


GOOD Scorecard | Template

Project:		Date:	
<p>This is how it works: You score the project on a scale from 0 to 10 points in 4 categories with three questions each. The main focus of the evaluation is to get a clear understanding on how the project may drive positive change.</p>		<p>Access further information: Further below you will find supplementary information and questions to work with such as linking your evaluation to the 17 UN Sustainable Development Goals.</p>	
A	Are relevant problems being solved?		
1	<p>PEOPLE In how far does the project solve pressing social or societal challenges?</p>		
#	Questions	Score	Explanation
		0 - 10	
1-1	<p>Livelihood improvement Does the project improve people's well-being, health or living conditions? Does it improve access to basic goods and services?</p>		
1-2	<p>Relevant target groups Does the project address people at risk, i.e. vulnerable or marginalized groups or people who live in precarious circumstances or in extreme poverty?</p>		
1-3	<p>Societal Challenges Does the project promote tolerance, inclusion, social participation, gender equality or peaceful coexistence? Does it significantly generate new, fairly paid jobs and thus contribute to prosperity?</p>		
	Average		
2	<p>PLANET In how far does the project protect our environment and helps to save natural resources?</p>		
#	Questions	Score	Explanation
		0 - 10	
2-1	<p>Environmental and climate change Does the project help to conserve or to restore precious terrestrial or marine ecosystems? Does it protect biodiversity? Does it help to counteract climate change?</p>		
2-2	<p>Sustainable use of natural resources Does the project boost a mindful use of scarce resources? Does it contribute to a circular economy? Does it bring about behavioural change or a change of mind-set to engage for the environment or for animal welfare?</p>		
2-3	<p>Environmental Footprint Does the implementing organisation keep its own environmental footprint low? Has the organization made any environmental pledges (e.g. on carbon neutrality / net-zero commitment)? Are there any environmental certifications in place?</p>		
	Average		

B	How to unleash the power to make change happen?		
3	GAMECHANGER In how far is the solution innovative, inspiring, and visionary and may truly drive social change?		
#	Questions	Score	Explanation
		0 - 10	
3-1	Social innovation Is a new, inspiring concept, which tackles a social or environmental challenge in a different, possibly disruptive manner? Is the solution convincing and may inspire people in different places?		
3-2	Social entrepreneurship Does the team demonstrate initiative, agility and entrepreneurial spirit? Does it have the ambition to unleash the full potential of the idea? Does the team count on cooperation and knowledge sharing to scale its positive impact?		
3-3	Resources & Governance Does the team have the necessary resources or growth strategy to move forward? Does the project has a governance structure which well balances purpose and profit?		
	Average		
4	WIN-WIN In how far can we effectively support the project with our means?		
#	Questions	Score	Explanation
		0 - 10	
4-1	Leverage Can we make a difference with our support in the form of money, media work or know-how? Is the project still young or is it at a critical stage of development? Does the project benefit from additional visibility?		
4-2	Timing Is there a specific occasion, such as an ongoing crowdfunding or media campaign, that can be accompanied? Is the subject particularly topical? Is the type of solution not yet represented in this form in our portfolio?		
4-3	Stakeholder Engagement Is the project of particular relevance to our community? Is it related to a region where our community is strongly represented? Has it been recommended or awarded by the impact community? Does the project have strong positive references?		
	Average		
Legende	The scoring takes place on a scale of 0 to 10 points and is converted into percentages for the graphical representation. Guiding question: To what extent does the respective scorecard question apply?		
	0 not at all (kick-out criterion)		
	1 almost not		
	2 not really		
	3 only to a very limited extent		
	4 to a certain extent		
	5 to a good extent		
	6 for the majority		
	7 to the most part		
	8 to the very largest part		
	9 totally, without compromise		
	10 extraordinarily (a gamechanger)		

