IMPACT MAP
CANVA

If you're thinking of creating a startup that will help address one or more of the social and/or environmental issues we face today, you should map your creation's core and operational impact using this canva.

We've been witnessing the regular launch of many such startups, ones variously categorized as impact startups, sustainability startups, social entrepreneurship and greentech.

As you can see, the notion of positive impact is integral to these category titles and to the missions and/or statements attached to them. And since their purpose is to maximize positive impact in their chosen areas, it is crucial that startup creators map these impacts, and that they deliberate on the hypotheses and assumptions of change their organizations wish to bring to the world.

When should you use Impact Map Canva?

✳ When you have an idea for a startup that focuses on the environmental or social problem, this canva will help you to develop your first Theory of Change and link it to Sustainable Development Goals. It will also help you to form a vision of how you want to operate and how you will avoid risks and negative impacts.

✳ When you've established your startup already; where social and environmental challenges are at the heart of its activities and where you intend to maximize positive impact—as well as to measure and manage it.

✳ When you want to start seeking Impact Investor for your startup. Analyzing an Investee's Theory of Change is usually the first step in the investor's due diligence process.

If you're one such creator, here's a step-by-step tool we've developed for you to facilitate this process. It is a canva based on 4 main assumptions:
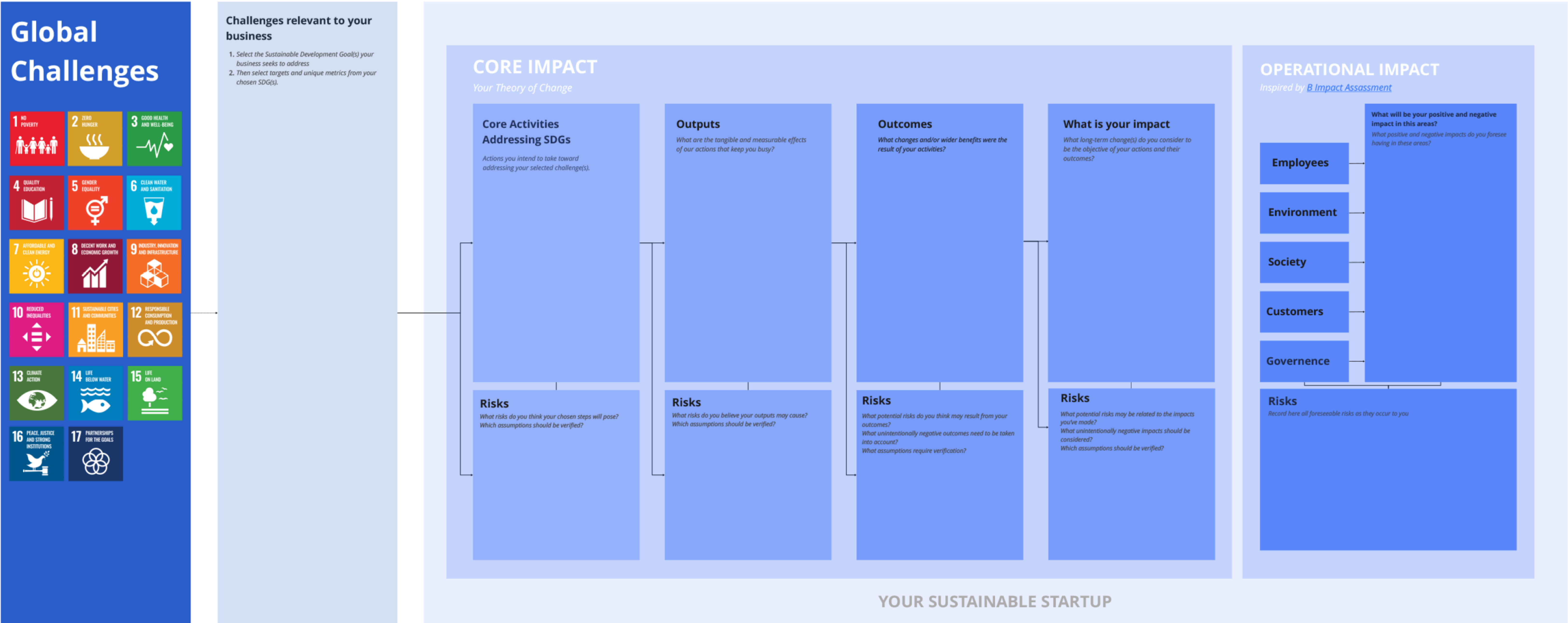
① Agenda 2030 and its 17 Sustainable Development Goals with its 169 targets and 231 unique indicators is mutually agreed upon, accepted compass for the world to navigate through our current global challenges. This can only be achieved by working together. Therefore, we believe it is important that such challenges be linked to one or more Sustainable Development Goals and their targets and indicators.

