

Government Digital Excellence Award



The second edition

2025





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Introduction to the Government Digital Excellence Award

Overview of the Award

The Government Digital Excellence Award aims to drive a qualitative leap in accelerating digital transformation and contributing to the achievement of Oman Vision 2040 objectives, particularly in establishing a flexible and innovative administrative apparatus that shapes the future. The award also supports national priorities for the digital economy and enhances the Sultanate's standing on international indices.

The award focuses on recognising outstanding projects and initiatives in the government sector that have delivered innovative digital solutions, contributed to the development of government work environments, and improved business models' efficiency.

The award has designed its criteria to encourage government entities to adopt best practices and embed a culture of digital change and excellence, thereby delivering more effective services that meet beneficiaries' needs and enhance quality of life.



< Vision

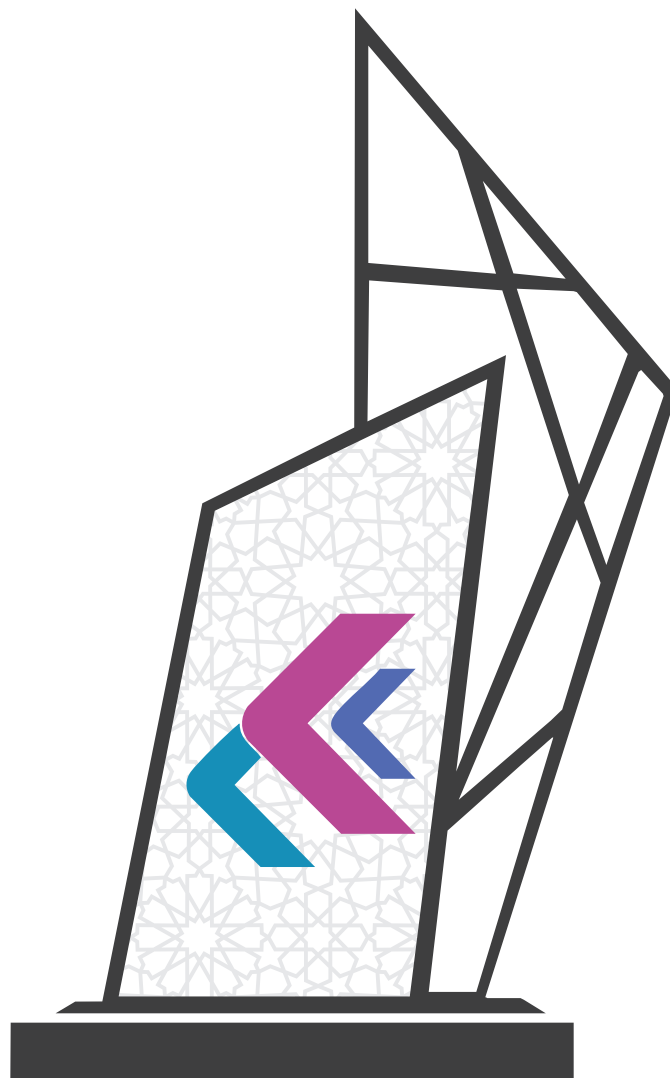


An innovative government apparatus that provides a rewarding digital experience, smart services and proactive measures

