

PROJECT EVALUATION

SeaSoilution – From algae to bio-fertilizer

Infos

Host: Enactus München e.V.

Location: Munich (Deutschland)

Project-ID: Gexsi #37

Project Link: <https://enactus-muenchen.de/projekte/seasoilution/>

Project featured

Start: 20 December 2021

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)

SDG:	Comment:
 <p>14 LIFE BELOW WATER</p>	<p>Life Below Water</p> <p>Seasoilution eliminates algae where they are proliferating and causing damage.</p>
 <p>15 LIFE ON LAND</p>	<p>Life on Land</p> <p>Seasoilution uses natural materials (algae) to produce a natural bio-stimulant for organic agriculture.</p>
 <p>2 ZERO HUNGER</p>	<p>Zero Hunger</p> <p>Improved agricultural production for small farmers in coastal regions</p>
 <p>13 CLIMATE ACTION</p>	<p>Climate Action</p> <p>Seasoilution develops solutions to sequester the carbon bound in the Sargassum algae.</p>
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>Responsible Consumption and Production</p> <p>The locally produced biostimulant helps to reduce the use of chemical fertilisers.</p>

PART 2

Impact Assessment

Summary:

<i>Category:</i>	<i>Score:</i>
<hr/>	
1. Sustainable Development Goals	
1.1 People	7,8
1.2 Planet	8,8
2. Social Innovation	
2.1 Disruptive Idea	8,3
2.2 Social Entrepreneurship	8,2
2.3 Impact Model	8,3
3. Opportunity	
3.1 Leverage	8,5
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?	8,0	Yes, smallholder farmers in the Caribbean, partially local fishermen
Engagement for an open, human-centered society, for social cohesion and inclusion?	8,0	Focus on smallholder farmers and local economic development
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	7,5	Improved agriculture on the one side, stabilizing the local fishery on the other side
Score	7,8	

1.2 Planet

Save our planet (terrestrial / marine ecosystems, biodiversity, climate change)	9,0	Focus on both terrestrial and marine ecosystems
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	8,5	Supporting the shift to organic agriculture in the tropics
Score	8,8	

*Evaluation of comprehensive impact dimensions covered by various SDGs.

2. Social Innovation*

2.1 Disruptive Idea

Inspiring, bold concept	8,5	Highly innovative approach, testing new grounds
New actors, beyond the usual suspects	8,0	University startup with local partners
Attractive, newsworthy topic; new insights	8,5	New approach related to ocean restoration and blue carbon
Score	8,3	

2.2 Social Entrepreneurship

Entrepreneurial spirit	9,0	Student-led social startup with a high level of energy and engagement
Sound, ethically founded business model	8,5	Business model with positive side-effect to help restoring the oceans, economic validity still to be proven
Team or organisation covers all relevant areas of competency	7,0	Long distance as a challenge; strong network of partners having been built up
Score	8,2	

2.3 Impact Model

Solid, plausible impact logic	8,5	Organic agricultural and sargassum experts are involved to safeguard impact logic
Significant potential to scale / replicate	8,0	Almost unlimited supply of sargassum; extraction costs to be verified
Impact integrated in governance structure	8,5	Set-up as a charitable project, with local set-up to be evolved.
Score	8,3	

*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	Possibly access to ocean expert and impact investing network
Good timing / opportunity	8,0	Forms part of Gexsi's partnership with the Enactus Startup Accelerator
Project is at a critical point to take off (scale or replicate)	9,0	Project is at pilot stage, benefits from any initial support
Score	8,5	

3.2 Quality-Check

Positive references	9,0	Award-winning project
No reputational risks	8,0	No reputational risks known; logic of sargassum extraction to be verified
Team or project is sufficiently known / has been checked	8,5	Live pitch at the Enactus Startup Accelerator (1st prize social innovation)
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	Yes, covers both regional and international impact, several SDGs
Project suited to significantly increase Gexsi's media reach / visibility	7,0	University project with limited reach through European based partners
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 December 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.