**Impact Planning Tool**

 **ADAPTED by iPEN for science communication**

**[Insert project/programme title here]**

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| **Stakeholder/****Collaborator/ Interested party** | **What part(s) of the science pathway are they likely to be interested in?***Are they directly interested or just ‘potentially’ interested?* | **What might be ‘pushing their buttons’?***(What are they worried about or interested in)* | **Which key messages (and later findings) might they be most interested in?***Why?* | **Best communication channel(s) to use? Why?***(Remember to think about how much time they have to engage)* |
| *Name:*[Insert name] | [Insert text] | [Insert text] | [Insert text] | [Insert text] |
| *Name:*[Insert name] | [Insert text] | [Insert text] | [Insert text] | [Insert text] |
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| *Name:*[Insert name] | [Insert text] | [Insert text] | [Insert text] | [Insert text] |
| **Unintended Consequences**What are the risks that may reduce or stop you achieving impact? E.g. loss of key stakeholder involvement  |