



American University of Iraq, Sulaimani
Entrepreneurship and
Innovation Center



AUIS



AUIS
INNOVATION AWARDS

2022

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AUIS ENTREPRENEURSHIP AND INNOVATION CENTER (AEIC)



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American University of Iraq, Sulaimani
**Entrepreneurship and
Innovation Center**



AUIS INNOVATION AWARDS 2022 AT A GLANCE

The American University of Iraq, Sulaimani Innovation Awards (AIA) is designed by the AUIS Entrepreneurship and Innovation Center (AEIC) to honor people behind innovative solutions and products of the preceding two years that have shown a positive impact in addressing unmet needs.

AIA 2022 is awarded in two contest classes:

- Excellence in innovation as individuals
- Excellence in innovation as entities

For the first time in the region an award is designed and rewarded to innovators who shape our future and make our lives better. Such work is often unrecognized. AIA puts the spotlight on outstanding achievements in all sectors.

INNOVATION

noun. /ˌɪnə'veɪʃn/

Innovation is creating and offering a new value proposition to the organization, market/industry, or world that helps to make progress. Innovation is born when skills and resources are coordinated (often across an ecosystem) that help create a solution that creates a positive change, and where resistance (postponement, rejection, or opposition) is minimized.

(Innovation: Definition, types of innovation and business examples)





WHY AUIS INNOVATION AWARDS?

In an ecosystem where innovators are seldom recognized or supported, the AUIS Innovation Awards create a platform that offers public recognition and encouragement of current and future Iraqi innovators, whether entities or individuals.

We define innovation as making a creative idea useful and impactful. We believe that the capacity to innovate is out there in the country, in many forms and on multiple levels. We also believe that in an ever changing and demanding market, the only way to stay competitive is to stay innovative. However, so far there hasn't been a platform that offers a thorough and transparent selection process to recognize these innovators and put these innovations on the publicity map. The AUIS Innovation Awards do exactly that.

THE AWARD THAT MAKES IRAQI INNOVATIONS VISIBLE

The AUIS Entrepreneurship & Innovation Center initiated the AUIS Innovation Awards to highlight innovative achievements- detailed solutions, innovations and services that genuinely create added value. This provides an opportunity to put unique and innovative individuals on the map and recognize them.

The AUIS Innovation Awards (AIA) create a platform for innovations like never before in the region. AIA offers an exclusive platform to get the word out about the capacity for innovation and encourage future innovators to come forward to get recognized for their positive impact.

WHO CAN APPLY?

The AUIS Innovation Awards (AIA) offer a non-monetary award that honors outstanding achievements by:

- Business and commerce entities
- NGOs and nonprofit entities
- Government and private entities

The AUIS Innovation Awards (AIA) provide an opportunity to showcase innovative capabilities to the general public to successfully position products and brands in relevant markets. AUIS Innovation Awards 2022 applications can be submitted in:

- Excellence in innovation as individuals
- Excellence in innovation as entities

WHAT THEMES OF INNOVATIONS ARE CALLED FOR?

The AUIS Innovation Awards 2022 have no specific theme. All innovations are encouraged. Innovations related to the global pandemic might be recognized as a special mention or category.

The impact of the innovation can be outside or inside an entity. Documentation and evidence are very important for being considered for the AIA. We encourage precise, concise, thorough, original and approved documents to be submitted to be considered and shortlisted.

AUIS INNOVATION AWARDS 2022 CATEGORIES

- **Products** crafted, assembled, created or invented that can be proven to have an originality and authenticity to them. The product is required to have a noticeable and measurable positive impact for users across businesses and/or individual users. Use of technology is encouraged but is not a requirement for the product to be shortlisted.
- **Services** designed and provided for businesses and individuals (customers, users or directly related people). The service is required to have a noticeable and measurable positive impact across businesses and/or individual users. Use of technology is encouraged but is not a requirement for the service to be shortlisted.
- **Initiatives** coordinated and implemented for businesses and individuals (customers, users or directly related people). The project is required to have a noticeable and measurable positive impact for users across businesses and/or individual users. Use of technology is encouraged but is not a requirement for the project to be shortlisted.

