



Improving your impact

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Impact: what is it for?

In Erasmus+ more than ever the focus is on what the real impact of projects is on individuals, on organizations, on the system.

- ◆ Better project proposals
- ◆ More focused project implementation
- ◆ Accountability
- ◆ Dissemination/PR





Impact: what is it?

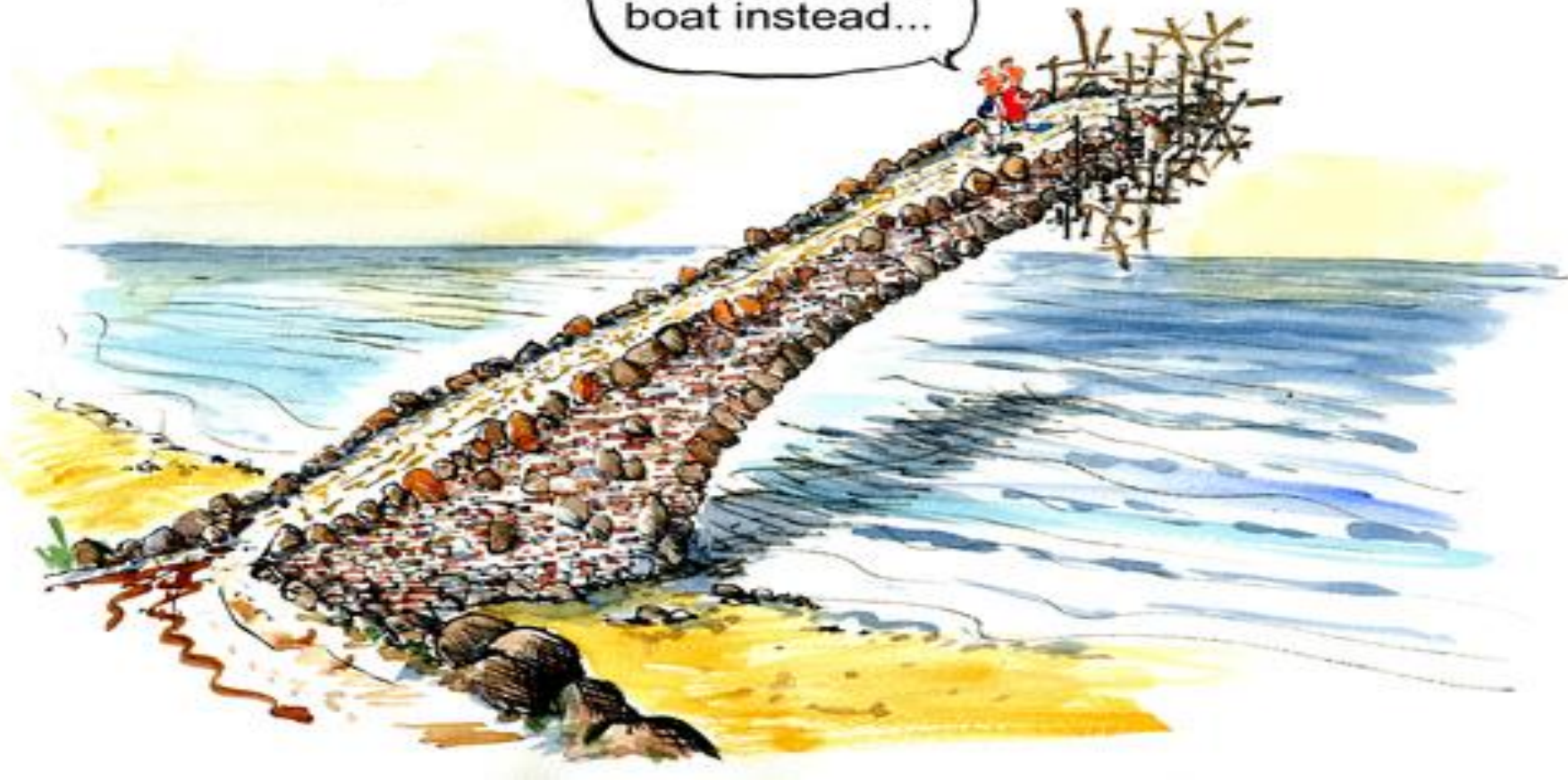
‘Significant change in the life / functioning of interested persons and organizations, partly caused by activities of the program, intended or unintended, positive or negative.

