



Approved
Chairman of the Board of Directors
of the International Award
“NextWave Awards”

A blue ink signature of Anatolii Maraev, written in a cursive style.

Anatolii Maraev

12/27/2024

**REGULATIONS
ON THE SELECTION CRITERIA FOR PARTICIPANTS
OF THE INTERNATIONAL AWARD
“NextWave Awards”**

1. GENERAL PROVISIONS

1.1. The International Award “NextWave Awards” (hereinafter – the Award) has been established as an international symbol of recognition for individuals and teams who move the world forward. It connects business, art and science, demonstrating how ideas are transformed into solutions that shape the future.

1.2. The purpose of the Award is to identify, support and promote initiatives that have a tangible impact on the economy, culture, the social sphere and technological progress. The Award focuses on projects and leaders whose approaches can serve as a benchmark and example for industries and societies in different countries.

1.3. The Award honors projects and experts who have addressed a complex or non-standard challenge in such a way that their approach becomes a reference point for the industry and can be applied by other professionals in similar situations. Such solutions create new benchmarks and set the direction for the further development of the economy, art and science as a whole.

1.4. The Award is an independent international initiative and is held annually. The announcement of the Award is published in open access on the Internet. Participation in the Award is open to companies, organizations and individual professionals from various countries.

1.5. The organizers of the Award ensure transparency of procedures, uniform evaluation standards and equal conditions for all participants. The Award includes an expert selection system, the work of a professional Jury and a multi-stage voting process.

2. GOALS AND OBJECTIVES OF THE AWARD

2.1. The main goals of the Award are:

2.1.1. Recognition of outstanding achievements in a given field and of technological innovations.

2.1.2. Promotion of projects that have a transformational impact on industry and society.

2.2. The key objectives of the Award are:

2.2.1. To shape the international agenda around sustainable development and advanced technologies.

2.2.2. To create a platform for professional dialogue among professionals and leaders from business, science, art and the public sector.

2.2.3. To support the exchange of best practices and successful models for project implementation.

3. EVALUATION CRITERIA

3.1. All projects submitted for participation in the Award are evaluated in accordance with the criteria applicable to the specific nomination block.

3.2. The evaluation criteria have weights that vary depending on the type of nomination. The most important criteria have higher weights.

3.3. When calculating voting results, the weight of each criterion is multiplied by the score given by the Jury members.

4. “SCIENCE” BLOCK

4.1. Projects in the “Science” block are scientific developments and research, as well as applied solutions based on scientific knowledge in the following areas:

4.1.1. Information technologies: algorithms, software, AI, cybersecurity, blockchain, big data and others.

4.1.2. Engineering: mechanical, electrical, chemical, aerospace, biomedical engineering; oil and gas, mechanical engineering, robotics, process automation and others.

4.1.3. Construction: innovative materials, sustainable technologies, BIM modelling, seismic resistance, “smart” cities and infrastructure, urban studies, design and others.

4.1.4. Physical and mathematical sciences: quantum physics, theoretical mathematics, computational physics, nanotechnologies and others.

4.1.5. Chemical sciences: new materials, polymers, catalysts, surface chemistry, fuel-based energy and others.

4.1.6. Biological and medical sciences: genetics, biotechnologies, pharmacology, neuroscience, synthetic biology, aesthetic medicine, cosmetology, the beauty industry.

4.1.7. Earth sciences: geology, climatology, hydrology, seismology, environmental monitoring.

4.1.8. Energy and resources: renewable sources, energy efficiency, nuclear physics, energy storage.

4.1.9. Ecology and environmental management: waste management, environmental protection.

4.1.10. Food technologies: agrotech, biotechnologies in agriculture, food safety.

4.2. Selection criteria:

4.2.1. Scientific novelty and originality. The degree of novelty of the approach, originality of the hypothesis or method, contribution to the development of the scientific community is assessed.

4.2.2. Scientific validity and methodology. The quality of the methodology, correctness of the research design, completeness and transparency of the description, reproducibility of results.

