

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
INNOVATION	Business Model Approach	Proven approach	Best practice in existing markets	Innovative approach within country context	Innovative approach within regional context	Transformative initiative
	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
	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
	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	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
	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