

*A Tamarack Institute Webinar*

# CELEBRATING THE EVOLUTION AND FUTURE OF COLLECTIVE IMPACT

*With Jennifer Splansky Juster, Junious Williams and Sylvia Cheuy*

 **TAMARACK**  
INSTITUTE

# Gratitude & Acknowledgement

We begin this workshop by acknowledging that we are meeting on Indigenous land. For those of us who are settlers, we are grateful for the opportunity to meet, and we thank all the generations of Indigenous peoples who have taken care of this land.

This recognition of the contributions and historic importance of Indigenous peoples must be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities.

# Technical Considerations

- **We've got you covered** - You will receive a full recording of the call, the slides as well as a collection of links & resources.
- **Join the conversation** - Use the Q&A panel on your Zoom client to submit and vote for questions you'd like us to discuss.
- **Technical Support** - You can use the chat panel to ask for technical support throughout the webinar.

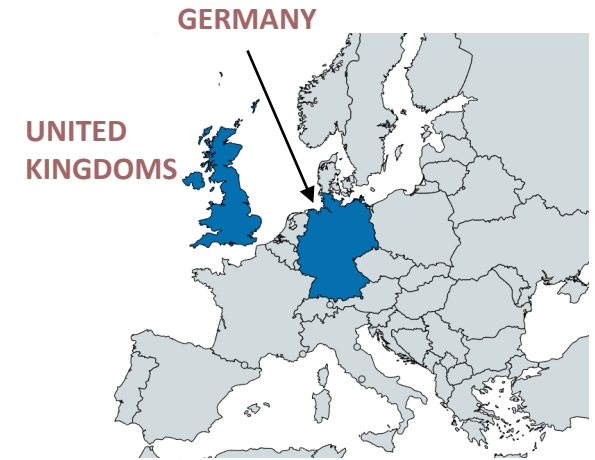
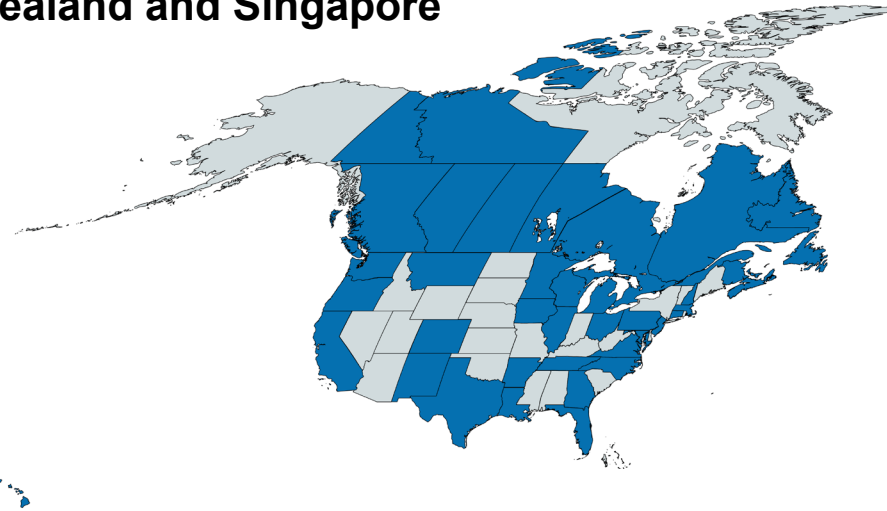
## Who's in the Room? –

**205 Registered** learners from **British Columbia, Alberta, Ontario, Quebec, New Brunswick, Nova Scotia, Saskatchewan, Yukon, Northwest Territories and Newfoundland**

**International learners: Illinois, Florida, Colorado, California, Virginia, Hawaii, Massachusetts  
England, Germany, Australia, New Zealand and Singapore**

### Sectors

- Academic
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AUSTRALIA



SINGAPORE

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**Jennifer Splansky Juster**  
Executive Director, Collective  
Impact Forum



**Junious Williams**  
Principal of Junious Williams  
Consulting Inc. (JWC)



**Sylvia Cheuy**  
Consulting Director of the  
Tamarack Institute's Collective  
Impact Idea Area

## Centering Equity in Collective Impact

**Can you tell us more about this new definition and the importance of centering the work of Collective Impact that explicitly identifies equity as the “north star” of CI work?**

# What is equity?

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***“Equity is fairness and justice achieved through systematically assessing disparities in opportunities, outcomes, and representation and redressing [those] disparities through targeted actions,” Adapted from Urban Strategies Council\****

Note: We have slightly adapted Urban Strategies Council’s definition of equity by adding in the notion of representation as a crucial area of assessment in the work

## Original Definition of Collective Impact, 2011

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Collective impact is the **commitment** of a group of important actors from **different sectors** to a **common agenda** for addressing a **specific complex problem** at scale



# New Definition of Collective Impact, 2021

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Collective impact is the commitment of a group of important actors from different sectors to a common agenda for addressing a specific complex problem at scale



Collective impact is a **network of community members, organizations, and institutions that advance equity** by learning together, aligning, and integrating their actions **to achieve population and systems-level change**

# Examining the New Definition

## Collective Impact 2011

- Doesn't mention equity
- Emphasizes sectors
- Focuses on common agenda, and specific problem and scale
- Seeks population level (large scale) change
- Equity and community engagement part of the principles of practice

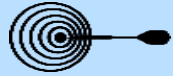
## Collective Impact 2021

- Centers equity as the aim of the work
- Emphasizes community members, organizations and institutions
- Focuses on learning together, and aligning and integrating actions
- Seeks population **and** systems level change
- Equity and community engagement are foundational and embedded into definitions and core strategies

5 Strategies to Center Equity

**Can you give us an overview for the five strategies explicitly advancing equity in the design and implementation of Collective Impact?**

# Five Strategies for centering equity in collective impact



Ground the work in **data and context**, and **target solutions**



Focus on **systems change**, in addition to programs and services



**Shift power** within the collaborative



Listen to and act **with community**



Build **equity** leadership and accountability

*Implementation of these five strategies is woven throughout the original “five conditions” of collective impact*


Source: [“Centering Equity in Collective Impact”](#) by John Kania, Junious Williams, Paul Schmitz, Sheri Brady, Mark Kramer & Jennifer Splansky Juster

## Thinking Ahead

**Can you share what you see as opportunities and/or areas for further attention to strengthen the impact of Collective Impact?**

**QUESTIONS?**

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