

Assessment Criteria

Submissions are considered in scope when the solution uses technologies and leverages ocean resources and consider circular economy principles with an objective to solve ocean's challenges.

When appointing finalists, the below criteria will be taken under consideration.

Clarity

The solution is described in a clear and comprehensive way. Clearly stated what need is solved through the solution. The submission is well-structured and easy to understand.

Ocean Resources

The solution leverages the ocean, by harnessing its resources or contributes to preventive measures and maintenance of a healthy ocean ecosystem.

Sustainability

The solution promotes circular economy principles (1. Eliminate waste and pollution, 2. Circulate products and materials, and 3. Regenerate nature) for a new solution/design or presents a sustainable alternative to an available product. The submission contributes to solving environmental challenges.

Market

The submission indicates an understanding of the target end client and user, along with the market attractiveness. The competitive advantages of the product are identified.

Technology

The solution involves/leverages technology. The use of the specific technology adds value to the final product, without a negative impact on the environment. The underlying specific technology is clearly described.

Feasibility

The proposed solution is feasible. It is supported by relevant skills / competencies and by readily available partners, suppliers, and eco-system.

Development

The submission has laid out a process of the initial development of the solution, testing and roll-out. Moreover, the participants have assessed the time-period it takes from the current state of the solution to finished product.

Team Competence

The participant, or participating team, is motivated and qualified with the basic competence to drive the initial development of the product forward. In case the team has identified missing skills, the submission highlights how the needed skills will be acquired to develop the solution.

Financial Feasibility

The participants have identified the financial feasibility of the solution and its commercialisation. A revenue strategy is defined and an analysis of the cost structure for the initial development including its recurring costs has been performed. Any opportunity to transfer cost or share cost with any other party has been identified.

Impact

The submission highlights how the solution positively impacts the environment and how to measure and monitor the environmental impact of the solution and its commercialization.