

PROJECT EVALUATION

WorldWideWomen – Empowerment through Entrepreneurship

Infos

Host: ICEP – Verein für globale Entwicklung e.V.
Location: Vienna (Österreich) | Kenya, Uganda, Cameroon, Nicaragua
Project-ID: Gexsi #39
Project Link: www.icep.at

Project featured

Start: 17 March 2022

How we support the project

Funding: Donation
Visibility: Media work

Content

Part 1 – Targeted Sustainable Development Goals (SDGs)	Page 2
Part 2 – Impact Assessment	Page 4
Annex / Explanation	Page 8

PART 1

Targeted Sustainable Development Goals (SDGs)

<i>SDG:</i>	<i>Comment:</i>
 <p>5 GENDER EQUALITY</p>	<p>Gender Equality</p> <p>Empowerment of women as the primary goal of the programme</p>
 <p>4 QUALITY EDUCATION</p>	<p>Quality Education</p> <p>High-quality business training tailored to the needs of the target groups</p>
 <p>1 NO POVERTY</p>	<p>No Poverty</p> <p>Strengthening the financial situation of families in low-income regions</p>
 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>Partnerships for the Goals</p> <p>Entrepreneurial education as a sustainable form of development cooperation</p>
 <p>10 REDUCED INEQUALITIES</p>	<p>Reduced Inequalities</p> <p>Empowerment of women, especially in rural areas, as disadvantaged groups</p>

PART 2

Impact Assessment

Summary:

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

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?	8,0	Yes, the program targets women with limited access to education
Engagement for an open, human-centered society, for social cohesion and inclusion?	9,0	Yes, the program is driven by the rationale to provide equal opportunities for all and covers a broad range of SDGs
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	7,0	Employment in low-income regions is the key factor, no specific focus on services for bop markets
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 the trainings are likely to integrate environmental topics
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	6,5	Even if no specific focus is on environmental manage, resource efficiency is likely to be covered in the trainings
Score	5,8	

*Evaluation of comprehensive impact dimensions covered by various SDGs.

2. Social Innovation*

2.1 Disruptive Idea

Inspiring, bold concept	7,0	The concept of working with educated students as multplicators in their home villages, is convincing.
New actors, beyond the usual suspects	7,0	Engaging students as multipliers is a powerful idea
Attractive, newsworthy topic; new insights	8,0	The program inspires through its vision to empower women through entrepreneurship education across the globe
Score	7,3	

2.2 Social Entrepreneurship

Entrepreneurial spirit	8,5	The whole program is about unleashing the power of entrepreneurial spirit to create employment in low-income regions
Sound, ethically founded business model	6,0	The program is embedded in a solid governance, but depends on third-party funding
Team or organisation covers all relevant areas of competency	7,0	Professional management, but lack of leverage to scale at large.
Score	7,2	

2.3 Impact Model

Solid, plausible impact logic	8,5	Employment for women in disadvantaged settings as key impact category
Significant potential to scale / replicate	7,5	Multiplicator approach as effective model to scale, but challenging to secure funding
Impact integrated in governance structure	8,0	Non-profit legal structure
Score	8,0	

*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)	7,0	ICEP benefits from visibility of its program
Good timing / opportunity	8,0	Leveraging the current facebook fundraising campaign
Project is at a critical point to take off (scale or replicate)	7,0	Project is well established but would benefit from a push to help to scale
Score	7,3	

3.2 Quality-Check

Positive references	9,0	Strong references, top reputation
No reputational risks	8,5	No reputational risks known
Team or project is sufficiently known / has been checked	8,5	Team personally known through Gexsi Austria partnership network
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)	8,5	Yes, though the focus on gender, entrepreneurial education and the link to both Austria and the global South.
Project suited to significantly increase Gexsi's media reach / visibility	7,0	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	8,2	

ANNEX

Explanatory notes

Date: 17 March 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.