

IMPACT PLANNING CANVAS

Challenge

What challenges in society could your research help to address?

1

Beneficiaries

Who will benefit from or use the results of your research?

3

Unique Value Proposition

What unique value will your research results bring to each beneficiary?

4

Engagement

How will you connect with the beneficiaries during your research programme?

5

Resources & Team

What resources and collaborators do you need to help create impact?

7

Funding

What is your funding roadmap to enable this research programme and create impact?

8

Response

How does your research plan respond to the challenge(s)?

2

Potential Impact & Evidence of Impact

What potential impact(s) will your research have? (e.g. Cultural, Economic, Educational, Environmental, Health, Political, Social, Technological).
What evidence (quantitative or qualitative) will you collect to demonstrate impact? Over what time frame?

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