

Clean Air Partnership  
 Logic Model Format from Workshop 1

WHY?	HOW? (Resources & Activities)			WHO?	WHY?		
Objectives	Strategies and Activities	Inputs or Resources	Outputs or Deliverables	Reach	Direct or Immediate Outcomes (1 year)	Intermediate Outcomes (2-3 years)	Long-term Outcomes or Impacts (5 years)
<p>Specific, measurable statements of what you want to accomplish by a given point.</p> <ul style="list-style-type: none"> <li>• What are the problems that contribute to the overall challenge you are trying to resolve?</li> <li>• What are key short-term (2-3 year) changes that will move you towards your goal?</li> <li>• What do you believe will make these changes happen?</li> <li>• Language – “To develop...”, “To increase...”</li> </ul>	<p>A Strategy organizes your implementation work, ensuring that all activities are focused and directed towards accomplishing your objectives.</p> <p>Things we do to create change:</p> <ul style="list-style-type: none"> <li>▪ Research</li> <li>▪ Organize events &amp; educational programs</li> <li>▪ Produce written materials</li> <li>▪ Create &amp; support networks</li> <li>▪ Etc.</li> </ul>	<p>The resources we use for the program:</p> <ul style="list-style-type: none"> <li>▪ Finances</li> <li>▪ Staff</li> <li>▪ Supplies</li> <li>▪ Equipment</li> <li>▪ Meeting venues</li> <li>▪ Consultants</li> <li>▪ Etc.</li> </ul>	<p>Things we produce as a result of our activities:</p> <ul style="list-style-type: none"> <li>▪ Reports</li> <li>▪ Publications</li> <li>▪ Workshops</li> <li>▪ Conferences</li> <li>▪ Summits of decision-makers</li> <li>▪ Working groups</li> <li>▪ Advisory bodies</li> <li>▪ Etc.</li> </ul> <p>Note: Many expected outputs can &amp; should be quantified at the start of a program, &amp; monitored for evaluation purposes.</p>	<p>Groups or individuals who we:</p> <ul style="list-style-type: none"> <li>▪ Interact with</li> <li>▪ Deliver our program to</li> <li>▪ Seek to influence</li> </ul>	<p>The changes attitudes, knowledge and behaviour of those directly affected by the program, e.g.</p> <ul style="list-style-type: none"> <li>▪ Target audience knows more</li> <li>▪ Audience acts on new information:               <ul style="list-style-type: none"> <li>○ Adopts new policy</li> <li>○ Takes steps to reduce energy use</li> <li>○ Makes effort to reduce air pollutant emissions</li> <li>○ Etc.</li> </ul> </li> </ul>	<p>Often the shorter-term objectives or success criteria for the program, e.g.</p> <ul style="list-style-type: none"> <li>▪ Reduced energy use</li> <li>▪ Reduced use of toxic products, processes &amp;/or systems that contribute to air pollution</li> <li>▪ Estimated or measured reductions in ghgs and/or air pollutant emissions</li> <li>▪ Etc.</li> </ul>	<p>Ultimate program goal:</p> <ul style="list-style-type: none"> <li>▪ Clean air</li> <li>▪ Halt to human-induced climate change</li> </ul>