4.2.3. Practical significance and applicability of results. The presence of clear application areas, potential for commercialization, implementation in industry, medicine, education and other spheres.

4.2.4. Impact on the scientific community. Publications in authoritative journals, citation metrics, participation in conferences, feedback from leading experts, international cooperation.

4.2.5. Potential for further development. Possibility of scaling the research, continuation of the project, reaching an international level.

4.3. For fundamental research, greater weight is given to “scientific novelty” and “methodology”, while for applied research the priority is “practical significance” and “implementation potential”.

5. “BUSINESS” BLOCK

5.1. Projects in the “Business” block include experts and leaders, innovative projects, business models, management solutions and entrepreneurial initiatives in the following areas:

5.1.1. Manufacturing and industry: innovative materials, production automation, industrial design, logistics.

5.1.2. Trade and commerce: retail and wholesale trade, e-commerce, marketplaces, logistics.

5.1.3. Management: marketing, PR, consulting, sales, branding, advertising, design.

5.1.4. Finance and investment: fintech, banking services, venture capital, cryptocurrency, asset management, insurance.

5.1.5. Information technologies: SaaS platforms, mobile applications, AI solutions, cybersecurity, big data analytics.

5.1.6. Legal services and consulting: legal services, audit.

5.1.7. HR consulting, business coaching.

5.1.8. Real estate and construction: development, commercial real estate, PropTech, infrastructure projects, urban studies.

5.1.9. Healthcare and pharmaceuticals: medical startups, telemedicine, biotech, wellness products, healthtech, cosmetology, the beauty industry, aesthetic medicine.

5.1.10. Agribusiness and food industry: agrotech, vertical farming, food innovations, sustainable food supply chains.

5.1.11. Energy and ecology: renewable energy sources, green tech, circular economy.

5.1.12. Transport and logistics: autonomous transport, drones, smart logistics, car sharing, supply chain optimization.

5.1.13. Education and EdTech: online learning platforms, corporate training, VR/AR in education.

5.1.14. Entertainment and media: gaming industry, streaming services, content creativity, event management.

5.1.15. Social business and ESG: social enterprises, inclusive projects, sustainable development, impact investing.

5.2. Selection criteria:

5.2.1. Strategic novelty and business model. The originality of the market approach, uniqueness of the value proposition, and sustainability of the business model are assessed.

5.2.2. Results and efficiency. Financial performance, growth dynamics, market share, key KPIs supported by figures and documents.

5.2.3. Impact on the industry and market. Changing the rules of the game, creating new segments, impact on competitors, setting industry standards.

5.2.4. Managerial excellence and team. Quality of management decisions, strength of the team, corporate culture, scalability capacity.

5.2.5. Social responsibility and sustainability. ESG approaches, impact on society, environmental and social initiatives, business ethics.

5.3. For startups, greater weight is given to “strategic novelty” and “growth potential”, while for mature companies the priority is “results” and “impact on the industry”.

6. “ART” BLOCK

6.1. Projects in the “Art” block include artistic works, cultural initiatives, performances, exhibitions, theatre productions, creative concepts, design (including interior design), etc. in the following areas:

6.1.1. Visual arts: painting, graphics (drawing, lithography, etching), sculpture (easel, monumental), installations.

6.1.2. Architecture and design: architectural projects, interior design, industrial design, landscape architecture, urban studies.

6.1.3. Photography and digital art: fine art photography, digital graphics, NFT art, media art, video art, graphic design.

6.1.4. Music and sound: composition, performance, sound design, experimental music, art-music projects.

6.1.5. Theatre and performance: dramaturgy, directing, acting, contemporary dance, performance art, circus arts.

6.1.6. Cinema: short films, animation, documentary films, experimental video, screenwriting.

6.1.7. Literature and the spoken word: poetry, prose, dramaturgy, essays, literary performances, art books.

6.1.8. Fashion: haute couture, avant-garde fashion, accessories, textile design, fashion art.

6.1.9. Jewellery and decorative and applied arts: jewellery, ceramics, glass, textiles, art dolls.

6.1.10. Media and interdisciplinary projects: synthesis of arts (art + technology, art + science), street art, graffiti, art activism.

