OD Project	t ID: #55		
Part A	GOOD Scorecard		
#	Questions	Points	Rationale
1	PEOPLE Does the proejct solve pressing societal challenges?	Score	
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	Witness is committed to drawing attention to human rights violations in crisis and war zones and thus initiating change f those affected.
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?	10	The focus is on population groups that are directly affected by human rights violations, such as in political conflicts, war zones, climate injustices or socially disadvantaged people.
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	The protection and defence of human rights for disadvantag and vulnerable groups is the clear goal of the organisation. Through on-site training and online resources, the local population is supported in becoming active themselves.
		9,0	
2	PLANET Does the project protect our environment and conserve natural resources?	Score	
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?	7	Witness takes action where climate change poses a threat to human rights and causes social injustice. They draw attention to the issue of climate justice through the stories of those affected. The organisation thus indirectly counteracts climate change through reporting and education.
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	One of the aims is to raise awareness of the grievances caus by climate change and thus bring about a change in thinking and behaviour at both an individual and political level.
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	Witness is a global organisation with local teams that work regionally where conflicts and crisis situations exist. They at always looking for local partners and organisations that can support their work and act locally. They also rely on digital technologies. This allows the ecological footprint to be kept relatively low.
		7,7	
3	GAMECHANGER Is the solution innovative, inspiring and has the power to drive real change?	Score	
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	Witness utilises modern technologies and the impact of vide to initiate processes that promote peace and democracy. Through the reporting of those affected, authentic and true information about the current situation in various trouble spots around the world can be disseminated that might otherwise remain unknown.
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?	8	Witness is a very agile organisation that still has a strong entrepreneurial spirit even after 30 years. They place particular emphasis on continuously utilising new technologies and deploying them in different crisis regions a needed. Furthermore, they continuously cooperate with technology companies to bring about change on a systemic level.
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?	10	Witness works in a highly professional manner and is established worldwide with strong supporters such as the Skoll Foundation.

4	WIN-WIN	Score	
	Can we support the project effectively with our means?		
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?	6	Witness is well positioned. The leverage effect lies in making the organisation and its approach known in the community and thus expanding the circle of supporters.
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	The topic is very topical. The war in Ukraine and the escalation of the Middle East conflict have greatly exacerbated the global security situation. In many other countries, totalitarian structures, military conflicts, but also gender-based violence, social inequalities and the worsening climate crisis are leading to violations of human rights.
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 organisation had been on the GOOD team's radar for some time. The topicality of the issue prompted us to include Witness in our portfolio. Many people are currently concerned about human rights and social justice. With Witness, we are taking up a cause that affects us all.
	Score	7,7	
Part B	Contribution to the 17 Global Goals		
Severity	Reason		
***	ODO WIO. Donor hostics and Observational Institutions	16 PEACE, JUSTICE AND STRONG	
	SDG #16 - Peace, Justice and Strong Institutions Drawing attention to global abuses and initiating peace-building	AND STRONG INSTITUTIONS	
	processes through video		
**	SDG #10 - Reduced Inequalities	10 REDUCED INEQUALITIES	
	Stories of those affected raise awareness and drive social change	₹	
**	SDG #17 - Partnerships for the Goals	17 PARTNERSHIPS FOR THE GOALS	
	Cooperation with grassroot initiatives, experts and campaigners to achieve maximum impact	%	
*	SDG #5 - Gender Equality	5 GENDER EQUALITY	
	Revealing gender-based human rights abuses	₽"	
*	SDG #4 - Quality Education	4 QUALITY EDUCATION	
	Training and online resources for those affected on effective video documentation		
*	SDG #13 - Climate Action	13 CLIMATE ACTION	
	Videos as a means of raising awareness and fighting for climate justice		

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 SDGsa lone. 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%)	
1	0 exceptionally (gamechanger) (100%)	
Current eval	uation	
Date	5 Dezember 2023	
Experts	Karina Reinhard, Andreas Renner	
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