Mission Design Canvas

Key partners & support

Who is in the network of suppliers and partners that will make the mission work? Which sectors, organisations, and individuals need to believe in the mission? What sources of legitimacy and support authorise the organisation, or wider system, to act and create value?

Key activities

What key activities do you want to incentivize to support the mission? What lever(s) need to be activated?

Key resources & capabilities

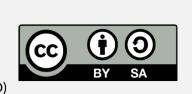
What are the most important assets and resources (physical, intellectual, human, financial) required to build organisational or ecosystem capability for the mission? How will core capabilities (evaluation, etc.) need to function differently? What suitable working methods do you need to work in a mission-oriented way?

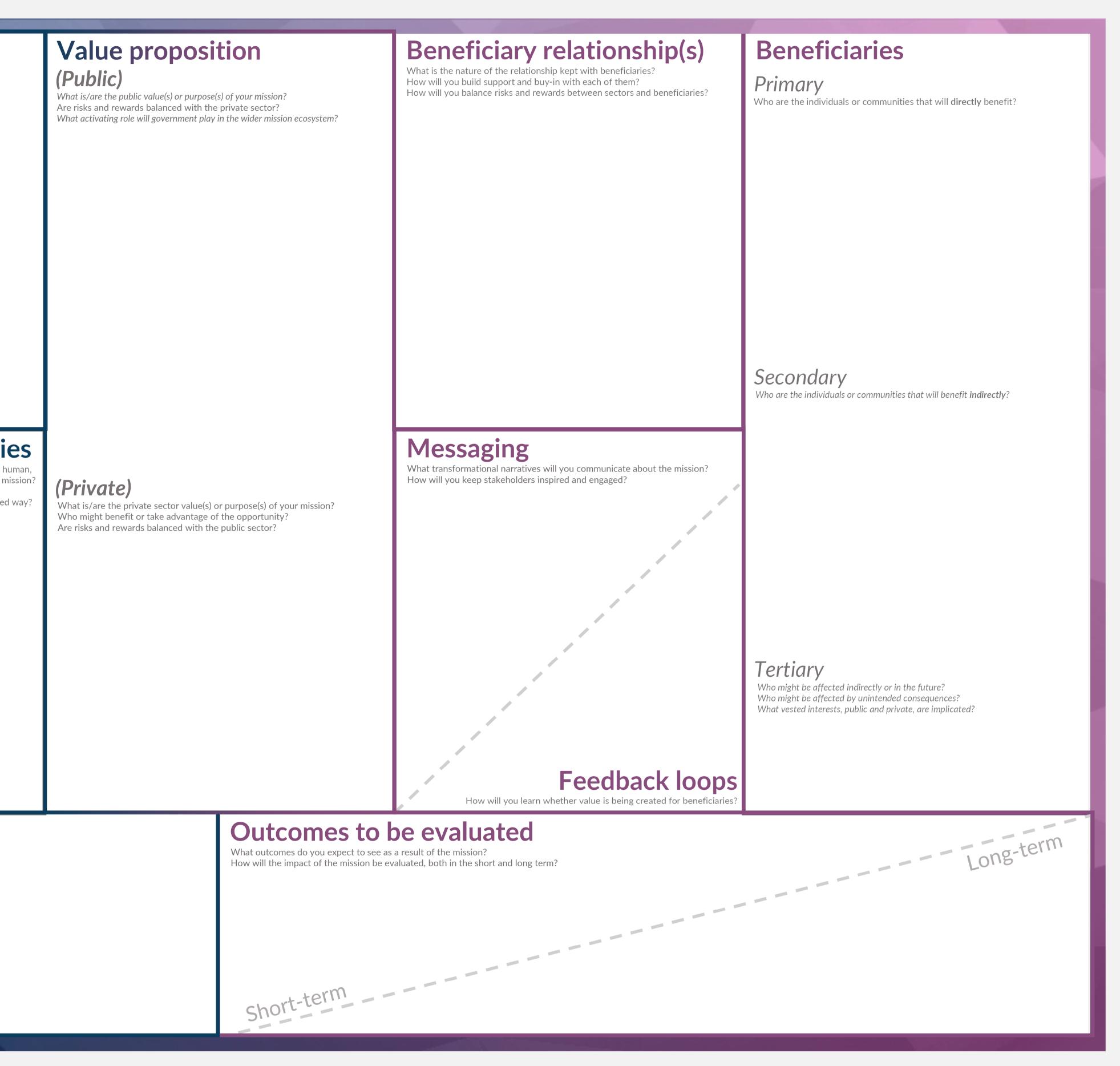
Budget & cost structure

How will the mission be funded, now and in the longer term? What kind of investments are needed to direct transformational changes? What financing mechanism(s) will be used?



Designed by the OECD Observatory of Public Sector Innovation 2021 Version 2.0 Design based on The Business Model Canvas (Strategyzer AG & Steve Blank). Content inspiration from The Mission Model Canvas (du Toit, 2017) and University College London's Institute for Innovation and Public Purpose. This work is licensed under a Creative Commons Attribution ShareAlike 3.0 IGO (CC BY-SA 3.0 IGO)





Path A: Start with Value Proposition, then mission operational innovation, left side

Path B: Start with Value Proposition, then mission ambition-setting, right side

Date:

Version: