**Mission Model Canvas**

Date:

Created by:

Project title:

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| **Key Partners 🤝** | **Key Activities 💫** | **Value Propositions 🎁** | **Customer Relationships 💚** | **Customer Segments 🧑‍🤝‍🧑** |
| Which persons and organizations can support your project and act as intermediaries? | What are the three main activities needed to create/realize your project? | How do you explain your project to a stranger in 1 minute? | How do you actively involve your community in your project (beyond just looking/listening)? | Who do you want to address with your idea or project? Who will jump at it? Name your main target groups. |
| **Key Resources 🏗️** | **Channels 📱** |
| Which three skills and resources are central to the implementation of your idea? | What channels will you use to reach your community? How will the target group find out about your project? |
| **Cost Structure 💸** | **Revenue Streams 🌿** |
| What costs do you expect to incur to realize your idea?What are the costs? | 1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact? 2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project? |

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