_The Logic Model & Circular Economy

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Where we are...

Impactful project

Understanding Impact





"Project Managers"

Loading....

What's next?

Executing impact

- Establishing the basis for creating impact
- The logic model
- Develop a plan that works
- Learning through action
- Impact case study

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Logic Model - the roots

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As a concept, the Theory of Change, arose in the mid-1990s explaining "how and why an initiative works" (Weiss, 1995:90) and creates impact.

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The Theory of Change offers a logical causal description that relates a set of activities and results that are necessary to achieve the desired impact.

Logic Model - the why

The most popular tool associated with the Theory of Change

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Logic Model - the why

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The Theory of Change conceptualizes how and why impact is formed

The Theory of Change attempts to establish a logical causal description that relates a set of activities and results to the achieved impact

For this course:

Helps to establish the type of impact you will create
Explains your decision making
Supports your decision making

Inputs	Activities	Outputs	Outcomes	Impact

Planned work

Intended Results





Inputs	Activities	Outputs	Outcomes	Impact
Resources invested in the activity (money, staff, material, equipment, logistics, infrastructure)	What is being done with those resources (what is the intervention)?	What are the results of the activity? What products, services or infrastructure were created?	The social change arising as a result of the output.	To what extent is the change arising from your intervention?

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		Indicator	Target	SDG





Inputs	Definition	
Resources invested in the activity (money, staff, material, equipment, logistics, infrastructure)	The resources invested in the activity, which can include money, expertise, and time of individuals and organizations, buildings, and other fixed assets such as equipment.	

Resources required to carry out activities

Inputs	Definition	Example
Resources invested in the activity (money, staff, material, equipment, logistics, infrastructure)	The resources invested in the activity, which can include money, expertise, and time of individuals and organizations, buildings, and other fixed assets such as equipment.	 Funding for CAPEX and/or OPEX A warehouse (rented or acquired) 10 farmers 2 trucks

Resources required to carry out activities

Activities	Definition
What is being done	The work undertaken using
with those	those resources with the
resources (what is	purpose of delivering the
the intervention)?	intended outcome.

Actions taken to achieve outputs.

Activities

Definition

Example

What is being done with those resources (what is the intervention)? The work undertaken using those resources with the purpose of delivering the intended outcome.

Actions taken to achieve outputs.

- Partner with farmers to purchase "ugly" fruits and vegetables
- Create logistical routes for collecting and distributing imperfect produce
- Run consumer awareness campaigns on food waste and sustainability
- Set up distribution points
 (market stalls or subscription boxes

Outputs	Definition	
What are the results of the activity? What products, services or infrastructure were created?	These are the results of the activity. Indicators that the beneficiaries were reached by the activity.	

Immediate results of activities.

Outputs	Definition	Example
What are the results of the activity? What products, services or infrastructure were created?	These are the results of the activity. Indicators that the beneficiaries were reached by the activity.	 X number of farmers sell imperfect produce through Fruta Feia X tons of imperfect fruits and vegetables are collected and distributed X consumers purchase or subscribe to Fruta Feia's products X number of consumer campaigns are launched, with reach to X people Indicator: 12.3.1

Immediate results of activities.





Outcomes	Definition
The social change arising as a result	Social effect (change), both <i>medium-term</i> and short-term arising as a result of the activity undertaken.
of the output	You should account for both positive and negative changes, intended and unintended consequences.

Outcomes	Definition	Example
The social change arising as a result of the output	Social effect (change), both long-term and short-term arising as a result of the activity undertaken. You should account for both positive and negative changes, intended and unintended consequences.	 15 tons of food saved after 3y 50 people employed Warehouse building to disrupt local commerce for 6m, causing an estimated loss of €200k Trucks to travel 100k km, using 35k liters of gas (equivalent to 80k kgs of CO2) Target: 12.3

Impact	Definition	
To what extent is the change arising from your intervention?	Outcomes adjusted for what would have happened anyway, actions of others & for unintended consequences. Long- term effects of a programme, policy or service.	

