

## PROJECT EVALUATION

# ShareTheMeal – The world’s first app against global hunger

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### Infos

Host: United Nations World Food Programme  
Location: Berlin, Rome  
Project-ID: Gexsi #19  
Project Link: [www.sharethemeal.org](http://www.sharethemeal.org)

### Project featured

Start: 25 November 2019  
End: 18 December 2019

### How we support ShareTheMeal

Funding: Donation through ShareTheMeal App  
Visibility: Engagement of food influencer network

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## PART 1

### Targeted Sustainable Development Goals (SDGs)

SDG:	Comment:
 <p><b>2 ZERO HUNGER</b></p>	<p><b>Zero Hunger</b> Emergency hunger relief as primary goal</p>
 <p><b>3 GOOD HEALTH AND WELL-BEING</b></p>	<p><b>Good Health and Well-Being</b> Prevention of malnutrition and its negative health implications for children</p>
 <p><b>17 PARTNERSHIPS FOR THE GOALS</b></p>	<p><b>Partnerships for the Goals</b> Engaging new target groups for the Global Goals</p>
 <p><b>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</b></p>	<p><b>Peace, Justice, and Strong Institutions</b> Avoiding conflicts, strengthening UN institutions (World Food Programme)</p>
 <p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p>	<p><b>Responsible Consumption and Production</b> Mindful use of food, in the North as in the Global South</p>



**Reduced Inequalities**

Raising awareness of inequalities in the world



**No Poverty**

Combating poverty, even though not its causes

## TEIL 2

### Impact Assessment

#### Summary:

<i>Category:</i>	<i>Score:</i>
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<b>1. Sustainable Development Goals</b>	
1.1 People	9,0
1.2 Planet	5,0
<b>2. Social Innovation</b>	
2.1 Disruptive Idea	8,0
2.2 Social Entrepreneurship	8,3
2.3 Impact Model	8,3
<b>3. Opportunity</b>	
3.1 Leverage	6,7
3.2 Quality Check	9,3
3.3 Win-Win Situation	8,0
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## Evaluation in detail:

Categories + Questionnaire:

Score: Explanatory notes

### 1. Sustainable Development Goals \*

#### 1.1 People

Are relevant target groups reached such as people at risk / marginalized groups?	10,0	The project targets exclusively people at risk, in particular: children at risk of malnutrition
Engagement for an open, human-centered society, for social cohesion and inclusion?	8,0	Share the Meal motivates people to make it a habit to share with others through regular micro donations.
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	9,0	Access to nutrition; focus primarily on emergency relief, less on combating the causes
<b>Score</b>	<b>9,0</b>	

#### 1.2 Planet

Save our planet (terrestrial / marine ecosystems, biodiversity, climate change)	4,0	Indirect impact, as extreme poverty tends to lead to environmental destruction and unsustainable use of land
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	6,0	Awareness raising for resource scarcity and a sharing economy.
<b>Score</b>	<b>5,0</b>	

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\*Evaluation of higher-order impact dimensions, which are covered by various SDGs.

## 2. Social Innovation\*

### 2.1 Disruptive Idea

Inspiring, bold concept	7,0	To donate food is not a new idea, but the approach through a smartphone app is.
New actors, beyond the usual suspects	9,0	Startup within UN organisation!
Attractive, newsworthy topic; new insights	8,0	The App makes people think if to share things with those in need should be part of a sharing economy.
<b>Score</b>	<b>8,0</b>	

### 2.2 Social Entrepreneurship

Entrepreneurial spirit	8,0	Founded as a social startup, which then was voluntarily integrated into the UN World Food Programme
Sound, ethically founded business model	8,0	Donation-based app, which runs self-sustainably at solid growth rate.
Team or organisation covers all relevant areas of competency	9,0	Professional team covering all competencies
<b>Score</b>	<b>8,3</b>	

### 2.3 Impact Model

Solid, plausible impact logic	8,0	Professional impact tracking through World Food Programme; focus on hunger relief, not the underlying causes.
Significant potential to scale / replicate	8,0	Micro donations via app as a significantly scalable digital tool
Impact integrated in governance structure	9,0	Integration in UN context with all its checks and balances
<b>Score</b>	<b>8,3</b>	

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\*Includes the concept of social entrepreneurship. Social Innovation refers primarily to the idea, social entrepreneurship to the mindset of the changemakers who implement the idea.

### 3. Opportunity

#### 3.1 Leverage

We can make a difference with our means (funding, visibility, network)	7,0	Activating food influencer network; limited additionality, as Gexsi's financial contribution makes no major difference.
Good timing / opportunity	8,0	Timing flexible; however christmas season is very favourable.
Project is at a critical point to take off (scale or replicate)	5,0	ShareTheMeal seeks to grow at scale in the coming years; however, growth will not depend much on Gexsi's support.
<b>Score</b>	<b>6,7</b>	

#### 3.2 Quality-Check

Positive references	10,0	highly reputable organisation; good governance
No reputational risks	8,0	100% of donations are earmarked for hunger relief; possible criticism: the donations do not tackle the causes of hunger, only the symptoms.
Team or project is sufficiently known / has been checked	10,0	Very high confidence in the project and team, which are both known personally.
<b>Score</b>	<b>9,3</b>	

#### 3.3 Win-Win Situation

Project contributes to a balanced project portfolio (mix of SDGs, regional quota, blend of donations and investments)	8,0	Suitable for an international audience
Project suited to significantly increase Gexsi's media reach / visibility	7,0	Social media support from both ShareTheMeal and food influencers.
Practicability; project easy to implement (smooth coordination, flow of funds, legals)	9,0	Direct exchange with Share the Meal team; donation online via the App.
<b>Score</b>	<b>8,0</b>	

## ANNEX

### Explanatory notes

**Date:** 25 November 2019  
**Bewertung durch:** Andreas Renner Gexsi Founder  
Andrea Rebensburg Gexsi Team

**Legende:**

0	does not apply at all (kick-out)
1-3	hardly applies
4-6	applies
7-9	applies in full
10	applies quite exceptionally

**Hinweise:**

**Weighing**  
If an aspect is classified as particularly relevant and marked accordingly (bold), it can be weighed double.

**Method**  
Evaluation through Gexsi team member (senior/founder level) + challenge/review through at least one further team member; optionally inclusion of third party stakeholder; score through a collective decision-making.