INSTRUCTION

Interreg
Baltic Sea Region

Co-funded by
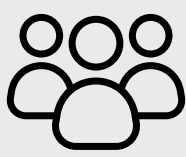the European Union

ENERGY TRANSITION
CCI4 Change

Practical tools for

Creative Climate Action

Value & Impact Reflection Canvas

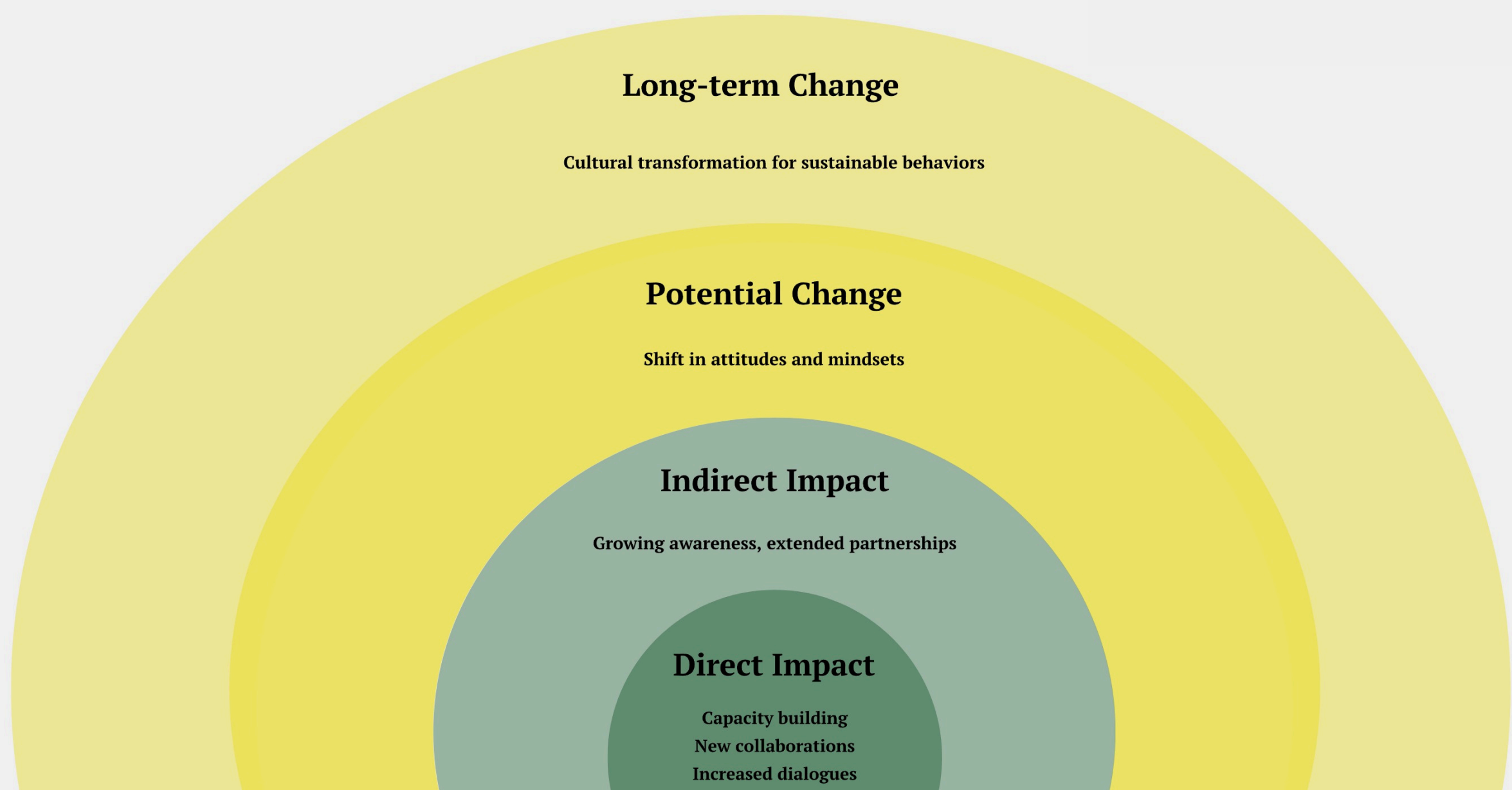🕐 **60-90 min**   👥 **3-6 participants**

Tool description and purpose

The Value & Impact Reflection Canvas is a tool designed to help collaborators reflect on and articulate the different dimensions of value and impact that emerge from cultural collaborations. It acknowledges that many of these impacts are subtle, long-term, and difficult to measure, yet no less meaningful or essential.