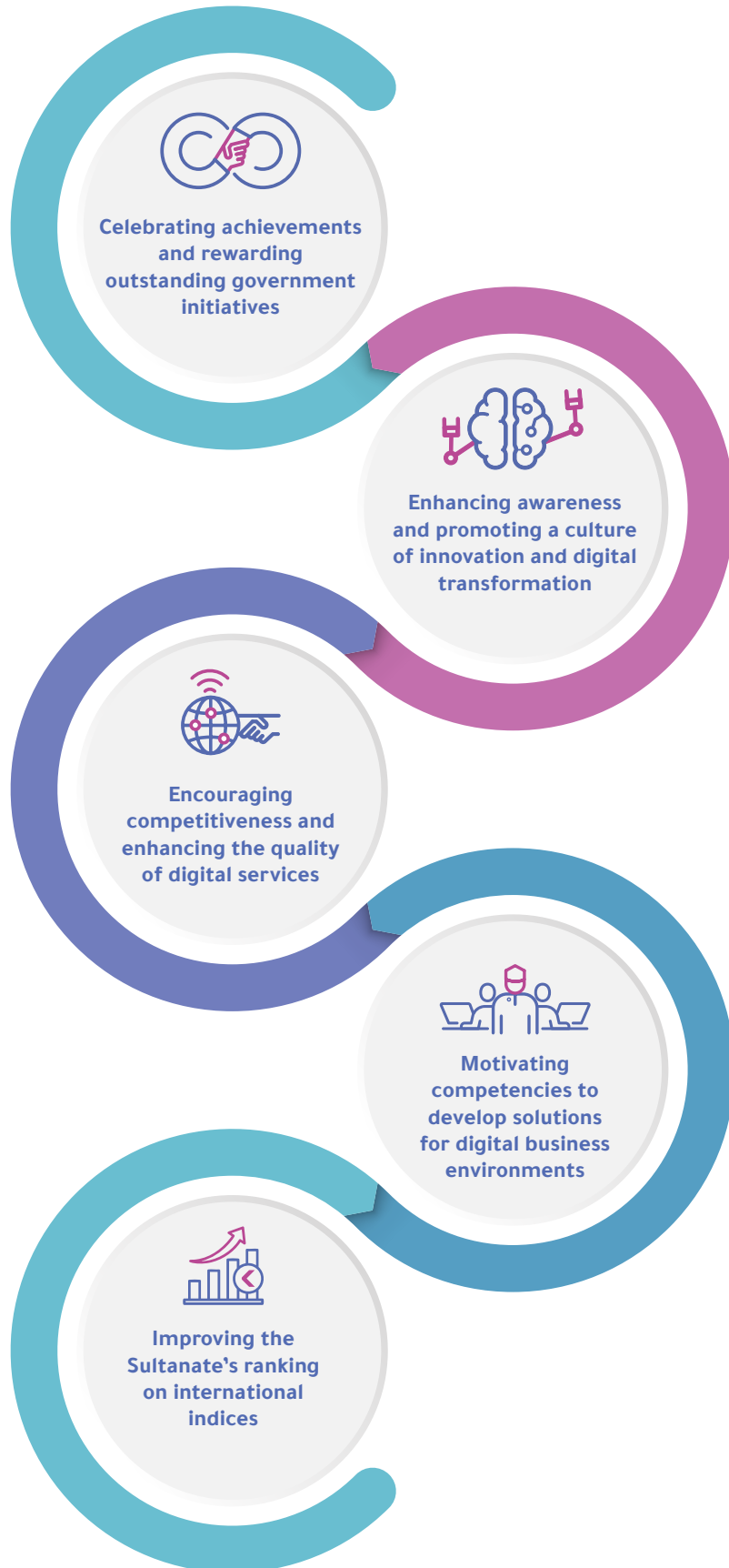
< Message



To empower a culture of change and digital innovation towards a flexible, future-ready digital government



Objectives of the Award



◀ Judging Committee and Frequency of the Government Digital Excellence Award

The Award's judging committee comprises a distinguished group of experts and specialists independent of the Ministry of Transport, Communications and Information Technology.

Committee members are selected based on their expertise and contributions to a number of local and international awards in the field. The judging team evaluates the award nominations through independent workshops within a specified timeframe.

◀ Award Frequency

The award is organised annually, reinforcing the principle of continuous improvement to enhance services and increase the efficiency of government operations.



Supervising Authority

The Ministry of Transport, Communications and Information Technology serves as the supervising authority, being responsible for implementing the National Programme for Government Digital Transformation. The Ministry organises and oversees the award process, coordinating between participants and judges, without intervening in the evaluation to ensure neutrality and transparency.

Targeted Entities

Government entities targeted by the National Programme for Government Digital Transformation are eligible to compete for the award according to the specified criteria and requirements. They may also nominate their outstanding employees to compete in the award's individual categories.

Registration and submission for participation do not entitle the applying entity to any benefits or advantages, nor can the entity take legal action against the supervising authority or pursue any legal measures related to participation.



