

## Evaluation Criteria

Entries will be judged in seven categories:

1. **Creativity** – originality and innovation
2. **Cultural and Educational Value** – ability to enhance local heritage
3. **Sustainability** – promotion of local activities and environmental awareness
4. **Engagement and Interactivity** – level of public participation
5. **Presentation** – clarity, visual quality, and communicative impact
6. **Emotional Impact** – ability to create deep connections with the audience
7. **Accessibility and Inclusivity** – availability for diverse physical and economic needs

A winner will be named for each category.

The overall ranking will be determined by the sum of the scores obtained in each category (1-10 points per criterion).

**Tell your territory and make your mark!**