This tool is especially useful in contexts like CCI4Change, where the effects are embedded in relationships, mindsets, narratives, and new connections rather than in immediate quantitative results. It supports shared understanding between stakeholders by prompting discussion on what kind of impacts are expected, what might be explored or tracked, and which forms of value should be acknowledged, even if they cannot be measured directly.

The Ripple Effect of CCI4Change
Can the tangible impacts of the collaboration be supportive for the green transition and long-term change?

Long-term Change
Cultural transformation for sustainable behaviors

Potential Change
Shift in attitudes and mindsets

Indirect Impact
Growing awareness, extended partnerships

Direct Impact
Capacity building
New collaborations
Increased dialogues

When to use?

- At the beginning of a collaboration – to build shared understanding and align on the desired outcomes
- During the process – to reflect on emerging changes and guide further developments
- At the end of a project – to identify different layers of impact and facilitate collective learning
- After the project – to revisit long-term changes and ripple effects

Measurable reductions in energy consumption

Artistic Experiences
Encouragement of self-reflection through artworks and by providing spaces for dialogue and exchange

Gamification and playfulness
Interactivity and playfulness to engage with the topic

Educational purposes
Artistic and creative content as pedagogic tools

Co-creation and Engagement
Providing of equal opportunities of participation for diverse groups of citizens

Capturing tacit knowledge and stories from the community
Collected information and new knowledge to support the further developments

Spaces of dialogue between local authority and citizens
Additional conversations and exchanges to build knowledge and understanding

Enhancement in cross-sectorial collaborations
Established new cooperation between the departments for joint goal
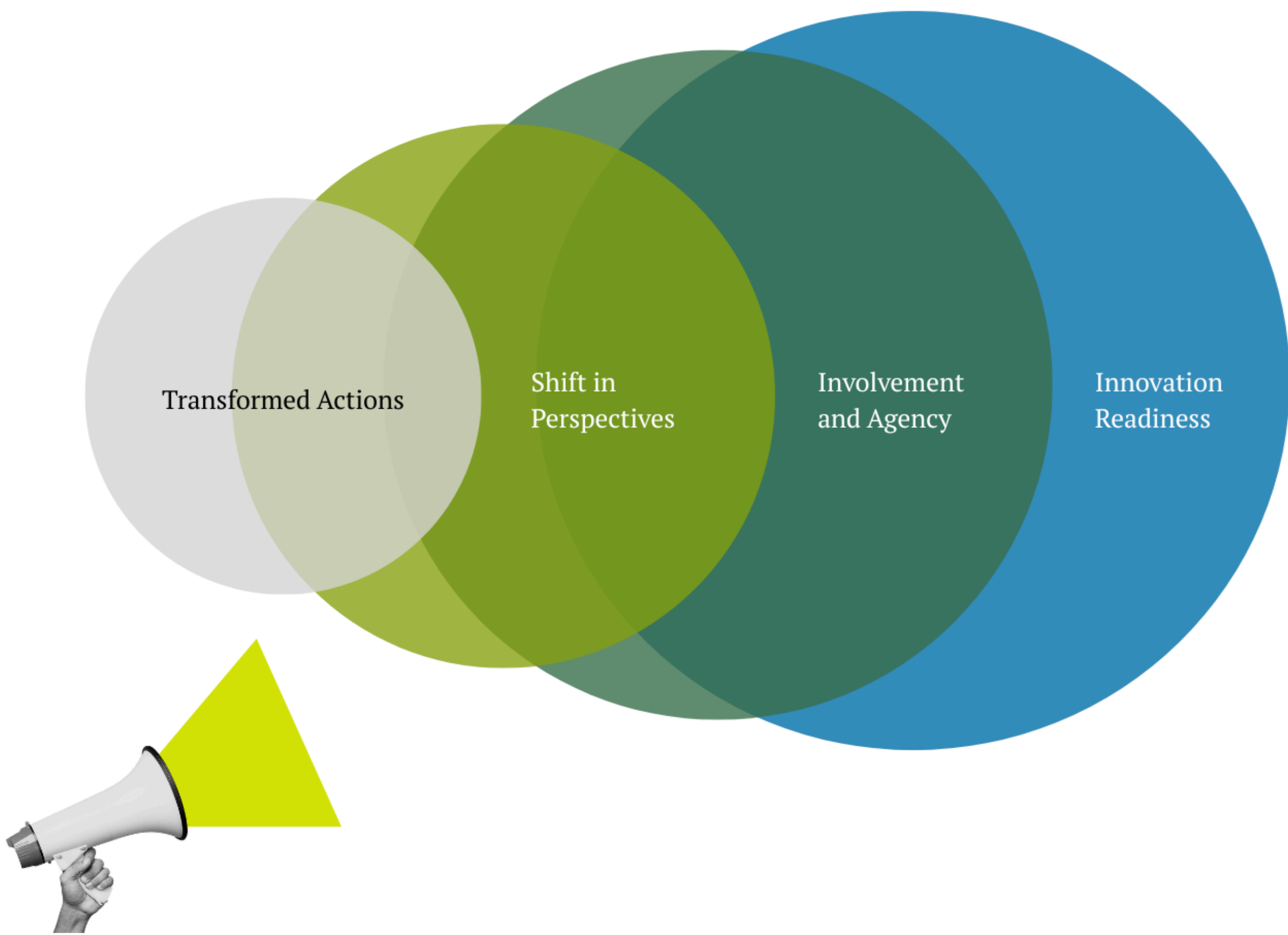
Building skills and expertise
Added skills to dive innovative partnerships and develop its relevance

