

Assessment Scoring Guide

The nominations to this category (report or webpage) will be assessed according to following 4 criteria: completeness; credibility; openness, balance & honesty; communication. **For each criteria judge can assign up to 25 points.**

Evaluation Criteria	The judges would be looking for:	Score Range
1. Completeness	The Report /webpage provides audience with a full and comprehensive picture of company's most significant sustainability impacts, CSR policies and management approach, the activities implemented, and results achieved. Report/webpage describes key stakeholders and how they are engaged; how the material issues have been identified.	0-25 points
2. Credibility	The Report /webpage ensures that the impacts and results of the activities are displayed in a true and verifiable manner, clearly and succinctly; credibility is ensured by data, figures and measurements of results, feedback from external stakeholders. <i>Independent external verification of the report will be considered as an advantage.</i>	0-25 points
3. Openness, Balance & Honesty	The Report /webpage ensures that information is balanced, positive and negative sustainability impacts are presented, success as well as challenges and shortcomings are described in a clear and honest manner.	0-25 points
4. Communication	The form and manner of communication are suitably chosen with respect to the target readers and the stakeholders for whom it is intended. Report/webpage is user friendly, easy to navigate, engaging and informative; structure is clear and logical, design and visual is creative and appealing.	0-25 points

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0-2 points	Very poor, almost no merits	5-7 points	Pretty good in most aspects
3-4 points	Moderate qualities	8-10 points	Exceptional merit in all aspects