



Digital Inclusion, Financial Inclusion and Cybersecurity

## 1. Africa Medal of Honor

The Africa Medal of Honor is the highest honor, awarded for personal acts of excellence and contribution to Africa digital inclusion and financial inclusion. The Africa Medal of Honor recipients are nominated by DIAA research panel, and approved by DIAA advisory board following a research exercise that results in Africa Medal of Honor Index rankings for nominated companies and persons. There are three versions of the Africa Medal of Honor namely;

1. Africa's Digital Inclusion Medal of Honor
2. Africa's Digital Revolution Leadership Medal of Honor
3. Africa's Financial Inclusion Medal of Honor

## 2. Africa Organizations' Categories

**Digital Financial Services / Financial Inclusion:** recognizes products/services innovation in offering and promoting digital financial services across Africa. It covers mobile financial services integration with the web and other people services to match the needs and lives of customers who expect a digital experience. Entries may include mobile money products innovations, online and mobile banking websites/applications, and other finance applications features that are embracing digital and furthering financial inclusion. There are 5 categories namely;

1. Best Mobile Financial Service for Africa: (Eligible for B2C services)
2. Best Mobile Financial Service Platform for Africa: (Eligible for platform vendors)
3. Best Financial Inclusion Initiative for Africa: (Eligible for all financial services players)
4. Best Digital Remittances Service for Africa: (Eligible for all remittances providers)
5. Best Digital Payments Service For Africa: (Eligible for all digital payments providers)

**Digital Inclusion:** The contenders for awards in the Africa digital inclusion domain will be organizations and brands that fulfill their objectives through the most imaginative use of



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digital platforms, including websites, mobiles, apps, social media, devices, internet of things, and content providers.

1. Best Pay TV Service for Africa: (Eligible for Pay TV operators)
2. Best Smartphone for Africa: (Eligible for devices manufacturers)
3. Best Mobile App for Africa: (Eligible for mobile apps from any economic sector)
4. Best E-Commerce Service for Africa: (Eligible for any e-commerce venture)
5. Best Connectivity Initiative for Africa: (Eligible for Telecom/ICT players)
6. Best Disruptive Innovation or Business Model: (Eligible for any economic sector)

**Cybersecurity Practice:** For effective digital integration, ensuring Cybersecurity is a paramount requirement. This award will recognize a bank organization/brand that has done more to limit cybersecurity risks through its digital presence (Website, Mobile Web and Social Media) by enforcing best cybersecurity practices on its digital platforms.

1. Best Cybersecurity Practice for Africa: (Eligible for financial/banking sector players)

## 3. Uganda Organizations' Categories

**Digital Financial Services/Financial Inclusion:** recognizes products/service innovation in offering and promoting digital financial services in Uganda. It covers mobile financial services integration with the web and other people services to match the needs and lives of customers who expect a digital experience in Uganda. Entries may include mobile money products innovations, online and mobile banking websites/applications, and other finance applications features that are embracing digital and furthering financial inclusion in Uganda.

The categories are;

1. Best Financial Inclusion Initiative: (Eligible for all financial services players)
2. Best Online Banking: (Eligible for Banking and MFI players)
3. Best Mobile Banking: (Eligible for Banking and MFI players)



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**Digital Inclusion:** The contenders for awards in the digital inclusion domain will be organizations and brands that fulfill their objectives through the most imaginative use of digital platforms, including websites, mobiles, apps, social media, devices, internet of things, and content. The categories are

1. Best Mobile App: (Eligible for players from any sector except banking)
2. Best E-Service: (Eligible for players with focus on e-Government)
3. Best Digital Customer Service: (Eligible for players from any economic sector)
4. Best Brand on Social Media: (Eligible for players from any economic sector)
5. Most Promising Social Media Embrace: (Eligible for players from any economic sector)
6. Best Government Agency on Social Media: (Eligible for government organizations)
7. Best Digital Marketing Campaign: (Eligible for players from any economic sector)
8. Best Corporate Website: (Eligible for players from any economic sector)
9. Digital Brand of the year: (Eligible for players from any economic sector)

## 4. Certificate of Commendable Use of Digital (Web, Mobile and Social Media)

This certificate is for commendation of the work that demonstrates digital embrace in sector. The contenders for this certificate will be organizations and brands that make imaginative use of digital platforms, including websites, mobiles apps, and social media. The best entries should provide evidence of how their use of digital stands out from its sector peers. The considered sectors are

1. Advertising
2. Agriculture & Agro Processing
3. Education
4. Energy
5. Engineering & Manufacturing
6. Foods & Beverage



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7. Healthcare
8. Hospitality, Tourism & Travel
9. Media
10. Microfinance
11. Real Estate & Construction
12. Retail & Distribution
13. Technology