

A Theory of Change helps you understand and align the skills, knowledge, and resources needed in your path to change. It clarifies the priorities, defines goals and the path to achieving them, and outlines the steps you need to follow to achieve the impact you envision.

\*It also allows you to spot potential risks in your plan by sharing the underlying assumptions in each step.



A global community of planet-positive innovators on a mission to build a more sustainable future.

Assumptions & influences:

Fellows & supporters will have a lasting, measurable impact on the environment & communities.

## nd-term change

backward.

1

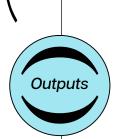
A diverse global community of planet-positive innovators with new skills to drive impact.

2

Fellows lead the charge in building a more sustainable future for their communities.

## **Assumptions & influences:**

- The specific skills gained by fellows are critical skillsets needed for fellows to sustain projects within their unique contexts, and fellows can apply the new skills and knowledge obtained from the training and workshops.
- Fellows can find leadership opportunities in their unique contexts. Moreover, while in leadership roles within their communities, fellows are in a position to support interventions or activities that contribute towards a more sustainable future.



**Outcomes** 

1

Bespoke learning opportunities tailored to fellows' & mentors' unique goals. 2

Vibrant community of fellows, mentors & supporters. 3

Planetpositive projects launched by fellows. 4

Stories about fellows and their planetpositive projects inspire others to join.

## **Assumptions & influences:**

- The learning activities are conducive to the uptake of new skills and knowledge among fellows.
- Mentors are able to effectively guide fellows in implementing their projects and applying new skill sets.
- The projects launched by fellows have impact potential.
- The stories about fellows and their projects reach other young aspiring eco-leaders.



Run call for applications & selection of fellows



Global summit Local hubs (quarterly)

Create editorial database

12-month intensive



Grow outreach & share stories (social media, press releases & website features) Launch ongoing ambassador Program

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Reporting & regular donor update meetings

Mentoring program (including but not exclusive to MB employees)



Evaluate impact (ongoing, quarterly, endof-program) Regional Summits (3 in the first year)



Expertise from Mercedes-Benz Group, The DO School Fellowships, and expert network; fellowship program and alums community; space for summits; internet access for all participants; budget for all activities.