It can be the difference a project makes to:

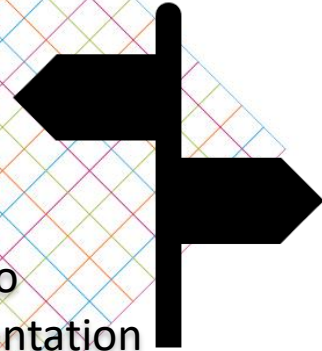
- ◆ knowledge and skills
- ◆ behaviours and attitudes
 - ◆ systems
- ◆ ways of thinking
 - ◆ etc.!

Know your
impact

Maybe we
should build a
boat instead...



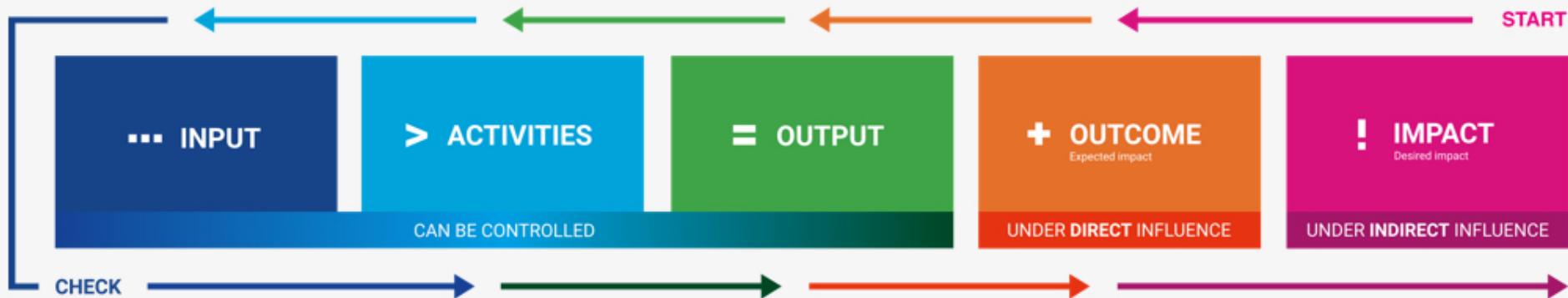
Impact tool



gives guidance to
project implementation




visualises the goal of a project



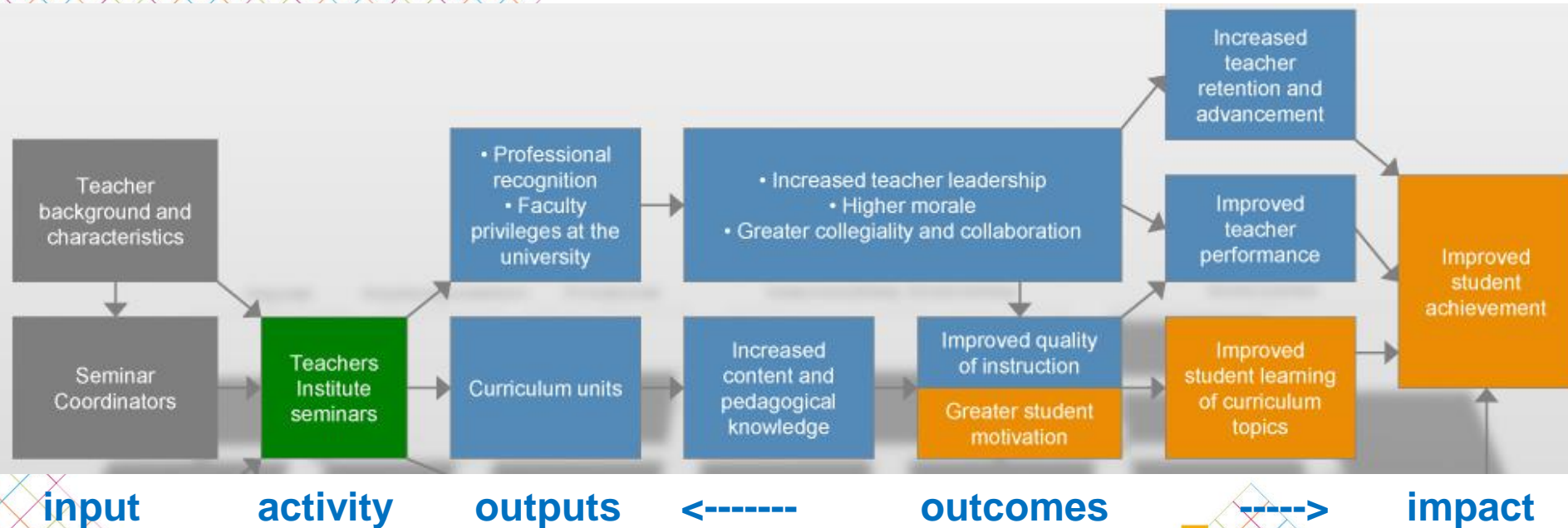


Definitions

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- ◆ **Impacts** are the marked effects or fundamental changes that happen (usually over time), e.g. student performance
 - ◆ **Outcomes** are the **immediate effects or results** of outputs e.g. more confidence; more skills; more knowledge. *Without outcomes, there is no need for outputs.*
 - ◆ **Outputs** are the **direct products/results of activities** you carried out e.g. a course; a Website a tool etc.; the deliverables. *Outputs contribute to impact; but producing - or even sharing - them isn't automatically 'a fundamental change'.*
 - ◆ **Activities:** the actions you take to progress towards your goal during the project timeframe. Listed in your work plan e.g. planning, filming, designing, Learning, teaching, training activities etc.

Example: Yale Teachers Institute

- ◆ Training institute for teachers in public schools
- ◆ Desired impact: improved *student* achievement
- ◆ Several actors (students, teachers)
- ◆ Several sequences of outcomes





How can this tool help you?

- ◆ It helps you to see your project in a **broader context**. What happens in the world around you and what is your contribution? (out of your bubble)
- ◆ It helps you to **think in terms of change** (= impact) and not only in terms of achieving your project result.
- ◆ It can be used as a **reflection and monitoring tool**. Check: are we still on the right path?
- ◆ **Joint vision**. Are we on the same road?



Exercise 1: Your project's impact

In mixed couples:

Think of your dream in terms of **observable changes**. Ask each other critical questions starting with 'why' or 'who'?

Write your dream(s) on post-it notes.

!

IMPACT – desired

WHAT
FUNDAMENTAL
CHANGE DO
YOU WANT TO
CONTRIBUTE TO?

Contribution to hosting change in society

- Active citizenship
- Increasingly equal opportunities
- Improved employability
- Improved economic development
- Improved research

