

Study UK Alumni Awards 2025

'How to Apply' webinar



What we will cover

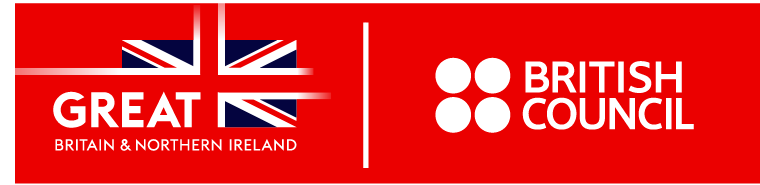
- Welcome and introduction to the awards.

Study UK Team: Sarah Berrisford, Study UK Senior Alumni Manager and Dorota Drajewicz, Study UK Alumni Manager

Guest speaker: Marium Qadir, Manager for Higher Education Mobility at British Council Pakistan.

- What are the awards and why should I apply?
- What are the eligibility criteria and the categories of entry?
- What are the scoring criteria and how do I write a strong application?
- Q+A
- StudyUK.Alumni@BritishCouncil.org

About the Study UK Alumni Awards





What are the Alumni Awards?

- Now in its eleventh year, the Study UK Alumni Awards find and celebrate the significant impact outstanding international UK alumni have made on their professions, societies, and countries where they now live, within 15 years of completing their studies.
- By identifying the success stories of international UK alumni, and their impact upon the countries they're living in, the Alumni Awards raise the profile of a UK education globally and promote the UK as study destination for international students.

Why should I apply?

- Finalists and winners will attract attention and recognition nationally, regionally and/or globally for the significant impact they've been having in their professions, societies and countries where they live.
- National finalists and winners will be celebrated at in-person events and all finalists and winners will have opportunities to network with other inspirational alumni.
- All global finalists will have their individual success stories profiled on the Study UK website, across our social media channels and beyond through our promotional campaign.
- Four global winners will be invited to visit the UK to develop their relationships with the UK and their former UK university and build their professional networks.
- Alumni Award finalists are professionals, entrepreneurs and community leaders. Through the Alumni Awards, winners are given the opportunity to professionally develop and build their capacity and professional networks, contributing to the overall development of their country.





How does it work?

National awards

- Alumni in countries with national awards* submit their applications via an online platform (live between 1 September and 21 October 2024 on the [Study UK Alumni Awards page](#)).
- Shortlisting through an external scoring agency produces 20 applications per country (five from each of the four award categories).
- Everyone shortlisted will be verified by their Higher Education Institution.
- A second judging panel (the national judging panel) - based in countries with national awards – will then select the eight finalists and four national winners (one from each award category).
- Finalists and winners are then celebrated digitally through in-country campaigns sharing their individual stories across their website and social media channels and at a face-to-face event.

*Bangladesh, Brazil, Cyprus, Egypt, France, Ghana, Greece, India, Jordan, Kazakhstan, Korea, Myanmar, Nigeria, Pakistan, Qatar, Saudi Arabia, Singapore, Taiwan, Thailand, Turkey, United Arab Emirates, USA and Uzbekistan.

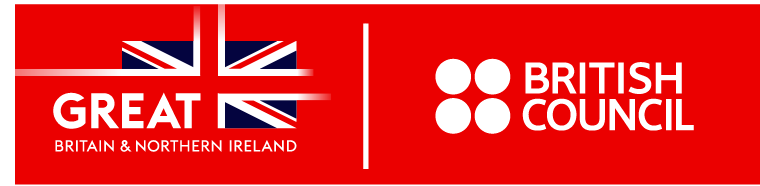
How does it work?

Global awards

- All eligible alumni applicants from countries without awards and winners and finalists from countries with awards are entered into the global Alumni Awards.
- An external scoring agency shortlists 40 applications per region (10 from each of the four award categories, across seven global regions).
- A second round of shortlisting by the Study UK Alumni Awards team produces 20 applications per region.
- A third judging panel (the regional judging panel) then selects the 28 global finalists (four from each region).
- A fourth judging panel (the global judging panel) then selects the four global winners (one from each award category).
- Global finalists and winners are celebrated digitally through a global campaign sharing their individual stories on the Study UK website and social media channels.
- Global winners will be invited to visit to the UK to re-connect with their universities and meet with Study UK stakeholders to support the ongoing development of their careers.



