

# Award Criteria Water Challenge 2020

**Winners are selected in accordance with the following award criteria: credibility, idea, team, sustainability and effect on water scarcity.**

## **Credibility**

The jury will look if the business concept is well presented and shows height of innovation and has commercial potential to become a sustainable business. A clear and credible plan exists for how the business concept will scale to other markets, areas of use or additional customer segments.

## **Sustainability**

The jury will look if the business concept is financially, environmentally or socially sustainable. The sustainable aspect is very clear and well thought out. It can make a big positive impact in its field at local, national or international level. The team has demonstrated knowledge of the sustainability aspects by, for example, addressing the Global Goals or problems they solve with their service/product.

## **Idea**

The jury will look if the business concept is well presented and shows height of innovation and has commercial potential to become a sustainable business. A clear and credible plan exists for how the business concept will scale to other markets, areas of use or additional customer segments.

## **Team**

The jury will look at if the team seems to have the required competence, or a plan to obtain that competence. Further, the team shows great drive, execution and sustainable values.

## **Effect water scarcity**

The jury will look if the participants have shown that their business idea is able to make a significant impact on how much water that's used in food production.

