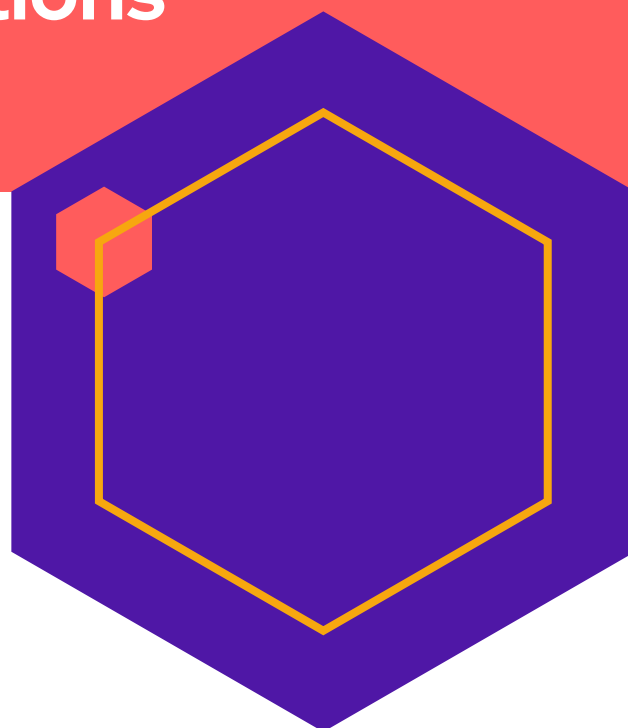**QS** Reimagine Education

Awards Application Guide

QS Reimagine Education inspires a community of ground-breaking innovators who are transforming the educational landscape, enhancing learning outcomes, and shaping the employability of future generations

Contents

25,000 USD
prize fund for the winner of the Global Education Award.

25,000 USD
worth of Google Cloud credits granted to the winner of the Global EdTech Award

QS Reimagine Education Awards:
A Showcase of Global Innovations

QS Reimagine Education Awards serve as a prestigious platform to recognise and celebrate pioneers of education across the world, fostering a vibrant community of innovators committed to redefining learning and employability for future generations.

The **call for submission is open** until **September 15th** at 23:59 BST.

With 1**7 diverse awards categories**, we honour the most transformative and forward-thinking programs, technologies, and pedagogical approaches that are revolutionising education.

Each year, we attract over 1200 submissions from around the globe which undergo a rigorous evaluation process by our esteemed panel of 500+ international expert judges.

Through the Reimagine Education Awards, we honour the exceptional efforts of educators, institutions, and edtech startups in preparing learners for the challenges of the future. The awards celebrate excellence and inspire collaboration.

The **Global Education Award winner receives a prize fund of 25,000 USD**, which not only acknowledges their outstanding achievements but also provides financial support to further enhance and scale their innovative educational initiatives. This prize fund serves as an investment in their future success, allowing them to continue making a significant difference in education.

In addition, the **Global EdTech Award winner is granted Google Cloud credits worth 25,000 USD**. These credits provide access to powerful cloud-based tools and services, enabling the winner to leverage cutting-edge technologies and infrastructure to drive their edtech solutions to new heights. This support from Google Cloud empowers the winner to innovate, expand, and deliver transformative educational experiences to learners around the world.

Join us in celebrating the visionaries and pioneers who are shaping the future of education. Together, let's embrace innovation, share knowledge, and collaborate to transform education for a brighter tomorrow.

How to Apply & Key Dates

Call for Submissions is now open, and the application window will run until Friday 15th September 2023.

The application form has been designed to enable you to start your application, save your work, and return at any point to update and finally complete your application.

Before you get started with your application, you will need to identify the category that best represents your project. You can view these on the subsequent pages, or on the website at **qsrea.evessiocloud.com.**

Once you have selected the most appropriate category you will then be asked to select one of four pathways – Academic (Early-stage), Academic (Mature), Venture (Early-stage), or Venture (Mature) – these are applicable to all categories except for 'Best use of Generative AI', 'Innovation in Business Education', 'The Power of Partnerships', and 'Sustainability Education Award'. You can read more about these pathways in the pages to follow.

Now you are ready to start your application and proceed from there. It is part of our ethos that the application process should be as accessible as the new pedagogies we're trying to inspire, so application is free for all participants. Shortlisted projects wishing to enter the final stage of the competition, will be required to secure a showcase pass for the Reimagine Education Conference, which will be available from October.

