

Initiative Outcomes, Ranking Criteria

| Score | Effect structural change in government policies, programmes and/or processes | Change individual behaviours and perceptions; attain a critical mass of public pressure that structurally changes commercial and/or institutional behaviour | Create a sustained model for long-term service provision |
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| Lowest (1-2) | The initiative has not or does not desire to make a connection between their initiative and government policies, programmes and/or processes | The initiative has achieved no or minimal in-person outreach, online presence and/or media coverage to generate awareness amongst the broader public | The initiative does not provide any services, or provides them on a one-off basis |
| Low (3-5) | The initiative holds limited conversations with policymakers to share their points of view and knowledge of the situation | The initiative has limited in-person outreach, online presence and/or media coverage to generate awareness amongst the broader public | The initiative provides services on an ad-hoc or as needed basis |
| Medium (6-8) | The initiative has resulted in a shift in the way government agencies are likely to approach similar issues moving forward | The initiative has significant in-person outreach, online presence and/or media coverage; it is likely to have inspired other groups/individuals to further take action for their cause | The initiative regularly provides services on a short- to medium-term basis. It does not have a strategy or desire to sustain over time |
| High (9-10) | The initiative has led to a systemic change in a government policy or the way the government delivers a service | The initiative has stimulated large scale behavioural change, generating engagement and responsive actions from industry and/or institutions | The initiative has developed a sustainable model to deliver its services and continue their operations in the long-term |