

Impact Story Guidelines for UKaid सीप Partners

Highlighting Our Impact

An impact story describes **how** UKaid सीप partners are making a difference in the lives of the people, communities, and industry they support and service—and **why** that difference matters. It is beyond narrating specific events or activities undertaken as part of the partnership, rather it describes the positive change and progress materializing as a result of the partnership more broadly. You can also write an impact story about activities or innovations that are particularly noteworthy and significant, even if the partnership is in an earlier stage or mid-way through implementation, because there will be important efforts, learning, progress, and goals to describe. Such impacts can be framed as ‘case studies’.

These stories should be specific – they should relate with specific challenges, actors, solutions, and outcomes. Stories can be of different types and they can show the impact of the partnership in a particular household, community or industry. Stories can also describe the innovations or the potential impact the partnership will have throughout the intervention period and thereafter. It can also highlight the knowledge and learning generated and the ‘ripple effect’ thereafter in scaling or replicating the specific activities, innovations, or business models.

The best success stories are human interest led and illustrates how the partnership has improved people’s lives or made a difference in that community or on raising productivity and growth for the industry i.e. accelerating transformation of the industry. In order to communicate the stories effectively, we need to ensure that these stories are not mere programme descriptions, but a real-life example of the good work of our partnership through the lens of the people affected by them.

Outline

The story should follow the outline below: (typical word limit: 1,000 words)

Title: A good title is short, simple, jargon-free, and has impact.

Body: The first paragraphs should showcase the challenge or market constraints encountered and the context of partnership i.e. explain why the partnership with UKaid सीप is important. Start with the challenge, problem, issue or opportunity that the partnership aims to address. Then, clarify who the story is about by adding a human-interest angle—who is experiencing this problem and how would they benefit if it was solved? Alternatively, if you’re highlighting an innovation or market-led activities or collaborations forged with other market stakeholders (e.g. Government of Nepal), explain what is noteworthy about the effort and why it matters. In other words, what is at stake for a person, community, or the industry? (250–300 words)

Initiative: Describe what the partnership has done to address the challenge or market constraints mentioned above. Showcase the strategy and timeline of actions. A quote or two from the job seeker and/or other partners, whose story you will be highlighting, will add weightage to the story. (250–300 words)

Key Result/Insight/Interesting Fact: Describe the key results, insights, learning, and other interesting facts stemming from the partnership. (100–150 words and/or in the form of infographics)

Impact - How did this make a difference?

Provide a short summary of the actual change (on knowledge, attitude, skills, livelihoods, system improvements, practice, or policy) that took place and how this can lead to large-scale impact for larger number of people, industry writ large, or at system level. Provide quantitative measures, where possible and use simple graphs or tables to illustrate a point. (200–250 words).

Additional Guidelines:

- **Quotes:** Provide 2-3 quotes of 50-words each from different people and partners that bring a different perspective to the story (including name of person, age, background, location, etc.). These could be account from a single jobseeker or a group of people or partners who talk about how the intervention has made a tremendous difference in their livelihood, community, behaviours/attitudes, policies, investment, etc.
- **Photographs:** Photographs bring a story to life. The photo should be colorful, depict action, capture people’s attention, and feature a main character prominently. Please attach only a .jpg, .bmp, or .gif file with at least 300 dpi (dots per inch) resolution. Please include the photographer’s name, organization, and 10–20-word caption for the photo.
- **Jargon-free Writing:** Translate technical jargon such as “capacity building” to “skilling” or other words that everyone understands and try to break down development concepts in the same way. These stories are written for the average reader – for your mother and father, a government representative, a person on the street – as well as for fellow development and private sector experts.
- **Avoid acronyms:** If you can describe it in real words, do so on first reference. Acronyms can be used later but should be avoided as much as possible.
- Tell stories that showcase a sustainable change. Don’t tell stories that could represent a one-off success or that aren’t connected to a larger narrative or solution.
- Do create emotional/personal connections that bring viewers into the scene.

Finally, you can use the **checklist** below to ensure your story meets the criteria outlined and is ready for sharing.

S.No	Question to Consider	Yes	No
1	Is the story interesting to your target audience?		
2	Does the story explain what new insights the programme brings? What is the main lesson learned from this story? Does the story describe a key insight on what works and what doesn’t and something that future programmes could build on?		
3	Does the story describe the outcomes and the people who are benefitting? What changes – in skills, knowledge, attitude, practice, or policy – has the research brought, and who is benefitting from these changes?		
4	Does the story make a compelling point that people will remember? Does the story show how the programme makes a difference to improving livelihoods and generating employment?		
5	Does the story provide an interesting fact that people will remember? For example - how, for the first time ever in a factory’s 20 year history, women are now being employed as a result of the partnership.		
6	Does the story explain what kind of impact this innovation or technology could have if scaled up?		
7	Does the story show which partners contributed and how?		
8	Does the story include quotes?		