



# Finals SCORE IT

**Project Title:**

**Judge:**

<b>Success</b> – Did the team demonstrate they tracked 20 or more people who changed their behavior 20 times or more? If they were unable to track behavior change in a reasonably reliable way, score is 0.				
5 - 20 people, but no evidence of repeat	Up to 20 people, but less than 10x	20 people changed behavior 10-15 times	At least 20 people changed behavior 20x	More than 20 people, more than 20x
1	2	3	4	5
<b>Completion</b> – did the students have a strategy and develop and implement tactics to carry it out? Did they demonstrate how they used these tactics to influence behavior change and improve the environment?				
Did not really complete carrying out their plan	Had strategy and tactics but did not use them effectively	Used strategy and tactics somewhat effectively	Created and used tool/tactics with success	They went above and beyond to achieve success
1	2	3	4	5
<b>Overall Impression</b> – how do you feel about the overall project? (consider: showed understanding of the problem; showed drive, experience, enthusiasm to get it done, did a good job on their presentation, raised general awareness, and their approach was unique, creative, or particularly impactful on the environment)				
Not at All Impressed	Slightly Impressed	Somewhat Impressed	Quite Impressed	Extremely Impressed
1	2	3	4	5
<b>Resources - Points earned throughout the competition and entered prior to Finals. Score 1 point per:</b>				
Incubator workshop	+ Mid-Way Report	+ Use of Budget	+ Faculty Practice	+Add'l Resources Used*
<i>Total =</i>				
<b>Engaging/Environmental</b> – (judged by B2020 team) Is this project important to the B2020 mission and something the organization is willing to support (either by taking on the project, promoting it, or encouraging another group to continue it?)				
Not Engaging and Bedford 2020 Would Not Support	Somewhat Engaging and Not Ready for B2020 Support	Engaging, but Not Ready for B2020 Support	Engaging, B2020 Would Consider Supporting	Extremely Engaging and Important, B2020 Would Support
1	2	3	4	5
<b>Impact</b> – what impact did this project have on the environment and environmental behavior of the tracked participants as well as the larger community? Take into account future potential impact and continuity.				
Very Little Impact	Some Impact But Will Not Continue	Impact that May Continue	Good Impact with Good Potential to Continue	Exceptional Impact with Solid Potential to Continue
1	2	3	4	5
<b>Tool</b> – How persuasive, creative, and well produced was “the tool” the team created and used to change people’s behavior?				
Was not clear what tool they created	Tool was not creative or effective	Tool was somewhat effective and creative	Tool was creative and effective	Tool was exceptionally creative and effective
1	2	3	4	5

\*Additional resources may include additional meetings with community experts, connections with area organizations, meetings with stakeholders, use of PR, use of volunteers, fundraising, formation of partnerships, etc.

