

Rabo Sustainable Innovation Award 2022

Candidates for the Rabo Sustainable Innovation Award are judged on a number of key points. More information on the assessment criteria is given below.

Assessment

Innovative

The concept must offer a social, economic, technical and/or ecological innovation. It must have proven itself in the market already, albeit on a small scale. The prize must actually contribute to the further commercial realization of the concept.

Social impact and customer focus

The concept must provide added value to the market and the consumer. In addition:

- the entrepreneur must offer an innovative solution with a positive social impact and strive for a social return.
- the entrepreneur and his or her team, must have passion and ambition for both the social goal and for entrepreneurship.
- the entrepreneur must be aware of his or her qualities and pitfalls and be prepared to be committed to work on the growth of the company.

Self-reliance and Scalability

The businesses in the race for the Rabo Sustainable Innovation Award:

- must provide a concept that is not older than three years and that is economically feasible within a realistic period (3 years).
- must offer sufficient national/international market opportunities.
- must be able to grow rapidly with limited capital.
- must have a good network and possible partnerships in order to mobilize their own resources (such as capital, labor, knowledge) to achieve the business objectives.