

Greenlight Award Round 1 SCORE-IT

Team Name: _____ Judge: _____

Success – Did the team demonstrate how they will recruit and track people changing behavior (repeatedly) by May?

- ____ Does the team have a plan to recruit participants to be tracked?
- ____ Does the team have a way to get the participants to stick with reporting their behavior change?
- ____ Did the team discuss a reasonably reliable method to track behavior change by these participants?
- ____ Did the team try out their method of data collection to see if it will work?

Inadequate Plan	Partial Plan	Plan with potential	Reliable plan, great potential
1	2	3	4

Completion – Is there a plan to carry out a strategy and tactics, including creation of a specific “tool” to influence behavior change?

- ____ The team has a plan to create a tool.
- ____ The team has a plan to use one or more tactics to promote and use the tool.
- ____ Does the team identify achievable milestones and a realistic timeline they plan to follow?
- ____ If the plan presented were followed, is it reasonable to assume this project could succeed?

Inadequate Plan	Ineffective Plan	Effective Plan	Highly Effective Plan
1	2	3	4

Overall Impression – How do you feel about the overall project in terms of idea, effort, and potential? Consider:

- ____ Do they demonstrate an understanding of the problem they want to address?
- ____ Do they exhibit drive, experience, enthusiasm, and skills to get it done?
- ____ How was their presentation? Did they clearly put time and effort into it?
- ____ Based on this proposal, are you excited about this project being carried out because of the difference it could make?

Not at All Impressed	Somewhat Impressed	Quite Impressed	Extremely Impressed
1	2	3	4

Resources – is there a plan to take advantage of resources and a clear budget, stakeholders, research, or other available resources?

- ____ Do they propose a budget that will be effective in carrying out their plan?
- ____ Did they identify stakeholders or experts who they plan to talk with about their project?
- ____ Did they identify potential partnerships, use of PR, use of volunteers, research or other resources?
- ____ Have they already demonstrated effective use of resources like any of the above?

No Plan	Partial Plan	Plan	Effective/Specific Plan
1	2	3	4

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Engaging/Environmental – (Scored by Bedford 2020) Does proposal support effective, impactful and engaging implementation of a project that is something B2020 would be willing to support (by taking on the project, promoting it, or encourage another to continue).				
No	Maybe	Likely	Definitely	
1	2	3	4	
Impact – Does this proposal show a project that will have an impact on the environment / environmental behavior of the community? _____ This project is worth the effort to achieve the positive change it will cause. _____ This project could cause permanent positive behavior change among at least 20 participants. _____ This project has potential to cause permanent behavior change among more than just 20 participants. _____ This fully developed project could be used, continued or replicated by others after this contest ends.				
Very Little Impact	Some Impact	Impact that May Continue	Good Impact with Good Potential to Continue	
1	2	3	4	
Tool – Did the team convince you that the strategy and tool they propose to use to change people’s behavior will work? _____ Did this team explain the strategy they will employ to change behavior? _____ Did they identify a tool that will be developed and used to carry out the strategy? _____ Did they identify a target audience and explain why their tool will work on this particular audience? _____ Did the team persuade you that their strategy to employ their tool will encourage long-term behavior change among the target audience?				
Not effective Strategy/Tool	Potential to be Partially Effective	Potential to be Effective	Potential to be Highly Effective	
1	2	3	4	