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| **2000 words max**  **Title – insert a short title that describes the initiative** |
| **What was the initiative,**   * Explain the initiative in point form and in broad terms, including the problem was it designed to tackle, the beneficiaries it was meant to help and why was it needed.   **Aim**   * Explain in point form the aims of the initiative in terms of the social outputs and outcomes it was designed to achieve.   **What you did**   * Explain in detail and in point form what the initiative involved, how it was intended to work and include a theory of change if it exists.   **What impact did it have**   * Explain in point form, the social outputs, social outcomes and social impacts the initiatives created for the target beneficiaries and any other stakeholder groups. Explain how you monitored, assessed/measured these outcomes and reported them. Present any evidence of impact and describe how you collected it.   **What this means**   * Explain in point form the main lessons you learnt in designing, implementing and measuring the impact of this initiative. |