



## GSMA Foundry Excellence Awards 2025 - General Information and FAQs

### General FAQs

#### **What are the GSMA Foundry Excellence Awards?**

The annual GSMA Foundry Excellence Awards provide us with an opportunity to recognise some of the most innovative and significant Foundry projects completed within January – December 2024, across five key categories outlined below.

#### **Who's eligible to enter?**

The GSMA Foundry Excellence Awards are open to any company operating in, or adjacent to, the telecoms industry worldwide, who have completed a Foundry project / initiative within 2024 – entries can be submitted for Foundry initiatives/projects that are still in progress and completed no later than December 31, 2024.

If you have an existing Foundry project, service, or initiative in progress, let us know quickly, and we'll determine whether it can be incorporated and counted as a Foundry project.

We retain the right to withdraw any submitted applications whose project, service or initiative has not been complete by the 31st December 2024.

#### **When do entries open?**

Monday 12th August 2024, at 00:00 BST

#### **When is the submission deadline for entries?**

Saturday 30th November 2024, at 00:00 GMT

#### **Can we submit multiple entries?**

More than one category may be entered for the same project/service/team. More than one Foundry project can be entered per team.

Joint entries by service providers and customers are welcome too.

#### **How do we submit an entry?**

To enter, please ensure all submissions are in English and use our [online form](#).

Each entry should include:

1. A short description (synopsis) of no more than 100 words.
2. A long description of no more than 500 words.

Supporting materials are welcome but ensure your main entry includes all critical information within the 500-word limit.

*Please note:* Once submitted, entries cannot be edited. Please review all information carefully before submission.



### What information should we submit?

First and foremost, winning entries will showcase exceptional success. Innovative solutions to industry challenges are highly favoured, and providing tangible evidence of customer benefits, technical performance, overall impact and sustainability is even more advantageous. Specific case studies and examples of client success, along with relevant metrics, are excellent ways to illustrate a successful solution.

Historically, all our award winners have set new levels of benefit / performance / impact and helped shape the future direction of the industry.

### What are the judges looking for?

The ideal entry will include as much of the following information as possible:

- **Eligibility:** Your product, service, or strategic initiative must have been completed or commercially launched within January – December 2024 to qualify for the 2025 GSMA Foundry Excellence Awards. (Criterion: timelines)
- **Unique / Innovative Aspects:** Highlight the unique points of the project. What sets it apart? (Criterion: innovation)
- **Project Rationale:** Explain why the project was undertaken, including the reasons, drivers, and pain points it addresses. (Criterion: Potential / Commercial use)
- **Results and Performance Metrics:** Detail the results, benefits and commercial sustainability of the project, including how they were measured. (Criterion: Achievement & recognition)
- **Overall Impact:** Include information on overall impact, if applicable. (Criterion: impact)

Additional Information: Provide any other relevant information, statistics, facts, and figures that will help us better understand the project. You can email us on [excellenceawards@gsma.com](mailto:excellenceawards@gsma.com)

### What is the judging process?

All qualifying entries are examined, discussed, and voted on by the GSMA Foundry Excellence Awards panel of independent judges.

To ensure the process is completely unbiased and objective, judges are not allowed to comment on or vote for, entries from their own institutions.

### When will the shortlist for the GSMA Foundry Excellence Awards be announced?

The shortlist will be publicly announced by Friday 17th January 2025.

### When will the winners for the GSMA Foundry Excellence Awards be announced?

The winners will be contacted on Friday 7th February 2025 by email and will be publicly announced on Monday 10th February 2025.

### In there an entry fee?

There is no entry fee.



### **Are the applications confidential?**

We reserve the right to publish brief details of all shortlisted entries. This will be an "entry synopsis" of up to 100 words included on all entry forms and they should be written in a form that it is publicly shareable. We will retain the right to disclose the number of applications we receive.

All other information provided in the entry will be treated with the strictest confidence.

### **Category FAQs**

#### **What are the awards categories?**

This year's categories are as follows:

- *Foundry AI Excellence Award*
- *Foundry Non-Terrestrial Networks Excellence Awards*
- *Foundry 5G Monetisation Excellence Award*
- *Foundry Network Efficiency and Optimisation Excellence Award*
- *Foundry Outstanding Industry Vertical Use Case / Industry Project Award*

For more details about these awards categories please refer to [our Excellence Awards webpage](#).

Please contact [excellenceawards@gsma.com](mailto:excellenceawards@gsma.com) if you have any further questions about the awards categories.

#### **Who won in 2024?**

Here's a [recap](#) on the winners from the 2024 GSMA Foundry Excellence Awards. You will also be able to see video highlights of 2024 [here](#).

### **Event FAQs**

#### **When and where will the winners be announced?**

The winners will be announced on 7th February 2025 and will be contacted by email. During MWC Barcelona 2025 we will host a networking event, where we will officially congratulate the winners and hand them their award. Date and venue to be announced soon.

If we didn't answer any of your questions, please contact us at [excellenceawards@gsma.com](mailto:excellenceawards@gsma.com) and we will do our best to answer your question.

Any inquiries for potential sponsorship opportunities please contact us on [excellenceawards@gsma.com](mailto:excellenceawards@gsma.com).