

Plastic to Paint Evaluation			
GOOD Project ID: #58			
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?	8,5	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 affected 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 helps 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	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?	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, ready to 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.
		8,5	

