

ANNEX 1

ECOTROPHELIA EUROPE 2018 ASSESSMENT GRID



PROJECT PRESENTATION AND PRODUCT TASTING

TEAM		
COUNTRY		
Member of the Jury	Assessment Criteria	Assessment
		Marking scale
		from 1 to 10
NAME SURNAME	A. HOW INNOVATIVE IS THE PROPOSAL?	
	B. HOW <u>ECO</u>-INNOVATIVE IS THE PROPOSAL?	
	C. INDUSTRIAL FEASIBILITY	
	D. MARKET CREDIBILITY	
	E. NUTRITIONAL CHARACTERISTICS	
	F. FOOD SAFETY AND CONFORMITY TO EUROPEAN RULES	
	G. TASTE, ORGANOLEPTIC QUALITIES	
	H. MARKETING AND COMMUNICATION PLANS	
	I. PACKAGING	
	J. GENERAL PRESENTATION	
	TOTAL/100	

The marking scale for each of the criteria ranges from 1 to 10 (whole numbers only)

- 0, 1 or 2** *not dealt with*
- 3 or 4** *insufficient*
- 5 or 6** *average - incomplete*
- 7 or 8** *well dealt with*
- 9 or 10** *very well dealt with*