



Movement Evaluation Guidelines, 2010

Winning social movements will have been designed and implemented in close alignment with the following set of evaluation guidelines. Please see the accompanying document for the movement plan submission guidelines.

Innovation

Approach: The behavior change movement must be based on a new or novel approach to address an existing environmental sustainability challenge. If the movement continues or expands on an existing movement or campaign, organizers must demonstrate that the addition constitutes a significant shift in strategy, direction, and/or technique. Such approaches may include innovations in communication, engagement, and organization.

Metrics: Movement leaders must devise and measure movement-specific metrics that adequately capture and convey progress toward stated objectives. The values of these metrics represent the most tangible and communicable evidence that a given movement is thriving.

Social technology: The movement must utilize modern social technology in innovative ways. The foundational toolset has been made available through the custom Blitz Bazaar interface; movements must leverage and direct these capabilities.

Impact

Worthiness: The movement must be justified. There must be some value (improvement in environmental sustainability) in changing the targeted behavior and a real chance the movement would accomplish that change.

Campus: The movement must have measurable impact on the campus community. A winning movement must 1) identify and leverage existing campus resources, 2) identify and harness existing interests and passions, and 3) mobilize and unite the Stanford community.

Off-campus: The core innovation on which the movement is built must be scalable. It must show potential to be moved beyond the campus community. That is, the scope of the movement must be drawn in such a way that it anticipates success, growth, and entrainment of supporters from outside the Stanford realm.

Feasibility

Resources: The movement plans must show significant forethought into the resources (financial, material, informational, experiential, and human) that the movement will need to start, to sustain itself, and to grow. Plans must include strategies to engage with and to maintain access to these resources. Critically, there must be some discussion of how these resources will be allocated.

Participation: The movement plan must make a convincing estimate of the number of individuals likely to play a role in the movement. Plans should explore the potential size of participant categories – leaders, organizers, active supporters, conscience constituents – as well as the strength of opposition interests.

Mobilization: The movement must show that it can build and sustain mobilizing momentum over the four week implementation phase of the Challenge. Organizers must show convincing progress toward early goals, and reinforce resilience and flexibility to meet and overcome unforeseen difficulties.