



Guidance
for applicants
2010

Deadline for applications:

5pm on Monday 13th September 2010

For help and advice, call the ABCs team on **024 7679 5768** or
email **awards@bridgingcultures.org.uk**



Introduction to ABCs guidance for applicants

In 2008, iCoCo launched the Awards for Bridging Cultures (ABCs). Funded by the Baring Foundation, the ABCs rewards grassroots projects, run by community and voluntary organisations, that help to build bridges between communities and cultures.

Over 400 projects applied for an ABC in its first two years. In 2009, winning projects included a residential project based on a Bristol housing estate and work with children as young as three to respect others in Northern Ireland.

Since the awards were launched we have seen local communities placed under greater pressure as a consequence of the global recession. This makes it even more important that society creates opportunities which bring people from different backgrounds together to learn about, interact with and review their own and other people's cultures. In the longer term we believe this will help to achieve the cultural change required to build and sustain a more just and fair society. In the shorter term it can help to promote the trust and respect that enable us to realise that we all have the capacity to share common values while respecting each other's differences.

The ABCs celebrates projects that promote intercultural dialogue, rewards the people and organisations that are leading and investing in them and shares good practice.

We know that many of these projects are run with limited resources. Because of this we hope that we have designed an application and assessment process that is simple but fair. A one day learning event and awards ceremony in winter 2010 will showcase short listed projects in each of three categories and celebrate overall winners. This will help to share good practice in promoting intercultural dialogue between projects from across the UK.

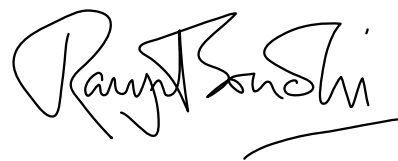
We do hope that you will consider applying for the ABCs or encourage relevant groups that you are aware of to apply. For more information about the ABCs visit www.bridgingcultures.org.uk.



Professor Ted Cantle CBE

iCoCo

Institute of Community Cohesion



Ranjit Sondhi CBE

The Baring Foundation

Guidance notes

These guidance notes are designed for organisations considering making an application to the Awards for Bridging Cultures - ABCs.

Guidance is provided in the following areas:

- About the ABC scheme
- Why apply?
- Categories of award
- Criteria for judging
- How to apply
- Judging the awards

Please do not hesitate to contact the ABC team if you need any further guidance or clarification on the awards or the application process: tel. 024 7679 5768 or email awards@bridgingcultures.org.uk

Deadline for applications – Monday 13th September.

About the Awards for Bridging Cultures

In July 2007 the Baring Foundation, an independent grantmaker, appointed iCoCo to design and run an awards scheme to promote interculturality.

Interculturality

Interculturality is defined as “a dynamic process by which people from different cultures interact to learn about and question their own and each other’s cultures. Over time this may lead to cultural change. It recognises the inequalities at work in society and the need to overcome these. It is a process which requires mutual respect and acknowledges human rights”.

iCoCo works to build understanding and awareness of the impact of increasing diversity on local communities. It develops practical solutions to promote understanding and respect across communities. In our work throughout the UK and overseas, we have seen tremendous examples of positive interaction at grass roots level. These examples are drawn from a wide range of areas, including sport, arts, faith, social, education and wider political and civil society. But there is not always full recognition of the role smaller projects can play in contributing to the bigger picture.

The ABCs identify and celebrate projects and activities that are making a meaningful contribution to the development of mutual understanding of cultural differences and, through this, building bridges between communities and cultures.

We believe that greater understanding and awareness of different cultures, faiths and beliefs is critical to building mutual respect and trust.

The ABCs showcases this work by encouraging organisations to think through the impact they have had and shares that with others. It also raises awareness at a national level of the breadth and diversity of activity on the ground.

Why apply?

Benefits to applicants include:

- An opportunity to showcase their work
- Sharing good practice and opportunities for learning with other applicants
- Support for short listed community and voluntary organisations to make a DVD of their project to support learning and share good practice
- Winners will receive publicity and financial rewards to invest in their projects
- An invitation to the learning event and awards ceremony, held in a prestigious London venue in December 2010.

