Impact Model Canvas

Introduction

Our Impact Model Canvas provides a first step in a systematic, step-by-step approach to developing an Impact Model as a blueprint for communicating and managing how change will happen and why you can reasonably expect the intended results to be achieved. This canvas draws on the Theory of Change approach and process as a key departure point to help make sense of and communicate pathways of change in complex contexts. Your Impact Model is likely to change over time in keeping with contextual changes, your learning and the impact of your work. So, keep revisiting it and testing your assumptions.

Canvas

Complete this Impact Model Canvas in collaboration and consultation with key stakeholders to help get your thinking in one place. Once you have this information, start translating it into causal pathways that visually show the progression of your pathway from activities to Impact Goals, with milestones along the way. We recommend using a visual mapping tool for this.

Glossary

To assist you with completing the canvas, here are definitions of key terms you will encounter:

> **IMPACT** – The change in outcomes (positive or negative) caused by an organization, directly or indirectly, wholly or partially, intended or unintended, measured over distinct and agreed periods of time

> **INDICATOR** – A standardized measure related to an output or outcome to assess performance and comparability in time or theme

> **INPUTS** – Resources that are required for executing an activity (i.e. skills, equipment, materials, capital.)

> **OUTPUTS** – Tangible, quantifiable results of the activities or efforts of an institution or individual (i.e. number of clients purchasing a product or service)

> **OUTCOMES** – Effects of an activity that are an aspect of social, environmental, or economic well-being. (i.e. the difference a product or service made to a clients life and/or the community or environment)

> **IMPACT MODEL** – A roadmap and framework for articulating how specific actions will lead to intended outcomes and impacts, also providing a blueprint for what to measure in order to understand and assess the level of progress towards the intended outcomes and opportunities for improvement.

Next steps:

Once you have complete the canvas, and mapped your causal pathways, the next steps will be to develop a Measurement framework to complement your Impact Model and track progress against your planned Impact Model and its outcomes. Steps include:

> Prioritise your outcomes
> Define meaningful performance indicators (across all levels of your Impact Model map)
> Develop a measurement framework, data collection tools and plan (select methods and data types, sources, tools, timing, roles and responsibilities) to suit your team and available resources.
> Develop an evidence map to source existing evidence in support of your hypothesis and identify gaps to fill through your monitoring and evaluation efforts.

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Impact Model Canvas

NAME: _____
DATE: _____

Impact model elements:

EFFECTS ← EFFORTS

1. IMPACT GOAL

What is your long-term vision of success (long -term strategic impact goal)? What does the solution look like?

6. SDGs (if applicable)

Most direct link to:

Also linked to:

2. TARGET OUTCOMES

What needs to change in order to realise the long -term goal? List all the outcomes (intended effects /results of your intervention).

3. INTERMEDIATE OUTCOMES

What changes (stepping stones / milestones) are needed along the way? (Add as many intermediate outcomes as needed per causal pathway)

4. OUTPUTS

What immediate direct results will enable/lead to these outcomes?

5. ACTIVITIES

What activities will contribute to these outputs and outcomes? What do you need to do?

Planning pathway

Delivery pathway

7. ASSUMPTIONS

What are the enabling factors / conditions that will help you achieve your planned outcomes?

How likely is the assumption to hold? (Do you have evidence or experience to support the assumption?) Note sources of evidence.

8. RISKS

What are the main types of risk that mean you might not achieve your planned outcomes?

What is the level of risk? (high – low)

What are the mitigation strategies?

Context

CHALLENGE

What is the challenge(s) we are trying to address? What are the root causes?

WHO (Type)

What type of stakeholders are the target of the intervention. Who will experience the effects?

WHO (Scale)

How many are affected by these challenges? (scale of the problem)

WHO (Demographics)

What are relevant demographic characteristics of the target stakeholders? (e.g. age, geographic location, gender etc.)

WHO (Reach)

How many could you reach (target scale) through your planned intervention?

WHO (underserved)

How underserved were they prior to the intervention (or at baseline)?

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