

Theory of Change Survey Template

Welcome!

This page is intended to answer any questions you may have about participating in research for the [programme]. Please read this information before providing your consent to participate.

Why we are asking for your help

You have been identified as someone with knowledge relating to [programme]. Researchers from the [organisation] are supporting the development of and the evaluation of outcomes from [programme].

To help both develop and evaluate outcomes from this project, a programme-level “theory of change” diagram will be created. This will describe how the project is expected to lead to a range of public goods, showing intermediate, long-term and overall outcomes, and the assumptions underpinning each of the desired changes. To help construct a detailed and credible theory of change, we would like you to share your knowledge and perspectives.

How your insights can make a difference

Your insights will be used to create a theory of change for [programme]. In addition to providing valuable formative feedback that could be used to adapt research impact plans, the research will lead to publication in peer-reviewed journals, helping showcase the impact of the [programme].

Who is conducting this research

This research is conducted by [organisation and relevant staff members].

How is this research funded

This research is being funded by [funding details].

How to participate

This survey will take up to 1 hour. You may leave out any questions you are unable to respond to. Please still answer the relevant questions you are able to. If you cannot complete this questionnaire, you are welcome to forward the original invitation and survey link to another suitable individual(s) and encourage them to submit a response.

How data will be stored and used

Data will not be shared outside the [partners]. Data may be used where relevant in publications for these related projects. All personal data will be anonymised before sharing

beyond the [partners]. You will remain anonymous in all project publications, which may also include peer-reviewed academic journals and publications aimed at the research and policy community. Electronic material will be stored on encrypted, password-protected computers, and backed up on secure, encrypted servers.

Right to withdraw from participation

No risks associated with this research that would affect you as a participant have been identified. Participation is entirely voluntary, and you may withdraw yourself or your data at any time prior to data anonymisation, without providing any reason.

Research Team Contact

Please contact [name and email] if you have questions about participating in this research, would like to request a copy of your data (or request that it is destroyed), or withdraw from participation.

Agreement to participate

After reading the participant information page, please read the following statements and then indicate your understanding and consent:

- I have read the participant information provided.
- I have had the opportunity to consider the information, ask questions and clarify any doubts regarding the project.
- My participation is voluntary and I am free to withdraw at any time before my responses are anonymised.
- My personal information (name, organisational affiliation, contact details and research contributions) will be processed by [partners].
- My personal information may be retained for the duration of the project partners within the [programme], and for the duration of journal paper publication (up to [year]).
- My responses may be shared with [partners].
- After my responses will be anonymised, the information I provide may be used to produce research outputs, including academic journal articles and policy briefings or be published as an open dataset.

Please indicate whether you understand and agree with the statements above, and consent to participate in this survey: [Checkbox]

I consent to participate in this survey and for my responses to be used as indicated above.

In addition, please also indicate whether you opt-in to the following uses of your data: [Checkbox]

(This will not affect your eligibility to participate in the survey)

Yes, you may indicate my name (or other professional identifier) as a research participant (e.g., in the acknowledgements of the report not linked to any specific responses).

Yes, you may keep me up to date on project news using the contact details I have provided (e.g., an invitation to presentations/webinars on findings).

Yes, you may re-contact me for the purposes of this study.

Yes, you may re-contact me for future studies on related topics.

Please click Next to continue

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RESPONDENT PROFILE

First & Last name

What is your gender identity?

- Man
- Woman
- Non-binary
- Other
- Prefer not to say

Email [Email]

Organisation/Institution name

Current job title [Text line]

(If you have more than one, please indicate the one you consider primary)

Please click Next to continue

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What professional role(s) have you held relevant to this programme? [Checkbox (Button)]

(Tick all that apply.)

- **Researcher** (e.g. individual or team contributor to [programme] or consultant)
- **Stakeholder representative** (e.g., an organisation expected to be affected by or use the outputs from [programme])
- Other (please specify)

Shown if Researcher (e.g. individual or team contributor to [programme] or specialist subcontractor) selected.

Please specify the researcher role(s) you have held relevant to this programme[Checkbox (Button)]

(Tick all that apply.)

- Principal Investigator / Project Leader
- Co-investigator / Research Staff
- Research Assistant / Research Associate
- Project Partner / Consultant (Academic)
- Project Partner / Consultant (Industry)
- Project Partner / Consultant (Government)
- Project Partner / Consultant (Community / Civil Society / NGO)
- Knowledge Exchange Fellow
- Programme Coordinator

Organisation/Institution name

(Start typing the name of your institution to find in the list.)

