

Based on over a decade of experience in working in asset optimisation, To Good Use has developed a framework for understanding, tracking and communicating impact across project, partners, people, planet, place, product, promotion and profit.

HOW GOOD?

The Impact Assessment Framework developed by To Good Use



PROJECT

Details on the key features of the project and acknowledgement of the project team.



PARTNERS

Details on the companies, organisations and individuals who contributed to the project and were instrumental in bringing it to life.



PEOPLE

Details on the community, including initiatives that were invested in to seed and grow this community over the course of the project.



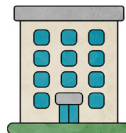
PLANET

Details on sustainability, including initiatives undertaken to optimise asset performance and reduce negative impacts on the planet.



PLACE

Details on placemaking, including initiatives undertaken to improve walkability, connect with and support local businesses, improve the interface and deliver site activation.



PRODUCT

Details on the project uses, including overall mix and typologies.



PROMOTION

Details on marketing, digital media, social media and PR spend and traction.



PROFIT

Details on the financial success of the project for investors, residents and in the local market.