There are no charges for entry to the ABCs.

Please note that the ABCs is an awards scheme, not a grants scheme. It celebrates the success of projects that are already up and running or have run in the last two years. It does not provide grants to set up new initiatives.

Awards and commendations

Voluntary or community sector organisations with annual income over £100,000

Award winner	<ul style="list-style-type: none">• Trophy• £10,000 cash prize• Digital camcorder and editing support
Commended organisations	<ul style="list-style-type: none">• Certificate of commendation• £5,000 cash prize each• Digital camcorder and editing support
Short listed organisations	<ul style="list-style-type: none">• Digital camcorder and editing support

Voluntary or community sector organisations with annual income under £100,000

Award winner	<ul style="list-style-type: none">• Trophy• £10,000 cash prize• Digital camcorder and editing support
Commended organisations	<ul style="list-style-type: none">• Certificate of commendation• £5,000 cash prize each• Digital camcorder and editing support
Short listed organisations	<ul style="list-style-type: none">• Digital camcorder and editing support

Public/private sector organisations supporting intercultural schemes

Award winner	<ul style="list-style-type: none">• Trophy
Commended organisations	<ul style="list-style-type: none">• Certificate of commendation

Categories of award

There are three different categories of the ABCs:

- Voluntary or community groups or organisations running projects to promote intercultural dialogue with gross annual financial income of over £100,000 (in the last two financial years)
- Voluntary or community groups or organisations running projects to promote intercultural dialogue with gross annual financial income of under £100,000 (in the last two financial years)
- Local authorities, public sector organisations and private companies who can demonstrate their support for voluntary sector projects which promote intercultural dialogue, either by helping to initiate projects or by providing ongoing financial and/or other support.

A set of general criteria applies to all three categories. All submissions should cover as many of these criteria as possible.

Criteria for judging

The ABCs celebrates organisations running projects that promote interculturality. The definition of interculturality is “a dynamic process by which people from different cultures interact to learn about and question their own and each other’s cultures. Over time this may lead to cultural change. It recognises the inequalities at work in society and the need to overcome these. It is a process which requires mutual respect and acknowledges human rights.”

General criteria for awards

For all categories judges will look for evidence of:

1. The nature of interaction and resulting impact on interculturality
2. The benefit to participants engaged in the project
3. The benefits to different communities, including the wider community
4. Costs of the project and value for money
5. Sustainability
6. Impact of the project in achieving its goals
7. The potential of the project as a role model for other organisations

Criteria in detail

In looking at the general criteria, consider whether your project addresses the following issues. You do not have to meet all the criteria but judges will look closely at value for money and impact, to assess applications.

Criterion 1: The nature of interaction and the resulting impact on interculturality

- What did the project involve, when did it run and for how long?
- How did it lead to building bridges between communities and cultures?
- Who else have you involved in the process and what do they say?
- In what way have participants changed their outlook and attitudes through interaction? What before and after evidence do you have?

Criterion 2: The benefit to participants

- How do the participants in your project feel they have benefited from being involved?
- Can you show involvement and participation across a range of cultures, backgrounds and communities, for example faith and ethnic groups?
- How did you create an environment which encouraged local people to engage and interact with each other and to build trust and respect?
- Were participants encouraged to learn about and explore different cultures?

Criterion 3: The benefits to different communities

- How would you describe the benefits of the project for different groups and communities?
- How have tensions been reduced or relationships been improved?
- What evidence do you have of the wider impact of the project?
- What long lasting improvements to interaction between local communities have you achieved?

Criterion 4: Costs of the scheme and value for money

- How might you demonstrate that the project represents good value for money?
- What range of resources have you been able to draw on (financial and support in kind)?
- How have you linked with other projects and organisations and what support have they given?

Criterion 5: Sustainability of the project

- How long has the scheme been running and what is its future?
- For short term projects, what longer term legacy will you leave?
- Have other organisations recognised the success of your work and so offered support to fund or develop it?
- Has the project created leaders or champions who can lead the work in the wider community, if so how?
- Can you demonstrate any impact on wider society that will last into the future?

