

# Mission Model Canvas

Project title:

Created by:

Date:

## Partners & Support

Which persons and organizations can support your project and act as intermediaries?

## Activities

What are the three main activities needed to create/realize your project?

## Ressources

Which three skills and resources are central to the implementation of your idea?

## Project

How do you explain your project to a stranger in 1 minute?

## Relationship, Community

How do you actively involve your community in your project (beyond just looking/listening)?

## Channels

What channels will you use to reach your community? How will the target group find out about your project?

## Target Groups

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

## Budget

What costs do you expect to incur to realize your idea?  
What are the costs?

## Impact

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?
2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?