UNDER INDIRECT INFLUENCE



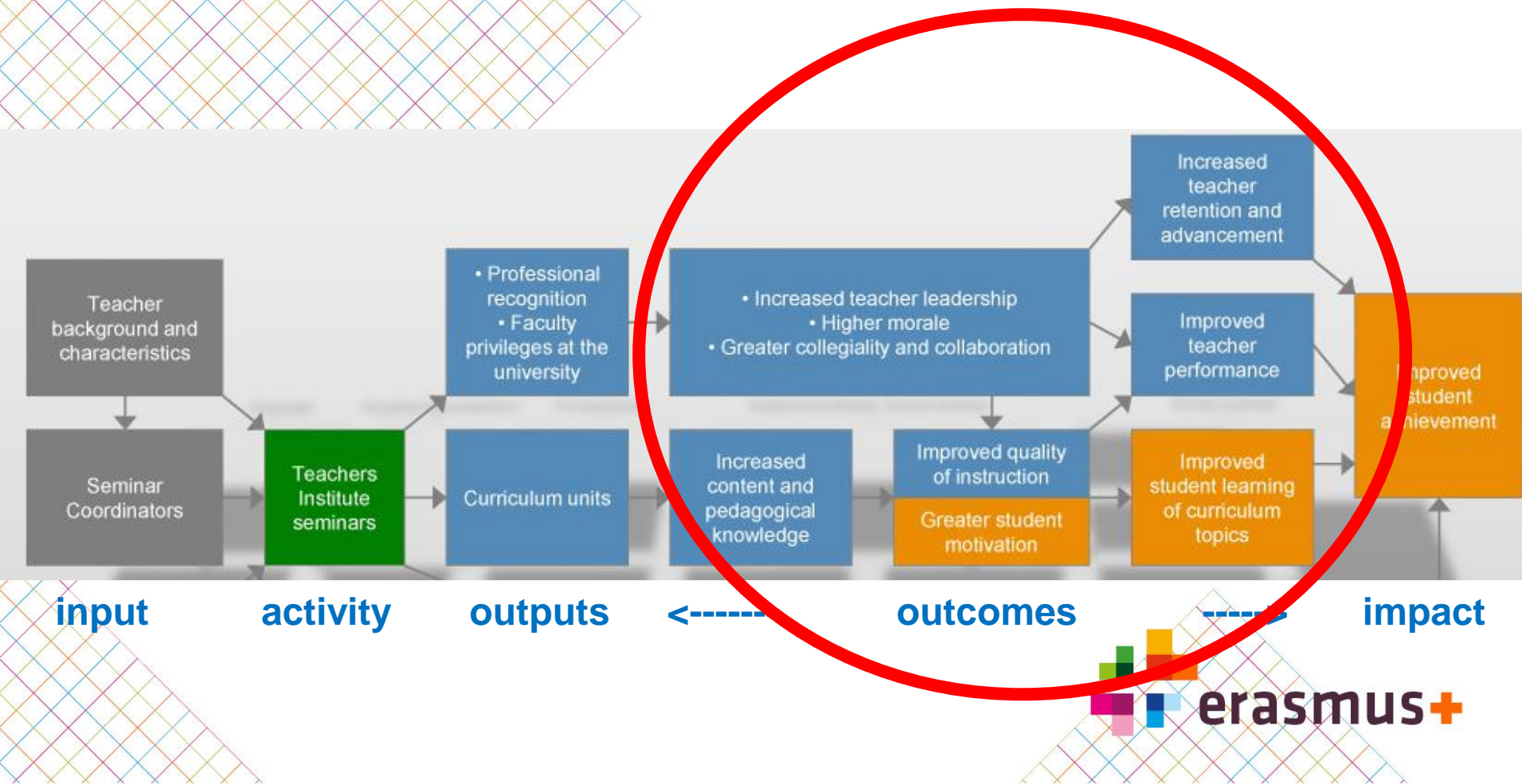
Exercise project partners: Your project's impact

Now rate every impact on the poster (top box, in pink)

- Green dot = very important
 - No dot = mixed importance / unsure
- Red dot = not at all important



From impact to outcomes





Exercise 2: Your project's outcomes

- ✓ What concrete change is actually needed for this?
- ✓ Could this contribute to your dream?

Write each outcome on a post-it note.

+ OUTCOME – expected	
WHAT IS YOUR PROJECT'S CONTRIBUTION TO THAT CHANGE	Delivered by your project <ul style="list-style-type: none">• Improved self-confidence• Utilisation of new skills, knowledge and behaviour• Actively cooperating stakeholders in education/youth work

UNDER DIRECT INFLUENCE



And now?

This was a first step!

You need to:

- ◆ Check your assumptions
- ◆ Check what this means for your activities (IO, LTTA, ME, dissemination, ...)
- ◆ Analyze who else is needed to achieve impact (stakeholders!)
- ◆ Monitor & evaluate your outcomes





More information

<https://impacttool.erasmusplus.nl>



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