6.2. Selection criteria:

6.2.1. Artistic value and originality. Depth of artistic expression, uniqueness of style, author’s signature, novelty of form and content.

6.2.2. Professional execution. Quality of work with material, technique, space, sound, light and other artistic tools.

6.2.3. Cultural and social significance. Addressing important themes, working with identity, memory, social agenda, contribution to the development of the cultural landscape.

6.2.4. Impact on the audience and response. Attendance, engagement, reviews by critics, professional feedback, level of media and public resonance.

6.2.5. Innovation in form and medium. Use of new media, technologies, interdisciplinary forms (art + tech, art + science, etc.).

6.3. For experimental art, greater weight is given to “innovation” and “originality”, while for more traditional forms the priority is “artistic value” and “execution”.

7. “HEALTHY LIFESTYLE & SPORT” BLOCK

7.1. Projects in the “HEALTHY LIFESTYLE & SPORT / ЗОЖ и спорт” block include individual and team achievements, sports programs, as well as initiatives in the field of mass and elite sports in the following areas:

7.1.1. Track and field and weightlifting: running (sprints, middle- and long-distance), jumps (high jump, long jump, triple jump), throws (shot put, discus, hammer, javelin), marathon, race walking.

7.1.2. Swimming and aquatic sports: swimming (freestyle, butterfly, breaststroke, backstroke), diving, synchronized swimming, water polo, diving sports.

7.1.3. Team sports: football, basketball, volleyball, handball, hockey (ice and field), tennis, table tennis, badminton, baseball.

7.1.4. Winter sports: cross-country skiing, biathlon, figure skating, speed skating, ski jumping, snowboarding, freestyle.

7.1.5. Martial arts: boxing, wrestling (freestyle, Greco-Roman), judo, sambo, taekwondo, kickboxing, MMA, fencing.

7.1.6. Strength sports: weightlifting, powerlifting, kettlebell lifting, bodybuilding.

7.1.7. Cycling: road, track, mountain biking, BMX, cyclocross.

7.1.8. Rowing and water sports: canoe sprint and kayak, rowing, slalom.

7.1.9. Technical sports: motorsport, motorbike sport, sailing, aeromodelling, shooting sports (rifle shooting, archery).

7.1.10. Multi-event and combined sports: modern pentathlon, triathlon, duathlon, orienteering, Nordic combined.

7.2. Selection criteria:

7.2.1. Level of sporting achievement. Results at national and international level, records, titles, consistency of performance.

7.2.2. Contribution to the development of the sport. Popularization of the discipline, participation in infrastructure development, coaching and outreach initiatives, work with youth.

7.2.3. Leadership and team role. Ability to lead a team, influence teammates, serve as a role model for young athletes.

7.2.4. Professionalism and discipline. Attitude towards training, adherence to sports ethics, absence of doping and other violations.

7.2.5. Social and motivational impact. Inspiring a wide audience, promoting a healthy lifestyle, participation in charitable and social projects.

7.3. For individual sports, priority is usually given to the “level of achievement”, while for mass and social projects the focus is on “contribution to development” and “social impact”.

8. “EDUCATION” BLOCK

8.1. Projects in the “Education” block include educational programs, schools, courses, EdTech solutions, methodologies and initiatives aimed at developing competencies in the following areas:

8.1.1. Preschool education: kindergartens, developmental programs, early childhood development, inclusive approaches for young children.

8.1.2. Primary and basic general education: school programs (grades 1–9), methods of teaching core subjects, digital literacy for children.

8.1.3. Upper secondary education: senior school (grades 10–11), specialized education, preparation for final examinations.

8.1.4. Secondary vocational education: colleges, technical schools, vocational training in specialties (IT, design, medicine).

8.1.5. Higher education: bachelor’s, master’s and specialist programs, online universities, interdisciplinary programs.

8.1.6. Postgraduate and doctoral studies: scientific training of highly qualified personnel, dissertation research.

8.1.7. Continuing professional education: professional development courses, retraining, corporate training.

8.1.8. Additional education for children and adults: clubs, sections, hobby courses, non-formal education (languages, arts).

