

## Mike Colechin

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### Impact is...



#### Delivery

Activity that creates project **'outputs'** 

#### Action

Creation of project
'benefits' for relevant
communities of
users/beneficiaries

#### **Impact**

Defined project 'outcomes' have been achieved

#### Delivering:

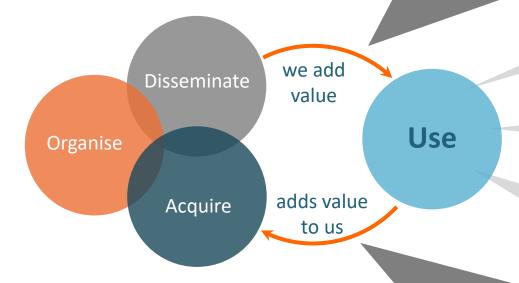
- knowledge for beneficiaries
- knowledge about beneficiaries
- knowledge from beneficiaries

# Closing the 'knowledge loop' to deliver impact



Communication - delivers tailored views of knowledge for defined audiences

...used internally to deliver impact by developing capability and credibility



...used by key beneficiaries to further the development of their individual strategies and objectives, delivering value

...used by broader communities of users/beneficiaries to

- inform policy
- support and develop supply chain
- build investor and industry confidence

#### Feedback

- more knowledge created
- allows targeting of areas for further work