

Project Work Evaluation Guidelines

Internal guidelines for the consistent review of participants' Final Project Works submitted at the end of the W.E.B. in Tech learning pathway.

Purpose

These guidelines help the project team assess Project Works in a simple, transparent and consistent way. The evaluation is not intended to function as an academic examination. Its purpose is to verify that the participant has applied the knowledge and skills developed during W.E.B. in Tech to a practical output.

Maximum score	20 points
Evaluation criteria	5
Recommended completion threshold	12/20
Final outcomes	Successfully completed / Further improvement suggested

1. What is being evaluated?

Participants are asked to create one simple and practical output demonstrating how they can use digital, communication, employability or social entrepreneurship skills in a real-life context. The Project Work does not need to be a long academic paper.

01	Digital Communication Campaign
02	Social Media Project
03	NGO Communication Plan
04	Social Entrepreneurship Idea
05	Community Initiative
06	Digital Project for an NGO
07	Professional Portfolio / Career Action Plan
08	Another practical output connected to the W.E.B. in Tech skills developed

The submission should make it possible to understand:

1. what the participant created; 2. who it is for; 3. which need or problem it addresses; 4. how the idea was developed; 5. which W.E.B. in Tech skills were used; and 6. the final result or proposed solution.

2. General evaluation principles

Practicality over academic form	Evaluate whether the participant can apply learning, not whether she writes like an academic researcher.
Different formats are equally valid	PDFs, Word files, presentations, images, portfolios, websites, videos, Canva outputs and other digital resources may all be accepted.
Evaluate the idea and application	Graphic sophistication, perfect English or advanced technical production should not determine the result.
Consider the participant's pathway	The assessment should recognise progress, practical effort and the connection between the output and the learning pathway.
Use the same criteria for everyone	Every Project Work should be reviewed using the five criteria and the 20-point scoring grid below.

3. Evaluation rubric - 20 points

Each criterion is scored from 0 to 4. The evaluator should assign the score that best reflects the evidence visible in the submitted Project Work.

Criterion	0	1	2	3	4
1. Relevance to W.E.B. in Tech learning Does the work clearly connect with the programme themes, learning pathway or participant's professional/community development?	Not demonstrated	Very limited	Basic / partly demonstrated	Good / clearly demonstrated	Very good / strong evidence
2. Application of skills Does the participant demonstrate practical use of digital, communication, employability, networking or social entrepreneurship skills?	Not demonstrated	Very limited	Basic / partly demonstrated	Good / clearly demonstrated	Very good / strong evidence
3. Clarity of the idea/output Is it possible to understand what was created, for whom, why and how it should work?	Not demonstrated	Very limited	Basic / partly demonstrated	Good / clearly demonstrated	Very good / strong evidence
4. Practical applicability Could the idea, campaign, plan, portfolio or solution realistically be used, developed further or applied in a real context?	Not demonstrated	Very limited	Basic / partly demonstrated	Good / clearly demonstrated	Very good / strong evidence
5. Overall completeness Does the submission contain enough information or material to demonstrate a completed and coherent Project Work?	Not demonstrated	Very limited	Basic / partly demonstrated	Good / clearly demonstrated	Very good / strong evidence

TOTAL SCORE	_____ / 20
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4. Recommended decision rules

Score	Outcome	Team action
12-20	Successfully completed	Project Work accepted. Record the score and proceed with the participant's completion/certificate process.
0-11	Further improvement suggested	Provide short, constructive feedback and invite the participant to improve or complete the missing elements before final acceptance.

Important

The 12/20 threshold is intended as a simple internal consistency rule. A Project Work should not be rejected for minor language errors, basic graphic quality or the use of a simple format. If the participant demonstrates genuine application of learning but an element is unclear or missing, the preferred approach is to request a proportionate improvement rather than treat the work as a failed examination.

5. What evaluators should NOT use as rejection criteria

- The participant's English is not perfect.
- The graphic design is simple.
- The document is short, provided that it contains enough evidence to assess the work.
- The participant chose a career plan or portfolio rather than an NGO/social entrepreneurship project.
- The participant used an accessible tool such as Canva, PowerPoint or a simple document instead of advanced software.
- The proposed idea is still at concept/prototype stage, if it is coherent and practically developed.

6. Individual Project Work Evaluation Sheet

Complete one record for each submitted Project Work. The same information can also be maintained in the project's master Excel register.

Participant ID	_____
Participant name	_____
Country	_____
Project Work title / type	_____
Submission date	_____
Evaluator	_____
Evaluation date	_____

Criterion	Score /4	Evaluator note
1. Relevance to W.E.B. in Tech learning	____ / 4	
2. Application of skills	____ / 4	
3. Clarity of the idea/output	____ / 4	
4. Practical applicability	____ / 4	
5. Overall completeness	____ / 4	
TOTAL	____ / 20	

FINAL OUTCOME	☐ Successfully completed ☐ Further improvement suggested
FINAL FEEDBACK	

7. Evidence and record-keeping

Original submission	Keep the uploaded Project Work file or the submitted online link.
Evaluation record	Keep the individual score, outcome, evaluator and evaluation date.
Feedback / resubmission	If improvement is requested, retain the feedback and the final revised submission.
Completion register	Record Project Work status and score in the Master Participant & Outcome Tracker.
Certificate link	The certificate should only be marked as issued after the required completion checks have been performed.

8. Recommended team workflow

01	Receive	Participant submits Final Assessment and uploads/provides the Project Work.
02	Check	Verify that the file/link opens and contains enough information to be assessed.
03	Evaluate	Score all five criteria from 0 to 4 and calculate the total /20.
04	Decide	Record Successfully completed or Further improvement suggested.
05	Feedback	If necessary, request a short improvement or missing element and review the resubmission.
06	Record	Update the participant master register with score, outcome and evaluation date.
07	Complete	Once all required completion checks are satisfied, proceed with the certificate process and retain the evidence.

Core principle

The Project Work is evidence that the participant can turn learning into something concrete. The evaluation should therefore be consistent and documented, but supportive, accessible and proportionate to the W.E.B. in Tech learning pathway.