


# GOOD Scorecard | Template

Project:		Date:	
<p><b>This is how it works:</b> You score the project on a scale from 0 to 10 points in 4 categories with three questions each. The main focus of the evaluation is to get a clear understanding on how the project may drive positive change.</p>		<p><b>Access further information:</b> Further below you will find supplementary information and questions to work with such as linking your evaluation to the 17 UN Sustainable Development Goals.</p>	
A	Are relevant problems being solved?		
1	<p><b>PEOPLE</b> Does the project solve pressing social challenges?</p>		
<b>#</b>	<b>Questions</b>	<b>Score</b>	<b>Explanation</b>
		<b>0 - 10</b>	
1-1	<p><b>Improving livelihoods</b> Does the project improve people's well-being, health or living conditions? Does it improve access to basic goods and services?</p>		
1-2	<p><b>Reaching those in need</b> Does the project address people at risk, i.e. vulnerable or marginalized groups or people who live in precarious circumstances or in extreme poverty?</p>		
1-3	<p><b>Social cohesion and prosperity</b> 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?</p>		
	<b>Average</b>		
2	<p><b>PLANET</b> Does the project protect our environment and help to preserve natural resources?</p>		
<b>#</b>	<b>Questions</b>	<b>Score</b>	<b>Explanation</b>
		<b>0 - 10</b>	
2-1	<p><b>Saving our planet</b> Does the project help to conserve or to restore terrestrial or marine ecosystems? Does it protect biodiversity? Does it help to counteract climate change?</p>		
2-2	<p><b>Sustainable use of natural resources</b> 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?</p>		
2-3	<p><b>Leading by example</b> Does the implementing organisation keep its own ecological footprint low? Are there self-commitments or certifications for environmental protection or climate neutrality in place?</p>		
	<b>Average</b>		

B	How to unleash the power to make change happen?		
<b>3</b>	<b>GAMECHANGER</b> Is the solution innovative, inspiring and has the power to drive real change?		
<b>#</b>	<b>Questions</b>	<b>Score</b>	<b>Explanation</b>
		<b>0 - 10</b>	
<b>3-1</b>	<b>Social innovation</b> Is it a new, inspiring concept, which tackles a social or environmental challenge in a different, possibly disruptive manner? Is the solution convincing and may inspire people in different places?		<b>Soziale Innovation</b> Handelt es sich um eine disruptive Idee, die Lösungswege neu denkt? Werden soziale oder ökologische Herausforderungen auf ganz neue, vielleicht ungewöhnliche Art und Weise gelöst? Hat die Idee die Strahlkraft, um vielerorts zu wirken – "an idea worth spreading"?
<b>3-2</b>	<b>Entrepreneurial spirit</b> 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?		<b>Entrepreneurial Spirit</b> Zeigt das Team Eigeninitiative, Agilität und Unternehmergeist? Hat es die Ambition, das Projekt groß zu machen? Setzt das Team auf Offenheit und Kooperationen, um den Ansatz und damit den positiven Impact zu skalieren? Überzeugt das zugrunde liegende Geschäftsmodell?
<b>3-3</b>	<b>Implementing power</b> Does the team have the necessary resources or growth strategy to move forward? Does the project have a governance structure which well balances purpose and profit?		<b>Machbarkeit</b> Verfügt das Team über die notwendigen Ressourcen bzw. Fähigkeiten, um die angestrebten Ziele zu erreichen? Hat das Projekt eine Struktur, die eine gute Balance zwischen "Purpose" und "Profit" wahr? Verfügt das Projekt über positive Referenzen oder starke Fürsprecher?
	<b>Average</b>		
<b>4</b>	<b>WIN-WIN</b> Can we effectively support the project with our means?		
<b>#</b>	<b>Questions</b>	<b>Score</b>	<b>Explanation</b>
		<b>0 - 10</b>	
<b>4-1</b>	<b>Leverage</b> 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?		
<b>4-2</b>	<b>Good timing</b> 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 not yet in our portfolio?		
<b>4-3</b>	<b>Community Engagement</b> 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?		
<b>Legende</b>	The scoring takes place on a scale of 0 to 10 points and is converted into percentages for the graphical representation. Guiding question: To what extent does the respective scorecard question apply?		
	<b>0 not at all (kick-out criterion)</b>		
	1 almost not		
	2 not really		
	3 only to a very limited extent		
	4 to a certain extent		
	<b>5 to a good extent</b>		
	6 to the majority		
	7 to the great majority		
	8 almost entirely		
	9 entirely		
	<b>10 exceptionally (a gamechanger)</b>		