Impact

Definition

Example

To what extent is the change arising from your intervention? Outcomes adjusted for what would have happened anyway, actions of others & for unintended consequences. Long-term effects of a programme, policy or service.

- Reduced environmental impact due to lower food waste and reduced resource use
- Increased awareness and engagement around sustainable food systems: farmers to trust alternatives to "mainstream" intermediaries to customers, customer to be more conscious when buying food

SDG: 12

To note

- SDG 12: Ensure sustainable consumption and production patterns
 Target 12.3: By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses
- Indicator 12.3.1: (a) food loss index and (b) food waste index

Careful! Impact should consider...

Deadweight	Alternative attribution	Drop-off
What outcomes would have happened anyway, regardless of the intervention?	Deduct the effect achieved by the contribution and activity of others	Consider the decreasing effect of your intervention over time

Logic Model for Project Management

Inputs	Activities	Allocation						
		Time	Financial	Outputs	Outcomes	indicator	Impact	indicator
	Activity 1							
	Activity 2							
				•••				
	Activity 3							
	Activity							
				•••				
	Activity n							

Let's work on the Logic Model for the MIP course, as an exercise.

Example of Logic Model for MIP

Inputs	Activities	Outputs	Outcomes	Impact
•				

Resources invested in the activity (money, staff, material, equipment, logistics, infrastructure)

Teaching team
On campus classes
Online classes

Example of Logic Model for MIP

Inputs Activities Outputs Outcomes Impact

Concrete actions taken to transform inputs into outputs Development & implementation of **programs**

Preparing and teaching weekly classes Mentoring sessions Grading

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Example of Logic Model for MIP

Inputs	Activities	Outputs	Outcomes	Impact	
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Tangible products from the activity (a group of people or an organization has improved capacities, abilities, skills, systems, policies or something is created, built or repaired as a direct result of organization's support)

150 students enrolled

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- 32 impact projects created and implemented
- 150 students passed the course
Example of Logic Model for MIP

Inputs	Activities	Outputs	Outcomes	Impact	
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Changes resulted from the activity. Institutions or people do: something differently (behavioural change) or something better (change in performance) **Effects** on target population

Learn about SDGs and impact

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- Understand impact-led organizations
- Develop social and team work skills

Example of Logic Model for MIP

Inputs	Activities	Outputs	Outcomes	Impact	
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Outcomes adjusted for what would have happened anyway, actions of others & for unintended consequences. Long-term effects of a programme, policy or service. Attribution to changes in outcome.

Use "impact lens" in their daily lives

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Consider impact-led organizations as working opportunities

THE CIRCULAR ECONOMY



How would you describe the principles that underpin the current economy?

LINEAR ECONOMY

We take resources from the ground to make products, which we use, and, when we no longer want them, throw them away. → Take-make-waste. We call this a *linear economy*.



OUR WAY OF DOING THINGS IS REACHING ITS LIMITS

This system is no longer working for people, businesses, the environment or the economy.



OUR WAY OF DOING THINGS IS REACHING ITS LIMITS

The linear economy has to change.

We must transform all the elements of the take-make-waste system: how we *manage resources*, how we *make and use* products, and what we do with the materials *afterwards*.

OUR WAY OF DOING THINGS IS REACHING ITS LIMITS

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We must transform all the elements of the take-make-waste system: how we *manage resources*, how we *make and use* products, and what we do with the materials *afterwards*.

Only then can we create a *thriving economy that can benefit everyone* within the limits of our planet.

WE ARE DISRUPTING THE SYSTEM



It's a new way to design, make, and use things *within planetary boundaries*.

IT'S CALLED THE CIRCULAR ECONOMY.

Circular Economy

So what does that really mean?

https://www.youtube.com/watch?v=lbbQaBM846Q&list=PLXT_ozykGVakV38sna_tXQDvbyrgF-4vw

CIRCULAR ECONOMY

An economy that is restorative and regenerative by design.



