

CULTURAL AND CREATIVE INDUSTRIES IMPACT CANVAS

<p>SOCIAL CHALLENGE  3</p> <p>What social challenge is faced by audiences and/or beneficiaries?</p>	<p>SOLUTION  5</p> <p>What is the service/product/activity that your organisation offers that addresses the needs identified?</p>	<p>UNIQUE VALUE PROPOSITION  6</p> <p>Why do audiences and beneficiaries come to your events/organisations/exhibitions etc. and participate in the activities? Why do they want to spend their time here and not somewhere else?</p>	<p>CHANNELS  8</p> <p>Which channels can you use to promote, sell and deliver the unique value propositions identified? How do you reach and retain the audiences and beneficiaries?</p>	<p>AUDIENCE SEGMENTS  1</p> <p>Who are the targeted audience segments for your activities? For whom are you creating value?</p>
<p>NEEDS  4</p> <p>What do the audiences and/or beneficiaries need within the scope of the social challenge?</p>		<p>EXISTING ALTERNATIVES  7</p> <p>What other solutions to the social challenge and audiences/beneficiaries needs exist?</p>		<p>BENEFICIARIES  2</p> <p>Who are the beneficiaries? Who is benefiting from the value you are creating?</p>
<p>IMPACT  11</p> <p>What is the impact your organisation/activity aims to achieve?</p>	<p>IMPACT MEASURES  12</p> <p>Which metrics for measuring the impact? Which metrics indicate how well you are meeting the social challenge and delivering your unique value proposition to the outlined audiences and beneficiaries? Which metrics best help to show the opportunity for development?</p>	<p>DATA  13</p> <p>What data is needed by your organisation to make sure its value proposition is based on data about the surrounding society, and to move away from just assumptions and hypotheses?</p>		<p>DATA SOURCES  14</p> <p>Where can you get the data that helps you to understand your response to the social challenge, whether and how you meet the needs of your audiences and what kind of impact you have?</p>
<p>COST STRUCTURE  9</p> <p>What are the major organisation's costs (to put forward the activity/product/service)?</p>		<p>FINANCIAL SUSTAINABILITY  10</p> <p>What are the main sources of income to sustain the delivery of the value propositions?</p>		