

# EARTHSHOT INNOVATION CHALLENGE

## Northeast U.S. Edition

Hosted by

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### Applicant Evaluation Rubric

Criterion	4 – Exemplary	3 – Strong/Promising	1 – Weak/Potential	0 – Insufficient
<b>Innovation</b> <ul style="list-style-type: none"> <li>• New model</li> <li>• New invention</li> <li>• New approach to implementation</li> </ul>	The solution <b>shifts the paradigm</b> for how an Earthshot challenge is addressed.	The solution meaningfully builds on or improves an existing approach to an Earthshot challenge.	The solution is a variation on an existing approach to an Earthshot challenge.	Innovation or improvement on an existing solution is not apparent.
<b>Environmental Impact</b> <ul style="list-style-type: none"> <li>• Restoration/remediation of harm</li> <li>• Reduction of harm</li> <li>• Conservation/prevention of harm</li> </ul>	The solution shows <b>major, meaningful</b> results in addressing an Earthshot challenge.	The solution shows promising results in addressing an Earthshot challenge.	The solution has the potential to achieve meaningful results in addressing an Earthshot challenge.	No measurable environmental impact is evident.
<b>Social Impact</b> <ul style="list-style-type: none"> <li>• Environmental justice</li> <li>• Economic equity</li> <li>• Policy change</li> </ul>	The solution has <b>demonstrable, meaningful</b> impact on one or more social aspects of an Earthshot challenge.	The solution shows promise in addressing one or more social aspects of an Earthshot challenge.	There may be potential social impacts at scale, or the social impacts of the solution may not be clear or measurable.	No social impacts are specifically addressed by solution.
<b>Capacity for Impact</b> <ul style="list-style-type: none"> <li>• Organizational stability/leadership</li> <li>• Financial position</li> <li>• Strategic vision</li> </ul>	The solution is supported by an organization/infrastructure that is already showing <b>clear capacity</b> for implementation/impact.	The solution is supported by an organization/infrastructure that is capable of meaningful impact, especially with more resources.	It's unclear whether the infrastructure supporting the solution can support expansion/growth.	The organization/infrastructure supporting the solution is not currently stable (financial challenges, leadership turnover, etc.).
<b>Scalability</b> <ul style="list-style-type: none"> <li>• Expansion of organization/operations</li> <li>• Expansion of geographic sphere</li> <li>• Adoption of the solution/idea by key institutions/thought leaders</li> </ul>	The solution has <b>already begun to scale</b> for widespread implementation or adoption, or <b>is poised to scale</b> upon receipt of additional resources.	The solution has the potential to scale with few apparent impediments.	Some impediments or challenges would have to be overcome in order to scale the solution.	There is no obvious pathway for scaling the solution.