In a circular economy, economic activity builds and rebuilds overall system health.

The concept recognises the importance of the economy needing to work effectively at all scales – for big and small *businesses, for organisations and individuals, globally and locally.*

CIRCULAR ECONOMY

The following three principles are the foundations of a new system:

- Design out waste and pollution
 Keep products and materials in use
- 3. Regenerate natural systems



DESIGN OUT WASTE AND POLLUTION

What if waste and pollution were never created in the first place?

1

Did you know that waste and pollution are largely a result of the way we design things?

Waste and pollution are not accidents, but the consequences of decisions made at the *design stage*, where around *80%* of environmental impacts are determined.

DESIGN OUT WASTE AND POLLUTION

Did you know that waste and pollution are largely a result of the way we design things?

By changing our mindset to view waste as a design flaw and *hamessing new materials and technologies*, we can ensure that waste and pollution are not created in the first place.

DESIGN OUT WASTE AND POLLUTION

KEEP PRODUCTS AND MATERIALS IN USE



What if we could build an economy that uses things rather than uses them up?

KEEP PRODUCTS AND MATERIALS IN USE

A circular economy favours activities that *preserve value* in the form of energy, labour, and materials.

KEEP PRODUCTS AND MATERIALS IN USE

This means designing for durability, reuse, remanufacturing, and recycling to *keep* products, components, and materials *circulating in the economy*.

REGENERATE NATURAL SYSTEMS

What if we could not only protect, but actively improve the environment?

3

In nature, there is no concept of waste.

A circular economy *avoids* the use of *nonrenewable* resources and preserves or *enhances renewable* ones, for instance by returning valuable nutrients to the soil to support regeneration.

REGENERATE NATURAL SYSTEMS

BENEFITS OF THE CIRCULAR ECONOMY

Economic Benefits

What are the macroeconomic impacts of shifting to a new economic model?



Economic Benefits

Economic Growth

Innovation

higher rates of technological development, improved materials, labour, energy efficiency

Job Creation Potential

New businesses & investment

Environmental Benefits

What impact will shifting to a circular economy have on the environment?



Environmental Benefits

Decreased carbon dioxide emissions

Improved land and soil health

Reduction of material consumption

OPPORTUNITIES FOR COMPANIES

How will companies benefit from the circular economy?



OPPORTUNITIES FOR COMPANIES

Improved Customer Loyalty

Profit Opportunities

Reduced Volatility

New demand

OPPORTUNITY FOR INDIVIDUALS

What does the circular economy mean for individuals?



OPPORTUNITY FOR INDIVIDUALS

Improved health

Greater Utility

Reduced Obsolescence

Increased Disposable Income

MOVING FROM VISION TO REALITY



Shifting from linear to circular requires systemic solutions.

The challenge we face now is to mainstream the circular economy, and bring it to scale.

EXAMPLES OF DISRUPTORS



Issue:

30% of plastic packaging items are either too small or too complex to be recycled and often find their way into the ocean (i.e. shampoo sachets, wrappers, and coffee cup lids). Czech start-up, Miwa, is connecting the producer with the consumer eliminating singleuse packaging along the product's value chain.

This solution does not only *avoid nonrecyclable plastic packaging, but also minimises food waste.*



Capsule is placed in the shelf

Take a MIWA cup

Dispenser detects MIWA cup

Pour on your demand

Pay & Enjoy

The edible water bottle made of seaweed

Ooho! Drinking water on the

run made sustainable

Biodegradable

Ooho is a flexible, 100% biodegradable container (4-6 weeks) made from a type of seaweed that grows up to three metres per day.

It's edible, meaning no waste, no bins, and no recycling. It can contain water, soft drinks, sauces or even alcohol.

Issue:

One billion plastic bottles reach the ocean every year, and 300 million kilograms of carbon emissions go with them.

