

Greenlight Award Round 1 SCORE-IT

Team Name: _____ **Judge:** _____

Completion – Does the team describe a plan to effectively carry out the project they describe?
 ___ Does the team have a plan for a project that will actually influence behavior change by April?
 ___ Has the team identified a strategy and tactics they will use to achieve results?
 ___ Has the team set achievable goals within a realistic timeline they plan to follow?
 ___ Has the team received approval, support or positive feedback for their proposed project in the community where they intend to act?

Inadequate Plan	Possibly Effective Plan	Effective Plan	Effective, Tested Plan
1	2	3	4

Resources – Will the team effectively use available resources?
 ___ Did the team utilize advice of stakeholders, workshop experts, faculty, test data, or research already?
 ___ Do they propose a budget that will be effective in carrying out their plan?
 ___ Did they identify clubs, organizations, stakeholders, etc. who they plan to work with?
 ___ Do they plan to use of PR and other communication methods to promote their project?

Not likely	Probably	Yes, have plan	Proven yes with specific plan for future
1	2	3	4

Tactics– Has the team identified effective tactics to implement their strategy and achieve their goals?
 ___ Will the tactics described be effective in their target community?
 ___ Did they describe tactics / tools they plan to use that are creative, interesting or compelling?
 ___ Will the tactics identified encourage the desired behavior change?
 ___ Will the tactics described result in long-term behavior change?

Not Likely Effective	Potential to be Somewhat Effective	Potential to be Very Effective	Potential to be Highly Effective and long lasting
1	2	3	4

Success –Did the team demonstrate how they will recruit and track people changing behavior (repeatedly) by April?
 ___ 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 test their method of data collection to see if it will work?

Inadequate Plan	Partial Plan	Plan with Potential	Reliable, Tested Plan, Great Potential
1	2	3	4



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

- _____ Does the team demonstrate an understanding of how to implement the plan and overcome obstacles?
- _____ Does the team exhibit drive, experience, enthusiasm, and skills to get it done?
- _____ How was the poster and pitch? Did the team clearly put time and effort into it?
- _____ Based on this proposal, are you excited about this project being carried out?

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

Impact – Does this proposal show a project that will have an impact on the environment / environmental behavior of the community now and possibly for the long term?

- _____ The behavior targeted by this project is important to change.
- _____ This project will achieve positive behavior change that could last beyond the contest.
- _____ This project has potential to start to move a community towards a greener culture overall.
- _____ This project could cause permanent positive behavior change due to the systems, infrastructure, policy or connections the team intends to put in place.

Some Impact	Impact that May Continue	Impact with Good Potential to Continue	Great Impact with Great Potential to Continue
1	2	3	4

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?

No	Maybe	Likely	Definitely
1	2	3	4