AUIS INNOVATION AWARDS 2022 INDUSTRIES

The following are a few examples of the many industry fields innovations can be submitted in:

- Citizen Engagement & Government
- Health, Wellbeing and Medical
- Learning, Education & Mentoring
- Smart Constructions & Urbanization
- Business Administration & Commerce
- Humanities & Social Justice
- Culture & Tourism
- IT & Green Technology, Environment & Sustainability

Innovations can be in other industry fields as well. If you have any questions regarding the AIA 2022 industry categories and classification or anything related in that matter, you can contact us via the contact information provided in the last section of this handout.

YOUR PATH TO AUIS INNOVATION AWARDS 2022

1st STEP Explore

The AUIS Innovation Awards 2022 will take nominations and registrations on a rolling basis until:

December 2, 2021 11:59 pm Iraq time

First familiarize yourself with the application questions on the AIA website:

www.auis.edu.krd/innovationawards

2nd STEP Draft

Copy the questions on the application form and draft answers.

3rd STEP Submit

Submit your answers to the online application. If you are shortlisted, you might be contacted to do an in person or online interview with the team and the judges.

AWARDS CEREMONY

The AIA 2022 will be an evening ceremony hosted on January 13, 2022 at the American University of Iraq, Sulaimani campus. It will include shortlisted candidates, members, judges, media partners and invited guests. The event broadcast will be live on our media partners' channels. Later the footage of the event will be available via AUIS, AEIC and AIA social media channels and platforms.

YOUR PARTICIPATION

BENEFITS FOR SEMI-FINALISTS

Becoming a semi-finalist for the AUIS Innovation Awards is an honor that comes with several first-class offers and opportunities to generate attention to the brand that helped you innovate.

- **LABEL** As a semi-finalist for the award you will receive text modules that you can use for your communications.
- **DOCUMENTS** You will receive two personalized documents upon your selection as a semi-finalist. One of those documents is a letter of recognition including a short description about the applicant's innovation. The other one is the semi-finalist certificate which recognizes the applicant as an official AIA 2022 semi-finalist.

BENEFITS FOR AWARD WINNERS

- **WINNER DOCUMENTS** You will receive two AIA winner documents. One including a short description about your innovation achievement to enable you to present your award effectively. The other one is a certificate to officially recognize you as an AUIS Innovation Awards 2022 winner
- **HANDOUT** All winners will receive an electronic handout. **DIAMOND** award winners will be featured on a two-page spread, **GOLD & SILVER** award winners each will receive a one-page mention. If there is a special mention award, the recipient will be mentioned in a paragraph after the winners.

Note: This optional handout will be available four weeks after the AUIS Innovation Awards 2022 event ceremony on the AUIS innovation Awards and AUIS Entrepreneurship and Innovation Awards websites.

- **ONLINE GALLERY** All award winners will have featured images and texts on the AEIC & AIA websites and the winner's websites will be mentioned.
- **FEATURE ON NATIONAL TV** Our Media Sponsors will live broadcast the AUIS Innovation Awards 2022 ceremony on January 13, 2022. All winners will be mentioned along with their projects.

- **SOCIAL MEDIA** All competition news will be published on our social media platforms with high-quality images and graphic designs along with a TV Broadcast and YouTube live stream on AUIS Channels on the event day.
- **VIDEO CLIPS** You will also receive a personalized video clip for your award project. This will only be available to the individual/team winners for sharing on their own social media platforms and websites.
- **AWARD CEREMONY** The AUIS Innovation Awards ceremony will take place in Sulaimani at the American University of Iraq, Sulaimani campus. This is the highlight of the award, in which distinguished guests will be invited to attend.
- **AWARD TROPHY** Every rank of the award winners will receive a high-quality award trophy. Winners will be presented with a trophy during the event.
- **SPECIAL MENTION** Award winners will be especially mentioned in next year's handout and promotional materials.

AUIS INNOVATION AWARDS 2022 RANKING

The judges will select one **DIAMOND** award winner, two **GOLD** award winners and two **SILVER** award winners. There might be a special mention for other projects depending on the submissions.

AUIS INNOVATION AWARDS 2022 COUNCIL

The AUIS Innovation Awards Council was created by the AUIS Entrepreneurship & Innovation Center (AEIC). AEIC formed a group of distinguished interdisciplinary experts in industry, business, academia, not-for-profits, institutions and finance to evaluate the contest activities, select the judges and become an advisory and monitoring group.

