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TYPES OF IMPACT

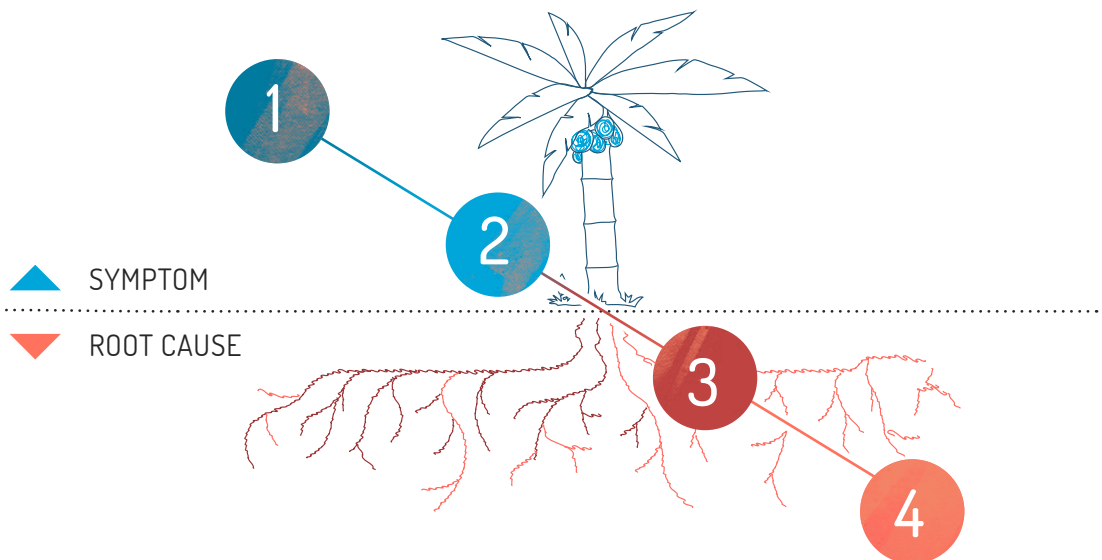
Creating change in the world is great, no matter if you are serving food to the homeless, or actively seeking to change the laws at parliament.

Here, we present different types of change. Our hope is to show you the deeper impact that changing a system can have, and ask you to consider this when thinking about how to tackle the problem that you are facing.

Test your knowledge and identify each type of change.



Types of Impact
Changemaking - Tools to Spark Deeper Change, by Odin Mühlenbein and Reem Rahman, Ashoka.
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1- DIRECT SERVICE

Addressing the immediate needs of specific individual or community. This means, seeing a need, and trying to fill it. The homeless are given food. Cut down trees are replaced by freshly planted trees. Delivering fresh bottled water to impoverished countries. These actions are all Direct Change.

2- SCALING DIRECT SERVICE

This is where we multiply and scale our direct service beyond what we can do alone, reaching higher and farther. We organize teams, organizations, NGO's who can reach more people with food and water, set up shelters to protect and house many victims of domestic abuse. This often means having the chance to go outside your community, and reach a broader range of individuals, even beyond borders.

3- SYSTEMS CHANGE

Tackling a root cause for a social problem by changing the way a social system operates. This could be anything from a policy change in the timber industry, a new practice in the education system to more people playing a role in fighting organized crime. It is not giving someone a fish, or even teaching someone how to fish, but revolutionizing the fishing industry. Instead, through specific, pointed changes, the ripple effects of systems change can reach much further than a direct service approach could.

4- SHIFTING MINDSETS

Changing paradigms regarding entire systems. Through systems change entire perceptions can change over time regarding a system or idea. This is creating a new "norm", in which people's default expectations are shifted for the better: for example, the effects that the civil rights movement had on the world concerning race and gender equality in the USA, or the need for social entrepreneurship.

TYPES OF IMPACT

Test your knowledge about different types of impact to help you later on when learning how to change a system. Mark the type of impact that fits with each statement.

		DIRECT SERVICE	SCALED DIRECT SERVICE	SYSTEM CHANGE	SHIFTING MINDSETS
1	A NETWORK OF 5,000 VOLUNTEERS WHO ARE COMMITTED TO PLANTING TREES AT LEAST 1 WEEK /YEAR				
2	NEW WAYS OF EARNING MONEY FROM PROTECTED FORESTS ARE INTRODUCED (certified sustainable green logging practices, etc.) THAT BENEFIT THE LOCAL ECONOMY				
3	FOREST-ECOSYSTEMS ARE NOW UNDERSTOOD TO BE LIVING BEINGS THAT ARE PROTECTED BY RIGHTS				
4	PLANTING 10 TREES YOURSELF				