



Purpose

What is the purpose of your initiative? Why is this purpose important to you?



Vision

How do you envision the ecological or social condition of your target group at the end of your initiative?



Mission

What are your specific goals, and how do you plan to achieve them?

THEORY OF CHANGE

What is your value proposition? And how are your planned activities, outputs, outcomes, and impacts aligned with each other?



INPUT

What are the most important resources you need for your key activities?



OUTPUT

Which output do you want to achieve? What is your measurement and evaluation approach? Which methods do you use?



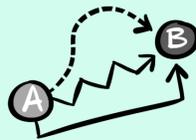
OUTCOME

Which outcome do you want to achieve? What is your measurement and evaluation approach? Which methods do you use?



IMPACT

Which impact do you want to achieve? What is your measurement and evaluation approach? Which methods do you use?



Strategy

What strategy do you intend to pursue to realize your vision? What are the main pillars of your activities?



Stakeholder

Who are the key stakeholders and target groups you intend to work with to realize your vision, mission, and strategy?



Generating Data

What data is required for your measurement? Where do these data come from? How are they generated? When do you need to start data collection?



Analysing Data

How are the collected data analyzed, which tools are important for this process, and what skills are required to carry it out?



Evaluation

How are the collected data evaluated, which tools are important for this, and what skills are needed to perform the evaluation?



Communication

How are the results communicated, which content is relevant for the target audience(s), and which formats are important for them?



Improvement

How is the continuous improvement of impact measurement ensured?

