

Best Impact	Criteria	10 points	20 points	30 points	40 points	Total
	Level of Enthusiasm / Motivation	Little effort in displaying sustainability drive.	Content is sufficient to meet the basic requirement..	Enthusiasm is expressed in video.	Motivation level depicted in video is outstanding.	/40
	Level of Emotion / Inspiration evoked	Leaves viewers with minimal to cogitate about.	Video has standard messaging.	Video is inspirational & moving to audience.	Video evokes strong emotion towards audience.	/40
	Criteria	5 points	10 points	15 points	20 points	Total
	Strength of Call-to Action	No call-to-action provided.	Call-to-action is baseline tier.	Call-to-action is creative and remarkable.	Call-to-action leaves a strong impression and is memorable.	/20

Best Innovation	Criteria	10 points	20 points	30 points	40 points	Total
	Ease of Implementation	Implementations are minimal in addressing environmental advocacy.	Implementations reasonably address environmental advocacy.	Implementations are generally feasible in addressing environmental advocacy.	Implementations are impressive in addressing environmental advocacy.	/40
	Originality	Projects are generally rudimentary and common.	Projects/practices mentioned are generally rudimentary.	Projects/practices mentioned are original.	Projects in the video are unique and distinctive.	/40
	Criteria	5 points	10 points	15 points	20 points	Total
	Sustainability	Projects are not durable for a long period of time.	Projects are contemporarily practical.	Efficacy of projects can potentially be enhanced over the long run.	Projects have economical and sustainable model to maintain over a long period of time.	/20