

CATEGORY	4 Points	3 Points	2 Points	1 Point or Less
Products produced in a sustainable manner. (Production Process)	Excellent evidence of sustainable practices in the production process. Waste is either avoided or reused.  Example: If Truffula trees still cut down, the trunk is used for mulch.	Very good attention to detail, but some waste still produced and/or not properly disposed of.	Production process has some sustainable elements, but overall is still wasteful.  Example: Gluppity Glupp is still a by-product of the process.	Production process has little to no evidence of sustainable elements and/or still produces a lot of untreated waste.
Natural resources utilized in a sustainable manner. (Conservation of Natural Resources)	Many elements for conservation of natural resources.  Example: Creation of a large wildlife preserve to save Baraloots and Swans and/or planting of two Truffula seeds for every one cut down.	Several elements for conservation of natural resources.	One or two elements for conservation of natural resources, but sustainability of the elements is in question.	Little to no evidence of conservation of natural resources or plan that was created would obviously be unsustainable and/or result in the loss of all natural resources used.
Energy and technology used in a sustainable manner to make and distribute products.	Energy and technology utilized in the plan are sustainable or reduce pollution caused by the business.  Example: Wind generators or solar panels used instead of fossil fuels. Trains used to distribute products to the market instead of trucks.	Most energy and technology used are sustainable, but some unsustainable or pollution heavy options are still used.	Some energy and technology used are environmentally friendly, but other elements are not sustainable or heavily pollute the environment.	Little or no evidence of energy and technology used in a sustainable manner.
Protection of the environment designed into the business plan.	Protection of the environment clearly integrated into all areas of the business and done in a way that also benefits the business.  Example: Large area of land set aside for a nature preserve with a small section of it designated for eco-tourism to generate income for the business and protect the environment.	Most parts of the business plan clearly protect the environment, but elements could result in some to moderate damage to the environment.	At least half the business plan does not appear to consider protection of the environment and moderate to severe damage possible.	Little to no evidence for protection of the environment and the plan would almost certainly result in moderate to extreme damage to the environment (loss of natural resources, extinction of species, etc.).
Jobs created for the citizens of ForeverVille. (High quality and low quality jobs discussion best for grades 6-9 discussion)	The business presented creates many high quality jobs for the citizens of ForeverVille, with minimal automation (especially automation that would cause pollution or require fossil fuel use).	The business presented creates some high quality jobs, but also uses high level of automation and/or produces poor quality jobs.	The business creates jobs, but they are either not described well or are not well thought out.	The jobs created by the business are either not listed/mentioned or only developed in a limited way. Jobs that contribute to the sustainability of the business (such as tree seed planters) are not listed.