② Theory of Change (ToC) is a methodology used by organizations to define and illustrate the social change they wish to bring about. ToC is a logic model linking targeted social issues with specific activities, expected outputs and outcomes.

③ We see 'impact' as the Global Reporting Initiative defines it: *Impact refers to the effect an organization has or could have on the economy, environment, and people, including effects on their human rights, as a result of the organization's activities or business relationships. The impacts can be actual or potential, negative or positive, short-term or long-term, intended or unintended, and reversible or irreversible. These impacts indicate the organization's contribution, negative or positive, to sustainable development (...)*.[1]

We believe that any organization, regardless of whether it has a social or environmental problem at its core, has its impacts on governance, environment, society, and customer/beneficiaries. It is important, therefore, that an awareness of these impacts be heightened.

④ Stakeholders—defined as *individual or group that has an interest that is affected or could be affected by the organization's activities.*[2] When it comes to identifying and assessing impacts, stakeholders remain central. Theirs is the voice you should listen to most attentively, so we encourage you to engage them in this process as soon as possible.

[1] Global Sustainability Standards Board (GSSB), 2021, GRI Foundation 2021, GRI Standards, p. 8
[2] Global Sustainability Standards Board (GSSB), 2021, GRI Foundation 2021, GRI Standards, p. 29

IMPACT MAP CANVA

by CyberTex Global Solutions

Global Challenges

Challenges relevant to your business

1. Select the Sustainable Development Goal(s) your business seeks to address
2. Then select targets and unique metrics from your chosen SDG(s).

CORE IMPACT
Your Theory of Change

Core Activities Addressing SDGs

Actions you intend to take toward addressing your selected challenge(s).

Outputs

What are the tangible and measurable effects of our actions that keep you busy?

Outcomes

What changes and/or wider benefits were the result of your activities?

What is your impact

What long-term change(s) do you consider to be the objective of your actions and their outcomes?

Risks

What risks do you think your chosen steps will pose? Which assumptions should be verified?

Risks

What risks do you believe your outputs may cause? Which assumptions should be verified?

Risks

What potential risks do you think may result from your outcomes?
What unintentionally negative outcomes need to be taken into account?
What assumptions require verification?

Risks

What potential risks may be related to the impacts you've made?
What unintentionally negative impacts should be considered?
Which assumptions should be verified?

OPERATIONAL IMPACT
Inspired by B Impact Assessment

What will be your positive and negative impact in this areas?

What positive and negative impacts do you foresee having in these areas?