C	#17 Goals SDGs		
	In how far does the project contribute to the 17 UN Sustainable Development Goals (SDGs)?		
	Background: The international community has defined 17 goals that are crucial for securing a future worth living. This section is about to select the SDGs to which the project seems to contribute most, and rank them.		
	This is how it works: Allocate up to 10 points to the SDGs to which you think the project makes the greatest contribution, and justify your decision. Any SDG can be scored with a maximum of three points.		
Score	Ranking		All 17 SDGs
***	SDG # ____		SDG #1 – No Poverty SDG #2 – Zero Hunger
**	SDG # ____		SDG #3 – Good Health and Well-Being SDG #4 – Quality Education
**	SDG # ____		SDG #5 – Gender Equality SDG #6 – Clean Water and Sanitation
*	SDG # ____		SDG #7 – Affordable and Clean Energy SDG #8 – Decent Work and Economic Growth
*	SDG # ____		SDG #9 – Industry, Innovation and Infrastructure SDG #10 – Reduced Inequalities
*	SDG # ____		SDG #11 – Sustainable Cities and Communities SDG #12 – Responsible Consumption and Production
	SDG # ____		SDG #13 – Climate Action SDG #14 – Life below Water
10 (max)			SDG #15 – Life on Land SDG #16 – Peace, Justice and Strong Institutions SDG #17 – Partnerships for the Goals
D	Explanations and further materials		
	Glossary		
	Here you find a list with notions of further concepts which are of relevance for our scoring.		
	PEOPLE		GAMECHANGER
1 - 1	Base-of-the Pyramid (BoP markets), Basic Goods and Services, impact logic (Resources -> Output -> Outcome)	3 - 1	Disruptive Innovation, Social Innovation, TED X, Ashoka, Change Makers
1 - 2	People at risk, Types of Exclusion or Discrimination, Definitions of Poverty	3 - 2	Social Entrepreneurship, Social Business, Muhamad Yunus, Competition vs. Collaboration, Social Franchise, Open Source
1 - 3	Open Society, Economic Growth vs. Prosperity, Gross National Happiness, unconditional basic income, Formal vs. informal sector, Human Development Index	3 - 3	Business Canvas, B Corp, Purpose Economy, Initiative Transparente Zivilgesellschaft
	PLANET		WIN-WIN
2 - 1	Ecosystem boundaries, UNFCC, Climate Change,, Biodiversity, Conservation vs. Regeneration of Ecosystems, Climate Change Mitigation vs Adaptation, Paris Agreement, 1.5 degree goals	4-1	Effective Philanthropy, Missing Middle Finance Gap,
2 - 2	Circular Economy, Sharing Economy, Recycling vs. Upcycling, Resource efficiency	4-2	n/a
2 - 3	Blauer Engel, B Corp, Economy of the Common Good, Entrepreneurs for Future, Net Zero Targets, Nature Positive	4-3	n/a
	Open Discussion Questions		

a)	Can each of the 17 goals be assigned to the "People" or "Planet" category that guides the scorecard above? If not, why?		
b)	The concept of sustainability is often described with a triad of three "Ps": People, Planet and Profit or People, Planet, Progress or People, Planet, Purpose. What could be meant by the third "P" in each case?		
c)	Based on your evaluation: Do you recommend supporting the project? Where do you see particular strengths, weaknesses or potential for improvement?		
d)	What could be other criteria that should be taken into account when deciding which project we should support?		
e)	Is the scorecard result judgmental or just informative? Does it apply equally to all categories or questions?		
	Methodology		
	<p>How the scorecard is built</p> <p>The scorecard consists of 4 categories with three questions each, all equally weighted. It thus reflects which aspects are considered important. The criteria are intended to stimulate reflection and discussion. For example, a project is not necessarily worse if it scores less highly in the category "Planet", since not every project aims to protect our planet. Nevertheless, the distinction between People and Planet has an important function. It helps to structure the plethora of SDGs to which a project can contribute in an easily understandable way. People often speak of a triad of people, planet and profit. For us, the third "P" clearly belongs to People and stands for Prosperity.</p>		<p>Link between Scorecard and the 17 SDGs</p> <p>We reference all the projects we support to the 17 SDGs. The scorecard is designed in such a way that projects that contribute to a large number of SDGs generally score significantly higher than projects that are very narrowly focused on only one or very few SDGs (for example: pure clean tech projects).</p> <p>How do we define projects?</p> <p>We use the term projects to refer to the entire range of impact initiatives, non-profit organizations, social businesses or social start-ups which social innovators or social entrepreneurs may create. A project in our sense is not time-limited as the term is used in project management terminology.</p>
	Further Links		Contact
	https://gexsi.com/about/projekte/		Andreas Renner
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