

SUB-CATEGORY	CHARACTERISTIC	0%			25%					50%					75%					100%						
INNOVATIVENESS	Novelty value <ul style="list-style-type: none"> fulfils needs in a new or significantly revised way is timely 	No indication, only spoken about			Some indication					Indication					Clear indication					Widespread indication						
	Usability <ul style="list-style-type: none"> apply in practice systematically and according to plan within the company/ organisation/ society is usable 	No indication, only spoken about			Some indication					Indication					Clear indication					Widespread indication						
	Learning <ul style="list-style-type: none"> based on perception utilises knowledge in a new way born out of or supported by systematic development 	No indication, only spoken about			Some indication					Indication					Clear indication					Widespread indication						
	Innovativeness, 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	Customer orientation <ul style="list-style-type: none"> corresponds to customers' current and future needs fulfils customer requirements aims to exceed customer expectations 	No indication, only spoken about			Some indication					Indication					Clear indication					Widespread indication						
	Effectiveness <ul style="list-style-type: none"> has improved technological or commercial performance with regard to the customer ecological / social responsibility 	No indication, only spoken about			Some indication					Indication					Clear indication					Widespread indication						
	Quality, total			0	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100		