

<b>Witness   Evaluation</b>			
GOOD Project ID: #55			
Part A	GOOD Scorecard		
#	Questions	Points	Rationale
<b>1</b>	<b>PEOPLE</b>	<b>Score</b>	
	Does the project solve pressing societal challenges?		
<b>1-1</b>	<b>Improving Livelihoods</b> Does the project improve people's well-being, health or living conditions? Does it improve access to basic goods and services?	<b>8</b>	Witness is committed to drawing attention to human rights violations in crisis and war zones and thus initiating change for those affected.
<b>1-2</b>	<b>Reaching those in need</b> Does the project address people at risk, i.e. vulnerable or marginalized groups or people who live in precarious circumstances or in extreme poverty?	<b>10</b>	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.
<b>1-3</b>	<b>Social cohesion and prosperity</b> 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?	<b>9</b>	The protection and defence of human rights for disadvantaged 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.
		<b>9,0</b>	
<b>2</b>	<b>PLANET</b>	<b>Score</b>	
	Does the project protect our environment and conserve natural resources?		
<b>2-1</b>	<b>Saving our planet</b> Does the project help to conserve or to restore terrestrial or marine ecosystems? Does it protect biodiversity? Does it help to counteract climate change?	<b>7</b>	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.
<b>2-2</b>	<b>Sustainable use of natural resources</b> 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?	<b>8</b>	One of the aims is to raise awareness of the grievances caused by climate change and thus bring about a change in thinking and behaviour at both an individual and political level.
<b>2-3</b>	<b>Leading by example</b> Does the implementing organisation keep its own ecological footprint low? Are there self-commitments or certifications for environmental protection or climate neutrality in place?	<b>8</b>	Witness is a global organisation with local teams that work regionally where conflicts and crisis situations exist. They are 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.
		<b>7,7</b>	
<b>3</b>	<b>GAMECHANGER</b>	<b>Score</b>	
	Is the solution innovative, inspiring and has the power to drive real change?		
<b>3-1</b>	<b>Social Innovation</b> 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?	<b>9</b>	Witness utilises modern technologies and the impact of video 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.
<b>3-2</b>	<b>Entrepreneurial Spirit</b> 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?	<b>8</b>	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 as needed. Furthermore, they continuously cooperate with technology companies to bring about change on a systemic level.
<b>3-3</b>	<b>Implementing power</b> 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?	<b>10</b>	Witness works in a highly professional manner and is established worldwide with strong supporters such as the Skoll Foundation.
		<b>9,0</b>	