The AUIS Innovation Awards Council will also be monitoring the activities of AEIC to match with the sponsorships available to implement the AIA. The Council also ensures the award is an independent endorsement for innovations and guarantees transparency and accountability according to our code of conduct.



Rebeen Azad has been with AUIS since July 2011 and is currently the Executive Director of Admissions and Communications. He has more than 20 years of work experience, mostly in managerial positions, in public relations, media, NGOs, and higher education. He holds a BSc in Chemistry from University of Sulaimani and an MBA degree from AUIS.

Rebeen is honored to be part of this great initiative and in his opinion, there isn't a lack of innovation in the region, rather, the real challenge is not having enough support and guidance for innovators while they try to change the world around us.

Eileen Brewer is the Director of the Takween Accelerator based at AUIS. Before this she spent 20 years in Silicon Valley working at tech companies. She has been an angel investor since 2015 and a global consultant focused on youth entrepreneurship since 2014.



She supports the AUIS Innovation Awards program because supporting youth entrepreneurship is an excellent way to improve the country's private sector and employment opportunities.



Dr. Ramazan Uctu is an Associate Professor of Economics at American University of Iraq, Sulaimani and a Research Fellow of Economics at Stellenbosch University, South Africa. His areas of interest include innovation systems in biotechnology, technology transfer and commercialization, technological entrepreneurship, and local economic development.

He believes this initiative is important because it will help to create a smart future through promoting innovation. As it is said “It takes a village to raise a child, and it takes a community to foster innovation.”

Dr. Fahrettin Sumer is a faculty member and the Chair of the Business Department at American University of Iraq, Sulaimani. He has published several articles, book chapters, and a book. He taught multiple international studies, business, and economics courses in South Carolina and Virginia before joining AUIS in 2012.



Dr. Sumer feels the AUIS Innovation Awards program is a much-needed initiative in Iraq that will not only excite and motivate innovators, but also provide them with a first step toward turning their innovations into marketable products.



Goshan M. Karadaghi is a Global Health specialist and is a lecturer in the Medical Sciences Department at AUIS. She has been an academic and educator for over seven years but has also worked in partnership with non-profit centers, government and international agencies, and domestic organizations. Her areas of passion and interest are health, youth development, gender, and education.

She has a strong belief that our youth have untapped potential and remarkable talent, and to be able to help some of them realize their significance in influencing and developing our society is very exciting for her.

Delawit Mesfin is Director of Communications at American University of Iraq, Sulaimani and has over 15 years' experience working in the entertainment, media, and education sectors in the United States and Kurdistan Region.

She is a proud member of the AUIS Innovation Awards Council because of its mission to recognize and reward innovators who positively impact society.



CODE OF CONDUCT

To put our values into practice, we developed our code of conduct and we expect all AUIS Innovation Awards participants and stakeholders to hold themselves accountable to them:

The AUIS Innovation Awards highlight innovation excellence of any entity or individual regardless of their gender, age, religion or ethnicity.

The Award is based on open and equal opportunities. The contest rewards excellence in innovation that comes only with honorable personal and professional behavior.

The integrity of the AIA 2022 selection process is our top priority. To build trust, we maximize transparency in the selection process. Feedback and justifications of the decisions made will be presented to the finalists at final stage.

MILESTONES AND DEADLINES

November 1, 2021

Online submission START

December 2, 2021
11:59 pm Iraq time

Online submission DEADLINE

December 30, 2021

Notification of results, and
invitations for winners and
guests

January 13, 2022

AUIS Innovation Awards 2022

January 20, 2022

Publication of the award
winners

January 31, 2022

Awards publications release

Contact

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AUIS ENTREPRENEURSHIP AND INNOVATION CENTER (AEIC)

The AUIS Entrepreneurship and Innovation Center (AEIC) was established in 2019 to create close links between private sector growth and economic progress.

There are many challenges facing entrepreneurs and innovators in Iraq and its neighbors. AEIC seeks to fill that gap with programs that provide aspiring entrepreneurs and innovators with access to mentors, pitching events, learning resources, seed funding, and awards. Examples of AEIC programs are the Takween Accelerator, AUIS Innovation Awards, and now undergraduate courses in entrepreneurship and innovation.

For more info about AEIC, check out: auis.edu.krd/aeic

For more info about Takween Accelerator, check out: takweenaccelerator.com



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