

First AED Evaluation			
GOOD Project ID: #53			
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?	9,0	The project saves lives by aiming to shorten the resuscitation-free interval to a minimum - in urban and rural areas.
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?	5,0	All people are reached, regardless of age, gender or other factors.
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?	8,0	Strengthening of voluntary engagement #youcansavelives
		7,3	
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?	1,0	This is not the aim of the project.
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?	3,0	Shorter distances for the first aid of emergency patients. The offer does not replace the ambulance.
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?	7,0	App-based system. The organisation works very resource-efficiently.
		3,7	
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?	9,0	Yes, the idea was first developed in Denmark and is now being adopted and further developed by various partners.
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?	7,0	Personal engagement, volunteering and partnerships as success factors
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?	9,0	Professional set-up and organized. Exemplary involvement and cooperation of all parties involved, such as rescue control centers and fire departments.
		8,3	

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?	9,0	Raising awareness is crucial for the initiative
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?	7,0	The initiative is still relatively young and has a lot of potential to be scaled and established in other regions and to involve more partners.
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?	9,0	There are a lot of GOOD users in Freiburg, where FirstAED Germany is based, thanks to the new partnership with the city administration.
	Score	8,3	
Part B	Contribution to the 17 Global Goals		
Severity	Reason		
***	SDG #3 – Good Health and Well-Being Saving people's lives by smartphone through faster first aid in an emergency.		
***	SDG #17 – Partnerships for the Global Goals Strong collaborations and partnerships with multiple health and emergency service organizations enabled.		
**	SDG #11 – Sustainable Cities and Communities Increasing the quality of life in cities and communities through faster and better primary care.		
**	SDG #9 – Industry, Innovation and Infrastructure Via smartphone app, lives can be saved through more efficient first aid measures.		

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	20 Oktober 2023		
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