

# AFRICA SUSTAINABLE FUTURES AWARDS

## Judging Criteria

**LEVEL 1**  
Business As Usual

**LEVEL 2**  
Adequate

**LEVEL 3**  
Commendable

**LEVEL 4**  
Notable

**LEVEL 5**  
Transformational

		LEVEL 1 Business As Usual	LEVEL 2 Adequate	LEVEL 3 Commendable	LEVEL 4 Notable	LEVEL 5 Transformational
<b>INNOVATION</b>	<b>Business Model Approach</b>	Proven approach	Best practice in existing markets	Innovative approach within country context	Innovative approach within regional context	Transformative initiative
	<b>Market Innovation</b>	Existing products or services to existing markets	New products and services to existing markets	New products and services to new domestic markets	New products or services to new regional markets	Transformative products or services to new markets
	<b>Financial Structure</b>	Proven structure	Best practice in existing markets	Innovative approach within country context	Innovative approach within regional context	International groundbreaking structure
	<b>Approach to Diversity and Inclusion</b>	Proven approach	Best practice in existing markets	Innovative approach within country context	Innovative approach within regional context	International groundbreaking structure
<b>IMPACTS</b>	<b>Environmental Impacts &amp; Benefits</b>	No environmental benefits, potential negative impacts	No significant environmental benefits	Limited environmental benefits	Significant environmental benefits and mitigation of material impacts	Exceptional environmental benefits and full mitigation of material impacts
	<b>Social Impacts &amp; Benefits</b>	No social benefits, potential negative impacts	No significant social benefits	Limited social benefits	Significant environmental benefits and mitigation of material impacts	Exceptional social benefits and full mitigation of material impacts
	<b>Economic Impacts &amp; Benefits</b>	Negative economic returns	Variable economic returns	Stable economic returns	Significant economic returns, demonstrate potential for exceptional returns in the medium/long-term	Exponential economic returns
<b>SCALABILITY</b>	<b>Potential for Scalability and Replicability</b>	Not scalable or replicable without loss of benefits	Limited replicability, loss of benefits in scaling up	Limited replicability	Practice likely to be replicated within market segment, increased benefits in scaling up	Practice likely to be replicated as a new international standard, significant benefits increase in scaling up
	<b>Financial Sustainability</b>	Negative financial returns	Variable financial returns	Stable financial returns	Significant financial returns, demonstrated potential for exceptional returns in the medium/long term	Exceptional financial returns