## Judging Criteria

**NOTE:** Judging Criteria were developed to recognize industry innovations that create or have the potential to create a significant positive impact or provide a solution to a specific barrier in the food system.

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>EXCELLENT 4 POINTS</th>
<th>GOOD 3 POINTS</th>
<th>FAIR 2 POINTS</th>
<th>POOR 1 POINT</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INNOVATION:</strong> Case for the applicant’s innovation as a solution to a specific, well-defined healthy foodscape barrier or opportunity</td>
<td>The applicant makes a very clear and strong case for the innovation as a solution to a specific, well-defined healthy foodscape barrier or opportunity.</td>
<td>The applicant makes a good case for the innovation as a solution to a specific healthy foodscape barrier or opportunity.</td>
<td>The applicant makes a weak case for the innovation as a solution to a specific healthy foodscape barrier or opportunity.</td>
<td>The applicant fails to sufficiently define the barrier or opportunity to be addressed, and/or fails to explain how the innovation is a solution to the barrier or opportunity.</td>
<td>___/4</td>
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<tr>
<td><strong>INNOVATION:</strong> Originality of the solution and originality of the targeted barrier or opportunity</td>
<td>The innovation presents an original solution or utilizes original concepts, approaches or tools to address a healthy foodscape. It addresses a barrier/opportunity for which there are few if any viable solutions.</td>
<td>The innovation presents a somewhat original solution or utilizes original concepts, approaches or tools to address a healthy foodscape. It addresses a barrier/opportunity for which there are few if any viable solutions.</td>
<td>The innovation presents a somewhat original solution or utilizes original concepts, approaches or tools to address a healthy foodscape. It addresses a barrier/opportunity for which viable solutions currently exist.</td>
<td>The innovation presents an unoriginal solution to address a healthy foodscape. It addresses a barrier/opportunity for which viable solutions currently exist.</td>
<td>___/4</td>
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<tr>
<td><strong>PUBLIC HEALTH IMPACT:</strong> Alignment with the American Heart Association’s mission: To be a relentless force for a world of longer, healthier lives</td>
<td>The innovation very closely relates to and supports the American Heart Association’s mission: To be a relentless force for a world of longer, healthier lives.</td>
<td>The innovation relates to and supports the American Heart Association’s mission: To be a relentless force for a world of longer, healthier lives.</td>
<td>The innovation somewhat relates to and supports the American Heart Association’s mission: To be a relentless force for a world of longer, healthier lives.</td>
<td>The innovation does NOT relate to or support the American Heart Association’s mission: To be a relentless force for a world of longer, healthier lives.</td>
<td>___/4</td>
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<tr>
<td><strong>PUBLIC HEALTH IMPACT:</strong> Impact on target audience</td>
<td>The applicant presents convincing evidence or evidence-based rationale to support the demonstrated or potential measurable impact on a significant proportion of the target audience.</td>
<td>The applicant presents sound evidence or evidence-based rationale to support the demonstrated or potential measurable impact on a limited proportion of the target audience.</td>
<td>The applicant presents weak evidence or evidence-based rationale to support the potential measurable impact on a limited proportion of the target audience.</td>
<td>The applicant presents no evidence or evidence-based rationale to support the potential measurable impact on the target audience.</td>
<td>___/4</td>
</tr>
<tr>
<td>PUBLIC HEALTH IMPACT: Potential for sustained and scalable impact on the foodscape</td>
<td>The innovation is highly likely to have a sustained and powerful influence (highly scalable) on the foodscape relative to healthy eating and/or health equity.</td>
<td>The innovation is likely to have a sustained and powerful influence (relatively scalable) on the foodscape relative to healthy eating and/or health equity.</td>
<td>The innovation is somewhat likely to have a sustained and powerful influence (minimally scalable) on the foodscape relative to healthy eating and/or health equity.</td>
<td>The innovation is unlikely to have a sustained and powerful influence (not scalable) on the foodscape relative to healthy eating and/or health equity.</td>
<td>4/4</td>
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<tr>
<td>MARKET RELEVANCE: Health Equity</td>
<td>The innovation applies a health equity lens. It has a strong potential to benefit those impacted by health disparities or more likely to be nutrition insecure.</td>
<td>The innovation somewhat applies a health equity lens. It has potential to benefit those impacted by health disparities or more likely to be nutrition insecure.</td>
<td>The innovation is very limited/weak in applying a health equity lens. It has a low potential to benefit those impacted by health disparities or more likely to be nutrition insecure.</td>
<td>The innovation does not apply a health equity lens. It provides no opportunity for benefit to those impacted by health disparities. There is a possibility that the innovation could have unintended negative consequences.</td>
<td>4/4</td>
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<tr>
<td>MARKET RELEVANCE: Need or demand for the innovation</td>
<td>The applicant presents convincing evidence or evidence-based rationale in support of a high need or demand for this innovation that could lead to a positive health impact.</td>
<td>The applicant presents good evidence or evidence-based rationale in support of a high need or demand for this innovation that could lead to a positive health impact.</td>
<td>The applicant presents limited evidence or evidence-based rationale in support of a high need or demand for this innovation that could lead to a positive health impact.</td>
<td>The applicant presents weak or no evidence or evidence-based rationale in support of a high need or demand for this innovation that could lead to a positive health impact.</td>
<td>4/4</td>
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<tr>
<td>MARKET RELEVANCE: Catalyst for further changes in the foodscape; a stepping stone to other positive food system changes</td>
<td>The innovation is very likely to be a catalyst to drive further positive changes in the food system.</td>
<td>The innovation is likely to be a catalyst to drive further positive changes in the food system.</td>
<td>The innovation is somewhat likely to be a catalyst to drive further positive changes in the food system.</td>
<td>The innovation is not likely to be a catalyst to drive further positive changes in the food system.</td>
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<td>TOTAL:</td>
<td>__/32</td>
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