At least **65% of the project** must be completed at the time of submitting the application. Projects with less than 65% of the project activities implemented, are not eligible to apply for the European Broadband Awards 2021 and will be excluded.

Has the project received national public funding and has it been assessed under the EU state aid rules? Only projects that have received prior State Aid approval, where required, will be eligible for the Awards. You are kindly requested to pay particular attention to the questions relating to State Aid and if not sure to use the link provided where additional information and explanations can be found.

3 How and when to apply?

Download the [application form \(xlsx file\)](#) available at the [European Broadband Awards page](#). Read the guidelines and explanations (in the application form) next to the input fields and fill in the form. **Please fill in all fields as far as possible, choose a category where your project fits best. This will help the jury to understand and properly assess your project.** Do not make any structural changes in the application form file; only fill in the input fields. Submit the application (as xlsx file) by the deadline via e-mail to broadband@atekom.eu. You will receive an e-mail confirmation.

The deadline for submitting the applications is 17 September 2021, 16:00 CET.

4 What is assessed?

The jury will assess:

- The effectiveness and innovation of the models of financing, business and investment applied.
- The type of measures adopted to exploit the synergies between different infrastructures and to establish a cooperation among relevant stakeholders in terms of building and investing in high capacity infrastructure.
- The direct and indirect socio-economic impact on rural and remote areas, on sustainable territorial development, competitiveness and better connectivity of territories.
- The measures implemented to stimulate the demand side and to increase the take-up of services including training of users and advisory services to enterprises and households.

- The quality and affordability of services for end-users.
- The scalability, robustness resilience and easy maintenance of the infrastructure.
- The opportunities and challenges linked to the size of the project.

5 Award categories

The projects will apply and will be awarded in one of the five award categories:

1. Innovative models of financing, business and investment

The projects that applied effective and innovative financing, business or investment models will choose this category.

2. Cost reduction measures and co-investment

The category is addressed to projects that applied measures exploiting the synergies between different infrastructures and strived for cooperation among relevant stakeholders in building and investing in infrastructure, including cross-border/multi country projects.

3. Socio-economic impact in rural and remote areas

The category is for projects that have direct and indirect socio-economic impacts and substantially improved connections to and in the remote and rural areas.

4. Demand generation and take-up of connectivity

The projects that implemented measures stimulating the demand side and increasing the take-up of a wide range of fixed and/or wireless/mobile, including 5G, services and applications will apply in this category.

5. Quality and affordability of services

The category is addressed to projects focusing on providing high quality and affordable services for end-users.

6 Who selects the finalists and winners?

The jury will assess all projects and select the finalists and winners. The jury is composed of five experts in the broadband sector with different professional backgrounds and from different Member States. DG Connect appoints the members of the jury.

The jury will select three finalists for each of the five award categories in October 2021. The 15 finalists will be informed and announced on the [Broadband Europe website](#) and in the Broadband Europe Newsletter. All finalists will be invited to the Award Ceremony scheduled preliminary for November 2021.

7 Announcement of winners and the Award Ceremony

The winners will be announced and awarded in the Broadband Awards ceremony where they will be invited to present the project. Winning projects will feature on the [Broadband Europe website](#), newsletters, the [good practice database](#) of Broadband Europe, as well as in a number of events across Europe.

8 Good practice database

By submitting the application form for the awards, the applicants agree that the project would be listed in the [Broadband Europe good practice database](#).

9 More information

For further information and support contact:

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The Broadband Europe Awards are managed by the European Commission (DG Connect, CNECT-B5@ec.europa.eu) with the support from [atene KOM GmbH](#).