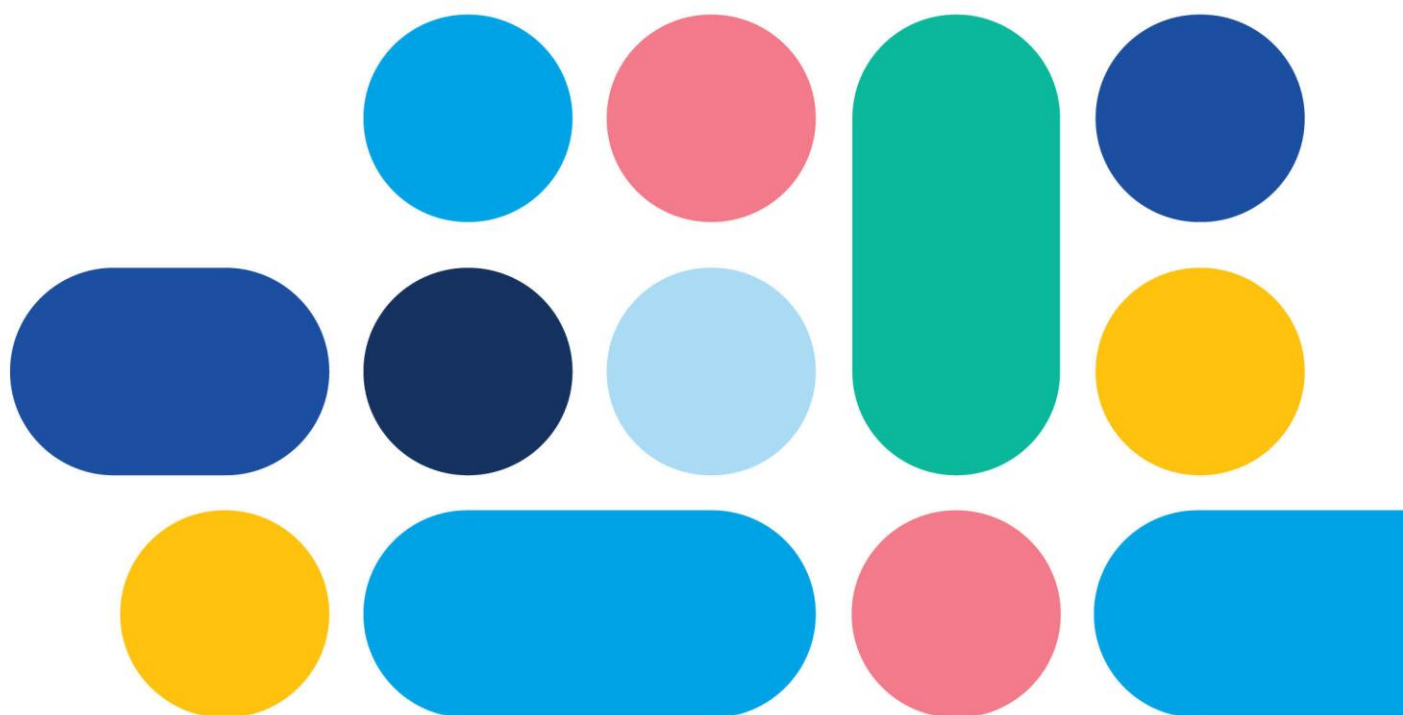


# **.eu Web Awards 2025**

## **Terms and Conditions**



## Article 1. Organisation of the .eu Web Awards

The .eu Web Awards are an online competition in which prizes ('Awards') are awarded to five (5) .eu, .euo or .eu websites that best fit the criteria outlined below, in accordance with these Terms and Conditions ('T&C'). The Awards are organised by EURid vzw ('EURid'), based in Telecomlaan 9, 1831 Diegem, Belgium (RPR Brussel - VAT BE 0864.240.405). The Awards are exclusively subject to Belgian law, and any disputes relating to these Awards shall be submitted exclusively to the competent court in Brussels.

Any individual aged eighteen (18) years or over who is a resident in a Member State of the European Union, Liechtenstein, Iceland, or Norway, or who is an EU citizen throughout the Awards Term and who has accepted these **T&C** (hereinafter referred to as an 'Entrant') can nominate a .eu, .euo or .eu website for an Award, with the exception of members of the jury and their respective family members (where family is defined as persons living under the same roof or second-degree relatives). Each single Entrant (identified via email address and name) can nominate as many different .eu, .euo or .eu websites as they like. Entrants are not eligible for any prize or award under these Awards unless they nominate their own .eu, .euo or .eu website and it wins an Award.

EURid reserves the right to exclude any Entrant or Nominee (**the company, organisation or individual who is the current holder of the nominated website**) from the Awards at any time in the event of a breach of these Rules. This policy is equally applicable if EURid, at its sole discretion, believes that any Entrant or Nominee has acted or intends to act in a dishonest or fraudulent manner, or in bad faith. Entrants and Nominees may be asked to submit proof of their identity, residence, and/or age at any time.

