

# METHODOLOGY FOR THE EVALUATION OF IDEAS

## Promobiz Objective

Promobiz is a tool that aims to create a space for collecting and evaluating ideas from various stakeholders, such as customers, entrepreneurs, and social groups, who share the vision of this project. By using a crowdsourcing method, the CARE approach will enable the submission and screening of ideas for potential businesses that are not only innovative and feasible but also ethical, eco-friendly, and aligned with the principles of the circular economy.

This Promobiz methodology will be based on the experience and expertise of the project consortium in the fields of social entrepreneurship and sustainability.

Promobiz aims to provide a comprehensive and reliable service for entrepreneurs and innovators who want to turn their ideas into reality while contributing to the social and environmental well-being of their communities.

## Why this tool?

Entrepreneurs and inspiring entrepreneurs have a great opportunity to create value and make a difference in the world. However, they also have a responsibility to consider the social and environmental impact of their business idea before developing it. A business idea that is profitable but harmful to society or the environment is not sustainable in the long run and may face legal, ethical, or reputational challenges. Therefore, entrepreneurs and inspiring entrepreneurs should always think about how their business ideas can benefit not only themselves and their customers but also the wider community and the planet. They should conduct a thorough analysis of the potential positive and negative impacts of their business idea on various stakeholders, such as employees, suppliers, competitors,

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regulators, the media, civil society, and future generations. They should also identify ways to minimize the negative impacts and maximize the positive impacts through their business model, strategy, operations, and culture. By doing so, entrepreneurs and inspiring entrepreneurs can create a business that is not only profitable but also responsible, ethical, and impactful.

Promobiz will create an original and innovative methodology for the filtering of business ideas, which will combine economic viability with social and environmental viability, through the development of a tool that allows the analysis of ideas and their evaluation and the issuance of an opinion that not only qualifies the feasibility of the idea but also includes recommendations for its better definition and eventual presentation to public bodies.

### **Promobiz Template Form**

The Promobiz submission form is a valuable tool tailored to the needs of both established entrepreneurs and those just starting out. It serves as a central avenue through which business enthusiasts can meticulously elaborate their innovative concepts, with an emphasis on the profound impact they have on both the social fabric and the environment. Positioned within the dynamic framework of the CARE platform, the form is a testament to the commitment to nurture and promote impactful ideas. Its digital presence is easily accessible through the following hyperlink:

[https://www.careforplanet.eu/promobiz\\_form.php?lang=EN](https://www.careforplanet.eu/promobiz_form.php?lang=EN)

The process of completing and subsequently submitting this form contributes to a cascade of outcomes that resonate on multiple levels. First and foremost, it triggers a comprehensive evaluation, orchestrated by a consortium of experts with a deep understanding of the nuances that underpin feasibility and sustainability. Using their collective expertise, the consortium not only provides an in-depth assessment but also bequeaths a realm of constructive insights and reflections that encapsulate the nuances of the proposed projects.

In essence, the Promobiz template becomes more than a digital document; it transforms into a mentor, a guiding force that helps entrepreneurs meticulously refine their nascent business plans. This metamorphosis extends to the pivotal role

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it plays in the evolution of strategies, imbuing them with a resilient character that is primed to weather the dynamic contours of the business landscape.

In a world constantly searching for innovation with a conscience, the Promobiz template invites entrepreneurs to embark on a transformative expedition. It serves as a confluence where visionary ideation meets pragmatic evaluation, inspiring individuals to move beyond the realm of ideas into actionable realities that bear the hallmark of sustainable progress.

## METHODOLOGY

### CONTEXT

#### 1. Area identification

- Which areas have been identified?
- Food, mobility, clothing, and use of resources

#### 2. Website analysis

- Does the promoter have a website or social channels where it communicates its actions?
- Is it clear from the website (or social channels) that the promoter is carrying out sustainable projects, or does he put sustainability as one of the priority factors in his actions?

#### 3. Keyword Analysis

- The promoter mentioned key words related to environmental sustainability.

#### 4. Promoter service description

- This description refers to elements that take sustainability into account.

