



2020 FOODSCAPE INNOVATION™ AWARDS

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.

CRITERIA	EXCELLENT 4 POINTS	GOOD 3 POINTS	FAIR 2 POINTS	POOR 1 POINT	SCORE
INNOVATION: <i>Case for the applicant's innovation as a solution to a specific, well-defined healthy foodscape barrier or opportunity</i>	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.	The applicant makes a good case for the innovation as a solution to a specific healthy foodscape barrier or opportunity.	The applicant makes a weak case for the innovation as a solution to a specific healthy foodscape barrier or opportunity.	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.	___/4
INNOVATION: <i>Originality of the solution and originality of the targeted barrier or opportunity</i>	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.	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.	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.	The innovation presents an unoriginal solution to address a healthy foodscape. It addresses a barrier/opportunity for which viable solutions currently exist.	___/4
PUBLIC HEALTH IMPACT: <i>Alignment with the American Heart Association's mission: To be a relentless force for a world of longer, healthier lives</i>	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.	The innovation relates to and supports the American Heart Association's mission: To be a relentless force for a world of longer, healthier lives.	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.	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.	___/4
PUBLIC HEALTH IMPACT: <i>Impact on target audience</i>	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.	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.	The applicant presents weak evidence or evidence-based rationale to support the potential measurable impact on a limited proportion of the target audience.	The applicant presents no evidence or evidence-based rationale to support the potential measurable impact on the target audience.	___/4

PUBLIC HEALTH IMPACT: <i>Potential for sustained and scalable impact on the foodscape</i>	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.	The innovation is likely to have a sustained and powerful influence (relatively scalable) on the foodscape relative to healthy eating and/or health equity.	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.	The innovation is unlikely to have a sustained and powerful influence (not scalable) on the foodscape relative to healthy eating and/or health equity.	___/4
MARKET RELEVANCE: <i>Health Equity</i>	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.	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.	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.	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.	___/4
MARKET RELEVANCE: <i>Need or demand for the innovation</i>	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.	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.	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.	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.	___/4
MARKET RELEVANCE: <i>Catalyst for further changes in the foodscape; a stepping stone to other positive food system changes</i>	The innovation is very likely to be a catalyst to drive further positive changes in the food system.	The innovation is likely to be a catalyst to drive further positive changes in the food system.	The innovation is somewhat likely to be a catalyst to drive further positive changes in the food system.	The innovation is not likely to be a catalyst to drive further positive changes in the food system.	___/4

TOTAL: ___/32