

What are the elements of an impact narrative?

- The problem that you are addressing.
- The most important people and organizations involved.
- The proposed contribution to the solution.
- The positive and sustainable change.
- Evidence for the positive and sustainable change.



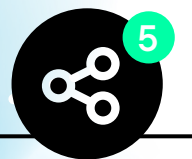
Gathering information

- Interview partners and beneficiaries to gather information for your impact narrative using the interview protocol on the website.
- Structure the gathered information in the template on the website.



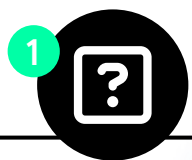
What is an impact narrative?

- Describes the process from identifying a problem to realising a positive and sustainable change.
- Discusses your role.
- Is useful before, during and after the impact effort.



Sharing your impact narrative!

- Determine your goal and target groups.
- Choose suitable forms and channels for your goal and target groups.



What is impact?

- A positive and sustainable change.
- Large or small.
- Results of conscious action.



Tips and tricks!

- Visit the website for further tips and tricks on enriching your narrative and improving its effectiveness.

Reflect Share Inspire

Step by step six modules guide you in reflecting on your impact and sharing your impact narrative to inspire others. The modules include knowledge clips, templates for data gathering and structuring, and tips to enrich your narrative and increase its effectiveness. You can take a quiz to test your knowledge on impact narratives as well.



Visit the website www.impactnarrative.nl

Are you a...



Policymaker or healthcare professional

- Supports creating awareness on the importance of an issue.
- Helps explain the meaning of your work.



Researcher

- Highlights your contribution to social impact.
- Helps structuring your narrative.



Communications professional

- Helps to convey your organization's achievements as effectively as possible to different target groups.
- Invites others to join your organization's efforts.