Who can apply?



Eligibility criteria

The Alumni Awards 2025 are open to UK alumni who are currently **resident in any country outside of the UK**.

They must have studied:

- within the last 15 years (2009 – 2024)
- while enrolled at an officially [recognised body](#) or received a [recognised award](#) from a **UK higher education institution**
- **At degree level or above** (defined as band 9 and above on the [UK ENIC band framework](#))
- either at a UK university in the UK for a minimum of one term or semester, OR been **awarded a full UK degree level qualification** (or higher) by a recognised **HEI in their home country** (Transnational Education – TNE/long distance)

Please note:

- alumni who have studied professional short courses are only eligible if the course they studied was at degree level (or above), offered by a recognised UK institution in the UK (and they fulfil the rest of the criteria)
- all applicants from previous Alumni Awards, **except global award winners**, may re-apply if they meet this year's eligibility criteria. Winners from previous national level awards will be considered for global awards only.
- **Post-doc researchers are ineligible.**

Please see our ['how to enter' webpage](#) and [FAQs](#) for more details

About the award categories

The national and global awards celebrate carefully selected alumni from professionals and entrepreneurs, to artists and community leaders across four broad categories:

1. **Business and Innovation**
2. **Culture and Creativity**
3. **Science and Sustainability**
4. **Social Action**

Please note: applicants can only submit to application to ONE of the four awards categories and multiple applications for different award categories will not be considered. In the case of multiple applications, only one application (the one submitted closest to the deadline) will be reviewed and scored. Applicants are encouraged to consider which category feels most relevant to their profile and career to date.

Additionally, if applicants are selected as finalists, the judging panel may allocate their application to a different award category, if they feel it better demonstrates the qualities in that category.

Check out the profiles of our previous [award winners and finalists](#) to get inspired and gain a deeper insight into the wide range of alumni we are currently celebrating.

Award categories

Business and Innovation Award

- Recognising alumni who are active in initiating and contributing to innovative or creative new ideas, solutions or business opportunities, that have the potential for growth.
- Areas of work could include, but are not limited to: entrepreneurship, business, technology and finance.

Culture and Creativity Award

- Recognising alumni who have carved a career for themselves in arts and culture. We are looking for individuals who can demonstrate their artistic ingenuity, influence and creativity.
- Areas of work could include, but are not limited to: arts, design, humanities, traditional media, music, video, TV, sports and online content and audiovisual media creation (e.g blogging, vlogging including for YouTube and social media).

Alumni can select the category they wish to apply for, however judging panels may re-assign to a different category during the judging process if more appropriate





Award categories

Science and Sustainability Award

- Recognising alumni who have distinguished themselves through their career and achievements in the world of science and sustainability, and who can demonstrate the impact and scale of their achievements in their profession, and beyond.
- Areas of work could include, but are not limited to: climate action, clean energy, medicine, sustainable cities and communities, engineering, industry and construction.

Social Action Award

- Recognising alumni who have made an exceptional contribution and commitment to creating positive social change and improving the lives of others.
- Areas of work could include, but are not limited to: education, peace and justice and reducing inequality, poverty and hunger and broader humanitarian work or work for social good.

