ip THE IMPACT PLAN

Completed by: Date:

Project / Activity / Challenge 1:
_____
_____

Beneficiary: _____   Score: [ ]

Project / Activity / Challenge 2:
_____
_____

Beneficiary: _____   Score: [ ]

Project / Activity / Challenge 3:
_____
_____

Beneficiary: _____   Score: [ ]

SHORT-TERM IMPACT	**MID-TERM IMPACT**	**LONG-TERM IMPACT**		
IMPACT ON ME		IMPACT ON HUMANITY		
LEARNING	CAREER	ECONOMIC	ENVIRONMENTAL	SOCIAL

SUSTAINABLE DEVELOPMENT GOALS

HOW TO USE THIS TOOL:

STEP 1 - On the canvas, write up to three projects/activities/challenges currently under consideration.
STEP 2 - Identify each project's main beneficiary. A beneficiary is a person who benefits or derives advantage/help from something. It may differ from the main audience or final user.
STEP 3 - It is highly recommended that you use all the Impact Cards, namely if you're a first timer. Each card includes a list of stimuli (prompts) that will help you in assessing your projects. In some of them you can add your extra prompts, too!
STEP 4 - Focus on each card's stimulus and score it against each of your projects (using the 1, 2 and 3 boxes on the right hand side of each card). The scoring scale ranges from -2 (very negative impact) to +2 (very positive impact).
STEP 5 - At this time you may want to do some forecasting and speculative exercises. Get acquainted with the Sustainable Development Goals by the UN. In the tool's book "The Impact Plan" you'll find further guidance on the creation of scenarios.
STEP 6 - Add up the scores to find each card's totals. Once you have the totals of all cards and projects, add these up and note them down inside the box "Score", at the top of the canvas.
STEP 7 - The topic with the highest score is likely to be the most pleasurable, meaningful, impactful and, probably, the one you should work on.
STEP 8 - Bring the stimuli that scored +2 in the context of the selected project (you can copy and write them down or cut them out from the cards) on to the canvas and position them under each respective coloured scenario of impact.
STEP 9 - Identify all the possible implications, links and cause-effect relationships between the relevant stimuli, namely across scenarios of impact (e.g. by drawing solid or dotted lines and arrows).
STEP 10 - Use post-its of one colour to define the methods, actions, activities and tasks you need to undertake in order to evidence/resolve the links you found. Use the other colour post-its to represent the milestones or outcomes resulting from each action.