Tracks and Categories of the Government Digital Excellence Award 2025



Entities

Best Performing Entity in Digital Transformation

Best Entity in Digital User Experience

Best Entity in Government IT Compliance

Best Entity Achieving a Qualitative Leap in Digital Excellence Evaluation

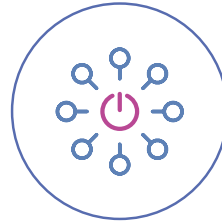


Initiatives

Best Comprehensive Digital Initiative in Digital Transformation

Best Initiative in Digital Community Engagement

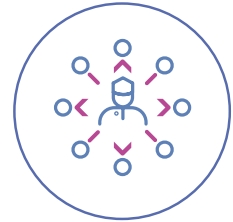
Best Initiative in Innovation and Advanced Technology Utilisation



Services

Best Government Digital Service for Individuals

Best Government Digital Service for the Business Sector




Competencies


Best Digital Transformation Team

Best Leader in Digital Transformation and Change Management within the Entity

Best Emerging Employee in Digital Transformation

Best Digital Transformation Ambassador

 Categories that do not require entities to apply for participation; winners will be selected based on the periodic evaluation results of government digital transformation excellence.

 Categories that require entities to apply for participation; winners will be selected based on evaluation by an independent committee.

Award Categories

Track 1 (Entities)

Best Performing Entity in Digital Transformation

This award is granted to government entities that have achieved significant progress in meeting the requirements of the National Programme for Government Digital Transformation. Consideration will be given to the results of the periodic digital excellence evaluations across two dimensions: digital readiness and service maturity.

Key Evaluation Criteria

- Operational Efficiency
- Strategy and Organisational Culture
- Updating and Development
- Impact and Actual Performance
- Digital Enablement
- Digital Experience

Best Entity Achieving a Qualitative Leap in Digital Excellence Evaluation

This award is granted to government entities that have demonstrated significant improvement in their performance and metrics, achieving a qualitative leap in the dimensions of the periodic digital excellence evaluation.

Key Evaluation Criteria

- Operational Efficiency
- Strategy and Organisational Culture
- Updating and Development
- Impact and Actual Performance
- Digital Enablement
- Digital Experience

Best Entity in Digital User Experience

This award is granted to government entities that have implemented a digital user experience approach and achieved an advanced level of continuous improvement and beneficiary satisfaction for digital services delivered through various digital channels.

Key Evaluation Criteria

- Excellence in the Digital Experience
- Results and Impact
- Digital Innovation and Enablers

Best Entity in Government IT Compliance

This award is granted to government entities that have achieved significant progress in meeting government IT compliance requirements. Consideration will be given to the results of the periodic digital excellence evaluations through the government compliance dimension.

Key Evaluation Criteria

- Digital Accessibility
- Use of Artificial Intelligence Systems
- Continuity of IT and Communication Services
- IT Governance

Award Categories

Track 2 (Initiatives)

Best Comprehensive Digital Initiative in Digital Transformation

This award is granted to digital government projects and initiatives that deliver comprehensive services and solutions, from service delivery to performance monitoring and impact assessment. Priority will be given to solutions and services that support the government sector and integrate with a portfolio of projects and initiatives at the national level, used collaboratively by multiple entities with similar scope and nature of work.

Key Evaluation Criteria

- Risk Analysis, Feasibility, and Sustainability
- Efficiency in Planning and Agile Management
- Digital Enablement and Knowledge Transfer
- Beneficiary Satisfaction
- Achievements and Realised Impact
- Alignment and Integration of the Project/Initiative with Other Entities
- Governance and Compliance with Digital Transformation Regulations
- Contribution to Improving Government Performance
- Use of Advanced and Emerging Technologies and Achieved Impact
- Implementation, Measurement, and Monitoring Tools
- Innovation and Digital Excellence
- Data Collection, Analysis, and Accessibility

Best Initiative in Innovation and Advanced Technology Utilisation

This award is granted to government entities excelling in the adoption of emerging and advanced technologies, such as artificial intelligence, virtual reality, robotics, blockchain, simulation, data science, big data, and others. These technologies contribute to enabling and enhancing operational processes, improving productivity, and increasing performance efficiency.

