



What is your impact story?

We want to hear from you!

As humans, we tend to respond well to communication and interpersonal connections. **Storytelling** is a powerful way of communicating that we have used throughout history to connect with empathy and through a stronger understanding of each other's experiences.

An **impact story** is a way to express how UNITAR has affected you by sharing experience-based knowledge. Similar to a case study, an impact story provides perspective from your point of view at a specific point of time. It aims to bring out rich insights to help us understand what has changed and how, and the degree to which the changes can be attributed to your learning experience with UNITAR.

An impact story is not the same as a testimonial or success story. Impact stories can show both the positive and not so positive elements as well as intended and unintended results from what we do. This narrative approach can also highlight needed areas for improvement while at the same time support the data derived from traditional evaluation measures. Finally, impact stories can also help UNITAR understand how it is contributing to helping countries implement the 2030 Agenda for Sustainable Development.

A UNITAR representative may approach you and ask you to reflect on your experience with questions through an interview, survey, focus group or other methods. Or, if you would like to share your impact story, contact us at evaluation@unitar.org, and we will be in touch shortly. We look forward to hearing from you soon!