Key dates:	
Tuesday 2nd May 2023 Reimagine Education Awards competition opens	**Monday 11th December** Regional Awards winners announced
Friday 15th September 2023 Competition closes its call for submissions	**Tuesday 12th & Wednesday 13th December 2023** Category Award winners announced
Thursday 19th October Shortlisted applicants will be announced	**Wednesday 13th December 2023** Global Education Award winner, Global EdTech Award winner, and People's Choice Award winner revealed

*Please note all dates are provisional and subject to change

The Judging Process

When applying for the Reimagine Education Awards, you will be asked to fill in a series of sections explaining your project. Each of these sections will be analysed by our panel of judges and graded based on their success in meeting certain criteria that are explained below.

However, the precise sections you are asked to fill out, and the weight assigned to each of these sections, will vary depending on three factors, namely:

(1) The stage of development that this project has reached;

(2) Whether the project is classified as 'Academic' or 'Venture' **(a nomenclature that is explained below);**

(3) Whether or not you are applying for the four award categories that have just one pathway *(Best use of Generative AI, Innovation in Business Education, The Power of Partnerships, and Sustainability Education Award)*

The judging process has been developed to ensure that early-stage projects are judged on their own terms, rather than against well-established academic programs or global technology companies. Upon applying, you will be asked to assign your project to one of four categories:

1. **Academic (Early-stage):** This category will be inhabited, typically, by projects from K12 educators and academics in the higher education space. It will be inhabited by projects still at the research-proposal (prepublication) stage, that have not yet been implemented in schools or universities, or that have not yet received research funding

2. **Academic (Mature):** This category will be inhabited, again, by projects from the K12 and higher education space. It will feature projects that have received research funding, enjoyed publication and citation, or have been successfully implemented into schools and/or universities.

3. **Venture (Early-stage):** This category will be inhabited by applicants from ed tech companies, education startups, social enterprises, and education foundations. However, these applicants will not own companies that have undergone an IPO, received above a certain amount of revenue or funding, or achieved late-stage project development milestones.

4. **Venture (Mature):** This category will be inhabited by applicants from large, developed ed tech companies, established education foundations, and leading social enterprises. It will be inhabited by projects with a large, established user base, extended growth achieved, and high levels of revenue and funding.

It is crucial to understand that these four pathways are not award categories: one does not apply for, say, the 'Academic (Early-stage) Award'. They determine the criteria that judges will use to assess your work, and are designed to facilitate fair comparison.

In essence, we're asking five key questions of applicants:

(1) What are you doing?

(2) What makes you better than, or different from, similar providers doing similar things? In other words: in what ways are you genuinely innovative?

(3) How do you know what you're doing works?

(4) How do you know that what you're doing can scale?

(5) How do you plan to scale?

Returning applicants will also note an intensified focus on scalability and competitor comparison this year. In order to ensure that the projects we reward truly have, or have the potential to, reimagine education, we ask that applicants explain or demonstrate that their project can be applied to new countries, contexts, subjects, or student demographics. We will also ask applicants to clearly explain what differentiates them from similar pedagogies or competitors.

Judging Criteria: Explained

(Applicable to all categories but excludes Innovation in Business Education & Best use of Generative AI which are a little different)

Area 1: Approach

Does the project identify a clear problem in the world of education? Is the project attempting to solve a specific, realistic issue? Are the creators of the project filling a space that does not already have concrete solutions to that problem? Does the project seek to create educational opportunity, or improve specific employability issues in an easily-identifiable area? This section is essential because it is the basis by which our judges can assess whether your project has succeeded in achieving its objectives – clear objectives that can be clearly assessed will stand a greater chance of winning our judges' favor.

Does the project use innovative learning techniques to solve the problem you have created? Is your project approach able to adapt to the various different learning styles learners have? Does it put into action cutting-edge research, new technology, or modern methodology? Does it provide a novel way to apply existing educational theory?

Finally, does it encourage collaborative learning, whether through creating mentor-student dynamics, or through encouraging peer-to-peer learning? Does it move beyond conceiving of learning as simply transmission of information?