As well as using nine times less energy to produce, the material has the potential to be cost competitive with plastic.

de **CLIQUE**

Issue:

According to the UN, up to a third of all food that is produced in the world is lost or wasted, with an estimated value of USD 1 trillion discarded each year.



Using cycle couriers and electric vehicles, De Clique collects food by- products like coffee grounds, orange peels and other food waste from businesses.

These by-products are then sold on by De Clique to third party innovators and product manufacturers, who transform them into new products like food ingredients, cosmetics, and biomaterials.



Issue:

an average consumer today buys 60% more clothes per year than 15 years ago, but keeps the clothes only half the time.

Vigga is a Danish maternity and kids-wear brand. Their *productservice subscription-based system* enables parents to *lease* organic maternity and children's wear, *saving time, money, and resources*.



According to VIGGA, the leasing model has the potential to **reduce** a child's textile **waste up to 80%** and a amily can **save up to USD 2,100** in the first year of parenting by subscribing to VIGGA.



GEARARD St.

Issue:

Globally, we throw away 15,000 tonnes of headphones every year, either due to simple mechanical faults or because of technology advances.

How can we capture the value that is being lost in this discarded material?

Gerrard Street headphones is a startup based in the Netherlands.

The design of their products is modular and easily disassembled to facilitate *easy repair*, *refurbishment or upgrade*. The use of a *subscription business model* allows them to recover headphones at the end of their use and 85% of components are ultimately *reused*.


Issue:

According to the UN, *up to a third of all food* that is produced in the world is lost or *wasted*, with an estimated value of USD 1 trillion discarded each year.

Winnow was founded with a simple belief that food is too valuable to waste.



Winnow technology comprises a weighing scale installed under the kitchen waste bin, also identifying the type of food that is being discarded.

This technology increases awareness in kitchen staff, facilitating better decision making in food preparation, so that less food is thrown away.

IMPACT CASE STUDY: Guidelines

Why you chose one of the hypotheses and what will change in the BMC and VPC of the company;

A well explained **journey** of the whole process including decision-making and details of project management with evidence of prototype and testing (e.g. project management tools used, prototyping journey, validation journey with potential users/clients);

A well-designed **logic model** (featuring all components and SDGs goals, targets, and indicators);

Impact potentially achieved with **measurement**, **indicators** and **projections** (at least 3 points in time);

Next steps of the project: how will your work have a lasting and sustainable impact;

Lessons learned: summary of important lessons for the group.



How to choose between the two hypotheses?

Impact potential
 Number of lives affected, depth of impact, and duration of change?

• Personal Fit

Do you have **skills**, **passion**, and **networks** aligned with one of the projects more than the other?

• Ease of implementation

Which project is easier to start, prototype, and iterate? Which has fewer legal, bureaucratic, or technical hurdles?

• Scalability

Is it replicable in other regions or contexts?

(Examples to consider)

Opportunity to improve your grade:

If you want to improve your grade:
Write "I want the whole ICS to be graded" on the cover of your report.
✓ Your Halfway Report grade will be disregarded
✓ Everything will be re-evaluated
✓ The ICS will count for 50% of your final grade

If you don't want to improve:

✓ Nothing changes

✓ The ICS will count for 30% of your final grade

COMMON MISTAKES FROM THE HALF-WAY REPORT

Problem analysis

- No mention of specific numbers
- No problem statement
- Did not apply the INE framework

SDG

- No mention!

Value Proposition Canvas

- Jobs-to-be-done and Gains on the customer side should only be about the CUSTOMER!

Working Hypotheses

- Did not specify a cause-effect relationship between the problem and the solution
- No comparison between the two hypotheses
- No mention of financial sustainability of solutions

General guidelines:

- *References!* You need to cite your sources.
- ChatGPT is not a source, it is a tool!!
- No introduction or conclusion of your work.
- No linking appendices to the main text.



See you next week :)