Development of stakeholder involvement
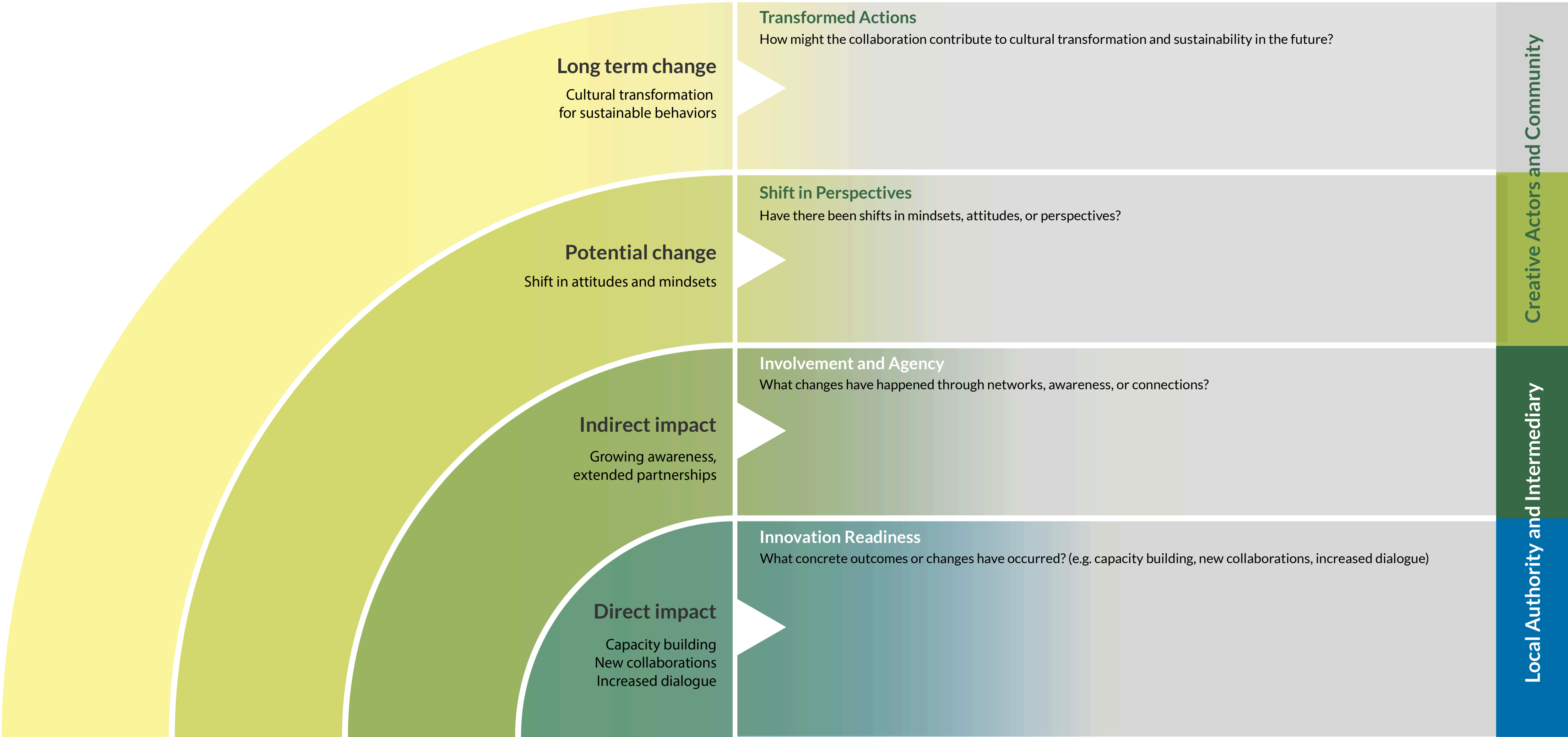Established goal-setted collaborations with diverse organisations aligned with the goal

