**Impact Planning Tool**

**ADAPTED by iPEN for science communication**

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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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] | |
| *Name:*  [Insert name] | | [Insert text] | [Insert text] | | [Insert text] | | [Insert text] | |
| *Name:*  [Insert name] | | [Insert text] | [Insert text] | | [Insert text] | | [Insert text] | |
| *Name:*  [Insert name] | | [Insert text] | [Insert text] | | [Insert text] | | [Insert text] | |
| *Name:*  [Insert name] | | [Insert text] | [Insert text] | | [Insert text] | | [Insert text] | |
| *Name:*  [Insert name] | | [Insert text] | [Insert text] | | [Insert text] | | [Insert text] | |
| *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 | | | | | | | | |