- Employees
- Environment
- Society
- Customers
- Governance

Risks

Record here all foreseeable risks as they occur to you

YOUR SUSTAINABLE STARTUP

CyberTex.
Global Solutions

We've also created canva in Miro (password: impactmapcanva).
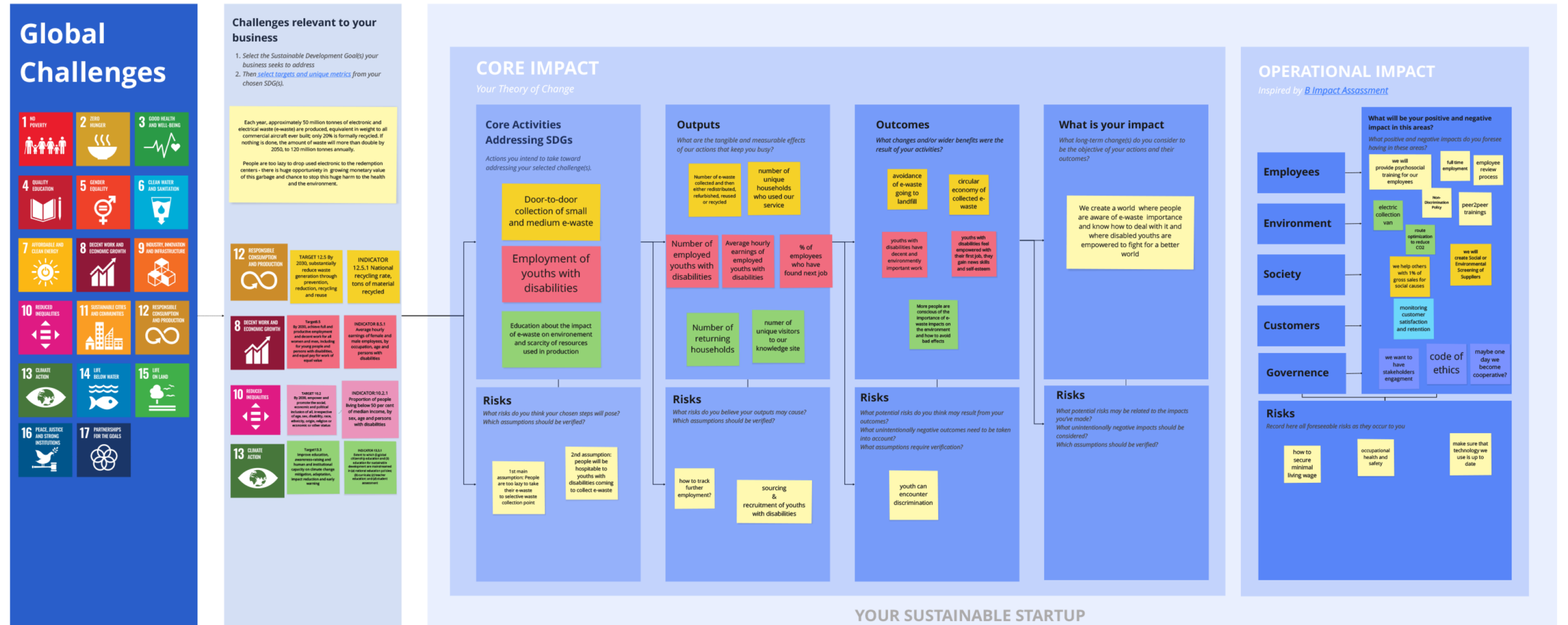
To use it, copy it to your Miro board.

How to use this canva?

① Chosen challenges—begin by selecting from the Sustainable Development Goals your idea seeks to address. Then select your targets and unique metrics. Find all required information here: https://sdgs.un.org/

② Core activities addressing SDGs—list the activities through which you intend to address the challenges you've identified. Your ideas and solutions are based on the knowledge and assumptions you have - remember to list all the resources, questions and risks you envision at this stage.

③ Outputs—here are tangible, measurable effects from the activities in the previous step. For example, the number of training sessions and number of participants. Here is also for noting all the assumptions, questions, risks you feel will need testing and verification.

④ Outcomes—here are the changes that can result from your actions. For example, participants may gain skills, knowledge and a broadened social network. This is also a stage where you may have assumptions, questions and risks listed for verification and testing.

⑤ Define your impact—envision the long-term change you see as resulting from your actions and their outcomes. For example: your target group finding stable jobs and fulfilling their potential. Again, it is important to list all assumptions, questions and risks you foresee at this point.

⑥ Operational impact—this is dedicated to all impacts that result from the operation of your organization. Although your organization will have impact at its core, you must ensure that no limits are exceeded and that you have a positive impact on employees, environment, wider society, governance, and customers. For a better visualization of this impact, we recommend that you review GRI Standards or B Impact Assessment questions from B Lab, and that you reflect on all assumptions, questions and risks for later verification and testing.

⑦ Setting a first impact model is a process that will be based on several assumptions and one to require the application of just as many hypotheses. We therefore recommend instead that this model be understood as a continuous cycle. This means continual re-iteration so that all hypotheses and assumptions are tested accordingly, and that the results of these tests be communicated to and validated with all stakeholders.

Here is example of filled impact model canva:

Remember, this model is free to use. And also that we remain open to discussion and collaboration, should you have any feedback or ideas about how we can improve the service.

We build startups from scratch.
We are here for you. Say hi!

Contact us and let's talk about
your idea:

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CyberTex Global Solutions

Top Asian Country to offshore product
development team

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