



Evaluation Criteria

- 1) The extent to which the team worked with the client's (i.e. NGO) brief in designing a research project that addressed their needs;
- 2) Research implementation. Quality of the research program conducted, including appropriate sampling;
- 3) Talent factor. The extent to which the presentation is clever, creative and cuts through, with a suitable project summary. Whether the presentation has the energy and makes the audience want to hear more;
- 4) Quality of the project summary and the videos. Does the write-up effectively summarize all the elements of the project and the impact? The quality of the videos will also be considered. However, it must not be a decisive requirement.
- 5) Learnings from the project. If it was to be repeated what would have to be done differently? At this stage the jury will independently judge every submission and rank the participants for example into 1, 2 and 3.