

Assessment Scoring Guide

Each entry to this category will be evaluated based on the **10 criteria**: eight project-related criteria and two criteria related to the overall CSR policy and performance of the company in the marketplace. **For each criteria judge can assign up to 10 points.**

Evaluation Criteria	The judges would be looking for:	Score Range
Project-related criteria - max. 80 % of total score		
<i>Planning</i>		
1. Correct problem identification	Project/initiative responds to real needs of target group, which have been identified through participatory process	0-10 points
2. Relevant strategy/solution	Effective strategy has been selected for the problem solution	0-10 points
<i>Implementation</i>		
3. Comprehensive approach and activities	Efficient and diversified activities implemented; complex approach in terms of resources invested and strategies applied; consistence of the effort.	0-10 points
4. Management	Effective management of the project; Whether and how the company monitors, measures and improves	0-10 points
5. Engagement and communication	Engagement of the relevant stakeholders and partnership approach; involvement of the company employees; communication about the project	0-10 points
<i>Results and Impact</i>		
6. Results and impact	The entry clearly identifies results and benefits for the target group; it is possible to measure and substantiate results and impact.	0-10 points
7. Sustainability of the project results	The project results are sustainable and have potential to exist in the long term; Entry clearly demonstrates what has been done to ensure sustainability	0-10 points
8. Potential for development	Company has clear plans for future improvements and activities in the area. The project has potential to develop end expand.	0-10 points
Overall strategy and performance – max. 20% of total score		
9. Policy and strategy related to fair and responsible marketplace operations	Company has well-articulated consistent policy related to fair and responsible relations with customers, clients and suppliers; focus areas are relevantly defined.	0-10 points
10. Overall Performance in selected area	Projects/activities related to fair and responsible marketplace operations are implemented and results achieved; efficient management systems are in place.	0-10 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

Please note: During the evaluation the scale of the activities and results will be assessed in relation to the size of the company.