

Trident Prize: Round Two Review Process

Evaluation of the final ten portfolio submissions to the Trident Prize will be based on the following metrics. In order to be considered for the \$5,000 grand prize, the submission must meet the three eligibility criteria and achieve the highest score on the evaluation criteria, which is based in equal measure on impact and storytelling quality (each scored out of 10 for a total of 20 possible points).

The following rubric represents the guiding questions that the Conservation X Labs team will use to evaluate the Trident Prize portfolios.

ELIGIBILITY CRITERIA ('Yes' or 'No')

Completion of project: Did the portfolio tell a story about microplastic pollution?

Use of Trident: Was the Trident used to create the portfolio?

Relation to theme: Did the project focus on microplastic pollution?

EVALUATION CRITERIA (Total possible score = 20)

1. Impact: Did the project positively impact the microplastic pollution problem? Assess the portfolio based on the following criteria. (Total possible score for this section = 10)

Guiding questions:

Audience Engagement: Does the project demonstrate engagement of new audiences on the microplastic pollution problem?

- Do the engaged audiences include underrepresented or marginalized voices in conservation and/or technology?
- Does the project demonstrate that engaged audiences now have increased awareness of the microplastic pollution problem?
- Does the project demonstrate that engaged audiences were persuaded to take action on the microplastic pollution problem?

Stakeholder Support: Does the project benefit stakeholders affected by microplastic pollution or involved in microplastic pollution efforts?

Data Collection (if applicable)

- Does the project demonstrate the collection of novel or useful data and communicate how this data can be used in microplastic pollution mitigation efforts?
- Will this data have a positive impact on the microplastic pollution problem?

2. Storytelling Quality: Does the project effectively convey the intended message to target audiences? (Total possible score for this section = 10)

Guiding questions:

Narrative: Is the narrative clear, appropriate, compelling, nuanced, accessible, and compelling?

Technical: Are the visuals engaging and informative?

Creativity and Originality: Does the project tell the story in an original way and/or brings a unique perspective to the microplastic pollution issue?

Alignment with Conservation X Labs: Does the narrative align with Conservation X Labs' mission to address human induced species extinction?