Key Evaluation Criteria

- Risk Analysis, Feasibility, and Sustainability
- Efficiency in Planning and Agile Management
- Digital Enablement and Knowledge Transfer
- Beneficiary Satisfaction
- Achievements and Realised Impact
- Alignment and Integration of the Project/Initiative with Other Entities
- Governance and Compliance with Digital Transformation Regulations
- Contribution to Improving Government Performance
- Use of Advanced and Emerging Technologies and Achieved Impact
- Implementation, Measurement, and Monitoring Tools
- Innovation and Digital Excellence
- Data Collection, Analysis, and Accessibility

Best Initiative in Digital Community Engagement

This award is granted to government initiatives that have contributed to enhancing digital community engagement and strengthened the principle of “community as a partner in decision-making” for the development of digital solutions and services.

Key Evaluation Criteria

- Governance and Compliance with Digital Transformation Regulations
- Contribution to Improving Government Performance
- Implementation, Measurement, and Monitoring Tools
- Innovation and Digital Excellence
- Data Collection, Analysis, and Accessibility

Award Categories

Track 3 (Services)

Best Government Digital Service for Individuals

This award is granted to outstanding, integrated digital services provided to individuals that rely heavily on data. These services can be delivered via mobile smart devices and embody the principles of beneficiary-centricity and proactive procedures. They are also evaluated based on ease of use and accessibility, while reducing time, ensuring high quality, and achieving beneficiary satisfaction.

Key Evaluation Criteria

- Digital Integration with the Entity's Services or Other Entities
- User Experience and Digital Service Channels
- Innovation in Digital Service Development
- Participation Methods and Beneficiary Satisfaction
- Service Usage Frequency
- Supporting Policies and Regulatory Frameworks
- Digital Accessibility
- Achieved Impact
- Awareness and Support
- Modern Technologies Used
- Process Quality and Efficiency
- Continuous Improvement

Best Government Digital Service for the Business Sector

This award is granted to government digital services supporting the business sector, contributing to a qualitative improvement in the business journey experience. These services aim to facilitate the business environment in the Sultanate of Oman, while providing outstanding services to enhance economic activity growth and encourage investment.

Key Evaluation Criteria

- Digital Integration with the Entity's Services or Other Entities
- User Experience and Digital Service Channels
- Innovation in Digital Service Development
- Participation Methods and Beneficiary Satisfaction
- Service Usage Frequency
- Supporting Policies and Regulatory Frameworks
- Digital Accessibility
- Achieved Impact
- Awareness and Support
- Modern Technologies Used
- Process Quality and Efficiency
- Continuous Improvement

Award Categories



Track 4 (Competencies)



Best Digital Transformation Team

This award is granted to the best digital transformation team that has had a clear impact on adopting and implementing government digital transformation both within and beyond the entity. The team is also distinguished by its commitment to continuous improvement, utilisation of modern technologies, and the consistent promotion of a culture of change and digital innovation.

Key Evaluation Criteria

- Building Competencies and Transferring Knowledge and Best Practices
- Leading Digital Transformation and Contributing to Institutional Performance Development
- Achievements and Innovative Initiatives with Tangible Impact



Best Leader in Digital Transformation and Change Management within the Entity

This award is granted to the best leader heading the digital transformation team, or one of the teams within the entity, who effectively drives the government digital transformation agenda by leading their organisation or departments towards digital change and development. The leader is distinguished by their ability to anticipate the future and adopt innovative solutions, while inspiring and motivating teams and fostering a culture of change. They also focus on developing their own skills, sharing knowledge and expertise, and leaving a tangible impact on the work environment through their visionary approach and creative ideas, contributing to sustainable added value in digital transformation

Key Evaluation Criteria

- Leadership in Initiatives and Positive Impact on the Work Environment
- Self-Development and Continuous Learning
- Improving Procedures and Practices in the Business Environment



Best Emerging Employee in Digital Transformation

This award is granted to the best emerging employee within the digital transformation team, in recognition of their creative initiatives, contributions, and efforts in meeting digital transformation requirements within their entity. The employee demonstrates clear efforts to support the digital transformation journey, is committed to self-development and knowledge transfer, and possesses innovative ideas, a collaborative personality, and a positive influence within the work environment.

