



## 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 FEASIBILITY

- 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?



BASED ON THE VISION OF THE AIA FOUNDATION AND ASSESSMENT CRITERIA FOCUSED ON INNOVATIVENESS, FEASIBILITY, AND SOCIETAL IMPACT, THE JUDGING WILL TAKE PLACE.

## VISION STICHTING AIA

Mobility plays an important role in the climate goals for 2050. The Automotive Innovation Award Foundation aims to accelerate the transition to **sustainable, affordable, and safe mobility by stimulating automotive-related innovations**, sharing knowledge, and connecting traditional players, newcomers, and knowledge institutions. On the other hand, it is also important to raise awareness of the **innovation power of the Dutch automotive sector** among a wider audience, so that there is support for all developments from both the government and the public.

### INNOVATIVENESS

- To what extent does the innovation involve a combination of:
  - New/existing/improved technology
  - New/existing end market
  - New product/new functionalities/improved product and/or functionalities

### FEASIBILITY

- Profitability and financing of the innovation
- Implementation time of the innovation
- Scalability of the innovation
- Risk of failure of the innovation

### SOCIAL IMPACT

- End-user and automotive sector
- Sustainability (climate goals, circularity, and awareness)
- Safety (reducing accidents, awareness)
- Accessibility (availability, affordability, and accessibility of mobility for everyone)