

# Pitching for a Better Baltic Sea

## Jury guide

### Evaluation Criteria

Please use the following evaluation criteria when judging the projects pitched at the Pitching for a Better Baltic Sea competition. When judging, section 1 should carry 70% of the weight and section 2 30%.

#### 1. Project Quality / Presentation

##### CREATIVITY

Is the project creative?

- Does it rely on creative skills for its success?
- Does it engage users/customers in creative processes?

##### UNIQUENESS

Is the project unique?

- Does it provide a unique innovation, service or feature attractive to customers/users?

##### INNOVATION

Is the project innovative?

- Does it innovate a product, service, social relations, customer approach, markets, feature or other?
- Does it create and/or impact new markets?
- Does it change, innovate and/or disrupt value chains?

##### TEAM

Is there a strong team behind the development and implementation of the project?

- Does the team have complementary skills and experience within both creative, strategic and financial fields?

##### MARKET POTENTIAL

Does the project have a strong market potential?

- Does the team behind the project have a good understanding of the existing market situation, risks and possibilities?
- Does the team behind the project have a strong rollout strategy?
- Does the team behind the project have a robust business model?
- Is the project scalable?

#### 2. Link with Sustainable Development Goals 12 and 13

How does the project link with the United Nations' Sustainable Development Goals 12 for Responsible Consumption and Production and 13 for Climate Action?

- Does the project aim to improve life in the Baltic Sea Region?
- Does the project use the Sustainable Development Goal 12 to innovate and create value, i.e. through a higher degree of resource and energy efficiency, by contributing to the development of sustainable infrastructure, by creating greener and better jobs or similar?
- Does the project use the Sustainable Development Goal 13 to innovate and create value, i.e. by contributing to the development of scalable and affordable solutions to the climate challenges of today?