#### 5. Business idea & SDGs

- Identify which sustainable development goal the idea is directly or indirectly linked to:

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1	<b>No Poverty:</b> End poverty in all its forms everywhere.	
2	<b>Zero Hunger:</b> End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.	
3	<b>Good Health and Well-Being:</b> Ensure healthy lives and promote well-being for all at all ages.	
4	<b>Quality Education:</b> Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.	
5	<b>Gender Equality:</b> Achieve gender equality and empower all women and girls.	
6	<b>Clean Water and Sanitation:</b> Ensure the availability and sustainable management of water and sanitation for all.	
7	<b>Affordable and Clean Energy:</b> Ensure access to affordable, reliable, sustainable, and modern energy for all.	
8	<b>Decent Work and Economic Growth:</b> Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.	
9	<b>Industry, Innovation, and Infrastructure:</b> Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.	
10	<b>Reduced Inequalities:</b> Reduce inequality within and among countries.	
11	<b>Sustainable Cities and Communities:</b> Make cities and human settlements inclusive, safe, resilient, and sustainable.	
12	<b>Responsible Consumption and Production:</b> Ensure sustainable consumption and production patterns.	
13	<b>Climate Action:</b> Take urgent action to combat climate change and its impacts.	

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14	<b>Life Below Water:</b> Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.	
15	<b>Life on Land:</b> Protect, restore, and promote sustainable use of terrestrial ecosystems; sustainably manage forests; combat desertification; halt and reverse land degradation; and halt biodiversity loss.	
16	<b>Peace, Justice, and Strong Institutions:</b> Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels.	
17	<b>Partnerships for the Goals:</b> Strengthen the means of implementation and revitalize the global partnership for sustainable development.	

Score for feasibility analysis: (maximum 20)

## VALUE ANALYSIS (ANALYSIS OF THE PROPOSED CHANGE)

### 1. Beneficiaries

- Is it clear who the idea is aimed at? (Target Group)
  - Yes
  - Not
  - Not enough
  
- Are there any positive changes addressed to the beneficiaries from the idea described?

*Indicates how coherent the idea is, from 1 (very low) to 4 (very high), with each point indicated.*

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	1	2	3	4
Improving health and well-being				
Economic savings				
Increased awareness and responsibility				
Creation of new job opportunities				
Development of new skills				

Beneficiaries score: Max: 20

**2. Relevance: What tangible changes does the idea generate?**

- Expected economic benefits.

*On a scale of 1 to 4, to what extent does the idea take these aspects into account?*

	1	2	3	4
Cost savings				
Job creation				
Revenue generating				
Increased customer engagement				
Collaboration opportunities:				
New markets				
Innovation capability				

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- Expected social benefits:

On a scale of 1 to 4, to what extent does the idea take these aspects into account?

	1	2	3	4
Social inclusion				
Job creation				
Improved CSR				
Reduced discrimination				
Reduced gender gap				
New opportunities for disadvantaged people (migrants, disabled, etc)				
Increased social capital				
Improved efficiency of services				

- Expected environmental benefits:

On a scale of 1 to 4, to what extent does the idea take these aspects into account?

	1	2	3	4
Use of Water				
Energy consumption				
Reduce land use				
Sustainable transportation				

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Reduced greenhouse gas emissions				
Conservation of natural resources and biodiversity				
Waste reduction and recycling				
Environmental education and awareness				

Relevance Score (max 40)

**3. Promotor Benefit**

- How much has the promoter identified business benefits related to sustainability and social aspects?

**4. Current and future challenges:**

- To what extent are the challenges identified by the promoter clear and realistic?

Benefit and Challenge Score: **Max: 20**

Value Score: (max. 80)

**TOTAL: 100**

The PROMOBIZ score evaluates how well the promoter has recognized the potential business advantages associated with sustainability and social aspects. This includes understanding how reduced greenhouse gas emissions, conservation of natural resources and biodiversity, waste reduction and recycling, and environmental education and awareness can positively impact their organization. The current and future challenges: The score assesses the clarity and realism of the challenges identified by the promoter. This means considering whether they have accurately identified the obstacles they may face in implementing sustainable practices and if their plans for overcoming these challenges.

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