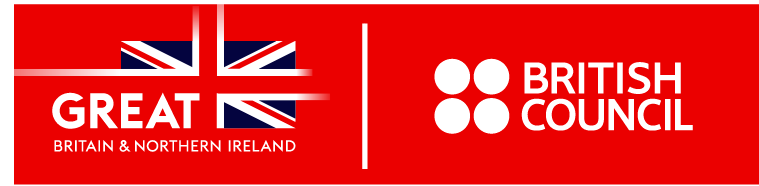
Alumni can select the category they wish to apply for, however judging panels may re-assign to a different category during the judging process if more appropriate

How to apply

- Before applying, applicants must ensure they [meet the eligibility criteria](#) for the awards.
- All eligible alumni are invited to submit through the application portal, which is live **between 1 September and 21 October 2024** on the [Study UK Alumni Awards page](#).
- The online application form has a 'save' and 'return' option so it can be completed across multiple sessions.
- Remember, you can only submit one application.
- Paper applications will not be accepted.
- **Applications close at 17.00 BST (UK time) on 21 October**
- For further advice, contact: studyuk.alumni@britishcouncil.org



Shortlisting and judging



Three long-form questions

1. Please describe your success and achievements in a story format, the impact of your achievements upon your community, profession, industry and country of entry.
2. What was it about studying at a UK university that helped you to achieve your success? What made it different to studying elsewhere?
3. Please tell us about any examples of how you've shared your experiences of studying at a UK university and how you have inspired others.

Judges are looking for

1. **Impact** (by category): evidence of tangible impact you make in your profession/community/society.
2. **UK influence:** evidence of how your UK education has played a key influence in your success and impact.
3. **Media traction:** extent to which your story is likely to resonate with local/regional/national media in your country of entry or beyond.
4. **Potential to influence and inspire:** extent to which your story is likely to influence and inspire the next generation of internationally mobile students in your country of entry to choose the UK as their top-choice study destination.
5. **Quality** of your application.

Top tips

1. **STAR** method (situation, task, action, result)
2. **Clarity**
3. **Honesty**
4. **Confidence**
5. **Demonstrating precisely** what you achieved and how UK education and experience were key to those achievements
6. **Numbers**, numbers, numbers... include evidence of the reach of your work and scale of real impact
7. **Authenticity** – demonstrate your story, who you are and what you do – it is unique and powerful

Creating a high-quality application

Do

- Tell your unique story in a narrative form, based on the assessment criteria.
- Provide a well-crafted answer to each of the question and double-check your application before submitting.
- Be authentic – avoid generic sentences and focus on your unique and specific experience and story.

Do not

- Lists your achievements without context or a storytelling element.
- Rush through your application. (A well-crafted entry, same as a job or grant application, takes time to develop.)
- Use web links as judges will not consider these when assessing applications.



What happens after I submit my application?

- All applicants will receive an immediate, automatic confirmation that their application has been submitted and received.
- In November and December 2024, following the application deadline, shortlisting will take place.
- Between December 2024 and 31 March 2025, winners and finalists of any national level awards will be announced in their countries.
- From April 2025 onwards, the 28 finalists, followed by the four winners of the global awards will be announced across our social media channels.
- All applicants will be informed about outcome of their application.

Countries hosting national ceremonies December 2024 – March 2025*

Please note: if you are a national finalist, British Council in your country will notify you about the ceremony date and location