[Options will be determined by the 3i analysis]

Shown if Stakeholder representative (e.g., an organisation expected to use the outputs from [programme]) selected.

Please specify the stakeholder organisation or group you represent:

(Tick all that apply.)

[Options will be determined by the 3i analysis]

Examples:

- Government
- Policymaker (Congress)
- Funding/monitoring agency
- Civil society organisations or non-governmental organisations
- Media
- Academia / Research and Development Institute
- Other (please specify)

Shown if 'Other (please specify) NOT selected.

Please briefly describe how your professional role links to [programme]: [Textarea]

(1-2 sentences is sufficient.)

Please click Next to continue

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ORIENTATION

Please rate your familiarity with the concept of a 'theory of change'

[Likert-Scale: Not at all familiar - Extremely Familiar]

Brief summary of Theory of Change:

A theory of change is a comprehensive explanation of how and why desired changes are expected to happen as a result of an intervention (e.g. a research project), often represented in a diagram format. They outline the causal linkages between steps taken, their outcomes, and how these lead to benefits.

Other terms related to this approach that you may have come across before include: results chain, logic model, program theory, outcome mapping, impact pathway and investment logic.

The purpose of this survey is to gather the information necessary to create a 'theory of change' diagram for the [programme]. This diagram will be made up of the following elements:

[Below appears as a sidebar accessible throughout the survey]

Impact activities: The steps, outputs or processes within research project delivery (driven by project teams) that are expected to help generate impact; the nature of the intervention, the means, or the impact-generating activity from which outcomes and benefits are expected to develop. **Click to see some examples.**

[\[shown if clicked\]](#)

<ul style="list-style-type: none"> ● Searchable or filterable database ● Report or summary information using findings <ul style="list-style-type: none"> ○ Main report ○ Policy note/brief ○ Database ○ Toolkit, framework or practical guidance ○ Research summary ● Mobile app ● Analytic software/methods ● Sharing of research data ● Sharing of technology/software 	<ul style="list-style-type: none"> ● Engagement event, knowledge exchange or dissemination activity <ul style="list-style-type: none"> ○ Project meeting ○ Knowledge-exchange workshop ○ Pre-project consultation or co-creation event ○ Media engagement or communication ○ Stakeholder policy or management discussion ○ Advisory or working group meeting ○ Presentation at webinar or conference ○ Community engagement event
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Intermediate and long-term outcomes: The demonstrable or perceptible new outcomes with individuals, groups, organisations and society it is expected the project will lead to. **Click to see some examples.**

[\[shown if clicked\]](#)

<ul style="list-style-type: none"> ● Economic <ul style="list-style-type: none"> ○ Funding / Investment ○ Spending ○ Other economic outcome ● Awareness or understanding <ul style="list-style-type: none"> ○ Of a problem ○ Of potential solutions to a problem ○ Other awareness or understanding (please specify) ● Public safety (e.g., crime) ● Public health (e.g., illness) 	<ul style="list-style-type: none"> ● Capacity building and benefits for professional practice <ul style="list-style-type: none"> ○ Informing organisational decision-making ○ Changing organisational practices or methods ○ Improving organisational structures, culture and/or communication flow ○ Enhancing professional skills, knowledge or expertise ○ Enhancing professional networks or partnerships 	<ul style="list-style-type: none"> ● Attitude, motivation or level of engagement ● Supply or availability of resources ● Activity on natural environment <ul style="list-style-type: none"> ○ Assessment work ○ Restoration work ○ Other environmental work (please specify) ● Production of new research
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Overall outcomes: the demonstrable or perceptible benefits of particular new outcomes or changes it is expected the project will lead to, outside of academia. **Click to see some examples.**

[shown if clicked]

<ul style="list-style-type: none"> ● Government policy ● Government efficiency or effectiveness ● Other institutional or organisational policy ● Economic <ul style="list-style-type: none"> ○ Jobs/employment ○ Community wealth creation ○ Economic efficiency ○ Profit ● Awareness or understanding <ul style="list-style-type: none"> ○ Of a problem ○ Of potential solutions to a problem ○ Other awareness or understanding (please specify) ● Public safety (e.g., crime) ● Public health (e.g., illness) 	<ul style="list-style-type: none"> ● Capacity building and benefits for professional practice <ul style="list-style-type: none"> ○ Informing organisational decision-making ○ Changing organisational practices or methods ○ Improving organisational structures, culture and/or communication flow ○ Enhancing professional skills, knowledge or expertise ○ Enhancing professional networks or partnerships 	<ul style="list-style-type: none"> ● Ecosystem services <ul style="list-style-type: none"> ○ Regulation or maintenance of the natural environment ○ Resource provisioning ecosystem services ○ Cultural ecosystem services ○ Spiritual, symbolic and other interactions with geophysical environment ○ Other ecosystem services
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This survey will ask you a series of questions about **each stage** in relation to this programme.

