

THE IMPACT

# FIELD GUIDE

& TOOLKIT

*From Art to Impact*

**MY STRATEGIC PLAN**

NAME OF FILM:  
IMPACT VISION:

<b>FILM'S MESSAGES</b>	<b>IMPACT GOAL</b>	<b>KEY AGENTS</b>	<b>IMPACT DYNAMIC</b>	<b>IMPACT TASKS</b>
That audiences take away from the film	Concrete solution that your project could aim for	Who can make this happen?	<ul style="list-style-type: none"> <li>• Changing minds</li> <li>• Changing behaviours</li> <li>• Building communities</li> <li>• Changing structures</li> </ul>	What needs to happen with your film/campaign to make the agent deliver

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## MY EVALUATION PLAN

NAME OF FILM:

IMPACT VISION:

<b>IMPACT GOAL</b> From your Strategic Plan above	<b>IMPACT INDICATOR</b> evidence you have been successful	<b>TOOL/TECHNIQUE</b> For capturing the evidence	<b>BASE LINE</b> Any relevant data from before release you can measure against	<b>DATE 1/2/3/4</b> Evidence collected over time to reveal patterns of change

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## SAMPLE EVALUATION PLAN

<b>IMPACT GOAL</b> From your Strategic Plan above	<b>IMPACT INDICATOR</b> evidence you have been successful	<b>TOOL/TECHNIQUE</b> For capturing the evidence	<b>BASE LINE</b> Any relevant data from before release you can measure against	<b>DATE 1/2/3/4</b> Evidence collected over time to reveal patterns of change
Change in policy towards sustainable fish in corporates from global suppliers to small restaurants	Number of relevant corporates who have seen the film  Qualitative response of corporates  Number of corporates taken action	*Press releases from corporates.  *Quotes from speeches.  *Commentary in Annual Reviews.  *Monitoring Budget changes  *Monitoring release of new data		
Get the general public asking for sustainable fish	* Change in purchasing behavior associated with the films campaign  *Claimed likelihood to demand sustainable fish amongst viewers of the film as well as the general public  *Social media/press discussion of problem of overfishing  *Increase in requests for information or for referrals to services associated with the film campaign	*Commission press evaluation & sentiment analysis to show frame change in the media  * For behavioural change in your target groups, commission qualitative surveying with focus groups and repeat with same sample after 12 months to track longitudinal behaviour change  * For evidence of population change commission a quantative survey before films release and repeat after a period for comparison		