



DIGITAL
ENTERPRISE
SHOW

CALL FOR AWARDS

10 - 12 JUNE 2025
MÁLAGA – FYCMA
#DES2025



AI-Driven Business Success
CLOUD | CYBERSECURITY | MARTECH | AI

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01. PURPOSE OF THE EUROPEAN DIGITAL MINDSET AWARDS

The adoption of AI and the integration of exponential technologies have become the new drivers to achieve business success in any industry! New business models, new mindsets, new strategies will be key to boost the competitiveness of any organization.

The European Digital Mindset Awards are set to recognize the most innovative projects, leadership and digital transformation cases that present a disruptive and innovative approach to IT Management, new digital business models, management experience along with a social and responsible business approach.



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02. EUROPEAN DIGITAL MINDSET AWARDS CATEGORIES

The proposals that will be considered to participate in the Awards must be in the framework of the following categories:

- ❖ **BEST DIGITAL TRANSFORMATION ENTERPRISE:** Best company accelerating performance and achieving outstanding results based on digital transformation models including the use of exponential technologies.
- ❖ **BEST INSPIRING/INFLUENTIAL JOURNALISTIC WORK** on Digital Transformation, Exponential Technologies or Innovation (Press, TV, Radio, RRSS...)
- ❖ **BEST MARKETING CAMPAIGN:** Best marketing campaign based on the optimal mix of digital channels to maximize impact and results.
- ❖ **BEST TECH INNOVATION, PUBLIC SECTOR:** Best innovative and disruptive project in the public sector, leveraging cutting-edge technologies and digital transformation to revolutionize service delivery and enhance citizen engagement.
- ❖ **BEST DIGITAL PROJECT ORIENTED TOWARDS ESG:** Best Digital Project - corporate or entrepreneurial- Best innovative and disruptive project in ESG, harnessing new technologies and digitalization to drive sustainable practices, enhance transparency, and accelerate environmental, social, and governance impact.
- ❖ **BEST DIGITAL DISRUPTIVE START-UP:** For the Digital Start-up with the highest impact in any sector based on an innovative and/or disruptive business model, and with a high projection for the upcoming years.

03. AWARDS ORGANIZER

The European Digital Mindset Awards is organized and owned by DES | Digital Enterprise Show.

04. WHO CAN PARTICIPATE?

The European Digital Mindset Awards are aimed at all companies, universities, vendors, executives, business schools, scholars, researchers, analysts, journalists, start-ups, scale-ups, accelerators, science and tech parks, innovation centers, etc. from all over the world.

All organizations which are identified with this aim are cordially invited to submit their proposals to the DES2025 | Digital Enterprise Show Evaluation Committee.

05. RESTRICTIONS

There are no restrictions in terms of number of entries to be submitted at DES2025 'Call for Awards'. DES believes that all organizations should face their Digital Transformation in all possible ways and be ready for the global digital economy. However please note that entries must not contain any threatening, abusive, defamatory or false content. If so, the organizer has the absolute right to remove the entry without any notice to the author.



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06. PROPOSAL APPLICATION

Only proposals made through DES website will be accepted. The submission implies the acceptance of the terms and conditions included in this online form. Organizer recommends the perusal of each item of the terms & conditions.

The proposal submission for the European Digital Mindset Awards must be done through the available online form:

<https://www.des-show.com/european-digital-mindset-awards/>

The form and all complementary information will have to be filled out entirely in English (*proposals in any other languages will be rejected).

No additional documents to the online form will be accepted unless required by the organizer. The organization reserves the right to ask for any clarification or additional information about the submitted entries.

07. SUBMISSIONS DEADLINE

'Call for Awards' will be open until May 9th 2025, 23:59:59 CET

DES 'Call for Awards' could be extended if necessary, at the discretion of the Organizer.

08. EVALUATION CRITERIA

All submitted proposals will be evaluated by DES | Digital Enterprise Show 'Evaluation Committee' in terms of the impact achieved within the frame of:

- Innovation
- Leadership
- Disruption
- Strategy
- Execution



09. EVALUATION PROCESS

The evaluation process is divided in two phases:

PHASE 1

Regulation compliance and pre-selection: The Evaluation Committee will conduct the first evaluation to check whether the entries comply with the requirements and conditions defined selection criteria.

A pre-selection of 3 pre-award candidates per category will be made. Pre-selected candidates will be informed by email (according to item 10. Pre-Selection Communication).

The organizer will then be able to request additional information if needed in order to complete the information submitted in the entry.

Proposals may exceptionally be subject to a change of category according to the observations of the Evaluation Committee. The candidate will be informed in due time.

PHASE 2

Winners selection: The Evaluation Committee will assess the projects, selecting each DES2025 award category winner.

The Evaluation Committee members and the winners will be announced during the European Digital Mindset Awards Gala Dinner Ceremony to be held on June 11th, 2025 in a location to be selected by the Organizer.

The Steering Committee decision is final and private and not subject to any queries or public investigations.

Any of the DES2025 Awards categories may be declared void by the Evaluation Committee.

10. PRE-SELECTION COMMUNICATION

Pre-selected Awards finalists candidates will be notified from May 21st 2025 onwards to the main email address specified in the registration form.

11. PRIZES

The European Digital Mindset Awards will grant the finalists the following prizes:

- A double invitation to attend the Awards Gala Dinner for all the finalists of each category.
- A trophy recognition of the awarded category.
- Media recognition and diffusion of the award through all DES | Digital Enterprise Show channels and Media Partners.

12. INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

The participant is responsible for the authorship of the submitted proposal; he/she/the organization is the owner of the intellectual and, where applicable, industrial property rights thereof.

The participant is accountable for the proposal submitted not violating intellectual property rights, industrial property rights, copyright and/or image rights and assumes complete responsibility with regards to third parties: The Organization is free of any liability.

Should the proposal be short-listed, the participant authorizes the Organization to disseminate, reproduce and publish the proposal in any format and using any medium to publicize the European Digital Mindset Awards.

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13. DATA PROTECTION

Digital Enterprise Show (DES) undertakes to maintain the confidentiality of the proposals received and the companies or authors and only will share them with the Steering Committee members for deliberation purposes.

Once one proposal has been selected, DES organization may consider publishing any details such as author, company/organization, title, brief, abstract, website, and/or topic, in those channels and means that DES uses for its promotion

For the purposes of the provisions in current legislation on data protection (Regulation EU 2016/679 of the European Parliament and of the Council of 27 April 2016 -GDPR-), we inform you that Digital Enterprise Show will process all your data in accordance with the provisions of its Privacy Policy, where you could be able to exercise the rights that this norm confers.

14. QUERIES AND SUGGESTIONS

If you have any question, doubt or suggestion regarding this 'Call for Awards' or DES2025 | Digital Business World Congress, please contact us at:

- Phone: +34 934 923 803
- Contact: congress.des@barter.es

If you are also interested in exhibiting or partnership options to maximize your company's profile at Digital Enterprise Show 2025 please contact us at:

- Phone: +34 919 551 551
- Contact: exhibit@des-show.com

Entering 'DES2025 Call for Awards' implies full acceptance of its Terms & Conditions





BUSINESS OPPORTUNITIES



KNOWLEDGE & INSPIRATION



NETWORK

- BARCELONA spain@nebext.com
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DES drives sustainable
 digital business transformation

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