Criterion 6: Impact of the project in achieving its goals

- How can you demonstrate that the project has been a success?
- Did you set out clear goals at the start of the project? Which of these have you now met?
- Do you have evidence that demonstrates your impact? Either in terms of endorsements from participants or numbers of people to have benefited from the project?

Criterion 7: The potential of the project as a role model for other organisations

- What general lessons can you identify from your project or scheme that might be transferable to new areas or situations? (think about your general approach, your relationships with participants, as well as other projects and organisations)
- What one lesson have you learnt from running your project that you would like to share with others?

Additional guidance for submissions from local authorities, public sector organisations and private companies

When completing the criteria set out above, please think through the following issues:

- What motivated the organisation to initiate or support development of the project?
- What impact has the project had (relate to criteria set out above) and does this fit in with broader work the authority or company is doing to meet social responsibility targets or to develop sustainable communities?
- Is there an exit strategy for organisational support and work to ensure the project is sustainable once support is withdrawn?
- What has the authority, organisation or business learnt from involvement in intercultural dialogue projects and how will this learning be applied to future project support?

Please note that projects that won in 2008 and 2009 can not re-apply in 2010.

How to apply

To apply for an award:

1. Think carefully which category your organisation should enter and which projects that you are involved with most closely reflect the criteria. You can submit applications for more than one project.
2. Fill out the application form online at www.bridgingcultures.org.uk

You will be asked to provide endorsements from two individuals or bodies who can comment with authority and objectivity on your project. These must be submitted with your online application.

If you are unable to use the online form for any reason, please call the ABC team on 024 7679 5768 to make alternative arrangements.

The deadline for receipt of all applications is 5pm on Monday 13th September 2010.

All applicants will hear whether or not their scheme or project has been short listed by the end of October 2010.

We will be holding a learning event and awards ceremony in December 2010, further details will be sent to applicants in October.

Submission of further evidence or supporting materials

Please do not supply any further information beyond that included on your application form and your letters of endorsement.

If you need any help completing the forms or want to discuss whether projects are eligible, please contact the ABC team on 024 7679 5768

Unfortunately we are not able to give feedback on any applications submitted to the ABCs.

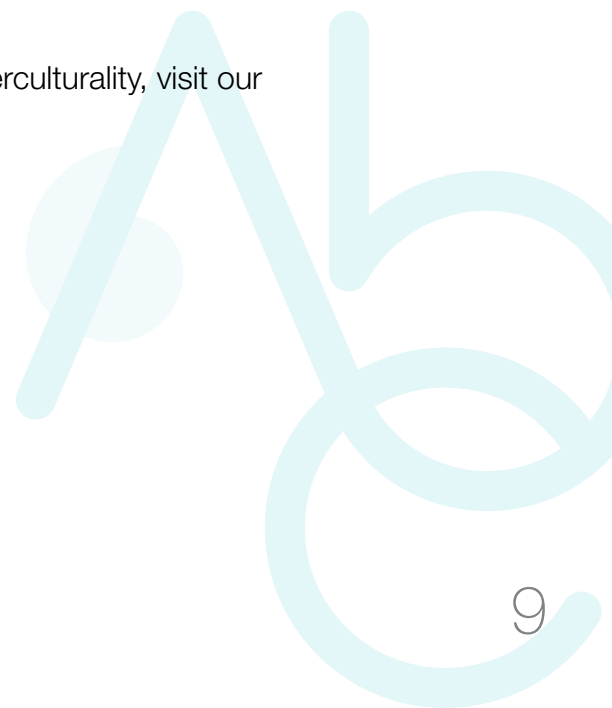
Judging the ABCs

An independent panel of judges will take the final decision about which projects win commended status or become overall winners in each category. More information on the judges is available at **www.bridgingcultures.org.uk**.

Judging will be based on the contents of the application form and the endorsements. Short listed organisations in the two community and voluntary sector categories will be supplied with a digital camcorder and technical support to make and submit a short DVD of their project prior to final judging. These films will feature on the ABC website to showcase good practice.

Additional information

For more information about the ABCs, iCoCo or interculturality, visit our website at **www.bridgingcultures.org.uk**.





The Baring Foundation

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