EURid reserves the right, at its sole discretion, to disqualify any person who corrupts or breaches the proper conduct of the Awards or attempts to damage or otherwise undermine the legitimate operation of the Awards.

Websites belonging to EURid's accredited registrars, or relating to any of EURid's accredited registrar activities or projects, are excluded. EURid reserves the right to change the category in which a site is nominated should another classification – at EURid or the jury's sole discretion – be considered better suited to the particular site.

By participating in the Awards, each Entrant and Nominee accepts these T&C, as well as any possible decision made by EURid or the jury in relation to the Awards. The jury's decision will be final, binding, and may not be contested. No correspondence will be entered into regarding the Awards, the outcome thereof, or the application of the T&C. EURid will not be liable for any decision of the jury, any change to the T&C, or the cancellation of the Awards in the event of force majeure or any other reason beyond EURid's control.

## Article 2. Nomination process and Term

**The nomination period runs from 3 September (12:00:00 PM CEST) up to and including 30 September 2025 (11:59:59 PM CEST) (hereinafter referred to as 'Nomination Term'). Early and late entries will not be considered.**

Nominations in the Awards is only possible and valid during the Awards Term, as defined above in Article 1. In order for an Awards entry to be valid, each Entrant must follow the mandatory steps outlined below:

- **Submit their own or preferred .eu, .euo or .eu website via the submission form on [webawards.eurid.eu](https://webawards.eurid.eu).** Any Award nomination sent by post or any other means of communication will be invalid and may not be considered.



- **Select one of the Award categories for which to submit the entry:**
  - **Sustainability Champion** - for websites driving environmental or social change. Celebrates those promoting sustainability, eco-friendly practices, green technologies, and raising awareness of climate and social issues.
  - **Cultural Ambassador** - for websites promoting Europe's rich cultural heritage. Honours sites that showcase European arts, culture, and traditions, fostering deeper connections with Europe's diverse cultural landscape.
  - **SME Star** - for websites empowering small businesses online. Recognises SMEs that have effectively used the internet to grow, innovate, and make a meaningful impact in their industry and have been in business no more than 3 years.
  - **European Excellence** - for websites delivering excellence in the public sector or EU institutions. Highlights user-friendly, efficient digital services that benefit European citizens.
  - **People's Choice** - for websites with broad community appeal that do not fit into the other categories. Includes youth projects, sporting events, local initiatives, and more.
- **Enter your full name and a functioning email address.**
- **Accept these T&C and submit the nomination.**

During the Nomination Term, submitted websites will **not** be visible on [webawards.eurid.eu](https://webawards.eurid.eu). Instead, they will be reviewed by EURid representatives, who will assess each nominee based on the criteria listed below. Each website will be scored accordingly, and five (5) finalist websites per category, 25 in total, will be selected (the "2025 .eu Web Awards Finalists" or the "Finalists").

The selected Finalists will be published under their respective categories on [webawards.eurid.eu](https://webawards.eurid.eu), where the public can vote until the end of the '**Voting Term**'. In parallel, an appointed jury will evaluate each Finalist within its category.

### Article 3. Nominee selection criteria

During the Nomination Term, EURid representatives will evaluate each nomination based on five criteria, assigning a score from one (1) to five (5) for each, with five being the highest. The five (5) websites with the highest total scores will be shortlisted as the 2025 .eu Web Awards Finalists.

- **Content quality and relevance**  
Evaluates how well the website communicates its message through clear, engaging, and original content that is relevant to its target audience.
- **Structure and user experience**  
Assesses the overall organisation, navigation, and usability of the website, ensuring information is easy to find and the layout supports intuitive user journeys.
- **Clarity of services or purpose**  
Looks at how clearly the website presents its core services, products, or purpose, with a focus on transparency, accessibility, and ease of understanding.
- **Visual design and branding**  
Considers the aesthetic appeal, consistency of branding, and how well the visual identity aligns with the website's message and audience.



- **Environmental and social impact**

Evaluates whether the website promotes sustainable practices, minimises its digital carbon footprint, or supports broader social or environmental goals, using the platform <https://www.websitecarbon.com/> as a reference.

## Article 4. Voting process and Term

**On 6 October 2025 at 12.00 PM (CEST), the five (5) Nominees from each category that have received the most points (the 'Finalists') will be published on [webawards.eurid.eu](https://webawards.eurid.eu).** Finalists will be notified by email and invited to promote public voting for their website. **The Voting Term will close on 31 October 2025 (23.59.59 PM CET).** All 25 finalists will receive promotional icons to display on their website to encourage public support.

During the **Voting Term**, the general public will have the opportunity to vote for their favourite websites in each category. Only the shortlisted Finalists will be eligible for public voting. To ensure fair voting practices, voting will be limited to three (3) votes per Finalist, per IP address. The total number of votes each Finalist receives will be visible to the public.

