GUIDELINES TO COMPILE CCIs IMPACT CANVAS

SOCIAL CHALLENGE

The Social Challenge block is used to identify the audiences and beneficiaries you identified in the block, one to three social challenges (you should identify for each audience/beneficiary) you previously identified. The social challenge can be very broad, for example, inclusion, literacy, social stratification. Identify and explain these needs in relation to the social challenge identified. The needs are the grounding of challenges and, for that reason, more concrete and actionable. A need should be considered as the implementation of a need in the audience and beneficiaries. Identify and explain these needs in relation to the social challenge identified.

SOLUTION

In this block, you identify a Solution for each social challenge and need. These should be short-cut solutions (i.e., not a temporary exhibit with painting by famous artists, but temporary events held by people of all ages and young world). It is possible that there is just one solution to several challenges. This block also helps the values and needs to the previous two blocks when exploring solutions, it may become apparent that audience segments and beneficiaries are mapped incorrectly, or no relevant challenges have been identified.

IMPACT MEASURES

This step is used to identify how the Impact can be measured. The impact can be defined as the outcomes or benefits of organisational actions (cultural, business-related) that directly or indirectly affect your audience and beneficiaries. The impact is measured against the social challenge and delivering your unique value proposition. Which metrics best help to show the opportunity for development?

IMPACT FINANCIAL

The main macro-areas for innovation when defining your impact:

- Economy and social issues
- Education
- Governance
- Gender
- Communication
- Mobility
- Health

Understanding the impact has several challenges, it is easy to confuse data coming from different parts of the canvas. This page can help you in seeing a clear view of the different stages of the impact process, including the possible points of data collection at each stage.

RECOMMENDED PRACTICAL APPLICATION:

Print comes out in as such as the base for an online collaboration tool (e.g., Miro, Jamboard, or others) and complete it during a participatory workshop using Post-it or digital tools. Drawing as you go along. It is essential to work in teams so that ideas are shared, and discussion stimulated. One version of the output space and the audience segments in this block, one to three needs to be entered for each audience segment and beneficiary previously identified.

To complete these two blocks, it is necessary to understand the economic balance of the organisation. At this stage, the numbers don’t matter. The costs needed to be covered for the organisation to sustain its activities. Block 11 will help you to identify what constitutes costs (marketing, rentals, etc.) then you can focus on block 10. Try to understand block 10 first to be able to understand what constitutes the costs incurred in financial terms. Income can be state or municipality contributions, grants, ticket sales, and sponsorships.

Don’t put in all the costs of the company, but take into consideration only those that characterise it and are essential to differentiate it from other organisations.

DATA SOURCES

This block should be completed with Communication Channels that help you reach your audiences and beneficiaries when promoting your activities, while purchasing/making your product/service and after the activity.

UNIQUE VALUE PROPOSITION

In this block, you have to identify one Unique Value Proposition (for each audience segment) that is the most useful to that type of data. The unique value proposition is a sentence that defines:

- the problem or issue from the point of view of the person the benefit is to others as well. For example, it could be something like:

- you and your competitors do not offer my product or service.
- you and your competitors do not offer my product or service to the benefit of the people involved.
- you and your competitors do not offer my product or service to the benefit of the people involved.
- you and your competitors do not offer my product or service to the benefit of the people involved.

The partners, donors and sponsors are not audiences or beneficiaries.
- if the audiences and beneficiaries match, then put there in one of the two blocks and leave the other empty.
- If you’re spending a lot of time on blocks 5 - 7, it’s not only ok, but it’s good!

These blocks will drive all the other blocks of your canvas. Don’t be afraid to go back, edit, add, or delete. Take your time because getting these block right means getting the whole canvas right.

SOCIAL CHALLENGE

To whom are your activities oriented, who pays for them and who retains the ownership of your activities?

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