The Impact-Action Canvas

This Canvas is designed to help you create and organise impactful actions to ignite change in your community or among specific target groups. The canvas can be used to create small or large-scale impactful actions to educate, engage and empower people and organisations. Each impact-action consists of a set of actions and messages, and is realised through working together towards common impact-goals. The canvas is designed to champion social and environmental justice.

Name of the impact-action:

Date:

Designed by:

Version:

Target group

Define the target groups of the impact-action
- Who is the impact-action for?
- What are the primary and secondary target groups of the impact-action?
- Who participates in the activities? What are their motivations to participate? (Primary target group)

Collaboration

Map organisations and people that might help strengthen the impact-action
- How could collaboration strengthen the impact-action?
- How can potential partners get and stay engaged? What's in it for them?

The team

Identify the people willing to make this happen
- Who are the team members? What does everyone bring to the table?
- What is everyone's motivation and availability?
- What skills are missing? Who else needs to be on the team?
- How can the team members best work together?

Activities

Define the main activities of the impact-action
- What are the internal and external activities of the planning, launching, outreach and closing phases of the impact-action? (Workshops, meetings, campaigns, trainings, events, press releases, evaluations etc.)
- Who is responsible for what?

Message

Define the main message(s) of the impact-action
- What is the main message(s) to be shared through the impact-action with the respective target groups/personas?
- What is the call-to-action?
- How can others easily share the message further?

Outcome & Impact

Define the intermediate and long-term change ignited by the impact-action
- What do you want the target groups, primarily the partcipants, to understand, learn, or feel empowered to do? (E.g .: Share their stories, work for a cause, change behaviour...)
- Outcome (intermediate): How will the impact-action change someone's life for the better?
- Impact (long-term): How will the impact-action contribute to changing cultures and systems?
- How will the team know if the impact-action has been successful?

TEST IT!

Opportunities & Risks

Identify opportunities and risks throughout the impact-action
- From immediate through hidden opportunities and risks: team members and participants' well-being and safety, media attention etc.

Resources

Define the resources needed to make the impact-action happen
- Team, collaboration, location/space, grants, sponsorship, volunteering, in-kind etc.

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The Impact-Action Canvas
Timeline & Milestones

Name of the impact-action:

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Timeline & Milestones

Based on the Impact Action Canvas, what are the most significant milestones that the team will accomplish within this and the coming years?

2023   2024   2025

Ideas & Questions

What are small and big ideas - or questions that you need to answer to move forward?

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