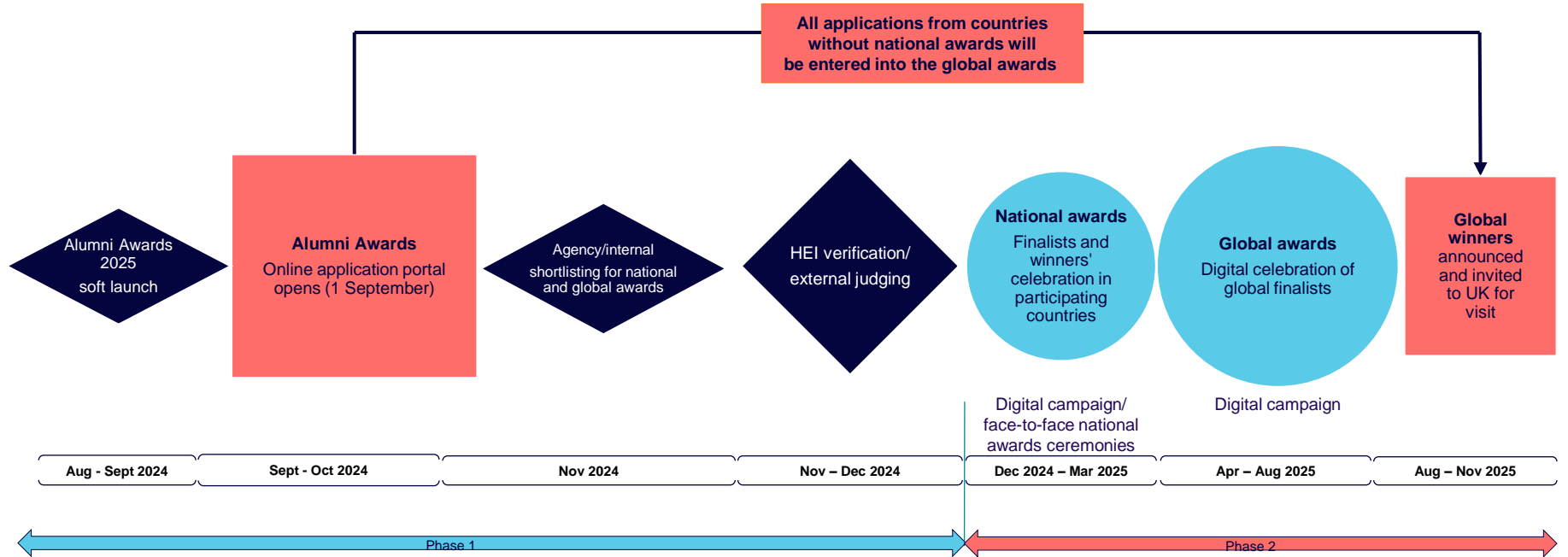
Americas	East Asia	Europe	Middle East and North Africa	Wider Europe	South Asia	Sub-Saharan Africa
Brazil (February)	Korea, Seoul (20 Feb)	Cyprus, Nicosia, (February)	Egypt, Cairo (February)	Kazakhstan, Astana (February)	Bangladesh, Dhaka (11 Feb)	Ghana, Accra (21 Feb)
USA (February)	Myanmar, Yangon (21 Feb)	France, Paris (January)	Jordan, Amman (February)	Turkey, Istanbul (February)	India, Delhi (1 Mar)	Nigeria, Abuja (8 Feb)
	Singapore (20 Feb)	Greece, Athens (18 Feb)	Qatar, Doha (February)	Uzbekistan, Tashkent (TBC)	Pakistan, Karachi (15 Feb)	
	Taiwan, Taipei (7 Dec 2024)		Saudi Arabia, Riyadh (February)			
	Thailand, Bangkok (25 Feb)		United Arab Emirates (TBC)			

*Please see [list of National Awards Ceremonies](#) for updates

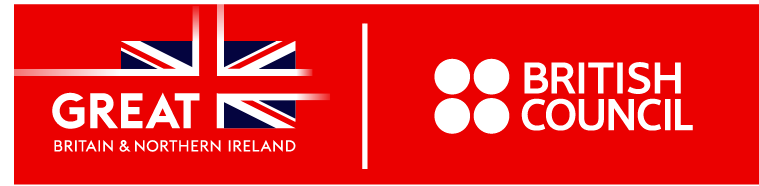
Application timeline

Timeline	Activity
1 Sep – 21 October 2024	Applications are open
21 October at 17.00 BST	Application deadline
Nov – December 2024	Country judging panels and HEI verification
Dec 2024 – March 2025	Alumni Awards ceremonies and digital celebrations in countries hosting national level awards
Feb – Mar 2025	Regional judging panels
April – August 2025	28 global winners celebrated weekly through posts on Study UK social media platforms
By end of May 2025	All applicants informed about outcome of their application
April – June 2025	Global judges select four global winners
Aug – Nov 2025	Four global winners announced and celebrated in digital media campaign and invited to UK

Timeline



Q and A



Thank you

Please get in touch if you have any questions or require additional support
studyuk.alumni@britishcouncil.org

