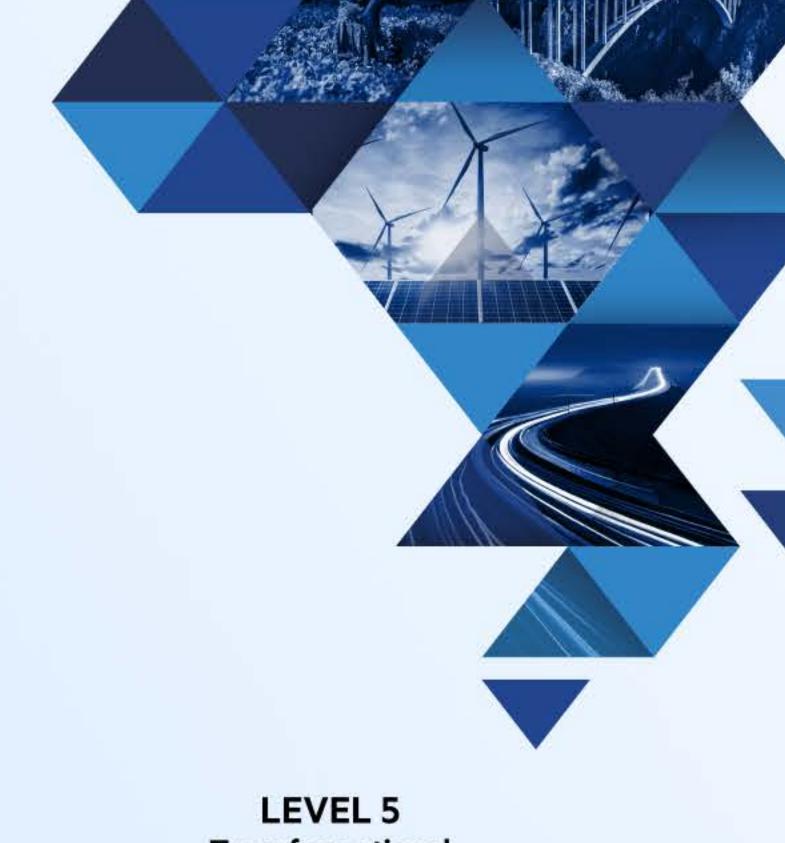






AFRICA SUSTAINABLE FUTURES AWARDS

Judging Criteria



	LE	VE	L1	
Busi	nes	s A	s U	sual

LEVEL 2 Adequate

LEVEL 3 Commendable

LEVEL 4 Notable

Transformational

INNOVATION		Business Model Approach	Proven approach	Best practice in existing markets	Innovative approach within country context	Innovative approach within regional context	Transformative initiative
	7	Market Innovation	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
	NONNI	Financial Structure	Proven structure	Best practice in existing markets	Innovative approach within country context	Innovative approach within regional context	International groundbreaking structure
		Approach to Diversity and Inclusion	Proven approach	Best practice in existing markets	Innovative approach within country context	Innovative approach within regional context	International groundbreaking structure
IMPACTS		Environmental Impacts & Benefits	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
	AC	Social Impacts & Benefits	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
		Economic Impacts & Benefits	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
SCALABILITY	BILITY	Potential for Scalability and Replicability	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
	ALA	Financial Sustainability	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