

PROJECT EVALUATION

AfB – green&social IT

Infos

Host: AfB gGmbH
Location: Germany, Austria, Switzerland, France, Slovakia
Project-ID: Gexsi #32
Project Link: <https://www.discovering-hands.de>

Project featured

Start: 9 June 2021

How we support the project

Funding: Donation
Visibility: Media work

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PART 1

Targeted Sustainable Development Goals (SDGs)

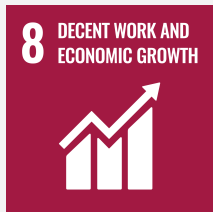
SDG:

Comment:



Quality Education

Ensuring equal opportunities is linked to an access to good learning tools. AfB supports educational projects worldwide by providing IT devices.



Decent Work and Economic Growth

IT remarketing contributes to the sustainable extraction of raw materials and the reduction of e-waste landfills in the Global South.



Reduced Inequalities

By creating inclusive workplaces, AfB promotes the social and economic inclusion as well as the self-determination of people with disabilities.



Responsible Consumption and Production

AfB helps reduce resource consumption, emissions and e-waste by reusing IT hardware.



Climate Action

Reuse and recycling of IT devices leads to savings in emissions, raw materials and energy and thus contributes to climate protection.

PART 2

Impact Assessment

Summary:

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

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?	10,0	Employment for people with disabilities as core purpose of the company
Engagement for an open, human-centered society, for social cohesion and inclusion?	9,0	Engagement for inclusion and a human centered economy
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	7,0	Mentoring of employees, donation of hardware to vulnerable groups etc
Score	8,7	

1.2 Planet

Save our planet (terrestrial / marine ecosystems, biodiversity, climate change)	8,0	Empowering companies to reduce their carbon footprint related to IT.
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	9,0	Advancing circular economy in the IT sector
Score	8,5	

*Evaluation of comprehensive impact dimensions covered by various SDGs.

2. Social Innovation*

2.1 Disruptive Idea

Inspiring, bold concept	7,0	Not unique but bold realization to scale an inclusive business
New actors, beyond the usual suspects	7,5	AfB founded by one private individual as a social business
Attractive, newsworthy topic; new insights	8,5	Multiple opportunities to leverage positive impact (donating hardware etc ⁹)
Score	7,8	

2.2 Social Entrepreneurship

Entrepreneurial spirit	9,0	Powerful business model
Sound, ethically founded business model	9,0	Charitable corporate structure with potential to continue scaling-up
Team or organisation covers all relevant areas of competency	9,0	Professional set-up
Score	9,0	

2.3 Impact Model

Solid, plausible impact logic	8,5	Employment + carbon footprint as two key indicators; study together with myclimate
Significant potential to scale / replicate	8,5	Potential to scale is given, even though there is competition in the refurbishment sector
Impact integrated in governance structure	9,0	Legal form is a corporate non-profit
Score	8,7	

*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)	7,5	AfB already well known, but Gexsi media supports further outreach
Good timing / opportunity	8,5	Employees of Weleda pleaded to support AfB.
Project is at a critical point to take off (scale or replicate)	6,0	AfB is already fairly mature, but has more potential to scale
Score	7,8	

3.2 Quality-Check

Positive references	9,0	Award-winning organization
No reputational risks	8,5	No reputational risks in sight
Team or project is sufficiently known / has been checked	8,5	We followed the company development over a long time; call with team
Score	8,7	

3.3 Win-Win Situation

Project contributes to a balanced project portfolio (mix of SDGs, regional quota, blend of donations and investments)	8,5	Contribution to BW + Austria portfolio + partnership with Weleda (employee engagement)
Project suited to significantly increase Gexsi's media reach / visibility	9,0	Opportunity to liaise with AfB customer base.
Practicability; project easy to implement (smooth coordination, flow of funds, legals)	9,0	Donation to a German registered non-profit
Score	8,8	

ANNEX

Explanatory notes

Date: 4 June 2021
Evaluated by: Andreas Renner Gexsi Co-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

Comments:

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.
The score always reflects the evaluation at a given point in time and may be revised upon new insights or stakeholder feedback.