

PROJECT EVALUATION

Tip Me – Give a tip to the sewers who made your clothes

Infos

Host: tip me Global UG
Location: Cologne (Germany)
Project-ID: Gexsi #35
Project Link: <https://www.tip-me.org>

Project featured

Start: 20 September 2021

How we support the project

Funding: Crowdfunding
Visibility: Media work

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PART 1

Targeted Sustainable Development Goals (SDGs)

<i>SDG:</i>	<i>Comment:</i>
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>Decent Work and Economic Growth</p> <p>Fair wages and decent work conditions in the garment sector in the Global South</p>
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>Responsible Consumption and Production</p> <p>Engaging the consumer to boost better working conditions; improving transparency in the supply chain.</p>
 <p>10 REDUCED INEQUALITIES</p>	<p>Reduced Inequalities</p> <p>Supporting garment workers at risk</p>
 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>Industry, Innovation and Infrastructure</p> <p>Making use of digital tools to track the supply chain.</p>

PART 2

Impact Assessment

Summary:

<i>Category:</i>	<i>Score:</i>
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1. Sustainable Development Goals	
1.1 People	8,5
1.2 Planet	7,5
2. Social Innovation	
2.1 Disruptive Idea	8,2
2.2 Social Entrepreneurship	8,5
2.3 Impact Model	8,2
3. Opportunity	
3.1 Leverage	9,0
3.2 Quality Check	8,7
3.3 Win-Win Situation	8,2
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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	Garment workers at the lower end of the income pyramid
Engagement for an open, human-centered society, for social cohesion and inclusion?	8,5	Engaging the consumers to make trade work better for the poor
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	8,5	Financial transfers reaching people at the bop (base of the pyramid markets)
Score	8,5	

1.2 Planet

Save our planet (terrestrial / marine ecosystems, biodiversity, climate change)	7,0	Creating more attention for the challenges of global trade relations
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	8,0	Making the textile industry's supply chain more transparent is likely to have a positive impact also on the environmental side.
Score	7,5	

*Evaluation of comprehensive impact dimensions covered by various SDGs.

2. Social Innovation*

2.1 Disruptive Idea

Inspiring, bold concept	8,0	A simple but powerful idea, which has not yet been implemented by others
New actors, beyond the usual suspects	8,0	Social Startup with an ambitious growth plan.
Attractive, newsworthy topic; new insights	8,5	Tip Me approaches directly the consumer who learns more about the supply chain.
Score	8,2	

2.2 Social Entrepreneurship

Entrepreneurial spirit	9,0	Entrepreneurial approach (for a good cause)
Sound, ethically founded business model	9,0	100% of the tip is transferred; business funded through participating brands.
Team or organisation covers all relevant areas of competency	7,5	Lean structure, challenge will be to raise awareness and market the idea.
Score	8,5	

2.3 Impact Model

Solid, plausible impact logic	8,0	Funds directly reach the garment workers, but may not always reach the most needy.
Significant potential to scale / replicate	8,0	Yes, provided that major brands join in.
Impact integrated in governance structure	8,5	Tip Me is a social business which re-invests future surplus in its mission and growth.
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	Yes, raising awareness is the key benefit
Good timing / opportunity	9,5	Yes, ongoing crowdfund campaign
Project is at a critical point to take off (scale or replicate)	9,0	Yes, Tip Me is still small and has an ambitious growth plan.
Score	9,0	

3.2 Quality-Check

Positive references	8,0	Recommended through the Project Together Network
No reputational risks	8,0	No reputational risks in sight
Team or project is sufficiently known / has been checked	7,5	Initial connection to the founder established.
Score	7,8	

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, young startup from one of our focus areas with impact in the global South; digital tools.
Project suited to significantly increase Gexsi's media reach / visibility	7,5	Limited reach, but growing fan base of Tip Me could have a positive impact on Gexsi.
Practicability; project easy to implement (smooth coordination, flow of funds, legal)	8,0	Crowdfund through established platform (Conda)
Score	8,2	

ANNEX

Explanatory notes

Date: 20 September 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.