

## PROJECT EVALUATION

# The Generation Forest – The Natural Climate Solution

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### Infos

Host: The Generation Forest e.G. (TGF)  
Location: Hamburg (Germany)  
Project-ID: Gexsi #28  
Project Link: <https://thegenerationforest.com/>

### Project featured

Start: 28 October 2020  
End: open

### How we support The Generation Forest

Funding: Investment  
Visibility: Media work


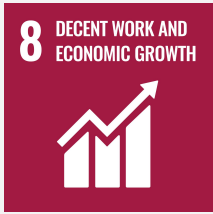
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PART 1

Targeted Sustainable Development Goals (SDGs)

SDG:	Comment:
 <p>15 LIFE ON LAND</p>	<p><b>Life on Land</b> Regenerating tropical rainforests, safeguarding biodiversity, fighting soil erosion</p>
 <p>13 CLIMATE ACTION</p>	<p><b>Climate Action</b> Capturing and storing 14tons of CO2 from the atmosphere per year per hectare</p>
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p><b>Decent Work and Economic Growth</b> Creating good jobs in rural area, with educational opportunities and social security</p>
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p><b>Responsible Consumption and Production</b> Turning timber production into a trigger to boost sustainability across the tropics</p>

## PART 2

### Impact Assessment

#### Summary:

<i>Category:</i>	<i>Score:</i>
<hr/>	
<b>1. Sustainable Development Goals</b>	
1.1 People	7,8
1.2 Planet	9,0
<b>2. Social Innovation</b>	
2.1 Disruptive Idea	8,7
2.2 Social Entrepreneurship	9,0
2.3 Impact Model	8,3
<b>3. Opportunity</b>	
3.1 Leverage	7,8
3.2 Quality Check	8,5
3.3 Win-Win Situation	8,5

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## Evaluation in detail:

Categories + Questionnaire:

Score: Explanatory notes

### 1. Sustainable Development Goals \*

#### 1.1 People

Are relevant target groups reached such as people at risk / marginalized groups?	8,5	The Generation Forest (TGF) works in remote rural areas and engages with indigenous people as part of its CSR.
Engagement for an open, human-centered society, for social cohesion and inclusion?	7,0	TGF engages for a human-centered society within its area of work (working with rural people etc)
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	8,0	Improved livelihoods in remote rural areas in Central America
<b>Score</b>	<b>7,8</b>	

#### 1.2 Planet

Save our planet (terrestrial / marine ecosystems, biodiversity, climate change)	9,5	Regenerating biodiversity, soil, watersheds in formerly deforested areas
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	8,5	Turning the timber industry into a driving force for a sustainable development
<b>Score</b>	<b>9,0</b>	

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\*Evaluation of comprehensive impact dimensions covered by various SDGs.

## 2. Social Innovation\*

### 2.1 Disruptive Idea

Inspiring, bold concept	9,0	Unprecedented, game-changing forestry concept
New actors, beyond the usual suspects	8,5	Solving climate change through citizens, not just politics
Attractive, newsworthy topic; new insights	8,5	Creating knowledge on how to cultivate native tree species which in the past had been harvested in natural forests only
<b>Score</b>	<b>8,7</b>	

### 2.2 Social Entrepreneurship

Entrepreneurial spirit	9,0	Entrepreneurial approach where many others work with donations only
Sound, ethically founded business model	9,0	Solid business case based on 25 years of experience
Team or organisation covers all relevant areas of competency	9,0	Young, highly motivated team in Hamburg, experienced staff on-site in Panama,
<b>Score</b>	<b>9,0</b>	

### 2.3 Impact Model

Solid, plausible impact logic	9,0	Straight-forward impact logic with regard to to the impact of the generation forest model
Significant potential to scale / replicate	8,0	Unlimited areas to reforest; fairly high investment per hectare may limit scale..
Impact integrated in governance structure	9,0	Ethical set-up incorporated in the cooperative structure
<b>Score</b>	<b>8,3</b>	

\*Includes the concept of social entrepreneurship. Social Innovation refers primarily to the idea, social entrepreneurship to the mindset of the changemakers who implement the idea.

### 3. Opportunity

#### 3.1 Leverage

We can make a difference with our means (funding, visibility, network)	8,0	Raising visibility helps the cooperative as every citizen is invited to join in.
Good timing / opportunity	8,0	Pre-Christmas season as a good timing, as shares can be issued as a present
Project is at a critical point to take off (scale or replicate)	7,5	Initial solid track record achieve, but effort needed to make bold targets happen.
<b>Score</b>	<b>7,8</b>	

#### 3.2 Quality-Check

Positive references	9,0	25 years of track record, Ashoka Fellowship and solid governance structure
No reputational risks	7,0	The only risk is that private land ownership by a foreign cooperative may be criticized
Team or project is sufficiently known / has been checked	9,5	Gexsi Co-founder actively formed part of the The Generation Forest Team in its start
<b>Score</b>	<b>8,5</b>	

#### 3.3 Win-Win Situation

Project contributes to a balanced project portfolio (mix of SDGs, regional quota, blend of donations and investments)	9,0	First reforestation project, with a very unique, social entrepreneurial approach
Project suited to significantly increase Gexsi's media reach / visibility	7,5	Positive effect likely, but rather in the medium term
Practicability; project easy to implement (smooth coordination, flow of funds, legals)	9,0	Team known; support through joining the cooperative as a standard procedure
<b>Score</b>	<b>8,5</b>	

## ANNEX

### Explanatory notes

**Date:** 27 October 2020  
**Bewertung durch:** Andreas Renner Gexsi Founder  
Andrea Rebensburg Gexsi Team

**Legende:**

0	does not apply at all (kick-out)
1-3	hardly applies
4-6	applies
7-9	applies in full
10	applies quite exceptionally

**Hinweise:**

**Weighing**  
If an aspect is classified as particularly relevant and marked accordingly (bold), it can be weighed double.

**Method**  
Evaluation through Gexsi team member (senior/founder level) + challenge/review through at least one further team member; optionally inclusion of third party stakeholder; score through a collective decision-making.