

THE EMERALD

Knowledge Ambassador

PROGRAMME 2023



EMERALD
KNOWLEDGE
AMBASSADOR

WIN
a prize
worth up to
GBP800

Want to be rewarded for helping students access our resources?

Then enter our knowledge ambassador programme to win a prize worth up to **GBP800**.

We're inviting libraries and their students to become Emerald knowledge ambassadors (EKAs) in our knowledge ambassador programme, 2023. Your team, a maximum of four students and a librarian, will work to create awareness of our resources (eJournals, eBooks, eCases and Expert Briefings) and help students access and use them. The winning group will receive prizes worth **GBP200 in an online voucher** for the Librarian and **GBP150 online voucher per student**.

Objectives of the programme

- To increase access, awareness and usage of Emerald research content
- To make [Emerald Insight](#) the research platform of choice

The Emerald knowledge ambassador programme eligibility criteria

- Participating academic institution must have current subscription access to Emerald Publishing
- Each participating academic institution can only have one group of knowledge ambassadors
- Each knowledge ambassador group must have a maximum of four students
- Each knowledge ambassador team must be guided by an e-resources librarian



Participating countries in 2023

Communication processes and channels

- The Emerald student knowledge ambassador groups must activate and administer a WhatsApp group for ease of communication (to be managed by the institution's librarian and EKAs)
- All participating EKAs must join the existing [Emerald Knowledge Ambassador Facebook Page](#) (administered by Emerald Publishing)
- All EKAs will receive an online newsletter managed by Emerald
- All EKAs must attend knowledge ambassador webinars arranged by Emerald
- Certificates of participation in the programme will be issued at the end of the year by Emerald
- Suggested activities for EKAs
- Plan Emerald Insight platform training sessions together with the library, at least one session per campus (in cases of multiple sites)
- Establish and manage communication platform, i.e. WhatsApp, Instagram or Facebook (to use the app that works best in the country)
- Decide on the community outreach activities, e.g. career guidance talks in schools, community library support, role modelling for the Youth, etc.
- And more important, make it fun!

Timeframe

19 June 2023

Launch of the EKA Programme for 2023

30 October 2023

Closing date for EKA 2023 submissions

18 November 2023

Announcement of winners for 2023

Judging criteria

Emerald brand representation

Judging for this category will be based on the following activities:

- Promotion of the Emerald brand, e.g. platform training, presentations, videos, slides, storytelling
- Stakeholder engagement initiatives (peers, researchers, faculty, library)
- Activities shared on social media and tag Emerald FB page

Emerald usage development and growth

Judging for this category will be based on the following activities:

- Slides created to grow awareness and usage, utilising existing Emerald collateral
- Review usage stats from own institution
- Have friendly quizzes, e.g. Kahoot

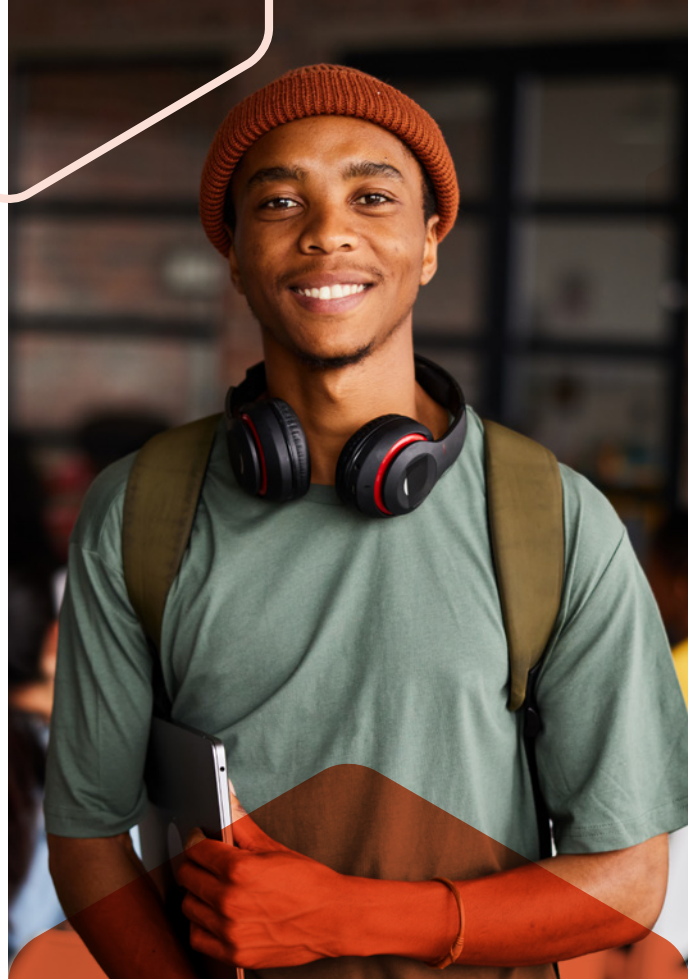
Community engagement

Judging for this category will be based on the following activities:

- Career guidance talks in schools
- Community library support
- Role modelling for the youth

Submission of report for activities

Each team to submit one report that summarises the activities per judging criteria. For proof of activities add the links to the photos/videos on the Facebook page or YouTube. Email your report to mea@emerald.com



From the submissions received and reviewed by the judges, the online voucher prizes for 2023 are:

Total funds GBP800

Librarian prize GBP200

Student prize GBP150/student

Please send your confirmation of participation to mea@emerald.com

With very best wishes,
The Emerald Publishing Team