8.1.9. EdTech and digital learning: online platforms, MOOCs, VR/AR in education, adaptive systems, AI tutors.

8.1.10. Corporate training and HRD: in-house corporate universities, soft skills, leadership programs, talent management.

8.2. Selection criteria:

8.2.1. Pedagogical innovation and methodology. Originality of the teaching approach, use of modern methods, interdisciplinarity, adaptability to different audiences.

8.2.2. Measurable learning outcomes. Learners' achievements, competency growth, performance indicators, results of independent tests or certifications.

8.2.3. Scale and accessibility. Number of learners, project geography, inclusiveness, access to education for vulnerable groups.

8.2.4. Impact on the education system. Replicability of practices, integration into official programs, recognition by professional communities and institutions.

8.2.5. Digital and technological solutions. Use of EdTech tools, platforms, hybrid formats, personalized learning.

8.3. For methodologically strong projects, greater weight is given to “pedagogical innovation” and “learning outcomes”, while for large-scale platforms the priority is “scale and accessibility” and “digital solutions”.

9. AWARD CATEGORIES

9.1. “Science” block:

9.1.1. “Artificial Intelligence and Machine Learning”. For breakthrough algorithms, neural networks and AI solutions that transform data processing, automation and decision-making in science.

9.1.2. “Biotechnologies and Medicine”. For innovations in medicine, CRISPR technologies, synthetic biology and personalized medicine that extend life and treat genetic diseases.

9.2. “Business” block:

9.2.1. “Fintech Revolution”. For breakthrough financial technologies that transform banking services, payments, investments and access to capital for millions of users.

9.2.2. “Sustainable Business Model”. For contributions to the development of ESG principles with tangible financial results, impact on the economy and efficient supply chains.

9.2.3. “Digital Transformation”. For successful implementation of AI, big data and cloud solutions that increase business efficiency and open new markets.

9.2.4. “Scale-up of the Year”. For startups and companies demonstrating exponential growth, successful scaling and expansion into international markets.

9.2.5. “Corporate Innovator”. For internal innovation projects of large companies that created new products/services and influenced the industry.

9.2.6. «Data analytics and Trustworthy Experimentation». For outstanding contributions to the development of rigorous experimentation, the design of analytical systems and decision-making rules that help businesses act based on data, and the improvement of trust and quality in product and marketing analytics.

9.2.7. «International Project Legal Support». For outstanding contributions to the legal support of international projects, including the structuring of cross-border transactions, compliance with regulatory requirements across multiple jurisdictions, effective management of legal risks, and the establishment of a robust legal framework for scaling business in global markets.

9.2.8. «Digital Marketer of the Year». For setting new standards in digital marketing and creating a fundamentally new method of managing end-to-end marketing campaigns across all digital communication channels.

9.2.9. «Innovative Event Producer». This award is presented to professionals who create distinctive concepts and implement innovative solutions in the organization of entertainment and high-profile events, setting new standards for the industry

9.3. “Art” block:

9.3.1. “Visionary of the Year”. For breakthrough visual concepts that transform the perception of reality through painting, graphics and installations.

9.3.2. “Playwright of the Year”. For theatre performances, dance and dramaturgy that come alive at the boundary between art and life.

9.3.3. “Sonator of the Year”. For musical innovations and sound art that create emotional universes through sound and rhythm.

9.3.4. “Architect of the Year”. For design, architecture and interdisciplinary projects that shape the spaces of the future.

9.3.5. «Choreographer of the Year». For setting new standards in choreography and creating a fundamentally new method for staging dance and theatrical compositions in ballet, jazz choreography, folk and popular dance, as well as other dance styles.

9.3.6. «Concept Artist of the Year». For outstanding achievements in concept art and visual world-building, the creation of original artistic solutions for video games, animation, and digital projects, as well as a contribution to the development of the contemporary visual language of interactive media.

