



Assessment criteria Automotive Innovation Award

## 1 INNOVATIVE CAPACITY

- a. To what extent does the innovation entail an improvement of functionalities, an addition of new functionalities, or an entirely new product or service?
  - b. To what extent does the innovation employ new or existing technologies?
  - c. To what extent does the innovation focus on an existing or new end-market/target group?
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## 2 IMPACT

- a. How will the innovation impact society (e.g. in the areas of sustainability or safety)?
  - b. How will the innovation impact the automotive and other sectors?
  - c. How will the innovation impact the end-user/consumer?
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## 3 IMPLEMENTATION

- a. What is the anticipated economic return from the innovation?
- b. What is the expected turnaround time until the innovation can be implemented?
- c. How scalable is the innovation?
- d. Up to implementation, what risks does the innovation face?