



GROWING TOGETHER IN THE AMERICAS

DIGITAL TRANSFORMATION CHALLENGE FOR INTERNACIONALISATION



Promotion Criteria

1 | Detailed criteria for levelling up

2 | Champions profile



Detailed criteria for levelling up



The elements listed will be graded for each topic.

The overall performance corresponds to the average of the seven (7) topics proposed for the challenge.



All participants who perform **at or above 80%** in each topic will have access to the masterclasses (Level 2) in the following month.

The participants (top 3 per region) with the **highest overall performance** will qualify for Level 3.

Elements	Weight
Asistencia a clase (en vivo) <ul style="list-style-type: none"> Full points will be awarded to participants who stay logged in for more than 60% of the duration of the class (3.75% per session). 	15%
Envío de preguntas/contribuciones en el Muro de Preguntas y Respuestas <ul style="list-style-type: none"> Two (2) contributions per topic (12.5% per contribution). Contributions should not be limited to reactions in the community/forums, but should be value judgements that demonstrate interest in learning, understanding of the materials referenced in class, or contributions that encourage the extension and/or application of the knowledge obtained. 	25%
Formulario de evaluación del curso	10%
Individual Challenge Score <ul style="list-style-type: none"> A grading rubric will be provided to the participants before the challenge is delivered. Deliveries after the stipulated date and time will be graded on 50% of the points. 	20%
Group Challenge Score <ul style="list-style-type: none"> A grading rubric will be provided to the participants before the challenge is delivered. Deliveries after the stipulated date and time will be graded on 50% of the points. 	30%

Detailed criteria for levelling up

GRADING CRITERIA	WEIGHT
<p>Clarity of Concepts</p> <ul style="list-style-type: none"> • Present the most relevant concepts • Clear and direct concepts enabled by the use of images, words, suitable and creative formats. • Demonstrates mastery of the tools presented in class 	20%
<p>Use of keywords</p> <ul style="list-style-type: none"> • Uses keywords that clearly and directly summarise the information. • Keywords allow for clear associations to be made. 	10%
<p>Content extension</p> <ul style="list-style-type: none"> • Uses additional content to that presented in class to enrich the exercise. • Refers to concepts taught in other lessons (if applicable). 	10%
<p>Spelling, punctuation, wording and grammar</p> <ul style="list-style-type: none"> • There are no spelling mistakes. • Writing, synthesis, vocabulary are adequate. 	5%
<p>References and Sources</p> <ul style="list-style-type: none"> • All sources are cited. • Where applicable, the link to the information is included. 	5%
<p>Adherence to the Champion Profile</p> <ul style="list-style-type: none"> • Demonstrates the development/application of the characteristics specified in the Champion Profile. • Each challenge will specify the characteristic being addressed and how participants are expected to demonstrate it. 	50%

Promotion Criteria

1 | Detailed criteria for levelling up

2 | **Champions profile**



Champions profile

Participants' businesses must meet the following characteristics to be considered potential **champions**:



Established business networks and commercial contacts



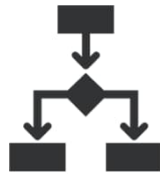
Exporting products/services



Access to financing



Sufficient resources (personnel, technology and financial) to implement digital transformation



High optimisation of production processes



Access to quality certifications (product, plant, process) for exports



Highly skilled workforce to take on the challenges of internationalisation