9.4. “HEALTHY LIFESTYLE & SPORT block:

9.4.1. “Legend of Speed”. For outstanding results in running, swimming, cycling and other speed-based disciplines.

9.4.2. “Master of Strength”. For achievements in weightlifting, wrestling, boxing and strength sports.

9.5. “Education” block:

9.5.1. “Methodology Revolutionary”. For breakthrough teaching methodologies that increase efficiency and offer scalable solutions.

9.5.2. “EdTech Visionary”. For digital platforms and technologies that make education accessible to millions of users.

The list of nominations may be adjusted in line with current market and societal trends and shifting government priorities. The nominations list is compiled annually prior to the opening of the application period.

9.6. Evaluation criteria:

9.6.1. Applications are evaluated against a number of criteria that are applied taking into account the specifics of each category:

9.6.1.1. Degree of innovation of the solution: novelty of the approach, technology, format.

9.6.1.2. Scale and sustainability of results: geography, duration of effect, scalability.

9.6.2. Additional criteria:

9.6.2.1. Social significance and contribution to the public good.

9.6.2.2. Creativity and quality of implementation (concept, visual and substantive components).

9.6.2.3. Reputational effect: recognition in the industry, citation, media presence, professional evaluations.

9.6.3. Each criterion is evaluated using a point-based system, and the final result is formed on the basis of the total number of points, taking into account the weights of the criteria for each category.

10. SUBMISSION OF AWARD ENTRIES

Projects eligible for submission must have been implemented and/or completed between JANUARY OF THE PREVIOUS YEAR and JANUARY OF THE CURRENT YEAR. In addition:

- The project start date may precede the eligible period (i.e., before January of the previous year); however, the main application must present data and results obtained within the period from JANUARY OF THE PREVIOUS YEAR to JANUARY OF THE CURRENT YEAR.
- If the submitted project is ongoing / not yet completed, please indicate “ongoing project” in the main section of the application and provide interim, verifiable results that are permitted for disclosure.
- You may include data from up to the previous three years if it helps demonstrate dynamics, baseline conditions, and the ambition of the project goals.

The main body of the application should present a coherent narrative that consistently раскрывает the essence of the project: context → problem → goals and objectives → idea → solution → implementation → results → impact → why the project matters.

Members of the Jury may not be familiar with the specifics of your market or category; therefore:

- Clearly outline the context, market situation, and the problem addressed.
- Explain why the challenge was significant.

- Provide evidence of the effectiveness of the proposed solution.

Projects are evaluated within the context of the category in which they are submitted. Accordingly:

- The applicant bears full responsibility for selecting the appropriate category.
- If a project is submitted to multiple categories, each application must be adapted to the specific requirements of the respective category and its section, rather than duplicated.
- Jury members are not permitted to transfer a project to a more suitable category if miscategorized; however, they may assign a low score if the project is submitted to an inappropriate category.

Violation of these rules will result in disqualification.

The Award ensures transparency and fairness in evaluation by assessing projects based on achievements and impact, rather than stated intentions. To enable objective assessment based on facts rather than subjective claims, all application materials must be accurate and verifiable. Therefore:

- All facts, figures, and data referenced in the application must have reliable, verifiable sources and be supported by evidence (links, screenshots, dashboards, research, etc.).

Applications lacking supporting data will receive lower scores.

Projects submitted for the Award must be implemented (except for categories that explicitly allow concept submissions).

Each project will be evaluated in the category to which it was submitted. The applicant assumes full responsibility for the category selection, as well as for ensuring that the project content соответствует выбранной категории and is accessible to Jury members.

Applications must be submitted electronically via the official Award platform within the established deadlines. Participants are required to complete the designated application form and attach materials confirming the stated results.

Supporting materials may include presentations, video content, research, media publications, partner and client testimonials, and links to implemented projects and digital products. The participant is responsible for the accuracy of the submitted data and for compliance with third-party rights.

The Expert Council conducts a technical and formal review of applications, verifying compliance with formal requirements, accuracy of completion, and completeness of submitted materials.