

## PROJECT EVALUATION

# glassic – Reducing plastic pollution through re-usable bottles

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### Infos

Host: Enactus München e.V.  
Location: Munich (Germany)  
Project-ID: Gexsi #29  
Project Link: <https://www.glassic.world>

### Project featured

Start: 21 December 2020  
End: open

### How we support glassic

Funding: Gexsi Impact Challenge Award  
Visibility: Media work

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**PART 1**

**Targeted Sustainable Development Goals (SDGs)**

SDG:	Comment:
 <p><b>14</b> LIFE BELOW WATER</p>	<p><b>Life Below Water</b> Reducing plastic waste on Thailand's coasts; ocean clean-ups</p>
 <p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p><b>Responsible Consumption and Production</b> Local production of drinking water in re-usable bottles as contribution to a zero-waste economy</p>
 <p><b>13</b> CLIMATE ACTION</p>	<p><b>Climate Action</b> Reducing 66 tons CO2 each year (based on initial production size)</p>
 <p><b>6</b> CLEAN WATER AND SANITATION</p>	<p><b>Clean Water and Sanitation</b> Providing locally produced clean drinking water</p>

## PART 2

### Impact Assessment

#### Summary:

<i>Category:</i>	<i>Score:</i>
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<b>1. Sustainable Development Goals</b>	
1.1 People	6,5
1.2 Planet	9,0
<b>2. Social Innovation</b>	
2.1 Disruptive Idea	8,5
2.2 Social Entrepreneurship	8,7
2.3 Impact Model	8,8
<b>3. Opportunity</b>	
3.1 Leverage	8,7
3.2 Quality Check	8,7
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?	6,0	glassic creates jobs in emerging markets, but does not focus explicitly on marginalized groups.
Engagement for an open, human-centered society, for social cohesion and inclusion?	7,0	glassic has a social mission which goes beyond the sales of water.
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	6,5	glassic does not address low-income consumers at the base-of-the-pyramid, but may engage people at risk in other activities such as ocean cleans ups etc.
<b>Score</b>	<b>6,5</b>	

#### 1.2 Planet

Save our planet (terrestrial / marine ecosystems, biodiversity, climate change)	8,5	Tackling plastic waste pollution in the oceans
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	9,5	Introducing a new zero-waste production and consumption scheme
<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	8,5	Transfer of a European concept to a completely new region.
New actors, beyond the usual suspects	8,5	Student startup, with local partners abroad
Attractive, newsworthy topic; new insights	8,5	Tackling plastic in the oceans with a new, convincing approach!
<b>Score</b>	<b>8,5</b>	

### 2.2 Social Entrepreneurship

Entrepreneurial spirit	9,0	Team with strong entrepreneurial spirit, scalable business model
Sound, ethically founded business model	9,0	Business case to be proven; but based on in-depth research
Team or organisation covers all relevant areas of competency	8,0	Young, highly motivated team in Munich, with local partners in Thailand
<b>Score</b>	<b>8,7</b>	

### 2.3 Impact Model

Solid, plausible impact logic	9,0	Replacing plastic as a straight-forward approach
Significant potential to scale / replicate	8,5	Franchise scheme could scale at large, if (and only if) if pilot proves successful.
Impact integrated in governance structure	9,0	Local units will operate under non-profit roof (glassic gUG)
<b>Score</b>	<b>8,8</b>	

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\*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)	9,0	The funding helps to implement the pilot and/or to spin-off the company in Germany
Good timing / opportunity	8,5	Gexsi Impact Challenge Award provides additional credibility
Project is at a critical point to take off (scale or replicate)	8,5	Critical point: Pilot ready to be implemented (delays through pandemic, though)
<b>Score</b>	<b>8,7</b>	

#### 3.2 Quality-Check

Positive references	9,0	Enactus social innovation Award winner 2019
No reputational risks	8,0	No reputational risks; possibly sponsors join in whom we do not know
Team or project is sufficiently known / has been checked	9,0	Direct contact with founder, Patrick Bombik
<b>Score</b>	<b>8,7</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	Blend of German + international impact; boosts partnership with Enactus
Project suited to significantly increase Gexsi's media reach / visibility	7,5	Indirectly, through Enactus network
Practicability; project easy to implement (smooth coordination, flow of funds, legals)	9,0	Donation via Enactus Munich
<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.