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| **category** | **mark weighting** | **Fail 0-39** | **III-level 40-49** | **II.2 level 50-59** | **I.1 level 60-69** | **Ist level 70-100** |
| Description of application [20%] | 20 | The application does not seem to involve any form of digital engagement. | It is not entirely clear what the application does, who provides it or who benefits from its use. | It is clear what the application does, but the role of any AI in it operation is unclear. | A fairly clear description of the application, its use of AI and the benefits it claims to offer, though not all the beneficiaries may be clear. | The selected application is explained very clearly, detailing what it does, the role AI plays in its digital engagement features, and the benefits it provides, and to whom. |
| Identification of Roles involved in the application and its governance [10%] | 10 | Roles are not clearly described or differentiated | Some roles are identified but there is not a clear distinction between those involved in generating or receiving value from the application and those who are otherwise affected. | Roles related to application use are identified but those involved in its development, affected stakeholders or those providing external governance are not considered. | Roles related to application development and use are identified but may not be entirely clear. Affected stakeholders or those providing external governance are not clearly identified. | All the stakeholder roles involved in the development, use and governance of the application are very clearly identified. Which organization take those roles and the benefits they derive from their involvement is also clearly explained. Clearly identifies roles that may be indirectly affected by the application or external oversight roles. |
| Identification of Ethical Risks [40%] | 40 | No clear ethical risks are identified, or the risks presented do not have a clear ethical component. | Some risks identified, but not all the suggested social responsibility headings are considered or no reason given as to why they the present no risks. | Risks considered under most of the social responsibility heading, though the impact/harm, who may suffer the harm or the severity and likelihood are missing or poorly reasoned in places. | All the social responsibility are considered for risks, with clear justification of whether they are present or not, though severity and likelihood are not clear in all cases. | Ethical risks are very clearly and comprehensively described with harms to different stakeholders differentiated and well reasoned assessments of the severity and likelihood the different risks. |
| Discussion of Mitigations Measures for Risk [20%] | 20 | Mitigation measures are not explained, do not address a specific ethical risk or harm. | A mitigation is proposed but the stakeholders involved and action required require to reduce harm are not explained. | A mitigation is proposed but its effectiveness as a means to control the risk is not convincingly explained. | Mitigations for a specific risk is identified but some of the actions and the stakeholder that would undertaken them are not entirely clear | Mitigation(s) for a specific risk are crystal clear, including the stakeholders involved and how they act to deliver the mitigation of harms. A clear understand of whether the mitigation requires technical, organisational or external controls to achieve mitigations. |
| References [10%] | 10 | no references provided | Few references provided or they do not seem relevant to the points or arguments presented. | The relevant of some references may be unclear and some important points lack the references needed to substantiate them. | references are relevant and support the points made in the report but some details missing form references. | The references are relevant, provide strong, explicitly support for the points made, are appropriately formatted and fully detailed, e.g. authors, title, with date for web page references |