You may **begin at whichever stage** you prefer, and you will be **able to revisit** each stage at any time.

You will have the opportunity to reference activities, outcomes or benefits you have already listed in different stages to **indicate dependencies or links** within the impact pathway(s) you are building.

After reading the information, let us know how you would like to proceed.

- I would like to complete the survey now, without guidance
- I would like to complete the survey in a guided session with a knowledge exchange team member

Shown if 'I would like to complete the survey in a guided session with a knowledge exchange team member' selected:

Thank you for your response - we will be in touch to discuss this.

[Submit button]

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IDENTIFYING INTENDED BENEFITS

We want to consider and plan for a wide range of possible benefits that could be developed from the project. **Benefits are positive, non-academic end-goal outcomes received by individuals, groups, organisations, society, or the environment.** Thinking about possible benefits at this early stage will help orient the work of this project to make such benefits more likely. For the questions on this page, please think about a 'best case scenario', where the project successfully achieves its aims.

Consider up to **three key benefits** that you believe are **most important** or that **you are best-positioned to discuss**, based on the intended pathways to achieve them. You may wish to coordinate with your team members to ensure you collectively cover all relevant intended benefits. You will be asked **detailed questions** about the intended pathway to each benefit you select. You will have an opportunity later to opt-in to retake the survey and report about three more benefits if you wish.)

What **benefits** is this project aiming to generate?

(This question is asking you to detail the positive, overall outcomes this project aims to generate outside of academia, which could include benefits to individuals, groups, organisations, society, or the environment, or solving problems.)

(Tick up to 3 benefit types) [Randomised]

- Government policy
- Government efficiency or effectiveness
- Other institutional or organisational policy
{helper text: e.g., positive changes to environmental management and/or protection policies in industry.}
- Capacity building and benefits for industry practice
{helper text: e.g., positive changes to environmental management and/or protection capacities and/or practices.}
 - Informing organisational decision-making
 - Changing organisational practices or methods
 - Improving organisational structures, culture and/or communication flow
 - Enhancing professional skills, knowledge or expertise
 - Enhancing professional networks or partnerships
 - Other (please specify)
- Economic
 - Jobs/employment
 - Community wealth creation
 - Economic efficiency
 - Profit
 - Other (please specify)
- Awareness or understanding
 - Of a problem
 - Of potential solutions to a problem
 - Of available technology, tools, or data
 - Other awareness or understanding (please specify)
- Public welfare
 - Public safety (e.g., crime)
 - Public health (e.g., illness)

- Other (please specify)
- Ecosystem services
{helper text: The benefits provided by nature that contribute to making human life both possible and enjoyable.}
 - Regulation or maintenance of the natural environment
{helper text: benefits to biophysical structures and processes that mediate environmental conditions that impact on people's health, safety or comfort, e.g. as a result of improved environmental management and/or protection.}
 - Resource provisioning ecosystem services
{helper text: benefits to the outputs from an ecosystem that we can use for of materials, nutrients or energy}
 - Cultural ecosystem services
{helper text: benefits to the non-material benefits people obtain from ecosystems}
- Unsure
- Other (please specify)

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BENEFIT 1 IMPACT PATHWAY (repeated for 3 benefits max)

Benefit 1:

Please explain this potential benefit in more detail: [Text line]

Which groups or organisations would be affected by this benefit? [Checkbox (Button)]

(This includes the groups/organisations that would be affected in any way - positively, negatively, or neutrally. It also includes groups/organisations that would be involved in delivering this benefit. Tick all that apply.)

[Options will be determined by the 3i analysis]

How would you know this benefit has been delivered? [Text area]

*(This question is asking you to provide some **indicators** or **measures** of benefits. This could include quantitative or qualitative evidence. If you don't know, write 'unsure')*

When would you expect this benefit to have developed? [Checkbox (Button)]

(Tick all that apply.)

