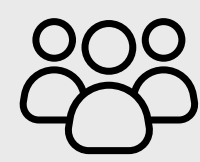


Practical tools for Creative Climate Action

Action to Impact Canvas



60-90 mins



2-5 participants

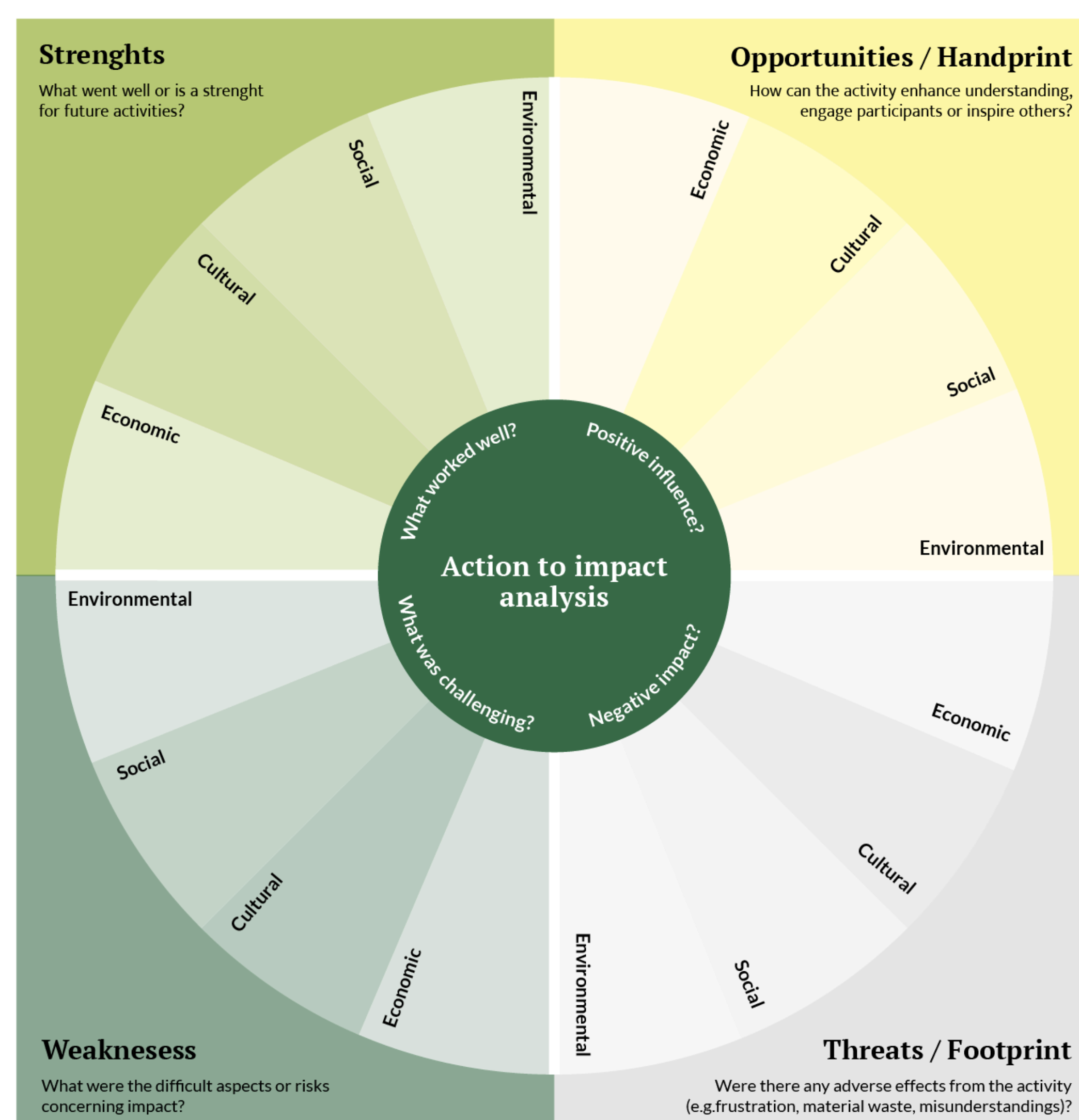
Tool description and purpose

Action to Impact Canvas is a practical tool that supports creative teams in understanding how their activities translate into real-world impact. It is based on sustainability thinking and inspired by the familiar SWOT model (Strengths, Weaknesses, Opportunities, Threats), but adapted with a focus on the broader dimensions of sustainable development. The tool encourages users to consider the link between their actions and impact, especially in the context of the UN Sustainability Development Goals (SDG). It helps you explore how creative actions support or challenge sustainability — both locally and globally.

When to use the tool?

You can use Action to Impact Canvas:

- When planning a project – to make more sustainable and thoughtful choices
- During a project (individually or in a group) – to reflect, share insights, and improve
- After a project – to see what worked, what didn't, and what impact was created



Benefits of using this tool:

- 1. Encourages holistic thinking**
The tool integrates the four dimensions of sustainability—environmental, social, cultural, and economic—ensuring that diverse perspectives are considered. This helps teams and partners identify trade-offs, synergies, and shared priorities across sectors. It strengthens cross-sector collaboration by creating a common language around impact.
- 2. Supports behavioural change goals**
By focusing on how creative work can shift attitudes, awareness, and actions, the tool is well-suited for projects aiming to promote climate-conscious behaviour and sustainable lifestyles. It guides teams to reflect not just on what was done, but how it affected people's choices and thinking.
- 3. Facilitates reflective dialogue and co-creation**
When used in group settings, the canvas creates a space for open reflection and dialogue between different stakeholders—artists, municipalities, communities, and intermediaries. This strengthens mutual understanding, builds trust, and supports collaboration, co-creation and capacity building.

Fill in the canvas on page 2

How to use this tool?

- Fill each quadrant: Individually or in a group, reflect on your activity and write answers to each guiding question.
- Use the four dimensions: For each quadrant, think through Environmental, Social, Cultural, and Economic lenses.
- Discuss or document findings: Share perspectives, find patterns, and note what supports or blocks sustainable impact.
- Optional – Track over time: Repeat before and after an activity to observe change and progress.

Example use cases:

- In project planning: Anticipate risks and amplify sustainable opportunities.
- In a mid-project check-in: Reflect on emerging impacts and adjust.
- In final evaluation: Identify results and define lessons learned for future work.

