








African Baobab Alliance Evaluation			
GOOD Project ID: #54			
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?	8,0	The living conditions of the people in the producing country are improved. In addition, there are positive effects in the exporting countries.
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?	8,0	The project primarily reaches small farming families in southern Africa, who secure an additional income by collecting wild baobab fruits.
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	Village communities are strengthened and a new economic sector closely linked to nature is created in rural areas.
		8,0	
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?	9,0	Protecting baobab forests that were considered worthless by turning their fruit into a valuable commodity.
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?	8,0	Sustainable use of naturally available, valuable food.
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?	8,0	The project works primarily through communication, education and strengthening of distribution channels. The organisation's ecological footprint is small.
		8,3	
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?	7,0	In many parts of Africa, baobab is considered a fruit that only monkeys eat. Developing an economic sector from this is innovative.
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	The team around Dominikus Collenberg of B'Ayoba combines entrepreneurial spirit with a strong ethically rooted impact focus.
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?	8,0	The initiative has developed successfully in recent years.
		8,0	

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?	7,0	The initiative is not entirely new, but the potential is far from exhausted. GOOD can help to strengthen visibility in potential sales markets.
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 timing is good because of the ongoing Sales activities, but it does not tie in with any current campaign.
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?	7,0	The entrepreneur has been known to the GOOD team for many years, the basis of trust is strong.
	Score	7,0	
Part B Contribution to the 17 Global Goals			
Severity	Reason		
**	SDG #1 - No Poverty Fighting poverty in rural Southern Africa		
**	SDG #3 - Good Health and Well-Being Healthy nutrition for the participating families, but also for the clients in the export countries		
*	SDG #15 - Life on Land Protection and regeneration of baobab forests		
*	SDG #8 - Decent Work and Economic Growth Creating new jobs through wild harvesting and processing of the baobab fruit		
*	SDG #5 - Gender Equality The vast majority of baobab harvesters are women		
*	SDG #12 - Responsible consumption and production The baobab fruit is processed as a 100% natural and pesticide free product		
*	SDG #13 - Climate Action Baobab trees are a carbon sink		
*	SDG #2 - Zero Hunger Better supply of important vitamins and minerals	