

## Target Audience / Interest

To whom do you want to report on the impact of your project? What kind of impact, what topics are of interest to your target audience?

Example: Target audience: Funding foundation. Interest: Policy-making, protection of biodiversity in the city

## Key Message

What central message do you want to convey with your statement?

Example: „Citizen Science generates relevant findings that are also relevant for the authorities!“



## Project Objectives

What were the objectives defined before the start of the project (which may also be part of a funding application)?

Example: Knowledge gained through the project is taken up by the cantonal administration.



## Outcomes

What did you actually achieve with your project? With whom? Where? (These can be intended effects as well as unintended effects that were only noticed at the end of the project).

Example: The Office for Landscape and Nature uses the knowledge gained from the project and bases its 2025-28 strategy on the published recommendations.



## Outputs / Activities

What did you do in your project? What have you created, produced? What offers did you plan and carry out?

Example: Joint publication by researchers and citizens in an open access journal; event with drinks reception for participating citizens and local/regional media; workshop for public officials and other stakeholders.



## Outlook

What has been initiated and is still open? What are the next steps (by the project team or third parties)?

Example: The Office for Landscape and Nature has defined a strategy, the individual departments must now define concrete measures.



## Document / Source

Name sources that are as informative as possible and link to them!

Example: Strategy paper 2025-28, Office for Landscape and Nature (weblink); information on media contributions, blog articles.



## Application / Reach

Who/how many have used your services? Who uses the knowledge you have generated? Who has reported on your project and where?

Example: Participation of 12 representatives from different departments; statement from the head of department/responsible person for strategy by email/phone.

## Impact Narrative

You now have the various „building blocks“ together to report succinctly on the impact relevant to your audience and structure your narrative. You do not need to include all the points you have noted in the narrative. Try to focus on the most important statements - less is often more! The example below is one way of structuring the building blocks. Perhaps you can find a different order that suits you and your project better?

With the aim of ensuring that the knowledge gained from the project is incorporated into the activities of the cantonal administration, we have together with citizens published a report in the open-access magazine „Nature & Landscape“ (issue 5, May 2022). Various regional media and local news reported on the project (Stalliker Bote June 7, 2022, ZüriToday June 7, 2022) and referred directly to the recommendations in the publication.

In order to address representatives of relevant offices directly, we held a workshop for them - again with citizen participation. At this workshop, all 12 targeted departments were represented by at least one person - a full success!

The recommendations resulting from the project were then incorporated into the 2025-28 strategy of the Cantonal Office for Landscape and Nature, as the Office Management confirmed to us personally, and as is particularly clear from Chapter 2 of the strategy paper.

We are convinced that the participation of citizens has increased the relevance of the findings generated and raised interest in them.

Now specific measures for the individual departments need to be defined.

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