OD Projec	t ID: #58		
Part A	GOOD Scorecard		
#	Questions	Points	Rationale
1	<b>PEOPLE</b> 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?	8,5	P2P markets a standard product (paint) but enriches it with malaria repellent
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?	7,0	The startup operates in the Northern part of Nigeria where people are effected from civil unrest and low income opportunities
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?	7,0	P2P creates new jobs and strengthens the entrepreneurial spirit in region with high security risks
		7,5	
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?	8,0	P2P contributes to keeping the environment clean, and help to avoid that plastic litter is carried into the sea
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?	9,0	P2P showcases how the circular economy can be advanced.
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	P2P is a university startup which operates with a very lean structure.
		8,3	
3	<b>GAMECHANGER</b> 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?	8,0	Both the recycling of plastic bags as well as the enrichment with malaria repellent are unusual, innovative concepts.
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 students design purpose-oriented business models, reato spin-off from the university context
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?	8,5	The team has all necessary competences, backed by the university infrastructure. A later scaling-up of the business may be challenging due to the location in North Nigeria.

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?	8,0	We can provide the Enactus team with visibility, which may help to identify further supporters. This is particular important as the team does not have access to networks outside Nigeria.
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 project is a finalist in the Action with Africa Award in October 2023 and receives an additional recognition and funding through GOOD.
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?	8,0	GOOD forms part of the Enactus Action with Africa jury. P2P therewith has strong references.
	Score	7,7	
Part B	Contribution to the 17 Global Goals		
Severity	Reason		
***	SDG #12 – Responsible Consumption and Production	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	
	Recycling of plastic sachets into high-quality paint	CO	
***	SDG #3 - Good Health and Well-Being	3 GOOD HEALTH AND WELL-BEING	
	Fighting malaria through integrated organic insect repellent	<i>-</i> ₩•	
**	SDG #8 - Decent Work and Economic Growth	8 DECENT WORK AND ECONOMIC GROWTH	
	Development of a social startup in disadvantaged region	<b>M</b>	
*	SDG #1 - No Poverty	1 NO POVERTY	
	Inclusive business model designed to fight poverty	Nithin	
*	SDG #4 - Quality Education	4 QUALITY EDUCATION	
	Social startup incubation through the Enactus university program		

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:		
O	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 evalu	ation		
Date	23 März 2024		
Experts	Andreas Renner and Andrea Rebensburg		
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