

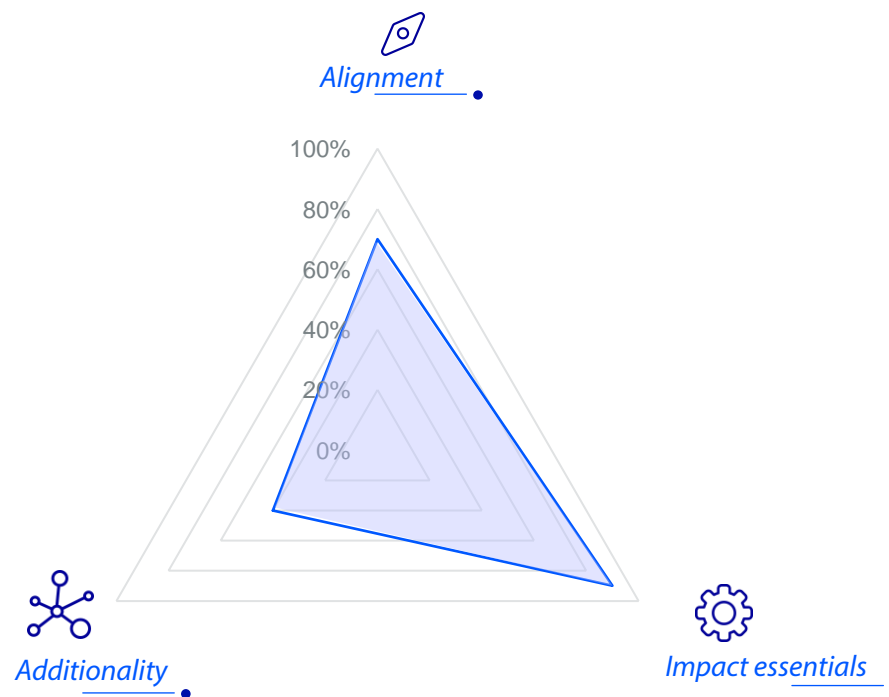
Forecasting impact

with the Potential Impact Performance model

About the model

In 2020, we developed the **Potential Impact Performance model** (PIP model). With this model we can map the expected impact for each project. We do this with the support of 20 questions linked to three essential themes.

This results in a score (0-100) and a rating (A-E). A project with an **A** rating indicates high expected impact; while a project with an **E** rating scores low on all three impact elements. The results make impact more tangible and enable comparison between projects.



Alignment

First, we map out whether a project fits our strategy. Does the organization also pursue our impact goals such as reinforce the (food) value chain.



Impact essentials

We look at the expected impact and for whom. Like how many farmers does the organization reach and what are the expected effects. Do farmers get a fairer and higher price or can they reduce their food losses, for example.



Additionality

Finally, we look at our added value. In doing so, we also look at what we can add beyond our funding. Can we use our network and our knowledge for more impact?