

This is a fast and practical evaluation tool.

Each opportunity should be rated on a scale of 1-5 across a range of criteria.

Totals are calculated and the project evaluated.

To get the best value from its use you must be realistic and consistent. You may be subjective and use relative measures, although where possible objective and absolute measures are preferable.

1 Criteria

1.1 Social Impact

- What is the scale of the social impact you can achieve?
- Is there a difference in the quality of social impact you can achieve?
- Are your inputs, outputs and outcomes clear, measurable and relevant?
- Is this the best way to achieve meaningful change?
- Can you prove it?

1.2 Environmental Objectives

- Are you addressing an environmental issue?
- Are you sure? Are you just moving the issue elsewhere and exacerbating it?
- Does the environmental impact of the activity outweigh the environmental saving?
- Can you prove it?

1.3 Resource Requirements

- Management
- Operational time
- Decision making lead time
- Money
- Do your staff or volunteers have the skills/experience to fulfil their roles?
- Can you prove it?

1.4 Financial Viability


- Will the sales price of the service, product or goods cover its own cost of production and delivery?
- Have you costed the project correctly and realistically (FCR)?
- Are your pricing assumptions robust and accurate, have you completed stringent competitor and customer research, do you have knowledge of the market drivers etc.?

- Is there a (business/development/project/marketing) plan?
- Will the project make a contribution to core costs?
- Can you prove it?

You may choose to be more specific and think about the following:

- How much this will cost to implement
- How long it will take to get back the money you have investment (break even)
- How much money you are likely to get back (the return)
- The length of time to get that amount of money back (a rate of return)

2 Scales

 Be Aware	<p>This tool is a rapid appraisal tool. As such it uses relative measures. If you have access to specific financial figures you may substitute those in this tool, but be aware that large numbers will distort the scoring and the total for comparison.</p>
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The rating system is based on a widely used scale of 1-5. We recommend using the Association for Project Management (APM) Project Risk and Management Framework (PRAM).

Number	Description
1	Very Low
2	Low
3	Medium
4	High
5	Very High

3 Scoring

Rate each opportunity using the scale on each criterion. Total the numeric score. The higher the number the better the proposed project. While a low number does not mean certain failure such a score indicates it is relatively less attractive than a higher scoring project.

Alternatively a lower score means four three main objectives “to balance its social impact, environmental objectives and at the same time remain financially viable” are not being met.

Innovation idea	
Description of innovation idea	
Criteria for comparison	
Social Impact	
Environmental Objectives	
Resource Requirements	
Financial Viability	
Total	