






dooy Evaluation			
GOOD Project ID: #48			
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	The online platform's do-it-yourself offerings are easy to implement and can have an immediate positive impact on the lives of people in underserved communities.
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?	9	dooy addresses people in underserved communities who are at the bottom 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?	9	Anyone with access to a smartphone can use the open do-it-yourself platform dooy, regardless of gender, skin colour or religion.
		8,7	
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?	4	Some of the solutions reduce pressure on natural ecosystems and help preserve them.
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	Sustainability and circular economy par excellence, as the do-it-yourself projects are implemented locally and existing resources, such as waste, are used.
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?	7	The impact is primarily achieved through a digital solution. The organisation Hack your Shack, which develops and distributes dooy, thus keeps its ecological footprint low.
		6,3	
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?	6,0	Use of digital opportunities to sustainably improve the living conditions of many people. Potentially reaching all smartphone users in underserved communities worldwide. Involving affected people who become doers.
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?	9,0	Aim to make the project big, through an open digital solution. Collaborations and further development are encouraged, with the aim of generating more positive impact.
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?	8	The non-profit behind dooy works with very lean structures, which limits the possibilities for marketing and further regional expansion, but has a solid structure and strong references.
		7,7	

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 project is still in its infancy, but is quickly scalable due to the digital solution. GOOD's media work can contribute to higher awareness and visibility. In particular, the mediation of multipliers and cooperation partners is a significant plus point.
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?	9	After a long development and testing phase, dooky is now live and benefits greatly from early adapters.
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?	7	The project was recommended by the Impact Factory in Duisburg and has a connection to a region with many GOOD users coupled with a global impact.
	Score	8,0	
Part B Contribution to the 17 Global Goals			
Severity	Reason		
***	SDG #1 - No Poverty Reduce poverty in underserved regions by helping people help themselves through an easy accessible DIY platform via smartphone.		
**	SDG #9 - Industry, innovation and infrastructure. Spreading life-enhancing, easy to implement DIY solutions accessible to all via smartphone.		
**	SDG #12 - Sustainable consumption and production. By implementing DIY projects locally, dooiy contributes to a circular economy in underserved regions.		
**	SDG #10 - Reduce inequalities. The low-threshold offer is aimed at people at the lower end of the income pyramid; everyone can participate in the transfer of knowledge.		
*	SDG #17 - Partnerships to achieve the goals. Collaborations and networks are key in spreading DIY solutions accessible to all around the world.		

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	1 May 2023		
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