Project Stage 2: Established Project

Solution is already being actively implemented

Category	1 — Limited	2 — Developing	3 — Adequate	4 — Strong	5 — Exceptional
1. SDG Knowledge	SDG is unclear or inaccurate.	Identifies the SDG, but barely explained / missing important context.	Identifies the SDG and gives a basic explanation of the problem.	Clearly explains a specific problem with relevant context.	Demonstrates excellent understanding of the SDG and presents compelling, strong examples of the problem.
2. Solution, Implementation & Progress	Solution and project activities are unclear.	Identifies a solution, but implementation is underdeveloped.	Clearly explains the solution and provides some information about how it is being implemented.	Clearly explains the solution, specific actions being taken, and meaningful progress made so far.	Demonstrates a highly developed solution with clear implementation, purposeful actions, and significant progress.
5. Audience & Impact	The intended audience is unclear and impact is not demonstrated.	An audience is mentioned, but their needs and the project's affect on them is only lightly discussed.	Clearly identifies the audience and provides some context of how the project is benefiting them.	A strong understanding of the audience and clearly describes meaningful benefits and engagement with them.	Thoughtfully demonstrates who the project serves and provides compelling examples and outcomes showing meaningful impact.
4. Personal Connection & Authenticity	No personal connection to the issue is communicated.	Some interest, but the personal connection is lacking.	Clearly communicates why the issue matters to them and demonstrates genuine commitment to the project.	Shares a strong personal connection and communicates authentic passion for the project.	Personal connection is compelling and demonstrates a deep, authentic commitment to addressing the issue.
3. Creative Storytelling & Communication	The video is difficult to follow and shows little creativity or engagement.	The main idea can be understood, but the presentation is not engaging.	The video communicates the main idea clearly and includes some creative or engaging storytelling elements.	The video is clear, well organized, and uses creative storytelling to hold attention and strengthen the message.	The video is exceptionally clear, engaging, and memorable, using creative storytelling to stand out.