ARK | Evaluation

GOOD Project ID: #52

Part A	GOOD Scorecard		
#	**Questions**	**Points**	**Rationale**
1	**PEOPLE** Does the proejct solve pressing societal challenges?	**Score**	
1-1	**Improving Livelihoods** Does the project improve people's well-being, health or living conditions? Does it improve access to basic goods and services?	**9,0**	ARK improves the livelihoods of families in rural areas in the Phillipines by increasing food security and income through backyard farming.
1-2	**Reaching those in need** Does the project address people at risk, i.e. vulnerable or marginalized groups or people who live in precarious circumstances or in extreme poverty?	**9,0**	The project especially reaches people in rural areas who are particularly affected by hunger and poverty.
1-3	**Social cohesion and prosperity** Does the project promote tolerance, inclusion, social participation, gender equality or peaceful coexistence? Does it significantly generate new, fairly paid jobs and thus contribute to prosperity?	**10,0**	ARK's work strengthens cohesion within village communities in a very extraordinary way. It helps them to become self-sufficient with regard to locally farmed food.
		9,3	
2	**PLANET** Does the project protect our environment and conserve natural resources?	**Score**	
2-1	**Saving our planet** Does the project help to conserve or to restore terrestrial or marine ecosystems? Does it protect biodiversity? Does it help to counteract climate change?	**7,0**	ARK works with communities directly on the ground and trains families and farmers to grow sustainable and organic products, protects nature and the climate mostly indirectly.
2-2	**Sustainable use of natural resources** Does the project boost a mindful use of scarce natural resources? Does it contribute to a circular economy? Does it bring about behavioural change or a change of mind-set to engage for the environment or animal welfare?	**9,0**	ARK promotes a circular economy by producing food for local consumption in the village.
2-3	**Leading by example** Does the implementing organisation keep its own ecological footprint low? Are there self-commitments or certifications for environmental protection or climate neutrality in place?	**8,0**	ARK promotes decentralised structures and strengthens local ownership, which keeps the ecological footprint of the umbrella organisation low.
		8,0	
3	**GAMECHANGER** Is the solution innovative, inspiring and has the power to drive real change?	**Score**	
3-1	**Social Innovation** Is it a new, inspiring concept, which tackles a social or environmental challenge in a different, possibly disruptive manner? Is the solution convincing and can inspire people in different places?	**8,0**	ARK's model is an innovative idea. It addresses the issues of hunger and poverty in a holistic way, providing communities with a long-term solution to self-sufficiency and independence.
3-2	**Entrepreneurial Spirit** Does the team demonstrate initiative, agility and entrepreneurial spirit? Does it have the ambition to unleash the full potential of the idea? Does the team count on cooperation and knowledge sharing to scale its positive impact? Is the underlying business model convincing?	**9,0**	The team has a strong entrepreneurial spirit. The goal is to reduce dependence on donations or other grants and to improve the food situation on their own.
3-3	**Implementing power** Does the team have the necessary resources or growth strategy to move forward? Does the project have a governance structure that balances purpose and profit?	**9,0**	ARK's model has already been successfully established in some communities in the Philippines. ARK has a strong international network to promote the idea.
		8,7	

4	**WIN-WIN** Can we support the project effectively with our means?	**Score**	
4-1	**Leverage** Can we make a difference with our financial support, media work or mentoring? Is the project still young or is it at a critical stage of development? Does the project benefit from the additional visibility?	7,0	Our contribution is particularly to increase visibility. The financial contribution supports several local families to participate in the programme.
4-2	**Good Timing** Is there a specific occasion, such as an ongoing crowdfunding or media campaign, that we can support? Is the subject particularly topical? Is the type of solution a gap in our portfolio?	7,5	There is no specific occasion why to support the project right now. Hunger and poverty are causes which are relevant all the time. However, through our social media we can help spread the word about an upcoming charity event in October.
4-3	**Community Engagement** Is the project connected to a region where the GOOD community is strongly represented? Was it recommended or honoured by the impact community? Was it selected through a community vote?	6,5	The project was discovered by a GOOD team member.
	Score	7,0	

Part B	Contribution to the 17 Global Goals		SDG #15 – Life on Land Fighting invasive species which harm natural ecosystems
Severity	**Reason**		
**	**SDG #2– Zero Hunger**		
	Achieving food security on the community level through backyard farming		
*	**SDG #17 – Partnerships for the Global Goals**		
	New forms of partnerships through the vegetable exchange on the community level		
*	**SDG #1 - No Poverty**		
	New sources of income in underserved regions and improved social cohesion		
*	**SDG #8 – Decent Work and Economic Growth**		
	Self-employment accessible for all villagers (e.g. backyard food production)		
*	**SDG #5 – Gender Equality**		
	Empowering women through income model which in particular addresses women		
*	**SDG #3 – Good Health and Well-Being**		
	Healthy, regular and well balanced nutrition for all villagers		
*	**SDG #15 – Life on Land**		
	Reduction of chemical fertilizer and pesticides through organic farming in the communities		
*	**SDG #10 - Reduced inequalities**		
	The most vulnerable families within a village benefit most from the programme		
*	**SDG #12 - Responsible consumption and production**		
	Support of a circular economy through decentralized food production		

Part C	Explanation		
	Scorecard		**17 Goals**
Method	The scorecard consists of 4 sections of three questions each, all equally weighted. It reflects the aspects which we consider to be most important. The choice of criteria is explicitly intended to encourage reflection. For example, a project is not necessarily less valuable if it scores lower in the "Planet" category, as not every project aims to protect our planet. Nevertheless, the distinction between People and Planet helps to better understand the core objectives of a project, which cannot be described by the SDGsa lone. In the context of sustainability, it is often referred to people, planet and profit, or progress, or prosperity. For us, the third "P" clearly is integral part of the People dimension and if furthermore reflected in the section "Gamechanger" where we analyze the power of a project to drive social change.		We link all the projects we support to the 17 SDGs. The scorecard is designed in such a way that solutions that contribute to a large number of SDGs tend to score significantly higher than those narrowly focused on only one or very few SDGs (like e.g. a wind park in the Western hemisphere). We weight the SDGs by awarding 1 to 3 stars for each of the SDGs to which the project makes the most relevant contribution, for a maximum total of 10.
Legend	The evaluation takes place on a scale of 0 to 10 points and is converted into percentages in the chart on the GOOD website. To what extent does the respective scorecard question apply:		
0	**not at all ("Kick-out criteria")**		
1	almost not (10%)		
2	not really (20%)		
3	only to a very limited extent (30%)		
4	to a certain extent (40%)		
5	**to a good extent (50%)**		
6	to the majority (60%)		
7	to the great majority (70%)		
8	almost entirely (80%)		
9	entirely (90%)		
10	**exceptionally (gamechanger) (100%)**		
Current evaluation			
Date	8 September 2023		
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