CCI Actors & Communities   **Local Authorities & Intermediary**

Transformed Actions

Shift in Perspectives

Involvement and Agency

Innovation Readiness

FILL-IN CANVAS

Interreg Baltic Sea Region

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ENERGY TRANSITION **CCI4 Change**

The Value and Impact Reflection Canvas

Long term change
Cultural transformation for sustainable behaviors

Transformed Actions
How might the collaboration contribute to cultural transformation and sustainability in the future?

Potential change
Shift in attitudes and mindsets

Shift in Perspectives
Have there been shifts in mindsets, attitudes, or perspectives?

Indirect impact
Growing awareness, extended partnerships

Involvement and Agency
What changes have happened through networks, awareness, or connections?

Direct impact
Capacity building
New collaborations
Increased dialogue

Innovation Readiness
What concrete outcomes or changes have occurred? (e.g. capacity building, new collaborations, increased dialogue)

Creative Actors and Community

Local Authority and Intermediary

How to use?
- Reflect on the value and impact of your collaboration across four concentric circles, each representing a different type or depth of impact:

Direct Impact:
- What concrete outcomes or changes have occurred? (e.g. capacity building, new collaborations, increased dialogue)

Indirect Impact:
- What changes have happened through networks, awareness, or connections?

Potential Change:
- Have there been shifts in mindsets, attitudes, or perspectives?

Long-term Change:
- How might the collaboration contribute to cultural transformation and sustainability in the future?

Additionally, consider the perspectives of different actors through the accompanying value overlap model:

- Creative actors and communities
- Local authorities and intermediaries
- Shared zones of transformation: including "Shift in perspectives," "Involvement and agency," and "Transformed actions"Value framework_kaavio.
- Example use cases
- Evaluating cross-sector collaborations in culture and climate
- Facilitating strategic reflection in municipalities and cultural institutions
- Documenting and communicating impact to funders or policy stakeholders
- Supporting collaborative learning in creative climate action projects

Benefits of using this tool
- Makes intangible value visible
- Helps identify relational, cultural, and experiential impacts such as trust-building, engagement, and dialogue.
- Supports collective reflection
- Facilitates meaningful discussions among stakeholders with diverse perspectives.
- Captures systemic and long-term change
- Encourages looking beyond short-term outputs and toward broader cultural or behavioral shifts.
- Improves articulation of impact
- Offers a structured way to talk about and document what matters, even if it's not easily measured.

XAMK
Future Experience Lab