Rather than simply describing the project’s activities, the plan identifies the effects these activities are intended to produce for the target-group.

The formulation of the project objective clearly indicates who is to benefit from the desired outcomes and impact.

The objective describes a desired future state.

The project objective has been formulated in such a way that it is possible to imagine the specific change.

The project objective has been formulated in a positive manner.

A time frame for achieving the objective has been specified.

It is possible to ascertain whether or not the objective has been achieved.

Achieving the objective represents a positive challenge for the project team. That is, we will have to work hard, but success is a realistic outcome.

The project’s stakeholders were involved in formulating the objectives, and the objectives are accepted and supported by all participants.

Our project’s objectives and approach are consistent with our vision and mission.

Our project’s objectives motivate us in our work.