A6. Craft project purpose

Module 4.1 - Project fundamentals

Use the space below to draft a clear and compelling purpose statement for your project.

Aim for 1–2 sentences that explain:

- Who your project supports
- What problem or opportunity it addresses
- What impact it aims to create

Tips

- Keep it short and clear (avoid jargon)
- Focus on the solution and the positive change your project will bring
- Think about how it improves the lives of your audience

Write your project purpose statement:

Checklist:

☐ Is it 1–2 sentences?

☐ Does it clearly explain the problem or opportunity?

☐ Does it highlight the solution and impact?

☐ Does it mention the audience?

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