

## Evaluation criteria for MVCF Slovakia 2023 competitions

### face-to-face format

#### Evaluation of the stand

<b>STAND</b>	<ul style="list-style-type: none"><li>• appearance of the stand - overall impression, originality, aesthetics, professionalism</li><li>• logo and slogan – originality, relation to the product, graphic processing, reproducibility</li><li>• catalog – content, form, technical level and quality of processing information about PE and its product</li><li>• other marketing tools – business cards, flyers, brochures, samples...</li><li>• presentation at the stand – appearance, atmosphere, knowledge of the PE product, professionalism of PE representatives</li></ul>
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Rating from 1-10 points, where the maximum number of points is 10.

#### Evaluation of e-presentation

<b>E-presentation</b>	<ul style="list-style-type: none"><li>• addressing customers (attracting attention)</li><li>• presentation of PE and its product, quality of information provided</li><li>• graphic and aesthetic side of the e-presentation, compliance with the scope (max. 12 slides)</li><li>• the level of moderation of the e-presentation in the mother tongue and English (or another) language</li><li>• respecting the time limit of 7 minutes</li></ul>
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Rating from 1-10 points, where the maximum number of points is 10.

The first 5 PEs evaluated by the competition jury in the e-presentation category will be presented.

#### Rating 90 seconds in an elevator

<b>90 seconds in the elevator</b>	<ul style="list-style-type: none"><li>• introducing yourself and PEs business plan</li><li>• an original and concise description of the PE product and its distinctiveness from the competition</li><li>• call to action (addressing the audience about the possibility of obtaining more information about PE)</li><li>• communicative knowledge of a foreign language</li><li>• respecting the time limit (max. 90 seconds)</li></ul>
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Rating from 1-10 points, where the maximum number of points is 10.

## Responsible and sustainable business

<b>Sustainable company</b>	<ul style="list-style-type: none"><li>• does PE have the principle of sustainability integrated directly into the subject of business?</li><li>• does PE integrate the principles of environmental sustainability, such as the circular economy, renewable energy sources and green policies into its operation?</li><li>• integrates PE principles of social sustainability, i.e. j. uses local suppliers or the Fair Trade principle; Or is PE a social enterprise?</li></ul>
<b>Responsible company</b>	<ul style="list-style-type: none"><li>• does PE have an ethical approach to business and does it reflect the goals of sustainable development in its operations?</li><li>• does PE take thoughtful care of its employees?</li><li>• has PE implemented CSR activities, such as community activities, corporate volunteering or involvement in public benefit projects?</li></ul>
<b>The leader in care about employees</b>	<ul style="list-style-type: none"><li>• does PE pay attention to the inclusion and diversity of employees and does it communicate these values?</li><li>• does PE provide benefits for employees, such as team building activities, trainings, courses?</li><li>• does PE support and appreciate its employees, for example through regular performance evaluation and feedback?</li></ul>

Rating from 0-9 points, where the maximum number of points is 9.