

# THEORY OF CHANGE DEVELOPMENT

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**socialimpactadvisors**



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# Intended Impact Statement Components

## What will we achieve?

What **outcomes** will we **hold ourselves accountable for** achieving...

## For whom/where?

...for for **which beneficiaries/audiences and/or geography...**

- Population (e.g., age, gender, socio-economic status, residents, visitors)
- Organization type (e.g., businesses, industry, landlords)
- Geography (e.g., in Greater Hamilton)

## When?

...in what **timeframe?**

# Introduction to intended impact

*Intended impact forms the foundation of theory of change*

## Theory of Change

**What will we achieve?**

What **outcomes** will we hold ourselves **accountable** for achieving...

## Intended Impact

**For whom/where?**

...for for **which beneficiaries/ audiences and/or geography...**

- Population (e.g., age, gender, socio-economic status, residents, visitors)
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**When?**

...in what **timeframe...**

*Must be specific, measurable and realistic!*

**How?**

...with what **activities?**

# Identify Potential Barriers & Opportunities

What has kept your intended impact from happening already?

What do you foresee as obstacles to reaching your intended impact?

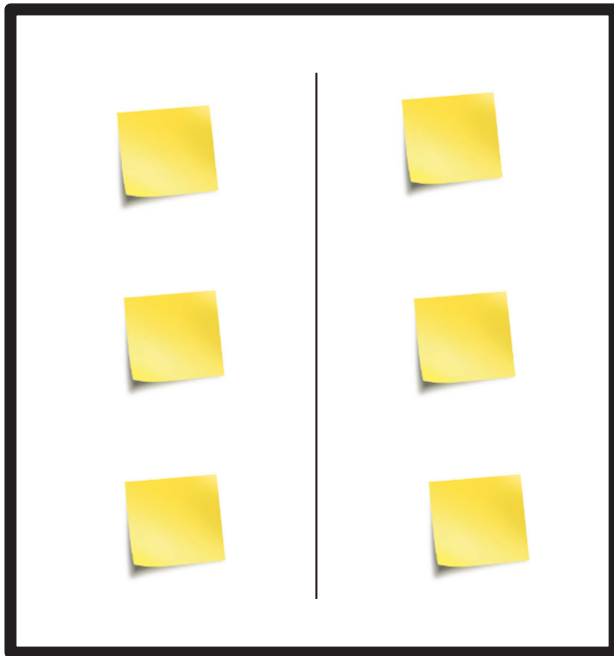


What opportunities might you leverage?

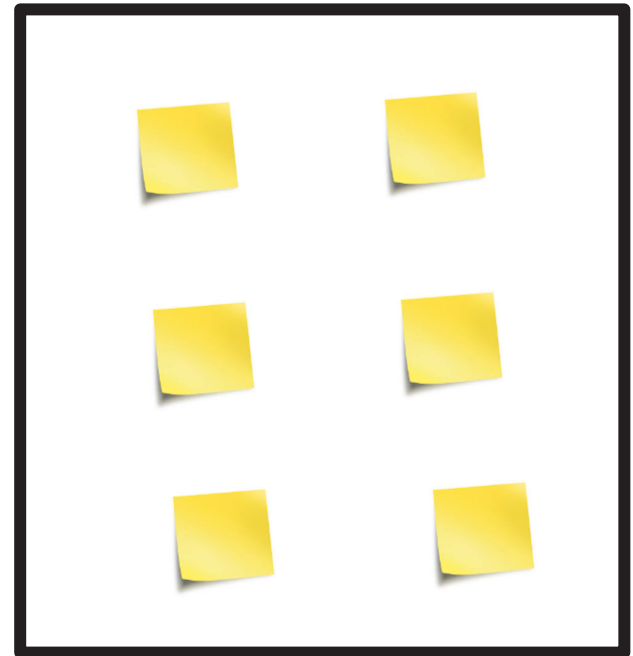
# Brainstorm barriers and opportunities

*Generate needed actions*

## Barriers & Opportunities



## Actions



# Theory of Change guidance



What are the

*Necessary*

and

*Sufficient*

strategies and actions

to achieve your intended impact?

## Theory of Change with Embedded Measurement

Intended Impact Statement

Strategies & Actions

Measurable Action Objectives

**By 2030, all existing single-family homes in X region, built before 1980, will have undergone retrofits that achieve a minimum 40% energy savings over baseline levels.**

### **S1: Increase supply of skilled trade labour**

- Work with post-secondary institutions to augment existing/develop new curriculum
- Provide training subsidies for unemployed workers

### **S2: Increase residents' energy literacy, and awareness**

- Develop marketing strategy and branding for program
- Conduct energy workshops
- Encourage neighbor-neighbor sharing of information

### **S3: Develop energy retrofit financing offer**

- Develop business case for retrofit financing
- Establish financing mechanism (e.g. LIC/on-bill/other)
- Issue bonds to raise capital

### **S4: Aggregate demand by housing archetypes**

- Identify neighbourhoods with high numbers of common pre-1980 archetypes
- Develop localized marketing strategies

# Theory of Change with Embedded Measurement

Intended Impact Statement

Strategies & Actions

Measurable Action Objectives

**Strategy 1:** \_\_\_\_\_

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**Strategy 2:** \_\_\_\_\_

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**Strategy 3:** \_\_\_\_\_

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**Strategy 4 :** \_\_\_\_\_

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\*Strategies/actions and their measurable objectives are not necessarily one-one. You may find that a strategy addresses multiple measurable objectives (outcomes) or a measurable objective connects to several strategies. Please adjust the chart according to your organization's needs.