Unsure

By the end of [year]

Other (please specify)

[PAGE BREAK]

IDENTIFYING INTENDED OUTCOMES

[Likert Scale (3-point: Yes - No - Unsure)]	Yes	No	Unsure
<p>Are there intermediate and/or long-term outcomes that <u>the project</u> needs to help generate before this benefit can be realised?</p> <p><i>(Intermediate and long-term outcomes are noticeable changes in people, groups, organisations, or society that the project aims for. While they may not be direct benefits, they can potentially lead to benefits and make them more likely.)</i></p>			

Shown if 'Yes' selected:

What types of outcomes?

(Tick up to 3 outcome types)

- Awareness or understanding
 - Of a problem
 - Of potential solutions to a problem
 - Of available technology, tools, or data
 - Other awareness or understanding (please specify)
- Capacity building and shifts in industry practice
 - Informing organisational decision-making
 - Changing organisational practices or methods
 - Improving organisational structures, culture and/or communication flow
 - Enhancing professional skills, knowledge or expertise
 - Enhancing professional networks or partnerships
 - Other (please specify)
- Attitude, motivation or level of engagement
- Supply or availability of resources
- Economic
 - Funding / Investment
 - Spending
 - Other economic outcome (please specify)
- Activity on natural environment
 - Assessment work
 - Restoration work
 - Other environmental work (please specify)
- Production of new research
- Other (please specify)

[Selection of any response, at the final level of subcategory, should trigger an open-ended 'Please explain' box]

[PAGE BREAK]

OUTCOME 1 IMPACT PATHWAY (repeated for 3 outcomes max)

Outcome 1:

Please explain this potential outcome in more detail: [Text line]

Which groups or organisations would be affected by this outcome? [Checkbox (Button)]

(This includes the groups/organisations that would be affected in any way - positively, negatively, or neutrally. It also includes groups/organisations that would be involved in delivering this outcome. Tick all that apply.)

[Options will be determined by the 3i analysis]

How would you know this outcome has developed? [Text area]

*(This question is asking you to provide some **indicators** or **measures** of outcomes. This could include quantitative or qualitative evidence. If you don't know, write 'unsure')*

When would you expect this outcome to have developed? [Checkbox (Button)]

(Tick all that apply.)

Unsure

By the end of [year]

Other (please specify)

[PAGE BREAK]

IDENTIFYING ENABLING FACTORS AND BARRIERS

[Likert Scale (3-point: Yes - No - Unsure)]	Yes	No	Unsure
Are there any external or internal conditions that would need to be in place for this outcome to be possible and lead to benefits? <i>(External conditions include <u>non-project generated</u> outcomes, changes, or societal/economic/cultural conditions that must be in place for this outcome to be possible. Internal conditions include project-related aspects like funding, time, role delegation, etc.)</i>			
<i>Shown if 'Yes' selected:</i> Please explain [Text area]			
Are there any features/characteristics this outcome would need to have for it to lead to benefits?			
<i>Shown if 'Yes' selected:</i> Please explain [Text area]			
Are there any risks or barriers that could stop this outcome leading towards benefits?			
<i>Shown if 'Yes' selected:</i> Please explain [Text area]			

IDENTIFYING IMPACT ACTIVITIES

[Likert Scale (3-point: Yes - No - Unsure)]	Yes	No	Unsure
<p>Is this outcome dependent on the successful completion of any project impact activities or outputs?</p> <p><i>(For example, this outcome may only be possible after a project impact activity has taken place. Impact activities are defined as the steps, outputs or processes within project delivery (driven by project teams) that are expected to help generate impact and lead to changes outside of academia.)</i></p>			

Shown if 'Yes' selected:

What kinds of impact activities or outputs could help to deliver this intermediate outcome?
[Checkbox (Button)]

(Tick up to 3 activity types)

- Searchable or filterable database
- Report or summary information using findings
 - Main report
 - Policy note/brief
 - Database
 - Toolkit, framework or practical guidance
 - Research summary
 - Unsure
 - Other (please specify)
- Mobile app
- Analytic software/methods
- Sharing of research data
- Sharing of technology/software
- Engagement event, knowledge exchange or dissemination activity
 - Project meeting
 - Knowledge-exchange workshop
 - Pre-project consultation or co-creation event
 - Media engagement or communication
 - Stakeholder policy or management discussion
 - Advisory or working group meeting
 - Presentation at webinar or conference
 - Community engagement event
 - Unsure
 - Other (please specify)
- Other (please specify)
- Unsure

