

PROJECT EVALUATION

Zeugen der Flucht – Connecting refugees with school students

Infos

Host: Zeugen der Flucht e.V.
Location: Freiburg (Deutschland)
Project-ID: Gexsi #38
Project Link: <https://zeugenderflucht.com>

Project featured

Start: 14 February 2022

How we support the project

Funding: Donation
Visibility: Media work

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PART 1

Targeted Sustainable Development Goals (SDGs)

SDG:	Comment:
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>Peace, Justice, and Strong Institutions</p> <p>Reducing prejudice and racism among young people</p>
 <p>10 REDUCED INEQUALITIES</p>	<p>Reduced Inequalities</p> <p>Better integration of refugees into society</p>
 <p>4 QUALITY EDUCATION</p>	<p>Quality Education</p> <p>Teaching social skills in schools</p>
 <p>5 GENDER EQUALITY</p>	<p>Gender Equality</p> <p>Engaging refugee women into a cultural exchange</p>
 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>Partnerships for the Goals</p> <p>New type of collaboration between schools and refugees</p>

PART 2

Impact Assessment

Summary:

<i>Category:</i>	<i>Score:</i>
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1. Sustainable Development Goals	
1.1 People	8,0
1.2 Planet	6,0
2. Social Innovation	
2.1 Disruptive Idea	8,3
2.2 Social Entrepreneurship	7,2
2.3 Impact Model	8,2
3. Opportunity	
3.1 Leverage	8,7
3.2 Quality Check	8,5
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?	8,5	Yes, refugees being faced with prejudices and racism
Engagement for an open, human-centered society, for social cohesion and inclusion?	9,5	That's the overall aim of the initiative
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	6,0	The initiative helps to improve the livelihoods of refugees at the host countries ("welcome culture")
Score	8,0	

1.2 Planet

Save our planet (terrestrial / marine ecosystems, biodiversity, climate change)	5,0	This is not the focus of the initiative, but it boosts open-mindedness in many respects
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	7,0	A lean, decentralized approach, which helps to induce a shift in the mindsets, even though not with an environmental focus
Score	6,0	

*Evaluation of comprehensive impact dimensions covered by various SDGs.

2. Social Innovation*

2.1 Disruptive Idea

Inspiring, bold concept	8,0	A simple but very powerful approach, which in this form is new
New actors, beyond the usual suspects	8,5	Reaching out to school students who normally don't get in touch with refugees
Attractive, newsworthy topic; new insights	8,5	Inspiring concept, storytelling is at the core of the model
Score	8,3	

2.2 Social Entrepreneurship

Entrepreneurial spirit	7,5	Social entrepreneurship in the sense of being changemakers, but no self-sustaining business model yet
Sound, ethically founded business model	6,5	Very much relying on volunteering, grants and donations; non-profit structure
Team or organisation covers all relevant areas of competency	7,5	Highly engaged team, solid network. To replicate the model is a challenge.
Score	7,2	

2.3 Impact Model

Solid, plausible impact logic	8,0	Straight-forward logic, even if difficult to measure
Significant potential to scale / replicate	8,0	Model can be replicated in many other places
Impact integrated in governance structure	8,5	Non-profit legal structure; model to scale and replicate still in the making
Score	8,2	

*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)	8,5	Organization is still small and largely depends on volunteering; visibility helps a lot
Good timing / opportunity	8,5	With FWTM, the employees of a City of Freiburg subsidiary just switched to Gexsi
Project is at a critical point to take off (scale or replicate)	9,0	Proof of concept in Freiburg, with new cities now starting to engage.
Score	8,7	

3.2 Quality-Check

Positive references	9,0	Strong references, among others from public institutions.
No reputational risks	8,0	No reputational risks known
Team or project is sufficiently known / has been checked	8,5	Team personally known through Social Innovation Lab Freiburg
Score	8,5	

3.3 Win-Win Situation

Project contributes to a balanced project portfolio (mix of SDGs, regional quota, blend of donations and investments)	8,5	Peace and education as two very important SDGs; reflects our strong community in Baden-Württemberg
Project suited to significantly increase Gexsi's media reach / visibility	7,5	More in terms of quality (positive reference in Baden-Württemberg) than in terms of quantity (media reach)
Practicability; project easy to implement (smooth coordination, flow of funds, legals)	9,0	Donation to the non-profit association.
Score	8,3	

ANNEX

Explanatory notes

Date: 14 February 2022
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.