

APF IF AWARD 2025 APPLICATION GUIDE

About the Guide

This guide is designed to help you prepare for the application process. It includes the full list of questions and some technical tips. For the most accurate and up-to-date information, ALWAYS refer to the official Application Form.

You can find the link to the Application Form at the **end** of the guide.

Application Deadline: **20th June, 2025 (midnight London Time)**

About the Process

After submitting your application, you'll see a confirmation message on the screen and receive a copy of your submission via email.

Submissions will only be accessible to the judges after the deadline has passed. The judging process will take approximately **8** weeks from the application deadline. Any updates will be shared through the contact email you provided.

If you do not receive a confirmation email, please reach out to our team at **ifawards@apf.org**.

About the Application Form

To submit the work you're recommending—or your own—you must complete the Application Form. Please do not send application materials via email.

As part of the application, you'll be asked to provide:

- Responses to questions about AI usage and consent to the AI policy
- General information about the project author(s)
- Detailed information about the project/work
- Support materials of the project/work
- (If) Winning Words
- Consent to the Privacy Policy in order to complete your submission

Questions List

Questions with red numbers are required.

• AI Policy & Usage for APF Award Submission

1. For research purposes: How much AI has contributed to this project?
 - a. none
 - b. about 10%
 - c. 20-30%
 - d. more than 30%
2. What type of prompts did you use the most?
 - a. Grammar check
 - b. Getting unstuck
 - c. Generating new content
 - d. others (need to specify)

**Need to consent to the AI policy to continue the submission.*

• General Information

3. What is your First and Last name? (open question)
4. What is your contact email? (open question)
5. Where are you currently located? (city, country) (open question)
6. Please select that situation that best applies to you.
 - a. I am an individual submitting my own work.
 - b. I am submitting my own work including other contributors and/or partners.
 - c. I am nominating someone else's work.

*Note:

If you select "a", no further questions will appear in this section.

If you select "b", you'll be asked to provide the names and contact emails of any other contributors and/or partners (up to 5 individuals).

If you select "c", you'll need to provide the names and contact emails of the author(s) (up to 6 individuals).

• Project Details

7. If this is a project that identifies a client, you must have consent for it to be displayed online.
 - a. The submitted project does not identify a client.
 - b. The submitted project identifies a client, and I obtained consent to display the information online.
 - c. Other (need to specify)
8. Description of the work. (Open question, 150 words, about 800 characters)
9. Which category resonates most with your work? (select up to three categories)
10. What do you want other professionals in the field or others more broadly to know about this work? (Open question, 150 words, about 800 characters)
11. What did you learn from doing this work / performing this research? (Open question, 200-300 words, about 1000-1700 characters)

12. How would you like to see this work moving forward? (Open question, 150 words, about 800 characters)

- **Support Material**

You may submit supporting materials in the form of a video link, PDF document, or webpage URL. Please note the following:

- PDF uploads must be **no larger than 10 MB**.
- To share a video, please upload it to a public platform such as YouTube, then include **the link** in the form.
**Pro-tip: Please set it to "unlisted" if you don't want it public.*
- submitting support material is **optional**.

13-1. An up to 3-minute video overview is optional but encouraged for all entries and categories.

13-2. For video or audio, a maximum of 20 minutes is allowed. If the submission exceeds this length, please specify which portions to watch (these can be non-contiguous).

13-3. For books, please provide a full copy of the manuscript as a PDF and highlight selected sections for review, with a total limit of up to 20 pages. (max. 10 MB)

13-4. For peer-reviewed and published articles or similar works, please provide a full copy of the content as a PDF. If the document exceeds 20 pages, highlight the selected sections for review. (max. 10 MB)

13-5. For case study, please provide the case study and additional context as needed, such as decision journey mapping, behind-the-scenes, project development and presentation, roadmap, application, etc. (max. 10 MB)

13-6. For interactive tools such as workshops, games, and other collaborative formats, please provide at least a description of the activity. Ideally, include supporting details about its execution and examples of its impact. (max. 10 MB)

13-7. Other: For other formats, please reach out at ifawards@apf.org if you have questions about how to best share submissions.

- **IF... Winning Words**

In the event of a win, we would love to make a full celebration announcement as soon as possible. To help us share the exciting news, we kindly request that you provide the following information so we can send out the winning words promptly upon receiving the good news.

14. Please share a 250 word (about 1300 characters) summary of your project that we can share on social media if you win.

15. Short bio of each participant. (100 words per bio, about 540 characters)

16. Please share with us a short 150-300 word (up to about 1300 characters) summary of how the project came about.

[Start the Application](#)