



# CHALLENGING Plastic Waste

European  
Social Innovation  
Competition 2019



## Judging Criteria

The challenge prizes will be awarded in 2019 to the 3 entries that best address the following cumulative criteria:

- **Degree of Innovation:** the degree to which any new product, service or model addresses unmet needs more effectively. Critically, the idea must be new and innovative within its given socio-economic and geographical context;
- **Impact:** the potential of the proposed idea to tackle the issue outlined in the challenge statement (see section 1.1). The entrant should demonstrate a clear definition of the problem their idea solves and of their target population, feeding into a well-elaborated theory of change<sup>1</sup>;
- **Sustainability:** the financial and environmental sustainability of the idea, as well as the potential for adequacy and uptake stemming from the development of the idea carried out with users, from first concept, through testing, validation and business modelling; and
- **Scale:** the idea's growth potential and potential to scale and be replicated throughout Europe.

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<sup>1</sup> A template to help semi-finalists describe their theory of change is part of the Development plan that semifinalists will receive from the Competition organisers and will be requested to submit for the final evaluation of their entries.