

PROJECT EVALUATION

Plasticpreneur – Empowering people to recycle plastics

Infos

Host: doing circular gmbh
Location: Wiener Neustadt (Austria)
Project-ID: Gexsi #36
Project Link: <https://plasticpreneur.com>

Project featured

Start: 2 November 2021

How we support the project

Funding: Sponsorship (machinery)
Visibility: Media work

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PART 1

Targeted Sustainable Development Goals (SDGs)

SDG:	Comment:
 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>Sustainable Cities and Communities</p> <p>Plasticpreneur provides the infrastructure to recycle plastic waste through local initiatives anywhere in the world</p>
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>Responsible Consumption and Production</p> <p>Zero Waste Economy - Plasticpreneur opens up a wide variety of new recycling opportunities.</p>
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>Decent Work and Economic Growth</p> <p>Plasticpreneurs creating new jobs especially in base-of-the-pyramid markets</p>
 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>Industry, Innovation and Infrastructure</p> <p>Development of machines that enable recycling of plastic waste at low cost even on a small scale.</p>

PART 2

Impact Assessment

Summary:

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

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?	9,0	Partners all over the world, partnering with local entrepreneurship initiatives
Engagement for an open, human-centered society, for social cohesion and inclusion?	8,5	Empowerment of local groups to help themselves
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	8,5	Employment opportunities plus production of goods in base-of-the-pyramid markets
Score	8,7	

1.2 Planet

Save our planet (terrestrial / marine ecosystems, biodiversity, climate change)	9,0	Reduction of waste in regions with no waste collection systems
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	9,0	Unleashing the power of decentralized plastic recycling
Score	9,0	

*Evaluation of comprehensive impact dimensions covered by various SDGs.

2. Social Innovation*

2.1 Disruptive Idea

Inspiring, bold concept	8,0	Machinery for small-scale recycling has not yet been marketed effectively by others
New actors, beyond the usual suspects	8,0	Startup company with a strong social vision
Attractive, newsworthy topic; new insights	9,0	Plasticpreneur unleashes the power of recycling in multifold ways and set-ups
Score	8,3	

2.2 Social Entrepreneurship

Entrepreneurial spirit	9,0	Entrepreneurial approach to tackle social and environmental issues
Sound, ethically founded business model	9,0	A powerful impact business model; price strategy reflects different purchasing powers
Team or organisation covers all relevant areas of competency	8,5	Small, highly professional team which manages a steep growth path
Score	8,8	

2.3 Impact Model

Solid, plausible impact logic	9,0	Funds directly reach the garment workers, but may not always reach the most needy.
Significant potential to scale / replicate	9,0	Worldwide demand and enormous growth potential (but limited USP)
Impact integrated in governance structure	7,5	Impact driven founding team, but purpose not yet protected through governance.
Score	8,5	

*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	Gexsi's network could be beneficial
Good timing / opportunity	8,5	A flagship project for the ongoing Gexsi Austria initiative
Project is at a critical point to take off (scale or replicate)	8,0	Growth is demand driven, challenge is to manage the growth path
Score	8,2	

3.2 Quality-Check

Positive references	9,0	Multiple references, e.g. SIA, Trigos Award etc.
No reputational risks	8,5	No reputational risks in sight
Team or project is sufficiently known / has been checked	8,5	Personal introduction through Social Entrepreneurship Network Austria.
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)	9,0	Yes, Austria + global plus many SDGs, both social and environmental; highly entrepreneurial approach
Project suited to significantly increase Gexsi's media reach / visibility	8,0	Great story to share; could open new leads
Practicability; project easy to implement (smooth coordination, flow of funds, legals)	8,0	Sponsoring of a machine as a practical way to support the cause
Score	8,3	

ANNEX

Explanatory notes

Date: 25 October 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.