At the same time, a five-member independent jury, with each member representing one of the five categories, is set up in order to evaluate the Finalists within their assigned category, using a predefined set of criteria. These criteria will ensure fair and consistent assessment, focusing on innovation, usability, design, impact, and relevance to the category theme (the "Jury Selection Criteria"). The jury's evaluations, combined with the public vote, will determine the **one winner in each category**.

**The winners will be the five Finalists—one per category—who receive the highest combined total of public votes and jury points (the "Winner(s))"** In the event of a tie, the Finalist with the highest jury score will be declared the Winner. All winners will be announced on **4 November 2025** on [eurid.eu](https://eurid.eu) and [webawards.eurid.eu](https://webawards.eurid.eu).

## Article 5. The jury and selection criteria

The jury consists of five (5) appointed jurors who work independently of each other and of EURid. They will receive and follow the Jury Selection Criteria during their evaluation process. They are honourable representatives of the European business and institutional sectors who will cast their votes to determine the best websites in each category according to the criteria set out below. The jury will appoint a jury chair, who will then coordinate their work.

When casting their votes, the jurors take into consideration the five (5) categories, defined in article 2, and evaluate websites by attributing points based on the following four (4) criteria: content; structure, navigation and functionality; visual design; and accessibility. The maximum score for each criterion is outlined below. A simple majority shall determine results of the vote. In the event of a tie, the chair shall have the casting vote.

### Jury Selection Criteria:

#### Content (maximum 5 points)

Content comprises all the information that is provided on the website itself. Content does not represent text alone but includes accessibility of video, animation, and sound content. High quality content should be both relevant and engaging to the audience it wishes to capture, yet at the same time clear and informative.



### **Structure, Navigation and Functionality (maximum 5 points)**

Structure and navigation refer to the framework of a site, the format and organisation of content, the arrangement of information, and the manner in which a site is reviewed and its content filtered. Sites with good structure and navigation are consistent, intuitive, and transparent. Good navigation ensures a positive experience for the reader, who will find access to the site's content instant and convenient. The site will contain live links, and any new technology used will be operational, efficient, and relevant to the intended audience.

### **Visual Design (maximum 5 points)**

Visual design consists predominantly of the site's appearance. Good visual design is aesthetically pleasing, appropriate, and relevant to both the audience and the message that the site promotes. The design should be powerful enough to remain ingrained in the readers' minds long after they have left the site.

### **Accessibility (maximum 5 points)**

Accessibility refers to the ability to use the site in a variety of settings, including on mobile or other 'small' devices, page layout when printed, and use in constrained networks (including slow speeds). Accessibility includes an assessment of how well the site serves those with special needs, such as the visually impaired. Multilingual content is also considered a plus.

As each jury member will evaluate the five finalists in their respective category, they are also encouraged to apply their professional expertise when contributing to the final selection process. Jury members will be published on [.eu Web Awards dedicated page](#).

Websites that contain vulgar, obscene, sexist, racist, threatening, violent, cursing, defamatory, or otherwise inappropriate language, or that at first glance infringe on any third-party rights, are excluded from the Awards.

## **Article 6. Prizes**

**The five (5) Winners will receive the following:**

- A marketing campaign with a budget of €5,000, to be carried out by the Winner using their best judgement to promote their product or services and their .eu website. Proof of the campaign must be submitted to EURid in order to receive the award by 15 December 2025; and
- Digital Winners icons; and
- A video testimonial filmed at their premises during 2026.

All Finalists will receive the Digital finalist icons

Prizes cannot be paid in cash, nor can they be exchanged or assigned to a third party.

## **Article 7. Disclaimer**

**The Winners and their respective websites, will be announced on 4 November at 12.00 PM CET and published [www.eurid.eu](http://www.eurid.eu), [www.registry.eu](http://www.registry.eu), and [webawards.eurid.eu](http://webawards.eurid.eu).** By entering these Awards and accepting these T&C, Winners agree that EURid may publish their names and countries of residence on its websites and in promotional materials.

EURid will process personal data received in accordance with its [Privacy Policy](#) and in accordance with applicable data protection regulations. EURid will not use the Entrants, Nominees, Finalists or Winners' data for any other purpose than to administer this .eu Web Awards and publish the Winners on



[www.eurid.eu](http://www.eurid.eu), [www.registry.eu](http://www.registry.eu), and [webawards.eurid.eu](http://webawards.eurid.eu). Except as otherwise stated in these T&C, EURid will not pass Entrant, Nominee, Finalist or Winners details onto to any third parties. All Entrants, Nominee, Finalist or Winner have the right to request access to, correction, or removal of their data by contacting EURid at the address mentioned on the first page of the T&C or [www.eurid.eu](http://www.eurid.eu).

EURid does not accept any liability for lost, corrupted, or delayed entries or prizes, regardless of cause, and EURid does not guarantee that the systems used by Entrants to enter the Awards will be available at all times.

EURid will not be liable for any damages or costs that are directly or indirectly related to the Awards, the participation therein, or to its prizes.

EURid reserves the right to modify these Rules and publish an updated version on [webawards.eurid.eu](http://webawards.eurid.eu).

