

WSEN - Glossary

Landscape The landscape in which the project operates - including other important players that run similar projects and institutions that are relevant for the project's success	Activities Concrete actions by the project team and others		Stakeholders Institutions and people that your project engages with.	Output Tangible products from the activity (e.g. a conference with 100 participants, a publication, etc.)	About WSEN <ul style="list-style-type: none"> • We inspire and support students to drive change towards sustainability • We strive for universities that work together with civil societies for the social, environmental and economic good • We transform education and research • We serve as a platform for learning, creating and sharing solutions
	Budget Financial budget of the project	Financial Resources Sources for funding (e.g. General donations, project donations, fees etc.)			
	Non-Financial needs Overview of the non-financial resources that we need for the project	Non-Financial Resources Sources for non-financial resources			
Elevator Pitch A brief summary of the project and its rationale that can be shared as we ride up or down in an elevator with someone who we'd like to convince that this is an amazing initiative.					

WSEN - Questions

Landscape <ul style="list-style-type: none"> • What's the landscape in which this project takes place? • Are there projects by other parties that pursue the same impact? • Are we aware of similar approaches in other areas that work or don't work? 	Activities <ul style="list-style-type: none"> • What do we need to do and by when? 		Stakeholders <ul style="list-style-type: none"> • Who is our target group? • Who is in the project team and who does what? • Who are our key partners? What do they bring to the table? • Which other stakeholders play a role? • Why do our stakeholders support us? What's the risk for them in getting involved? 	Output <ul style="list-style-type: none"> • What is the output of our activities? 	About WSEN <ul style="list-style-type: none"> • We inspire and support students to drive change towards sustainability • We strive for universities that work together with civil societies for the social, environmental and economic good • We transform education and research • We serve as a platform for learning, creating and sharing solutions
	Budget <ul style="list-style-type: none"> • What is our budget? 	Financial Resources <ul style="list-style-type: none"> • How do we finance the project? Participation fees? Donations? Other? 			
	Non-Financial Needs <ul style="list-style-type: none"> • What are our non-financial needs? (human, physical, <i>know-how</i>, <i>brand</i>, <i>reputation</i>, <i>copyrights</i>, <i>data</i>) 	Non-Financial Resources <ul style="list-style-type: none"> • How do we obtain the necessary non-financial resources? 			
Levers of Change <ul style="list-style-type: none"> • How does our output create impact? • Are there levers to increase the effectiveness? • Can our project be replicated and scaled by involving other parties? 					
Impact <ul style="list-style-type: none"> • What's the impact? Who and what shall change? In what time frame and on what scale? • How do we measure the impact? Qualitative? Quantitative? 					
Elevator Pitch <ul style="list-style-type: none"> • What's our «elevator pitch» to explain the project (max 150 words) 					

WSEN - Canvas

Landscape	Activities		Stakeholders	Output	About WSEN <ul style="list-style-type: none"> • We inspire and support students to drive change towards sustainability • We strive for universities that work together with civil societies for the social, environmental and economic good • We transform education and research • We serve as a platform for learning, creating and sharing solutions
	Budget	Financial Resources			
	Non-Financial Needs	Non-Financial Resources		Lever of Change	Impact
Elevator Pitch					