



The WSEN Impact Canvas - a versatile tool to strengthen your project

What is it & why it can help you?

The WSEN Impact Canvas supports you in developing a deep and impact-oriented understanding of your project: its effectiveness, how it works, what you need and how you could leverage your impact. It is also a proven approach to facilitate and stimulate communication and collaboration in teams. From a WSEN perspective, it furthermore enables us to talk a common language while keeping an eye on our overall mission. Working with a canvas approach is proven to be effective and the WSEN Impact Canvas was inspired by the most popular [Business Model Canvas](#) that is widely used in strategic management and (social) entrepreneurship.

The WSEN Impact Canvas is neither boring checklist, nor reporting format. It is foremost a tool to think about and immerse into a thorough project design. It is the process of using the canvas - either for new projects or for reviewing existing projects - that creates value for its users.

Impact Canvas – your project in one big picture



Landscape	Activities		Stakeholders	Output	Be informed - Get involved - Make a difference
	Budget	Financial Resources			
	Non-Financial Needs	Non-Financial Resources	Lever of Change		
Elevator Pitch					

(Illustrative picture)

The WSEN Impact canvas offers you twelve essential building blocks of an effective project design, which are interconnected and allow to see your project in a broader perspective. These building blocks are explained in a **glossary**, which helps you to acquire the language and terminology. The sheet with guiding **questions** then offers you a head start into modelling your project, without limiting your scope of thought. Feel invited to add your questions of relevance. Eventually, the blank **template** is the thing you may want to print or manually copy to a flipchart, put it on a table or wall before grabbing sticky notes to actually start working. There is one building block of the canvas that we consider so important and we already filled it in: About WSEN. It shall help you to make a clear point on how your project helps WSEN to truly make a difference.

You may download the **glossary, questions & template** [here](#)

How to use the WSEN Impact Canvas?



- Take some time, print the canvas or draw it on a wallpaper/flipchart, take sticky notes, a nice cup of tea or coffee and get ready to start working with your peers.
- Start running through the building blocks from wherever you want and feel most attracted to. It is up to you. Some people may like to start from the tangible outputs of their project and reflect first on how this actually translates into impact. Others prefer to start out from listing the planned activities and what is clear, before exploring questions that they did not consider before. However, the canvas will guide you to the best outcome when you address all building blocks.
- Keep in mind: The canvas for your project is never finished, yet you may want to stop when you feel that the pieces of the puzzle are enabling to see the big picture clear. The canvas should always serve you and it is not an end itself. Stop using it, when you feel the benefit is getting low. When you run dry before seeing the big picture, invite some peers or stakeholders of your project to have a look at it and run them through your project design. Or just sleep on it and give it a try next day. Usually this results in a creative boost.
- Play with the canvas: Do not hesitate to skip and revisit some questions or even entire elements. Yet feel invited to come back again. Do not hesitate to step back and try to see it from a different angle, rephrase your inputs.
- Harvest the fruits: As you step back and see the big picture, dive again into the interconnectedness of things. Feel free to challenge yourself by questions like: How are our stakeholders connected to the impact of our project? How they can help us to reach the impact? Is there another player on the map of our landscape, from whom we could learn how to design our activities? How does the impact of our project resonate with the WSEN mission (About WSEN)? You may even draw the most important connections in the canvas, e.g. connect the building blocks with lines.
- There are several possibilities how to work with the canvas.
 - 1) Use post-its and stick them into the canvas template. You may draw the template on the flipchart or print it. You may put in on the wall or just sit on the floor with it. **TIP:** Use at least A3 format.
 - 2) At some point, you may appreciate having an electronic version of canvas with your results. **TIP:** Try an excel table or a google spread sheet.
 - 3) Creativity is the greatest expression of liberty. Feel free to come up with a better way that is comfortable for you and share it with us.



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Useful links

[About Business Model Canvas](#)

[Explanatory video of the Business Model Canvas](#)

Any questions or experiences to share?

Email us:

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ENJOY ☺

Be informed - Get involved - Make a difference