

**TIP SHEET: Defining results and impact**

**GRANT CALL: MATCHING GRANTS FOR INNOVATIVE SERVICES**

**IN ZAMBIA PUBLIC LIBRARIES**

**What do we mean by impact?**

Impact, or results, is the effect of your project on your target group and on the wider community. It includes short-term impact and long-term impact.

**Short term impact** refers to changes resulting directly from your project activities.

**Long-term impact** refers to deeper social and economic changes and improvements in people’s lives.

**How should you describe impact in your application?**

In your application you should describe both –

* Expected short-term impact of your project activities (e.g. number of people you expect to reach; number you plan to train, the kinds of new skills and knowledge to be learnt, the ways in which you expect attitudes and behaviours to change, etc.), and

* Expected long-term impact (e.g. service users start to participate in informal learning opportunities, or enter formal education, improve academic results, get jobs, participate more actively in governance, are able to make more-informed decisions about their health, etc.)

Impact must be clearly linked to the project objectives and activities.

Impact should be SMART –

* **S**pecific – what exactly are you going to change, and for whom?
* **M**easurable – is it possible to measure the results (impact), using statistics, observation, interviews with target group members, or any other research methods?

Do you have the skills and resources to do the needed research?

* **A**chievable – can you achieve your results with the resources and support you will have available?
* **R**elevant – are the results (impact) clearly linked to your objectives and activities?
* **T**ime bound – will you be able to achieve these results during your project time?

**Why it is important to plan and assess your impact?**

Planning expected impact of your project will help you to think about the final goal of your project, and what you are really trying to achieve.

It will also help us to understand the change that you want to make in your community.

During the implementation of the project assessing impact helps to stay on track and see if you are achieving your results. You can use impact assessment to improve your project.

Impact assessment also provides evidence of your achievements, and proves your project was successful. You can use the evidence in advocacy to convince government and other supporters that your project should receive additional funds to continue in future.