



<p>DESCRIBE YOUR IDEA</p>	<p>RATE CONCEPT Give two pluses if it fits the criteria very well, one if it just fits it, a minus if it doesn't fit it, and two minuses if it really doesn't fit the criteria.</p>																														
<p>PEOPLE Describe how your concept aims for interdependent well being of all the different stakeholders</p>	<p>PEOPLE</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 5%;">++</th> <th style="width: 5%;">+</th> <th style="width: 5%;">-</th> <th style="width: 5%;">--</th> </tr> </thead> <tbody> <tr><td>Beneficial</td><td></td><td></td><td></td><td></td></tr> <tr><td>Fair</td><td></td><td></td><td></td><td></td></tr> <tr><td>Correct business</td><td></td><td></td><td></td><td></td></tr> <tr><td>Good for community</td><td></td><td></td><td></td><td></td></tr> <tr><td>Good for the region</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>		++	+	-	--	Beneficial					Fair					Correct business					Good for community					Good for the region				
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<p>PLANET Describe how your concept aims to benefit the natural order or at least minimize as much as possible any negative impact on the environment</p>	<p>PLANET</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 5%;">++</th> <th style="width: 5%;">+</th> <th style="width: 5%;">-</th> <th style="width: 5%;">--</th> </tr> </thead> <tbody> <tr><td>Sustainable</td><td></td><td></td><td></td><td></td></tr> <tr><td>Non polluting</td><td></td><td></td><td></td><td></td></tr> <tr><td>Eco friendly</td><td></td><td></td><td></td><td></td></tr> <tr><td>Low CO2 footprint</td><td></td><td></td><td></td><td></td></tr> <tr><td>Craddle to Grave</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>		++	+	-	--	Sustainable					Non polluting					Eco friendly					Low CO2 footprint					Craddle to Grave				
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<p>PROFIT Describe how your concept takes into account the real economic impact it will have on its economic environment</p>	<p>PROFIT</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 5%;">++</th> <th style="width: 5%;">+</th> <th style="width: 5%;">-</th> <th style="width: 5%;">--</th> </tr> </thead> <tbody> <tr><td>Social benefit</td><td></td><td></td><td></td><td></td></tr> <tr><td>Generates revenue</td><td></td><td></td><td></td><td></td></tr> <tr><td>Economically sustainable</td><td></td><td></td><td></td><td></td></tr> <tr><td>Economically viable</td><td></td><td></td><td></td><td></td></tr> <tr><td>Profitable</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>		++	+	-	--	Social benefit					Generates revenue					Economically sustainable					Economically viable					Profitable				
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