C	#17 Goals   SDGs		
	In how far does the project contribute to the 17 UN Sustainable Development Goals (SDGs)?		
	<b>Background:</b> The international community has defined 17 goals that are crucial for securing a future worth living. This section is about to select the SDGs to which the project seems to contribute most, and rank them.		
	<b>This is how it works:</b> Allocate up to 10 points to the SDGs to which you think the project makes the greatest contribution, and justify your decision. Any SDG can be scored with a maximum of three points.		
<b>Score</b>	<b>Ranking</b>		<b>All 17 SDGs</b>
***	SDG # ____		SDG #1 - No Poverty SDG #2 - Zero Hunger
**	SDG # ____		SDG #3 - Good Health and Well-Being SDG #4 - Quality Education
**	SDG # ____		SDG #5 - Gender Equality SDG #6 - Clean Water and Sanitation
*	SDG # ____		SDG #7 - Affordable and Clean Energy SDG #8 - Decent Work and Economic Growth
*	SDG # ____		SDG #9 - Industry, Innovation and Infrastructure SDG #10 - Reduced Inequalities
*	SDG # ____		SDG #11 - Sustainable Cities and Communities SDG #12 - Responsible Consumption and Production
	SDG # ____		SDG #13 - Climate Action SDG #14 - Life below Water
10 (max)			SDG #15 - Life on Land SDG #16 - Peace, Justice and Strong Institutions SDG #17 - Partnerships for the Goals
D	Explanations and further materials		
	<b>Glossary</b>		
	Here you find a list with notions of further concepts which are of relevance for our scoring.		
	<b>PEOPLE</b>		<b>GAMECHANGER</b>
1 - 1	Base-of-the Pyramid (BoP markets), Basic Goods and Services, impact logic (Resources -> Output -> Outcome)	3 - 1	Disruptive Innovation, Social Innovation, TED X, Ashoka, Change Makers
1 - 2	People at risk, Types of Exclusion or Discrimination, Definitions of Poverty	3 - 2	Social Entrepreneurship, Social Business, Muhamad Yunus, Competition vs. Collaboration, Social Franchise, Open Source
1 - 3	Open Society, Economic Growth vs. Prosperity, Gross National Happiness, unconditional basic income, Formal vs. informal sector, Human Development Index	3 - 3	Business Canvas, B Corp, Purpose Economy, Initiative Transparente Zivilgesellschaft
	<b>PLANET</b>		<b>WIN-WIN</b>
2 - 1	Ecosystem boundaries, UNFCC, Climate Change,, Biodiversity, Conservation vs. Regeneration of Ecosystems, Climate Change Mitigation vs Adaptation, Paris Agreement, 1.5 degree goals	4-1	Effective Philanthropy, Missing Middle Finance Gap,
2 - 2	Circular Economy, Sharing Economy, Recycling vs. Upcycling, Resource efficiency	4-2	n/a
2 - 3	Blauer Engel, B Corp, Economy of the Common Good, Entrepreneurs for Future, Net Zero Targets, Nature Positive	4-3	n/a
	<b>Open Discussion Questions</b>		

a)	Can each of the 17 goals be assigned to the "People" or "Planet" category that guides the scorecard above? If not, why?		
b)	The concept of sustainability is often described with a triad of three "Ps": People, Planet and Profit or People, Planet, Progress or People, Planet, Purpose. What could be meant by the third "P" in each case?		
c)	Based on your evaluation: Do you recommend supporting the project? Where do you see particular strengths, weaknesses or potential for improvement?		
d)	What could be other criteria that should be taken into account when deciding which project we should support?		
e)	Is the scorecard result judgmental or just informative? Does it apply equally to all categories or questions?		
	<b>Methodology</b>		
	<p><b>How the scorecard is built</b></p> <p>The scorecard consists of 4 categories with three questions each, all equally weighted. It thus reflects which aspects are considered important. The criteria are intended to stimulate reflection and discussion. For example, a project is not necessarily worse if it scores less highly in the category "Planet", since not every project aims to protect our planet. Nevertheless, the distinction between People and Planet has an important function. It helps to structure the plethora of SDGs to which a project can contribute in an easily understandable way. People often speak of a triad of people, planet and profit. For us, the third "P" clearly belongs to People and stands for Prosperity.</p>		<p><b>Link between Scorecard and the 17 SDGs</b></p> <p>We reference all the projects we support to the 17 SDGs. The scorecard is designed in such a way that projects that contribute to a large number of SDGs generally score significantly higher than projects that are very narrowly focused on only one or very few SDGs (for example: pure clean tech projects).</p> <p><b>How do we define projects?</b></p> <p>We use the term projects to refer to the entire range of impact initiatives, non-profit organizations, social businesses or social start-ups which social innovators or social entrepreneurs may create. A project in our sense is not time-limited as the term is used in project management terminology.</p>
	<b>Further Links</b>		<b>Contact</b>
	<a href="https://good-search.org/about/en/projects/">https://good-search.org/about/en/projects/</a>		Andreas Renner
	<a href="https://good-search.org/about/en/your-impact/">https://good-search.org/about/en/your-impact/</a>		Co-Founder Good Search UG
	<a href="https://good-search.org/about/en/selection-criteria/">https://good-search.org/about/en/selection-criteria/</a>		andreas@good-search.org