

DESIGN SUPPORT CANVAS

Design Support Canvas is a logical framework that helps you to visualise all the building blocks of your design support programme. Influenced by the policy environment, this tool helps you work towards a specific outcome and its impact through collaborative, creative dialogue on the elements involved in your programme as well as highlighting those inter-relationships.

Start with your policy ambition and desired impact by laying out the crucial activities to achieve them.

POLICY

What are the current and future policy drivers?
What is the funding source?
Are there any broader policy links?

KEY RESOURCES

What resources do we need?

PROMOTION

Is there a marketing campaign?
Define key target groups.
What is the message?

IMPLEMENTATION

Define the key client touch points.
Define key milestones.
Who will develop the content?
Who manages the delivery?
What is the target result?
Is there a closing event?
Does it scale over time?

VALUE PROPOSITION

What are the user needs?
What is the offer?
What is free and what is paid for?

MEASUREMENT & IMPACT

How will the progress be reported / what are the potential mechanisms?
Who will perform the evaluation and at what stages of the process?
What is the desired impact?
What impact stories do we want to tell and to whom?

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