

**Session: Frameworks for telling the story of your impact pathway (Slides: 30 – 40)**

*Choose an idea, event or project (e.g. a calldown) you want write about. Be explicit about what is evidenced and what is anticipated. Honest contribution beats confident attribution.*

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**1. IDENTIFICATION**

|                                                       |  |
|-------------------------------------------------------|--|
| <b>Topic</b>                                          |  |
| <b>Title</b>                                          |  |
| <b>Project / Funding</b>                              |  |
| <b>Intended Impact</b>                                |  |
| <b>Lead institution / PI</b>                          |  |
| <b>Status (in progress / completed / archived)</b>    |  |
| <b>Key dates (started or commissioned, completed)</b> |  |
| <b>Your name</b>                                      |  |

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## 2. POLICY OR RESEARCH NEED AND CONTEXT

*What question was being addressed and why. The policy or research context is part of the impact story — a piece of work commissioned in a decision window lands differently from one commissioned for general reference or as part of blue sky research.*

|                                                                                |  |
|--------------------------------------------------------------------------------|--|
| <b>Policy or Research question or need addressed</b>                           |  |
| <b>Commissioning context (decision window, urgency, prior work, rationale)</b> |  |
| <b>Intended audience(s) for the work</b>                                       |  |

### 3. THE WORK

*Brief summary. Activities = what was done; Outputs = what was produced. Check Worksheet 1.*

|                                                                                                                                                |  |
|------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Activities (what was done)</b>                                                                                                              |  |
|                                                                                                                                                |  |
| <b>Outputs</b><br><i>List each published or planned output. Be specific about confidentiality — it affects what can be cited in synthesis.</i> |  |
| <b>Title</b>                                                                                                                                   |  |
| <b>Type (report / brief / guidance / tool / other)</b>                                                                                         |  |
| <b>Date published</b>                                                                                                                          |  |
| <b>Audience(s)</b>                                                                                                                             |  |
| <b>Link / location</b>                                                                                                                         |  |
| <b>Confidentiality (public / partially confidential / restricted)</b>                                                                          |  |

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#### 4. OUTCOMES — WHAT CHANGED BECAUSE OF THE WORK

List each observed outcome with the evidence behind it. 'Outcome' = change in someone's knowledge, behaviour, relationships or practice. Keep separate from impact (section 6). Add rows as needed.

##### Short-term outcomes (immediate changes)

| Outcome | Evidence | Date observed | Source / contact |
|---------|----------|---------------|------------------|
|         |          |               |                  |
|         |          |               |                  |

##### Long-term outcomes (sustained or system-level changes)

| Outcome | Evidence | Date observed | Source / contact |
|---------|----------|---------------|------------------|
|         |          |               |                  |
|         |          |               |                  |
|         |          |               |                  |

## 5. IMPACT — CHANGE IN THE WORLD

*Impact is the THEREFORE: change that has happened (or may yet happen) in the world beyond the project, traceable in part to this work. Distinguish anticipated from evidenced. Most ideas or projects will have more anticipated than evidenced impacts — that is honest, not a weakness.*

### Theory of Change Impact category

*Choose the closest fit: Aligned 4 nation to 7CB; Policies integrated with & reflect market forces & wider goals; Land managers pursue just, holistic & sustainable Net Zero pathways; Early career policy & academic leaders equipped; Valuing land and those who care for it*

**Anticipated or planned impact (change the work may yet enable)** · *What outcomes might develop into impact over time? What signals would tell you it is happening?*

### Evidenced impact (change in the world that has happened)

| Impact (Planned or serendipitous) | Evidence | Date /How it was observed | Source / contact |
|-----------------------------------|----------|---------------------------|------------------|
|                                   |          |                           |                  |
|                                   |          |                           |                  |

## 6. IMPACT SIGNALS TO WATCH

*Signals you expect may emerge over time — follow-up requests, reuse in other contexts, citations, policy decisions, on-the-ground change. Name who holds the evidence so it can be tracked.*

| Signal to watch | Where / who would notice | Why it matters | Next follow-up |
|-----------------|--------------------------|----------------|----------------|
|                 |                          |                |                |
|                 |                          |                |                |

## 7. CONTRIBUTION CLAIM

*Be honest about the boundary of your claim. What did this work contribute, alongside what other inputs? ‘Our work delivered X’ rarely survives scrutiny; ‘Our work was one of several inputs that shaped X’ usually does.*

|                                         |  |
|-----------------------------------------|--|
| What our work contributed               |  |
| What other inputs contributed alongside |  |
| What we can defend/own; what we cannot  |  |

## 8. NARRATIVE

**ABT (And-But-Therefore) template** – Fill each box in turn, then read them together as on punchy paragraph

| <b>AND</b><br><i>Baseline: the context, and what people already accept</i> | <b>BUT</b><br><i>The catalyst: the tension or gap. Name it plainly</i> | <b>THEREFORE</b><br><i>The response and result, together. What was done and what changed. For challenges remaining unresolved, include lessons learnt</i> |
|----------------------------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                            |                                                                        |                                                                                                                                                           |

**Fuller story (the tracking narrative)** · Name the policy need, what was commissioned, what was produced, what came of it, what change it may yet enable. Choose the impact narrative

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**Punchy version (2–3 sentences, ABT form recommended)** · *AND ... BUT ... THEREFORE.*  
Resist the urge to soften.

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