[Selection of any response, at the final level of subcategory, should trigger an open-ended 'Please explain' box]

[PAGE BREAK]

ACTIVITIES IMPACT PATHWAY (repeated for 3 activities max)

Activity 1:

Please explain this potential impact activity in more detail: [Text line]

Which groups or organisations would be affected by this activity? [Checkbox (Button)]

(This includes the groups/organisations that would be affected in any way - positively, negatively, or neutrally. It also includes groups/organisations that would be involved in delivering this activity. Tick all that apply.)

[Options will be determined by the 3i analysis]

Please explain how this impact activity/output is expected to contribute to intermediate outcomes and benefits: [Textarea]

Please list who you expect to be responsible for delivering this impact activity/output [Text line - multiple]

When would you expect this activity to have taken place? [Checkbox (Button)]

(Tick all that apply.)

Unsure

By the end of [year]

Other (please specify)

[Likert Scale (3-point: Yes - No - Unsure)]	Yes	No	Unsure
Is this impact activity/output dependent on any other activities or outcomes within the theory of change? <i>(For example, this activity may only be able to take place after a certain outcome from a different strand of the theory of change has been reached, or once another activity has taken place.)</i>			
Are there any other intermediate or long-term outcomes that this impact activity/output is expected to lead to at some point in the future?			
<p><i>Shown if 'Yes' selected:</i></p> Please explain [Text area] <i>(For ideas of what these benefits might be, click 'ToC stages' on the right. If you have already filled in the Intermediate and Long-term Outcomes section of the survey, feel free to copy and paste/reference those answers if they relate to this activity. You can switch between sections at any time using the navigation bar above. Your responses on this page will be saved automatically.)</i>			

<p>Are there any external or internal conditions that would need to be in place for this impact activity/output to be possible and lead to intended outcomes and benefits? <i>(External conditions include <u>non-project generated</u> outcomes, changes, or societal/economic/cultural conditions that must be in place for this activity/output to be possible or successful. Internal conditions include project-related aspects like funding, time, role delegation, etc.)</i></p>			
<p><i>Shown if 'Yes' selected:</i> Please explain [Text area]</p>			
<p>Are there any features/characteristics this impact activity/output would need to have for it to lead to its intended outcomes and benefits?</p>			
<p><i>Shown if 'Yes' selected:</i> Please explain [Text area]</p>			
<p>Are there any risks or barriers associated with this activity as a step towards its intended outcomes and benefits?</p>			
<p><i>Shown if 'Yes' selected:</i> Please explain [Text area]</p>			

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IDENTIFYING POTENTIAL NEGATIVE EFFECTS

Are you aware of any negative effects that this project could have?

{helper text: Negative effects could be any project-related outcomes that disadvantage individuals, groups or organisations.}

[Likert Scale (3-point: Yes - No - Unsure)]

Shown if yes selected

Which types of groups or organisations could be negatively affected by this project (either directly or indirectly)? [Checkbox (Button)]

(Tick all that apply.)

[Options will be determined by the 3i analysis]

[Likert Scale (3-point: Yes - No - Unsure)]	Yes	No	Unsure
<p>Are you aware of any activities or outcomes that could <u>mitigate</u> or <u>prevent</u> these negative effects?</p>			

Shown if 'Yes' selected:

Please explain: [Text area]

(For ideas of these activities or outcomes, click 'ToC stages' on the right. If you have already filled in the Implementation Activities and Intermediate Outcomes sections of the survey, feel free to copy and paste/reference those answers if they relate to this benefit. You can switch between sections at any time using the navigation bar above. Your responses on this page will be saved automatically.)

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Thank you for taking the time to complete this questionnaire. The information you have provided will help to support the development of a theory of change and evaluate the impact of this research programme.

Which statement best describes your experience completing this survey?

(Tick all that apply.)

- I am satisfied I contributed all I know about this project's expected theory of change
- I would like to provide information about additional benefits
- I was unable to complete the survey in time and wish to provide additional information later
- I encountered difficulties in completing the survey
- Other (please specify)

Shown if 'Yes' selected:

Thank you for your response - we will be in touch to discuss this.

Please click Submit to send your responses.

[Submit button]