Examples of factors to be considered by Class of ‘76 judges

A clear strategy and well-defined, measurable objectives for environmental benefit.

<table>
<thead>
<tr>
<th>Environmental problem or opportunity addressed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Clear problem definition</td>
</tr>
<tr>
<td>• Opportunity defined</td>
</tr>
<tr>
<td>• Compelling mission and vision</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy for addressing problem and metrics for success:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Effective solution</td>
</tr>
<tr>
<td>• Innovative approach</td>
</tr>
<tr>
<td>• Coherent strategy</td>
</tr>
</tbody>
</table>

| Minimizes its own use of non-renewable resources and maximizes supply of renewable resources (addresses the project’s own sustainability). |

| Benefits to communities in which facilities will be located (improved environment, employment, physical and cultural resources, respects community values). |

---

## Financial sustainability of project

### Market Analysis

Product/service – need, opportunity, size, cooperative/competitive landscape, user acceptance, promotion, distribution, pricing.

### Economics and budgeting

- Operating budget
- Capital (fixed, bricks and mortar) needs
- Projections for sustainability

### Funding strategy

Realistic and appropriate sources identified.
Capacity to meet operational and organizational requirements of projects.

**Production and operations:**

Plan for meeting operational, logistical and technical aspects of strategy.

**Human resources:**

- Management
- Labor
- Partners

**Sources of outside mentoring and support (non-financial):**

- Academic
- Non-profit, NGO and advocacy groups
- Governmental agencies and international organizations
- Other

**Effective and convincing presentation**

- Formal presentation -- logical, understandable and clearly articulated (verbal & graphics).
- Q&A - good answers to all questions, demonstrated ability to listen and respond.
- Team demeanor – ready, confident, and capable of presenting to actual investors.
- Plan document - logical, understandable and clearly articulated (text & graphics).