

Evaluation Criteria for the DRV- EcoTrophea 2026

The Jury evaluates all submitted projects exclusively on the basis of the information provided in the Application Form, including the results, practical examples and, where included in the application, quantitative data.

The Jury's assessment relates exclusively to the submitted project within the scope of the 2026 theme **"Working with Local Communities for Sustainable Development."** The assessment does not cover the company as a whole or any of its other products or services.

The jury evaluates the submitted projects based on the following four criteria. The weighting of the individual evaluation criteria is determined exclusively by the respective percentage shares specified.

1. Project Development and Implementation (25%)

Clear explanation of the project's objectives and effective implementation through concrete actions, quantitative results where provided, and evidence of the project's long-term effectiveness.

2. Economic Benefits (25%)

Measurable economic benefits for the local community based on concrete quantitative data, particularly regarding jobs created, revenue generated, the proportion of local suppliers, local ownership, revenue retained at the destination, and investments in local infrastructure and local businesses.

3. Social Participation and Impact (30%)

Demonstrated active involvement of the local community and proven social benefits for local people, particularly through the community's participation in the planning, decision-making, implementation and long-term management of the project, as well as quantitative information on the number of people involved or activities carried out.

4. Cultural Empowerment (20%)

Clear contribution of the project to preserving, strengthening or promoting local culture, traditions, cultural heritage, crafts, language or local identity, supported by concrete examples of cooperation with local cultural

stakeholders, protection of cultural assets and authentic visitor experiences connected with the local community.

Additional Information on the Evaluation Process

All submitted projects will be evaluated using the same evaluation criteria and weightings.

The jury will evaluate only the information submitted during the application process.

The jury will document its evaluation in a transparent manner based on the published criteria.