Key Evaluation Criteria

- Adopting Change and Factors Supporting Digital Innovation
- Accelerating Digital Transformation Implementation
- Engagement with Stakeholders and their Requirements
- Contributions to Accelerating Digital Transformation Implementation and Achieving Objectives



Best Digital Transformation Ambassador

This award is granted to the best certified ambassador from the list of Governorate Digital Transformation Ambassadors, in recognition of their contributions and activities in achieving the objectives of digital transformation ambassadors at the governorate level. The ambassador demonstrates clear efforts, is committed to self-development and knowledge transfer, possesses creative ideas, has an influential personality, and carries out notable work and achievements within the community.

Key Evaluation Criteria

- Utilising Modern Technologies and Innovation-Enabling Factors in Knowledge Delivery and Transfer
- Knowledge Transfer, Capacity Development, and Empowerment in Digital Transformation for the Community
- Diversity and Innovation in Activities Implemented to Achieve Initiative Objectives
- Ensuring Digital Accessibility and Enabling People with Disabilities and the Elderly to Access Digital Services
- Beneficiary Satisfaction with Awareness Activities and the Impact of the Activities on Targeted Groups

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Terms and Conditions for Participation in the Government Digital Excellence Award 2025

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- 1** Submissions for the award must be made in Arabic.
- 2** All nominations must be submitted using the designated digital communication channels for the award.
- 3** The supervising authority reserves the right to verify the validity of nominations and the identity of applicants, and to exclude any nomination that does not comply with the terms and conditions.
- 4** All supporting documents must be provided with the application; the form is considered incomplete without them.
- 5** Each entity may submit a maximum of two (2) nominations per category; the same nomination cannot be submitted in more than one category.
- 6** Nominations for competency categories must be submitted by the entity for its distinguished employees according to the specified criteria.
- 7** Projects that won in the previous edition of the award are not eligible to participate unless there are valid justifications, such as substantial and fundamental changes in the nomination.
- 8** The submitting entity is responsible for ensuring that the submitted data is suitable for publication.
- 9** The supervising authority has the right to publish all or part of the information provided in nominations for the purpose of knowledge sharing and highlighting the scale of projects, without publishing any evaluations or comments.
- 10** Nominations submitted under the Initiatives and Services categories must be complete and have been in operation for at least six months to one year.

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- 11** If the nomination includes multiple stages of development and implementation, completed services that have been operational for at least three months may be submitted.
- 12** Nominees for the Competencies track must be members of the entity's digital transformation team.
- 13** Individuals competing in the Competencies categories must have worked within the entity's digital transformation team for a minimum of six months to one year.
- 14** Entities submitting nominations must hold ownership rights for all images, audio, and textual content, and all software must be licensed.
- 15** Nominations that do not meet the conditions and criteria will be excluded, including those that are illegible, incomplete, or otherwise ineligible.
- 16** The judging committee has the right to request a demonstration of the nomination and access to the digital service.
- 17** The nominated service must be fully operational; any malfunction during the evaluation stage will result in exclusion without prior notice.
- 18** The evaluation process is confidential, and the decisions of the judging committee are final.
- 19** Projects that do not meet the requirements or are submitted after the participation deadline will not be considered, and exclusion decisions are final and not subject to appeal.
- 20** The applicant must be authorised by their entity to submit and participate in the award.

General Participation Criteria for the Government Digital Excellence Award 2025



Responses must be supported with evidence, either included within the answer, attached as a document, or provided via a dedicated link



When answering any question with (Yes, No, Not Applicable) or similar responses, a score of zero will be assigned to the question. If such answers are necessary, they must be justified and explained



All participants have the right to submit supporting materials and evidence, limited to a maximum of three attachments and/or three links (excluding the project or service website). These will only be considered if referenced in the answer text, with reasons provided for referring to them

