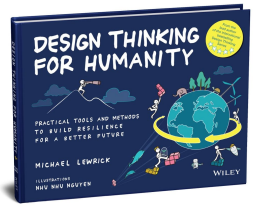
Project:
Team:
Version & Date:

Collective Impact Canvas

Quick guide: The Collective Impact Canvas turns a shared vision into a working plan for a multi-stakeholder collaboration, anchored in a common agenda that unites every partner.

More tips & tricks on book page: 254



Lewrick, M.
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1 Define the Common Agenda

State the Massive Transformative Purpose that unites all partners, e.g., "Regenerate 10M acres by 2035."

MTP:

Goal 1:

Goal 2:

2 Establish Shared Metrics

Agree on a small set of high-leverage metrics tied to the common agenda, reflecting the "win–win–win" value being created.

Metric 1
e.g., soil organic carbon %

Metric 2
e.g., farmer net income

Metric 3
e.g., biodiversity index

3 Map Mutually Reinforcing Activities

For each key partner, list their unique activity and how it amplifies another partner's work.

Partner	Unique Activity / Contribution	How does it amplify another partner's work?

4 Design Communication & Backbone Support

Define the rhythm and channels that keep partners aligned, and the role of the orchestrator that facilitates the collaboration.

Communication
What is the rhythm? How do we build trust?

Support (Backbone)
Who facilitates? What are the key functions (e.g., data management, logistics)?

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