### Tool 3b: Means and Ends Benefits

**Purpose:** Organize your benefits into “means” and “ends” benefits, considering the immediate “means” benefits that are linked to the pathway of how the long-term “ends” benefits are achieved.

**Refer to:** Tool 2b, 3a

**Used in:** Tool 4c

In the context of community-based water monitoring, **activities**, **means**, and **ends** represent different components of the initiative’s overall strategy and its impact:

1. **Activities**: These are the specific steps taken by community members, organizations, and partners to achieve the goals of the monitoring project. In water monitoring, actions may include:
	* Collecting water samples from local rivers, lakes, ocean, or wetlands.
	* Conducting tests to measure water quality indicators like pH, temperature, and contamination levels (e.g., road salt, PFAS).
	* Participating in data collection, workshops, and citizen science training.
	* Reporting findings to local authorities or creating public awareness campaigns.
	* Involvement in conservation efforts such as wetland restoration or shoreline protection.
2. **Means**: These are the tools, resources, and methods employed to carry out the actions. In community-based monitoring, the means can include:
	* Water monitoring kits (e.g., test strips, probes, and sensors).
	* Educational resources, workshops, and training programs to equip volunteers.
	* Technology for data collection, such as apps, GIS mapping, or online platforms.
	* Collaboration with local governments, NGOs, and research institutions to access expertise, funding, and shared goals.
	* Volunteer networks that support participation and engagement in water monitoring.
3. **Ends**: These refer to the ultimate goals or outcomes that the project aims to achieve. In community-based water monitoring, the ends may include:
	* Improving water quality in specific bodies of water, such as the Great Lakes or Lake Erie.
	* Increasing public awareness about water pollution and environmental issues.
	* Filling data gaps to support policy-making and conservation efforts.
	* Encouraging sustainable practices within the community to reduce harmful runoff or pollution.
	* Protecting and restoring aquatic ecosystems by influencing conservation actions and regulatory decisions.

In short, actions are what is done, means are how it’s done, and ends are what is ultimately achieved in the context of community-based water monitoring.

Figure 7a**:** Means and Ends Analysis Example 

Based on the example above, fill in the following chart for the actions, means, and ends of your program. Draw arrows connecting boxes in different columns to show their relationship:

Figure 7b: Means and Ends Analysis Template

▲ **Helpful hint**

Refer back to Tool 2b and go through each activity, which is part of your operational processes, and connect them to the benefits you listed in Tool 3a.