Area 2: Competitor Comparison & Uniqueness

Has your project identified a market/intellectual lacuna that needs to be filled, and has not been already? Has your project conducted research into the root causes of the problem you are looking to solve (academic studies, reading peer-reviewed papers, discussions with experts), and has that research yielded clear answers? Has your project sought to use well-established, peer-reviewed educational/ business/ neuroscientific theory when establishing the causes and potential solutions to the problem you wish to solve? Projects that have conducted their research according to rigorous academic standards will be more likely to come up with workable solutions, and therefore will receive a higher score from our judges. Projects based on personal intuition, anecdotal evidence, or aim to solve a non-existent/ unsolvable problem will be more likely to receive a lower score from our judges.

Once a solution has been found, have you done SWOT analyses to assess how your project will fare in the educational marketplace? Have you done research to discover whether your project adheres to copyright laws? Is your solution likely to undermine somebody else's intellectual property rights? Is your project going to be cost-effective, both to create and to implement? Is your project going to be cost-effective to scale upwards if necessary?

Area 3: Engagement

How many students have you reached with your project? How many institutions have decided to engage with your project? What proportion of students have engaged with your project voluntarily? What social media channels have you set up connected to your project, and how much engagement can you demonstrate on these channels? How satisfied are students with your project? Is the engagement predominantly positive or negative? Projects that provide evidence for their answers in the form of student survey results, institution survey results, staff survey results, and social media figures will provide our judges with more opportunity to provide a favorable score in this category.

Area 4: Impact

In what quantitative ways has your project improved learning outcomes? For example, has it improved grades? Has it improved attendance, or other quantitative metrics? Has its methodology been the inspiration for published research papers, or newspaper articles? Has it improved understanding of badly understood curricula? Has it received research grants, or venture capital? Has it caught the attention of angel investors or government education officials? Projects that fulfil these criteria will become more likely to receive favorable scores from our judges.

Area 5: Scalability

Are you able to scale your project for more than one company/institution in a feasible, cost-effective way? Is your project approach applicable to improving pedagogy in other subjects? Is your project approach applicable to improving employability for other subjects? Is your project approach applicable to other educational stages (i.e. K12/K5 for a tertiary education project)? Have you begun to seek further investment? Do you have a business plan detailing where you envisage your project being in 12-24 months, and 3-5 years? Does your institution or company plan to partake in, or fund, research around your approach, with the goal of honing it ever-further? Projects that can be scaled for a wider audience, projects that have well-conceived and feasible business plans, and projects that are applicable to numerous subjects will be more likely to receive a favorable score from our judges. We recognize that projects at an earlier stage of completion will be less able to demonstrate engagement and/or impact and have distributed scoring more towards scalability.

To ensure clarity, the tables below indicate the full breakdown of the judging process for each of the seven pathways:

Early-Stage	
Judging Criterion	Weight Assigned
Approach	20%
Competitor Comparison & Uniqueness	25%
Engagement	10%
Impact	20%
Scalability	25%

Mature	
Judging Criterion	Weight Assigned
Approach	15%
Competitor Comparison & Uniqueness	20%
Engagement	20%
Impact	25%
Scalability	20%

Innovation in Business Education – MBA Programs	
Judging Criterion	Weight Assigned
Pedagogical Approach	15%
Curricular Innovation	25%
Enrollment & Engagement	25%
Employability and ROI	25%
Adaptability	10%

Innovation in Business Education – Other Progams (Non-MBA)	
Judging Criterion	Weight Assigned
Pedagogical Approach	15%
Curricular Innovation	25%
Enrollment & Engagement	25%
Employability and ROI	25%
Adaptability	10%

The Power of Partnerships

Judging Criterion	Weight Assigned
Approach	25%
Competitor Comparison & Uniqueness	20%
Engagement	20%
Impact	20%
Scalability	15%

Sustainability Education

Judging Criterion	Weight Assigned
Approach	20%
Competitor Comparison & Uniqueness	25%
Engagement	15%
Impact	25%
Scalability	15%

Best use of Generative AI

Judging Criterion	Weight Assigned
Approach	20%
Technical Integration & Uniqueness	20%
Engagement	15%
Impact	15%
Scalability	15%
Funding & Financial Sustainability	10%
Data Protection & Privacy	5%

Award Categories

This section enumerates all of the avenues by which applicants can reimagine education this year, ensuring that innovators from across the education landscape will be acknowledged. A brief explanation of the requirements and focus for each category is included.

