CREATE YOUR OWN IMPACT MODEL

HOW MUCH	WHAT CHANGES	WHO
How many products or services sold, distributed, used or implemented / How many stakeholders benefited from your products or services?	What is the change in quality of life experienced by your targeted stakeholders due to your products or services? Pay attention to how you will define and measure the change	Who are the stakeholders targeted for your products or services? Describe in a brief statement, such as rural families in Bangladesh, single mothers in Sub-Saharan Africa, etc
1.	1.	1.
2.	2.	2.
3.	3.	3.

CRAFT YOUR OWN IMPACT STATEMENT

_____ was established to deliver _____ in order to _____ for _____

name of impact enterprise   *products or services*

DEVELOP YOUR OWN CUSTOMER PROMISE SHEET MODEL

IMPACT STATEMENT	KEY VALUE DRIVERS	TARGET STAKEHOLDER	DATA NEEDED	INSIGHTS & DECISIONS (PERFORMANCE TYPE & PROCESS TYPE)
Insert your impact statement here. For details on how to develop this impact statement, please refer to the Impact Model section	Break your impact statement down into smaller components to identify key value drivers	Identify the targeted stakeholder(s) responsible for delivering or affected for each key value driver	Determine the data you need to collect for understanding if you are delivering on this customer promise	Articulate the insights for proving that your customer promise has been delivered or decisions for improving operations if you had that data in hand

Always keep in mind that every data that you decided to collect should help you in assessing two areas:

- Operational efficiency: how can I improve my business operations so that I can better serve my customers? (PROCESS TYPE: decisions/actions)
- Program effectiveness: how can I prove that I have turned my impact statement into my customer promise? (PERFORMANCE TYPE: insights/results)

IMPACT MODEL TEMPLATE

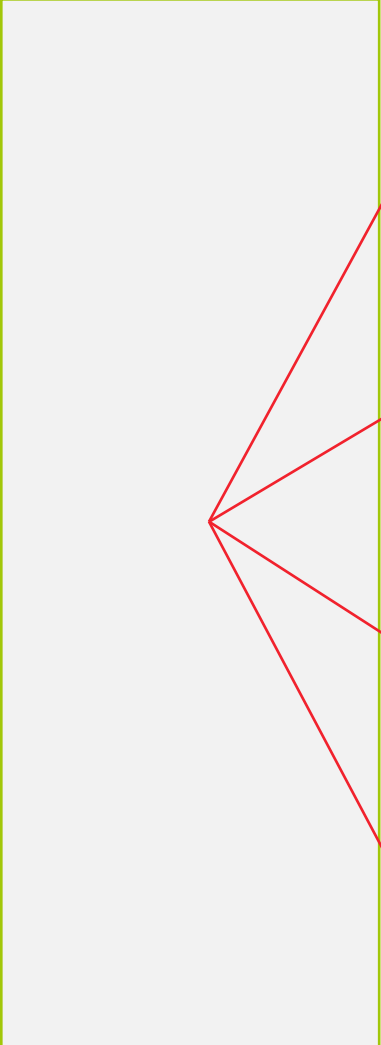| HOW MUCH	WHAT CHANGES	WHO
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.

CRAFT YOUR OWN IMPACT STATEMENT

was established to deliver ____ in order to ____ for ____

CUSTOMER PROMISE SHEET MODEL TEMPLATE

IMPACT STATEMENT	KEY VALUE DRIVERS	TARGET STAKEHOLDER	DATA NEEDED	INSIGHTS & DECISIONS (PERFORMANCE TYPE & PROCESS TYPE)

IMPACT MODEL - EXAMPLE

HOW MUCH	WHAT CHANGES	WHO
1. 5,000 low-income families (consumer level); 300 establishments (producer level)	1. Increase value (in USD) of food via repurposing unsold food / wastes	1. low-income families in Dhaka
2. 50 tons of recycled food wastes; 200 types of upcycled food products; 1,500 (in USD) food value created; 10 tonnes of GHG emission reduced	2. Reduce carbon footprint (GHG emission) of food wastes per year	2. Retail, supermarkets and restaurants, hotels in Dhaka
3. 1 fully-functioning app	3. Provide access to affordable and quality food products	3.
	4. Save monthly grocery expenses	4.

CRAFT YOUR OWN IMPACT STATEMENT

FoodCycle was established to deliver *1 downloadable app that connects consumers for purchasing recycled food wastes generated by food establishments* in order to *i) increase value (1,500 in USD) of food via repurposing unsold 50 tons of food / wastes, and reduce 10 tonnes carbon footprint (GHG emission) of food wastes per year*

ii) Provide access to 200 affordable and quality food products and save monthly grocery expenses for *i) 300 establishments (retail, supermarkets, restaurants, hotels) in Dhaka*