Criteria for the Integrity Impact Award

Criteria	Maximum points (120)
Commitment to the Week: The candidate must be an active partner of the International Week of Integrity, either through financial contributions, in-kind support, or active participation in event activities. Their involvement should clearly align with and enhance the Week's objectives.	5
Visibility on International Week of Integrity Website: The initiative should be displayed or documented on the Week of Integrity's official website. This could include case studies, interviews, articles, or multimedia content that provide in-depth information about the initiative.	5
Visibility on other platforms: The candidate should promote their initiative across various platforms, including their website, social media, or other communication channels. Metrics such as engagement rates, reach, and impressions could be considered as indicators of the initiative's visibility and impact.	10
Innovation and Originality: The initiative should present a unique approach to promoting integrity, regardless of the sector or domain. Innovative use of technology, novel partnerships, or ground-breaking methods to raise awareness are examples of what this criterion looks to celebrate.	20
Relevance to Theme: The initiative should resonate with the International Week of Integrity's key themes and show how it contributes to the larger dialogue on integrity. The candidate should explain how their initiative contributes to broader discussions and solutions in these areas.	10
Scope and Impact: Evaluation will consider the scale and reach of the initiative. Preference will be given to initiatives that have a broader, more significant influence on target communities or industries, backed by measurable outcomes.	15
Replicability: The initiative should have elements that could be adopted or adapted by other organizations or in other geographic or thematic settings. Evidence of scalability or documentation that allows for easy replication will be beneficial.	10

Stakeholder Engagement: The initiative should engage diverse stakeholders, such as members, citizens, clients, suppliers, or the broader community. Mechanisms for stakeholder feedback and participation should be demonstrated.	15
Metrics and KPIs: Clearly defined metrics or KPIs should be present, indicating the initiative's effectiveness and reach. Transparency in data collection and evaluation is essential.	10
Peer Recognition: Submissions should include any endorsements, testimonials, or awards received from industry peers, beneficiaries, or authoritative bodies. These serve as additional validation of the initiative's effectiveness and impact.	15