# Citizens Forests | Evaluation

GOOD Project ID: #57

| Part A | GOOD Scorecard | | |
|---|---|---|---|
| **#** | **Questions** | **Points** | **Rationale** |
| | | | |
| **1** | **PEOPLE**<br>Does the proejct solve pressing societal challenges? | **Score** | |
| **1-1** | **Improving Livelihoods**<br>Does the project improve people's well-being, health or living conditions? Does it improve access to basic goods and services? | **7,0** | Citizens Forests improves the quality of life in cities through more green spaces, better air and recreational areas. |
| **1-2** | **Reaching those in need**<br>Does the project address people at risk, i.e. vulnerable or marginalized groups or people who live in precarious circumstances or in extreme poverty? | **3,0** | Citizens Forests is aimed at everyone in a community, not specifically at people who are marginalized or living in precarious conditions. |
| **1-3** | **Social cohesion and prosperity**<br>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** | Citzens Forests strengthens the community in the municipalities. The association gives people courage and shows them how they themselves can become active for the good of society. |
| | | **6,0** | |
| **2** | **PLANET**<br>Does the project protect our environment and conserve natural resources? | **Score** | |
| **2-1** | **Saving our planet**<br>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** | Citizens Forests creates small biotopes in the middle of the city, stores CO2 and helps to adapt to the consequences of climate change |
| **2-2** | **Sustainable use of natural resources**<br>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? | **7,0** | Citizens Forests raises environmental awareness in the city and combats the sealing of urban areas. |
| **2-3** | **Leading by example**<br>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 organization has very lean structures and causes hardly any negative emissions itself. |
| | | **8,0** | |
| **3** | **GAMECHANGER**<br>Is the solution innovative, inspiring and has the power to drive real change? | **Score** | |
| **3-1** | **Social Innovation**<br>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** | The idea is not new, but Citizens Forests uses a special high-density planting method based on experience in Japan. |
| **3-2** | **Entrepreneurial Spirit**<br>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 is agile, entrepreneurial and has a clear vision to replicate the ideas in as many cities or other countries as possible and to achieve synergies with like-minded initiatives. |
| **3-3** | **Implementing power**<br>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? | **7,0** | The Citizens Forests idea can be driven forward with a small team. The organization would need to be developed further in order to scale up. |
| | | **7,7** | |

| 4 | **WIN-WIN** <br> Can we support the project effectively with our means? | **Score** | |
|---|---|---|---|
| 4-1 | **Leverage** <br> 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 | The organizations' success depends to a great extent from its media reach, which we can leverage. |
| 4-2 | **Good Timing** <br> 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 | It's the first project about urban reforestation in our GOOD portfolio |
| 4-3 | **Community Engagement** <br> 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 | The project has been recommended through our community. |
| | **Score** | **7,7** | |

# Part B    Contribution to the 17 Global Goals

| Severity | Reason | | |
|---|---|---|---|
| | | | |
| *** | **SDG #11 – Sustainable Cities and Communities** |  | |
| | Citizens Forests shows how everyone of us can start climate action in town. | | |
| *** | **SDG #15 – Life on Land** |  | |
| | The Tiny Forests create small green oases and strengthen biodiversity in the city. | | |
| ** | **SDG #13 – Climate Action** |  | |
| | The Tiny Forests sequester carbon from the atmosphere and help to cool the cities. | | |
| ** | **SDG #17 – Partnerships for the Global Goals** |  | |
| | Partnerships between citizens, administrations and companies as the key to success | | |

| 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%) | | |
| 10 | **exceptionally (gamechanger) (100%)** | | |
| | | | |
| | | | |
| **Current evaluation** | | | |
| Date | 26 Februar 2024 | | |
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