

# IMPACT & SUSTAINABILITY CANVAS

INITIATIVE TITLE: .....

DATE: ...../...../.....

<p><b>VALUE PROPOSITION</b></p> <p>What is the specific proposal of this initiative? Can the initiative actually contribute to changes in knowledge, skills and attitudes of our target group/s (outcomes)? Can the initiative ameliorate the quality of life of people and the environment (impact)?</p>		<p><b>PROBLEM / NEEDS / CHALLENGE / OPPORTUNITY</b></p> <p>What is the challenge that the initiative aims to address?</p>		<p><b>EXTERNAL CONDITIONS</b></p> <p>What external factors could positively or negatively affect the results of the initiative?</p>	<p><b>ACTORS</b></p> <p>Beneficiaries / Users      Partners / Collaborators / Providers      Other actors and influencers</p>		
		<p><b>VISION / SOLUTION</b></p> <p>How does the initiative help create a better world? How can the vision become a fully realised and actionable solution for society and the environment? Which of the UN Sustainable Development Goals does this initiative refer to?</p>			<p><b>RELATIONS AND CHANNELS</b></p> <p>What relationship and what channels are put in place to involve and engage the various actors?</p>		
				<p><b>IMPACT</b></p> <p>What is it? How is it measured? What kind of target group/s, social and environmental impact? Use the information of the boxes "Value Proposition" and "Results" to think of indicators.</p>			
				<p><b>SIDE EFFECTS</b></p> <p>What are the potential unintentional effects (positive or negative) that could develop as a result of the initiative?</p>	<p><b>KEY OBSTACLES</b></p> <p>What barriers or obstacles stand between the actors and their full involvement in the initiative?</p>		
<p><b>RESULTS</b></p> <p>Which concrete and measurable results (outputs) will be produced by the initiative?</p>	<p><b>ACTIVITIES</b></p> <p>What activities are required to produce the results for the initiative?</p>	<p><b>RESOURCES</b></p> <p>What types of resources will you need to kick off the initiative? What types of resources could you need to complete the initiative?</p>					
<p><b>COST STRUCTURE</b></p> <p>What categories of costs and investments are needed? What is their extent?</p>				<p><b>FLOW REVENUES</b></p> <p>How are the necessary resources generated? What is the economic engine of the initiative? Who provides the financial support to maintain or grow the initiative?</p>			

The **Impact & Sustainability Canvas** is a matrix that supports project coordinators / managers to build an impact & sustainability plan, envisioning the impact of initiatives, while also evaluating their economic feasibility and long-term term sustainability. It is divided into five main boxes, that are interlinked, guiding project coordinators / managers to follow a logical process to identify and define their value proposition, results, activities, human and economic resources, actors involved, as well as impact, sustainability and any obstacle or external conditions that may be encountered throughout the initiative. Source: this Canvas was inspired and slightly adapted from the one developed by the **Impact Hub Siracusa** for the **Open Science Hub Network**.