

COMMUNITY ENERGY AND EMISSIONS PLANNING

Collective Impact

Why Engage in Collective Impact?

No single sector can solve the complex social and environmental challenges of our time. Collective impact encourages the power of place-based, multi-sector collaboratives in achieving bold, transformative change. It is a structured form of collaboration used by a group of actors from different sectors to solve a specific problem. The approach has been employed with great success in efforts such as the [fight to end poverty](#) and holds much promise in [advancing a just and equitable climate and energy transition](#) as well.

When is Collective Impact the Right Approach?

Collective Impact is a good choice if your initiative meets the following conditions:

- You aim to affect a “needle-change” (i.e. 10% or more) on a community-wide metric
- You believe that a long-term (3-5+ year) investment is needed by diverse stakeholders to achieve success
- You believe cross-sector engagement is essential for community-wide change
- You are committed to using measurable data to set the agenda and improve over time
- You are committed to involving and engaging community members as leaders, partners and producers of impact

Further Readings:

There are many excellent resources to learn more about Collective Impact as detailed below.

- [Tamarack Institute – Collective Impact page](#): Some top curated articles and tools to explore as well as an online course
- [Collective Impact Toolkit](#): An extensive set of tools, articles, webinars, videos and other resources on the Collective Impact framework and how to apply it in a place-based context
- [Stanford Social Innovation Review \(SSIR\)](#): A catalogue of Collective Impact articles

The Five Conditions of Collective Impact



1 COMMON AGENDA

All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.



2 SHARED MEASUREMENT

Collecting data and measuring results consistency across all participants ensures efforts remain aligned and participants hold each other accountable.



3 MUTUALLY REINFORCING ACTIVITIES

Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.



4 CONTINUOUS COMMUNICATION

Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.



5 BACKBONE SUPPORT

Creating and managing collective impact requires a dedicated staff and specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.