Attachments or links may be in the following forms

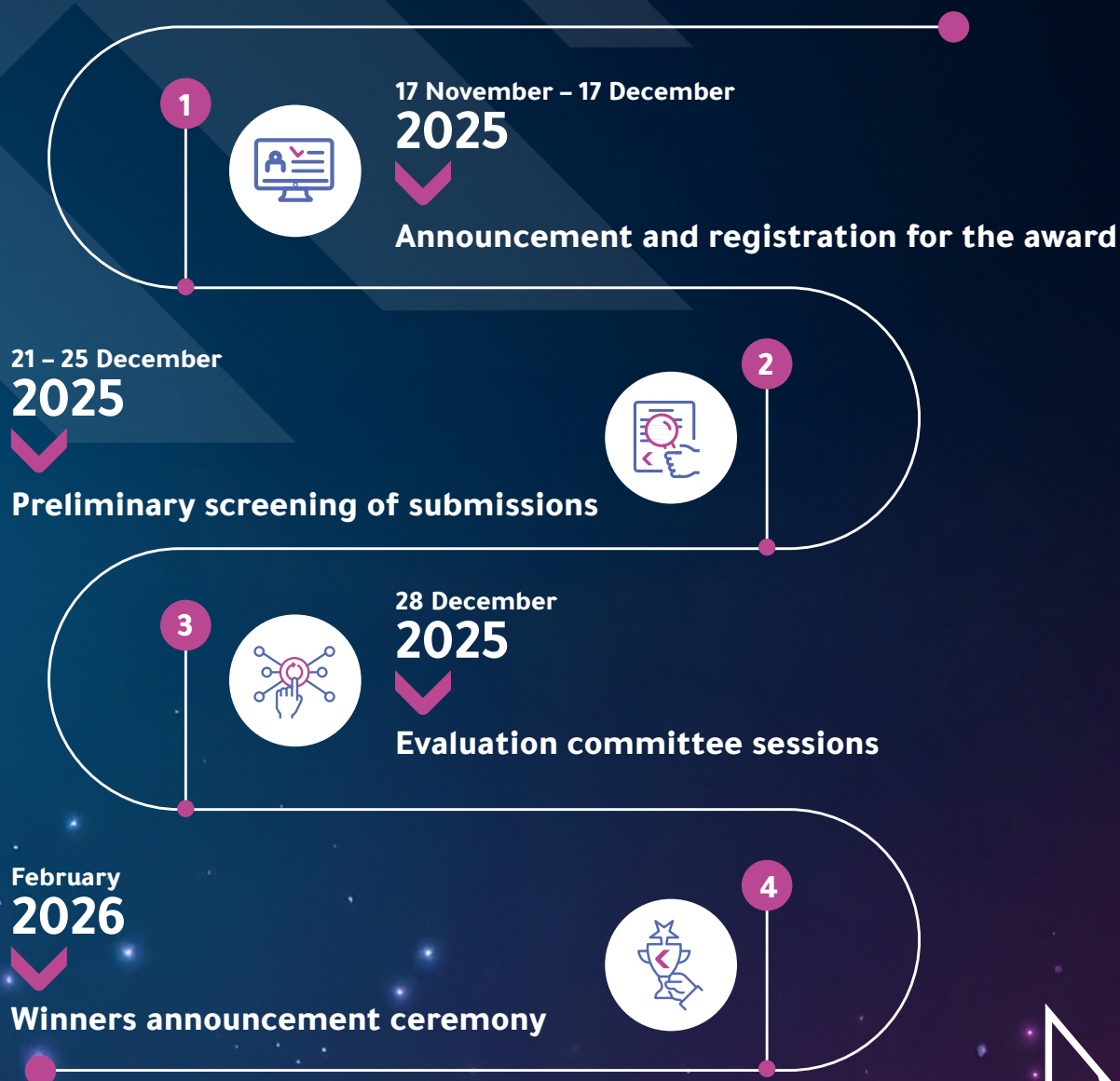
(The committee reserves the right to determine the relevance of the main text to the attachments.)

- 1** Text document (maximum of 20 pages, including images, tables, and data)
- 2** Spreadsheets (Excel) that are easy to navigate and understand, designed vertically so they can be read on a single page without the need for horizontal scrolling
- 3** Presentation of up to 20 slides or an audio recording or a video clip not exceeding three minutes
- 4** The project language must be consistent with the target audience category
- 5** If the project requires a password or any other type of authentication, a solution must be provided to the evaluation committee; otherwise, the evaluation will be based only on the submitted answers and attachments
- 6** Test accounts must be provided with all necessary information (such as username and password)
- 7** Screenshots demonstrating how to use the service (no more than 20 images)
- 8** Self-running demonstration or trial applications

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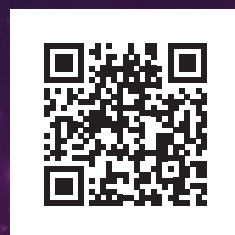
Timeline for Organising the Government Digital Excellence Award 2025

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