Future of Learning	
Artificial Intelligence in Education	This prize will be awarded to the company/institution that best leverages artificial intelligence, machine learning, and/or cognitive computing to improve learning outcomes, teaching delivery, and/or graduate employability.
Best use of Generative AI (NEW)	In this new category we seek projects that have successfully implemented the use of generative AI to create or improve educational tools, platforms, or systems. These innovative solutions should positively enhance and transform various aspects of education, fostering creativity, personalization, and engagement among learners.
Blended and Presence Learning	For this category, we seek the best project that unifies web-based learning delivery and traditional learning practices. How can you and your team improve learning outcomes in a way that foregrounds the learning team (educator and present students), while also leveraging web-based internet resources? Alternatively, share how you can reimagine presence-based pedagogies, and improve learning outcomes in traditional learning environments.
Breakthrough technology innovation in education (ICT tools, Edu Apps, instructional technologies)	This prize will be awarded to the company or institution that creates the best breakthrough technology in education, where this innovation is having a proven impact on the educational experience of teachers, students, or both; or enhances the supportive framework upon which outstanding teaching and/or learning is constructed.
E-Learning	This prize will be given to the best electronic learning project. We seek any innovative new technological tool, or any project that uses existing electronic learning tools in an innovative way. Such projects should facilitate and support learning using information and communications technology.

Future of Learning

Immersive experiential learning (XR including AR/VR/ mixed realities, Gaming, The Metaverse and Beyond)	This prize will be awarded to the company or institution that demonstrates the best example of an immersive experiential learning where students benefit from being immersed in a digital world and are given opportunities to practice critical lessons.
Learning Assessment	We look for projects which are exploring the deficiencies in the way we currently assess how much our students have learned, and how deeply they have understood what they have learned. How can you and your team create a project that reimagines the way we assess a student's grasp of course content/key skills?
Science of Learning	This prize will be given to the project that most successfully furthers scientific, humanistic, and critical theoretical understanding of learning, engages in the design and implementation of learning innovations, and consequently improves instructional methodologies and pedagogies.

Future of Universities

Innovation in Business Education	This prize will be awarded to institutions reimagining Graduate Management Education with outstanding pedagogical innovation.
The Power of Partnerships	This prize will be awarded to the company or institution that has leveraged the power of partnership to innovate, scale or improve their offering and enhance the learners' experience or outcomes.

Future of Work

Developing Emerging Skills and Competencies	This prize will be awarded to the project or initiative that is effectively developing skills and competencies required for the present and future of work. For example, artificial intelligence, blockchain technology, cloud computing, machine learning, data science, data security but also cognitive flexibility, emotional and social intelligence, creative and innovative mindset.
Lifelong Learning	This prize will be awarded to the project or initiative that demonstrates impact and effectiveness in providing opportunities for personal and professional development, including upskilling and re-skilling, beyond formal education.
Nurturing Employability	This award will be presented to the project that can clearly demonstrate a link between their approach and improved employability outcomes. What traits and/or skills do you find employers to be lacking in their hires, and how does your project help its users to enhance these traits and/or skills? Can your project help employers to better identify the traits and/or skills they desire in their graduate student hires?

Sustainability

Sustainability Education	This award will go to the most innovative approach for encouraging and teaching the principles and best practices of sustainable development. This might involve economic, environmental and/or social sustainability.

Values

Access, Diversity & Inclusion	This Award will reward innovators driven by a keen sense of social responsibility and justice, who are seeking to improve access to higher education for under-served, underprivileged, or underrepresented students.
Nurturing Values and Ethics	This prize will be awarded to the program or initiative that is nurturing values and ethics in an innovative, measurable, and tangible fashion.
Nurturing Wellbeing and Purpose	This Award will reward a project that helps to foster mental and/or physical wellbeing; and/or clarity of purpose among faculty, students, or other education stakeholders.

Regional Awards

The shortlisted entries of our main competition are also eligible to receive a Regional Award if they are created by a team or an organization based and/or active in one or more of the regions below.

Africa

Asia

Europe

Latin America

Middle East

North America

Oceania

People's Choice Awards

Shortlisted entries with a purchased conference ticket (in-person/virtual) will have the opportunity to feature their innovation on the virtual event platform (11-13 Dec 2023).

Delegates of the conference (in-person and virtual) will have the opportunity to vote for their favourite shortlisted projects.

The project that receives the most votes will receive the People's Choice Award.

Shortlisted attending the in-person conference at Khalifa University in Abu Dhabi (11-13 Dec 2023) will also have the opportunity to present their project in a dedicated Showcase session.

Frequently Asked Questions

Refer to the FAQ section on
Reimagine Education website:
**www.reimagine-education.com/
frequently-asked-questions/**

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