Digital Inclusion – Guidance

This document provides prompts to help you create a great entry for the Digital Inclusion category in the 2025 Digital Culture Awards.

At the end of this document is a word version of the online submission form. You can use this to practice your answers.

Entry Form
This information relates to the 'Entry Form' tab of the online submission form.

Question 1 - Tell us about your project
If someone were only to read this paragraph, they should immediately understand why your project was impactful, unique or innovative.

What to include in your answer:
- Include your / your organisations' name.
- Summarise your project.
- Explain the outcome of the project.

Example*: The British Soap Opera Museum launched a "living exhibition" where users from around the world shared personal stories and connections to our collection via social media. This co-created content transformed our digital exhibits, increasing engagement by 85% and increasing our in-person audience by 200%.*

Question 2 - Tell us how you considered the needs of your audience or participants, including consulting those with lived experiences.

What to consider in your answer:
- What were your goals or aims?
- Who was your target audience?
- How did you learn about their wants and needs?

Question 3 - Tell us what steps you took to improve or increase digital inclusion or accessibility.

What to consider in your answer:

- How did you make your project inclusive and accessible?
- What challenges did you face?
- How was your approach creative or unique?

Question 4 - Tell us how your work widened access to creativity and culture.

What to consider in your answer:
- What was the impact on your target audience?
- What metrics did you use to measure impact and why?

<u>Offline copy of the submission form</u>
You can use this table to prepare your answers for the online submission form.

Question	Answer
Summarise your project using no more than 50 words.	
Tell us how you considered the needs of your audience or participants, including consulting those with lived experiences.	
Tell us what steps you took to improve or increase digital inclusion or accessibility.	
Tell us how your work widened access to creativity and culture.	