

Impact Clustering Canvas



Using the tool
Template
Example

Impact Clustering Canvas

The tool helps you to facilitate discussions among stakeholders, prioritize challenges, and explore solutions within a specific context. It allows participants to gain a deeper understanding of different perspectives and needs, making it easier to make informed decisions. This tool is especially valuable if you are looking for a structured method to explore complex issues, encourage collaborative engagement, and effectively cluster and prioritize challenges.

Tips for use

To start using this tool, you must have a clear understanding of the context and objectives of the session. It is also essential to gather all relevant stakeholders who are either affected by the challenges or can influence the outcomes.

The tool can be used individually, but it is most effective in a group setting where diverse perspectives can be shared and discussed. To begin using the tool, you need a facilitator to guide the process, a clear agenda for the session, and a comfortable space where discussions can take place.

How to use

To effectively use this tool, ensure that all participants understand the purpose of the session and the steps involved. You should gather relevant data, insights from previous sessions, and any necessary materials like whiteboards, markers, and sticky notes to facilitate the process.

Step 1: Identify and describe most important elements

To begin, you need to identify and describe the most important elements of your vision that are crucial in maximizing the added value of the Innovation Journey (IJ) for all its users. Start by reflecting on the core values, objectives, and outcomes that your vision aims to achieve. Consider what makes your vision unique and impactful. Once you have a clear understanding, list the specific elements of your vision that contribute the most to creating value. These might include factors like innovation, inclusivity, sustainability, or collaboration. After listing these elements, prioritize them based on their importance, focusing on those that will have the greatest positive impact on the users of the IJ.

Step 2: Condense Your Vision into One Sentence

Next, you will need to articulate your vision in a concise and clear statement that encapsulates its essence and the value it brings to users. To do this, synthesize the key elements you identified in the previous step into a single, cohesive sentence. This sentence should effectively communicate the core of your vision, emphasizing the added value it offers to all users. Take your time to refine the sentence, ensuring that it is clear, impactful, and easy to understand. Your goal is to create a sentence that not only represents your vision but also resonates with your audience.

Step 3: Describe the Projects

In this step, you are required to describe each project associated with your vision, ensuring that each project is clearly outlined on a separate line. Begin by identifying all the projects that are part of your vision, making sure that each one aligns with the key elements you identified earlier. For each project, provide a brief description that includes its objectives, target audience, and expected outcomes. This description should be succinct yet comprehensive enough to convey the essence of the project and its role in achieving your overall vision.

Step 4: Identify Stakeholders

Once you have described your projects, the next step is to identify and write down the names of individuals or groups who are invested in or looking forward to the success of these projects. This involves mapping out all potential stakeholders, including beneficiaries, partners, investors, and community members. After listing these stakeholders, consider organizing them by their level of involvement or influence in the project. This will help you better understand the dynamics of your project and how different stakeholders contribute to its success.

Step 5: Assess the Expected Impact

Now, you need to assess the anticipated impact of each project on social, ecological, and economic dimensions. For each project, assign a score from 0 to 10 for each of these three impact categories: social, ecological, and economic. A score of 0 indicates no impact, while a score of 10 indicates a significant impact. After assigning these scores, briefly explain why each score was given, focusing on the potential positive or negative outcomes of the project. This step is crucial for understanding the broader implications of your projects and how they contribute to your vision.

Step 6: Analyze Stakeholder Advantages and Disadvantages

In this step, you will analyze how each stakeholder might benefit from or be disadvantaged by the projects. Start by revisiting the stakeholders you identified in Step 4. For each stakeholder, note whether the project offers them an advantage or disadvantage, using a "+" for advantages and a "-" for disadvantages. Then, describe how the project will impact each stakeholder, highlighting both the positive and negative outcomes. This analysis will provide valuable insights into the potential challenges and benefits associated with your projects, helping you to address any concerns and leverage opportunities.

Step 7: Select the Project of Choice

After completing the previous steps, it's time to choose the most impactful project to focus on and outline the next steps for its implementation. Evaluate each project based on the impact assessment and stakeholder analysis you conducted earlier, and select the project that offers the greatest overall benefit. Once you have made your selection, define the specific actions that are needed to advance this project. These actions might include securing funding, building partnerships, or launching a pilot phase. This step is critical for moving from planning to execution, ensuring that your chosen project is set up for success.

Final Step: Fill in the Innovation One Pager

Finally, you will need to summarize the selected project on the [Innovation One Pager](#), referred to as the "Project Card" in the Impact Clustering Canvas. Begin by transferring the key information from the previous steps onto the one-pager. Take the time to refine and review the one-pager, making sure it is clear, concise, and effectively communicates the project's value and potential impact. This document will serve as a concise summary of your project, helping to communicate its importance to stakeholders and guide its implementation.

Impact Clustering Canvas

name _____

What are the MOST IMPORTANT ELEMENTS of your vision that maximize the added value of the IJ for all its users?

