





Coral Gardeners Evaluation			
GOOD Project ID: #45			
https://good-search.org/about/en/project/coral-gardeners-saving-the-worlds-coral-reefs/			
Part A	GOOD Scorecard		
#	Questions	Points	Rationale
1	PEOPLE	Score	
	Does the project solve pressing societal challenges?		
1-1	Improving Livelihoods Does the project improve people's well-being, health or living conditions? Does it improve access to basic goods and services?	8	One billion people depend on coral reefs for their livelihood and sustenance
1-2	Reaching those in need Does the project address people at risk, i.e. vulnerable or marginalized groups or people who live in precarious circumstances or in extreme poverty?	6	Coral Gardeners works in regions severely affected by climate change, but does not explicitly focus on people at the lowest end of the income pyramid
1-3	Social cohesion and prosperity 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?	7	Coral Gardeners has proven significant power to campaign for their cause, hence creating a bond between people across the globe with the Pacific Islands with their endangered coral reefs. On top, the project creates fair jobs in the conservation sector.
		7,0	
2	PLANET	Score	
	Does the project protect our environment and conserve natural resources?		
2-1	Saving our planet Does the project help to conserve or to restore terrestrial or marine ecosystems? Does it protect biodiversity? Does it help to counteract climate change?	10	Coral Gardeners restore coral reefs as the most precious marine eco-system
2-2	Sustainable use of natural resources Does the project boost a mindful use of scarce natural 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 animal welfare?	8	The team works without heavy diving gear and uses mainly local natural resources like pieces of reefs (collected from the beach) and bamboo poles. The partnership with GOT Bag helps to highlight the connection between sustainable products and ocean protection.
2-3	Leading by example Does the implementing organisation keep its own ecological footprint low? Are there self-commitments or certifications for environmental protection or climate neutrality in place?	9	The organization has a lean structure, works with the local population, empowers people in further locations to start similar initiatives and uses media and their network to achieve a maximum reach.
		9,0	
3	GAMECHANGER	Score	
	Is the solution innovative, inspiring and has the power to drive real change?		
3-1	Social Innovation Is it a new, inspiring concept, which tackles a social or environmental challenge in a different, possibly disruptive manner? Is the solution convincing and can inspire people in different places?	9	The idea of replanting corals is new. In their Coral Gardeners Labs the team work with leading experts to further improve their approach and to use digital technologies to monitor and map environmental data such as biodiversity
3-2	Entrepreneurial Spirit 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? Is the underlying business model convincing?	9	The young team is highly entrepreneurial. It uses the power of images and creates funding through merchandising such as their partnership with GOT Bag.
3-3	Implementing power Does the team have the necessary resources or growth strategy to move forward? Does the project have a governance structure that balances purpose and profit?	9	The team is highly professional and is connected to experts and supporters around the globe. However, the ultimate success will depend to a good extent on factors that cannot be controlled by Coral Gardeners.
		9,0	

4	WIN-WIN Can we support the project effectively with our means?	Score	
4-1	Leverage Can we make a difference with our financial support, media work or mentoring? Is the project still young or is it at a critical stage of development? Does the project benefit from the additional visibility?	8	The visibility we can provide helps to expand the organizations outreach and fundraising capacity.
4-2	Good Timing Is there a specific occasion, such as an ongoing crowdfunding or media campaign, that we can support? Is the subject particularly topical? Is the type of solution a gap in our portfolio?	8	The organization is still fairly young, their partnership with GOT Bag creates potential cross-marketing opportunities.
4-3	Community Engagement Is the project connected to a region where the GOOD community is strongly represented? Was it recommended or honoured by the impact community? Was it selected through a community vote?	8	The project was proposed by one of the GOOD team member. It provides multiple potential touchpoints with organizations we are connected with, such as the Oceans2050 or the goodcarbon foundation.
	Score	8,0	
Part B	Contribution to the 17 Global Goals		
Severity	Reason		
***	SDG #14 – Life below Water Restoring coral reefs as the most precious marine ecosystem		
***	SDG #17 – Partnerships for the Global Goals Creating partnerships with research, corporates and individuals who adopt a coral to support the cause		
**	SDG #13 – Climate Action Support or people from island states threatened by climate change		
**	SDG #12 – Responsible Consumption and Production Engaging in partnerships with brands like GOT Bag to empower consumers to take action		

Part C	Explanation		
	Scorecard		17 Goals
Method	The scorecard consists of 4 sections of three questions each, all equally weighted. It reflects the aspects which we consider to be most important. The choice of criteria is explicitly intended to encourage reflection. For example, a project is not necessarily less valuable if it scores lower in the "Planet" category, as not every project aims to protect our planet. Nevertheless, the distinction between People and Planet helps to better understand the core objectives of a project, which cannot be described by the SDGs alone. In the context of sustainability, it is often referred to people, planet and profit, or progress, or prosperity. For us, the third "P" clearly is integral part of the People dimension and if furthermore reflected in the section "Gamechanger" where we analyze the power of a project to drive social change.		We link all the projects we support to the 17 SDGs. The scorecard is designed in such a way that solutions that contribute to a large number of SDGs tend to score significantly higher than those narrowly focused on only one or very few SDGs (like e.g. a wind park in the Western hemisphere). We weight the SDGs by awarding 1 to 3 stars for each of the SDGs to which the project makes the most relevant contribution, for a maximum total of 10.
Legend	The evaluation takes place on a scale of 0 to 10 points and is converted into percentages in the chart on the GOOD website. To what extent does the respective scorecard question apply:		
	0 not at all ("Kick-out criteria")		
	1 almost not (10%)		
	2 not really (20%)		
	3 only to a very limited extent (30%)		
	4 to a certain extent (40%)		
	5 to a good extent (50%)		
	6 to the majority (60%)		
	7 to the great majority (70%)		
	8 almost entirely (80%)		
	9 entirely (90%)		
	10 exceptionally (gamechanger) (100%)		
Current evaluation			
Date	15. Februar 2023		
Expert	Dr. Andreas Renner		
Contact	andreas@good-search.org		