SUB-CATEGORY	CHARACTERISTIC	0%	25%	50%	75%	100%
INNOVATION	**Novelty** • Meets the needs of the society or the environment in an entirely new way provides a substantial reconsideration of existing practices • Timely	Not visible or only talked about	Somewhat visible	Visible	Clearly visible	Highly visible
	Usability • Is applied in practice systematically and according to plan within a company/ organisation/ society • Usable	Not visible or only talked about	Somewhat visible	Visible	Clearly visible	Highly visible
	Learning • Based on insight • Utilises knowledge in a new way • Is created through or supported by systematic development	Not visible or only talked about	Somewhat visible	Visible	Clearly visible	Highly visible

	Innovation, total	0	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100		
	Total	0	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100		

SUB-CATEGORY	CHARACTERISTIC	0%	25%	50%	75%	100%
QUALITY	**Orientation towards society or the environment** • Meets the current and future needs of either • Fulfils their requirements • Aims to exceed their expectations	Not visible or only talked about	Somewhat visible	Visible	Clearly visible	Highly visible
	Effectiveness • Has made a positive impact in a social context, in society and/or with respect to the environment	Not visible or only talked about	Somewhat visible	Visible	Clearly visible	Highly visible

	Quality, total	0	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100		