

UAEU

جامعة الإمارات العربية المتحدة
United Arab Emirates University



جائزة الشارقة
للاتصال الحكومي
SHARJAH GOVT COMMUNICATION AWARD

“Universities Challenge 2025” Competition

09-11 September, 2025

About the competition:

- The Universities Challenge 2025 competition is organized by the United Arab Emirates University in collaboration with Sharjah Government Communication Award.
- The activities of the competition is held among the International Government Communication Forum events.
- Every year the competition addresses a specific subject in which university students from inside and outside the country compete to win.
- The competition aims to enhance the role of university students in contributing to providing innovative solutions for government communication challenges.



Objectives:

1. Encourage creative thinking of university students in finding sustainable solutions for various government communication challenges.
2. Activation of different universities role from inside and outside the country in contributing to providing societies with creative ideas and innovative projects in the field of government communication.
3. Supporting active collaboration between national and international universities.



4. Development of university students abilities, refining their skills and preparing them generally for giving and community service.
5. Development of university students innovative thinking and urging them to harness the modern and advanced technology and smart applications for finding alternative sustainable solutions for modern challenges.

Methods and Examples:

3. Creating Smart Applications:

This application is innovative, makes communication and working much easier using minimum time and possible effort.

4. Institutional Project:

The project is about a service provided by one of the government entities or private sector institution for a specific group of targeted audience such as: people of determination, workers, or others.

1. Community Initiatives:

An initiative that works on finding solutions for “Content Creation” community challenges, in which government communication tools are used effectively.

2. Creating an Interactive Digital Platform:

This platform provides the necessary information of the types of provided services in different languages, with an explicit mechanism for audience interactions, hearing their opinions and working on meeting their needs as soon as possible.



Challenge's theme for 2025

The fourth edition of the “Universities Challenge 2025” focuses on the vital role of food security in achieving community sustainability.

In a world facing accelerating challenges such as food insecurity, climate change, and population growth, ensuring sustainable communities has become a top priority. At the heart of this goal lies food security—a cornerstone for societal stability and prosperity. In this context, effective government communication is key to raising awareness, aligning efforts, and driving cross-sector collaboration.



Assessment Criteria:

Sustainability(20%):

The participant project is characterized by the continuity-based sustainability concepts, re-usage, low -cost, saving time and effort with high productivity.

Creativity and Innovation (30%):

The project has a creative and innovative vision in providing the service or in finding solutions for government communication challenges.

Technology Usage (25%):

Use of modern and advanced technologies in the project participating in the competition, clarifying the method of use, steps and how it is implemented, followed up and developed.

Methodology (25%):

Demonstration of a clear methodology of the idea, used tools and the audience communication and interaction mechanism.

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Awards:

1st Place

Certificate of appreciation

Universities Challenge trophy

Cash award of 80,000 AED

2nd Place

Certificate of appreciation

Universities Challenge trophy

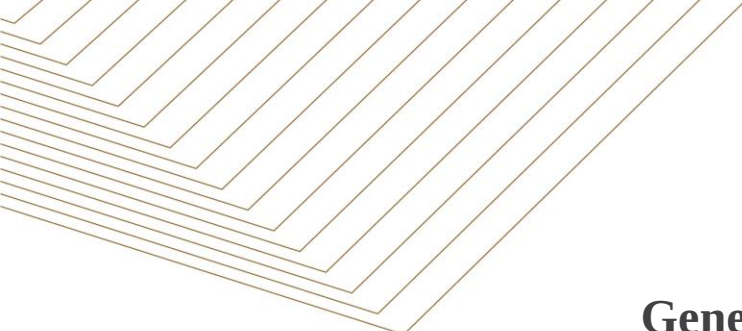
Cash award of 60,000 AED

3rd Place

Certificate of appreciation

Universities Challenge trophy

Cash award of 40,000 AED



General Conditions:

1. Each team shall consist of maximum (3) bachelor's students.
 2. Each team is allowed to present for 15 minutes with the allocation of the last 5 minutes for the committee's comments and questions.
 3. In case of delay, time will be calculated from the team's presentation duration.
 4. The team should attend all days of the challenge.
 5. The team should attend 30 minutes prior to the presentation to register and to avoid any delay.
 6. Attachment of "No Objection Certificate" from the university, for the participation of students in the challenge on behalf of the university.
 7. Attachment of "Health Status Certificate" in the event that a participant receives treatment, or has a health condition.
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A photograph of a modern, curved building with a glass and metal facade, viewed from a low angle. The building's architecture features sweeping, curved lines and a series of horizontal bands. In the foreground, there is a paved plaza with a curved edge. Overlaid on the image are two rectangular shapes: a gold one on the left and a black one on the right. The text 'Thank you' is centered across these shapes in a white serif font.

Thank you