

How Might We ...?

A good call to action always includes a clear question. This tool is the perfect way to start building yours! Write down a few different ones to really finetune your ask. The HMW-question starts with the action you want to achieve and continues with the subject to be influenced or affected. The question concludes with the preferred outcome.

	1. Action	2. Subject	3. Outcome	
Example HMW	<i>improve sustainable access and usage of solar energy solutions</i>	<i>for crisis-affected people in refugee settlements in South Sudan</i>	<i>to stimulate economic activity</i>	?
HMW				?
HMW				?
HMW				?
HMW				?