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Evaluation Document:

Guideline for the Evaluation Committee

Below are the evaluation criteria for mobile public services implemented in different countries, which are nominated to the Global mobileGov Awards. Each of the nominated projects is implemented in different public service areas providing different benefits and solutions to varying problems. In order to evaluate these projects within a conceptual framework, please use the following guide during your examination and try to stick to the criteria pointed out throughout this guideline. Please also keep in mind that the sections below have different weights on the total results. Finally, please fill in the following table:

	Grading (x/100)	Weights	Weighted Score
Innovativeness Transferability and Sustainability	30%	
Efficiency and Added Value	25%	
Social & Environmental Benefits	25%	
Jury's Expert Opinion	20%	
TOTAL		

Evaluation Criteria :

1. Innovativeness / Transferability and Sustainability: (%30)

In this part please evaluate the nomination with regards to its Innovativeness, Transferability and Sustainability paying attention to the followings about each of these:

- **Innovativeness (%10):** Whether there are preceding examples of similar projects or does the project bring in a whole new approach to the service area that it is implemented. Please consider,
 - i) the technology that the service/application utilizes (any innovative component?)
 - ii) the business processes that takes place (does the project lead to new and more efficient operational procedures?)
 - iii) the service area - whether these components are unique or not (a new service paradigm or improvements on existing ones?)
- **Transferability and Scalability (%10):** Whether the ideas or technology behind the project can be applied to implement other similar projects in
 - i) different public service areas (is the idea applicable to other public organizations)
 - ii) other localities (is the project applicable in other cities, regions or countries)
- **Sustainability (%10):** Does the project have a long lasting life-cycle and be used for a considerable amount of time in the future bearing its costs & benefits, its organizational requirements and social acceptance.

2. Efficiency and Added Value: (%25)

Please evaluate the project with regards to its overall contribution to the public sector. Please consider whether the project significantly results in performance, cost and quality improvements for the government and/or citizens and businesses taking into account:

- i) the impact on the government organizations (cost / benefits, service quality improvement or business operation efficiency)
- ii) impact on citizens (increasing quality of life, addressing problematic issues, improving access to public services, cost and time savings etc.)
- iii) whether the project's initial targets are met with the outcome of the project.
- iv) whether user adoption rates have exceeded the expected levels or not

3. Social and Environmental Benefits: (%25)

Please evaluate the application with regards to its benefits from a social and environmental perspective taking into account considerations on whether:

- i) the project is accessible by all segments of the society and improves their life equally (please consider different contexts such as mobile phone ownership, smart phone ownership, education level, people with disabilities, rural and remote people etc.)
- ii) there are elements of social responsibility principles involved in the project (is the project contributing to solve significant social problems, women's access to funds, helping people with HIV+, reporting crime, mobile education for people in remote areas etc.)
- iii) there are considerable environmental benefits as an outcome of the project (to what extent is the project environmentally responsible?)

4. Jury's Expert Opinion: (%20)

Please evaluate the project based on your personal judgement and provide reasoning as to why you think this project has certain advantages or certain limitations to be awarded. (Strong and weak points)