Describe IN ONE SENTENCE your vision that maximizes the added value of the IJ for all its users?

Challenge	LOOK FORWARD TO IT!!	IMPACT	KPI's	STAKEHOLDERS ADVANTAGE/DISADVANTAGE	PROJECT CHOICE	PROJECT CARD																														
	<table border="1"> <tr> <td>Name</td> <td>Name</td> <td>Name</td> <td>Name</td> </tr> <tr> <td>...</td> <td>...</td> <td>...</td> <td>...</td> </tr> </table>	Name	Name	Name	Name	<table border="1"> <tr> <td>Social</td> <td>Ecological</td> <td>Economical</td> </tr> <tr> <td>...</td> <td>...</td> <td>...</td> </tr> </table>	Social	Ecological	Economical	<table border="1"> <tr> <td>...</td> <td>...</td> <td>...</td> <td>...</td> </tr> </table>	<table border="1"> <tr> <td>Name</td> <td>Name</td> <td>Name</td> <td>Name</td> <td>Name</td> <td>Name</td> </tr> <tr> <td>...</td> <td>...</td> <td>...</td> <td>...</td> <td>...</td> <td>...</td> </tr> </table>	Name	Name	Name	Name	Name	Name	<p>.....</p>	<p>Project start end</p> <p>Objective</p>
Name	Name	Name	Name																																	
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Social	Ecological	Economical																																		
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Name	Name	Name	Name	Name	Name																															
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Project:	<p>What do you want to work on and what measurable objective is attached to it? Sponsor</p>																														
Project:	<p>Which manager will allocate time and resources so that the project team can effectively and efficiently carry out the project? Leader</p>																														
Project:	<p>Who is enthusiastic and responsible for coordinating the process? Project team and role</p>																														
Project:	<p>Select a maximum of 8 people, ensuring a mix of managers and employees. Make sure the relevant departments are represented. Implementation responsible</p>																														
Project:	<p>Coach</p> <p>Project writer</p>																														
Project:	<p>Have your team members individually rate each project, from 1 (lowest) to 5 (highest).</p>	<p>Score 0: No impact Score 10: Significant impact</p>	<p>Identify KPIs and, if applicable, existing target values.</p>	<p>Identify stakeholders: + for advantage - for disadvantage.</p>	<p>Make a project choice based on a consideration of all the listed elements.</p>	<p>Who will further draft the project plan and present it to the project team, sponsor, and managers? The project plan should further elaborate the objective, role distribution and team dynamics, project actions, and project planning. How to celebrate</p> <p>How will it be celebrated when the objective is achieved? When will the team analyze success or failure after the project in view of future operations? Date.....</p>																														

date _____

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name _____

Technology (IJ as a transport HUB, Futuristic (Star Wars), machine learning – AI (AI Amsterdam), autonomous, high-tech)
 Social and Environmental (Standardizing navigation rules, dynamic and multifunctional, social connection, human-centric, green, eco-friendly, accessibility, diverse users)
 Tech as a means, IJ as a lifeline, reciprocal relationship, dynamics

People, nature, and technology together form the IJ.
 The diverse users in a dynamic urban environment are challenged to facilitate communication, safety, and experience on the IJ. It's important to consider feasibility, impact, and roles. This can be measured through a diverse set of KPIs, utilizing technical design solutions to enhance safety and clarity.

Challenge	LOOK FORWARD TO IT!!	Impact	KPI's	STAKEHOLDERS ADVANTAGE/DISADVANTAGE	PROJECT CHOICE	PROJECT CARD	
	Name Name Name Name	Social Ecological Economic		Name Name Name Name Name Name			
Project: Management through data, technology,	4 (PoA) 5 (PP) 3 (Municipality) 2 (SAIL)	M H	Insights in users	<div style="background-color: yellow; transform: rotate(-15deg); padding: 10px; border: 1px solid black;"> Relevant stakeholders for the area: Water recreational users (swimmers, sailors passing through the IJ) Event visitors (SAIL) Boaters (yacht owners with boats in the marina, safety services, commercial shipping, transport, captains of tour boats/cargo ships/inland sloops) Management (traffic controllers, PoA, PTA) Residents (neighbors, houseboat owners) </div>	Tbd	Tbd	
Project: Use of water (safety, communication, ...)	5 (PoA) 4 (PP) 3 (Municipality) 4 (SAIL)	H H	Fines, fewer incidents, efficiency, stress reduction				
Project: Place in the city (resilience, natural development)	3 (PoA) 1 (PP) 3 (Municipality) 4 (SAIL)	H H	Usage, connectivity, time from A to B, biodiversity				
Project:				
Project:				
Project:				
Project:				
Project:				

Have your team members individually rate each project, from 1 (lowest) to 5 (highest).

Score 0: No impact
 Score 10: Significant impact

Identify KPIs and, if applicable, existing target values.

Identify stakeholders: + for advantage - for disadvantage.

Make a project choice based on a consideration of all the listed elements.

date _____

Developed by AMS

