Replace Einweg | Evaluation

GOOD Project ID: #61

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?	**7,0**	People are encouraged to take action themselves to positively change the world.
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?	**5,5**	The project targets corporates and conscious consumers, that is not people at risk. However, it is a target group which can drive social change.
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?	**8,5**	A key social impact is that people become aware of the effects of everyday consumption and about the power of the many to drive change.
	Score	**70%**	
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?	**8,5**	Fighting the environmental destruction induced by consumer proeducts at the root of the problem.
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?	**9,5**	Engaging both consumers and producers for a circular economy and a sustainable use of scarce resources.
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?	**9,0**	Highly effective way by driving change with digital tools, avoiding any own negative environmental footprint.
	Score	**90%**	
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?	**9,0**	The idea of using barcode scanning to provide feedback to manufacturers via consumers is innovative and has strong potential.
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?	**8,0**	Jennfer and Frank Timrott have built up the project with a great deal of commitment and volunteer work and create real added value with their feedback to sustainability teams from companies.
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?	**9,5**	Despite the small team, the association works very professionally and has automated many of the processes to such an extent that it can currently process several hundred scans per day.
	Score	**88%**	

4	**WIN-WIN** Can we support the project effectively with our means?	**Score**	
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?	9,0	The Replace app gains its strength with the number of consumers who know and use them. As a small association, it is also dependent on donations.
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?	8,0	The non-profit launched the new Replace Einweg app in June 2024 as a supplement to the existing ReplacePlastic app. Good timing to spread the word.
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 ReplacePlastic app has also been featured in GOOD Impact magazine,
	Score	**83%**	

Part B   Contribution to the 17 Global Goals

Severity	Reason		
***	**SDG #12 – Responsible Consumption and Production**		
	Consumer activism for a circular packaging design		
**	**SDG #17 – Partnerships for the Global Goals**		
	Engaging consumers in rethinking packaging design		
**	**SDG #9 – Industry, Innovation and Infrastructure**		
	Building a digital infrastructure to strengthen consumer activitism		
**	**SDG #15 – Life on Land**		
	Sustainable product design to reduce environmental impacts		
*	**SDG #14 – Life below Water**		
	Stopping one-way packaging to end up in the sea		

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 Juni 2024		
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