

Turning project results into lasting impacts

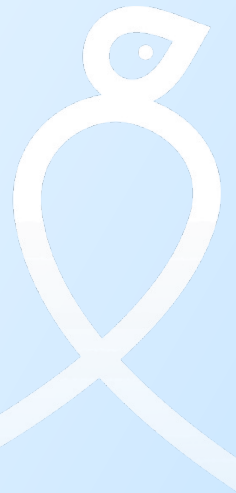
Klaksvik, 16th September 2026

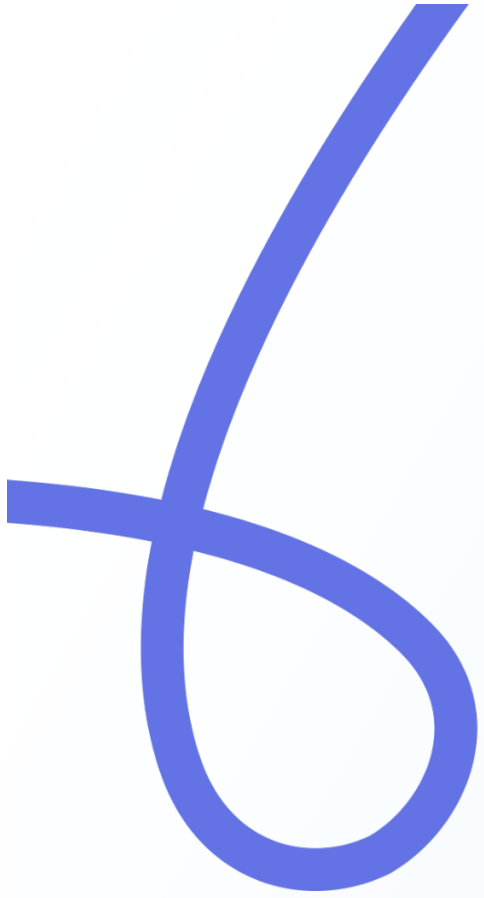
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LEGACY

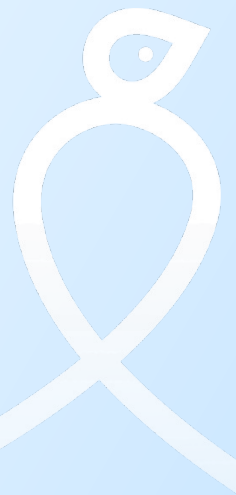
What is legacy and
why does it matter?

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Context

You are here



From the mountain top

What lessons did we learn?

What will you do with the solutions you developed?

How will you make sure they reach the end users that can benefit from them?



What is legacy and why does it matter?



10 minutes



In your group



Reflect on what is project legacy and why it matters

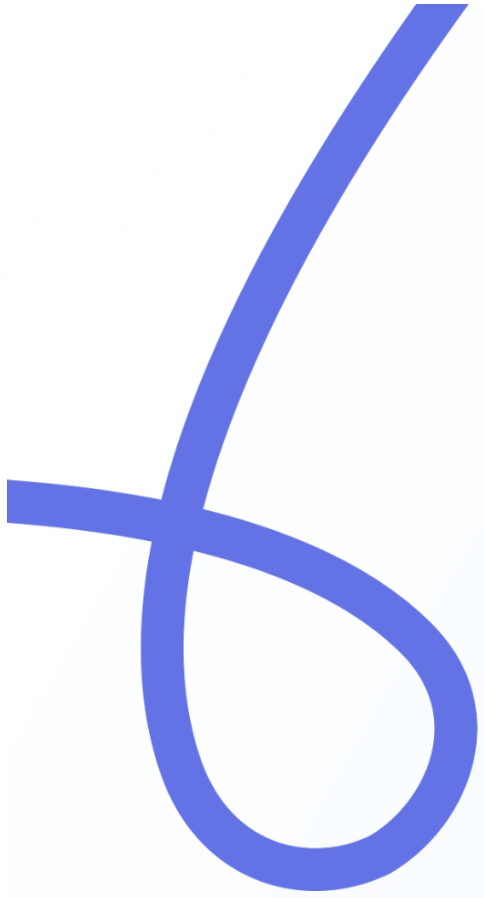
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IMPACT

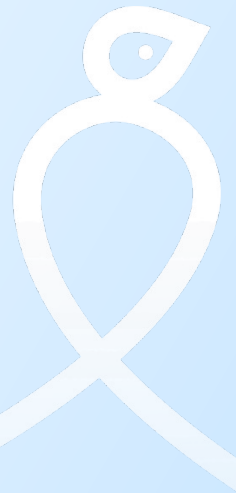
Identify the positive change
resulting from your work

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What is impact?

*... a positive change
resulting from your work*



Tangible



Intangible



What is an impact

- Improved governance
- Problem reduced
- Enhanced situation

What is NOT an impact

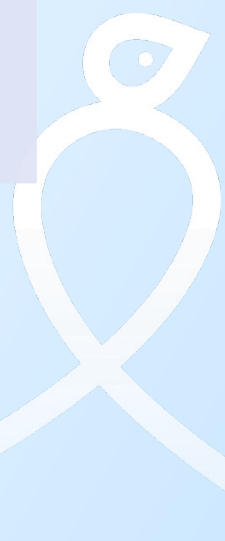
- Activities, events
- Awards and publicity
- Slogans and taglines

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List YOUR impacts!



10 minutes



Your project colleague



List positive changes your project brings, highlight 3 most important ones

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IMPACT STATEMENT

The one sentence each partner should know!

Mandatory elements

Positive change – describes the impact

How – describes what you did to create that positive change

Optional elements

Positive change

How

Takers – groups that will adopt and uptake the work creating positive change

End users - Groups which ultimately benefit from your project's impacts, such as citizens, consumers, farmers, SMEs, etc.

Scale – the level of positive change your project will create in its lifetime or later

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Our project leads to less energy use and reduced CO2 emissions (POSITIVE CHANGE).

We introduced a novel greenhouse concept (HOW) that reduces energy use and CO2 emissions (POSITIVE CHANGE).

We introduced a novel greenhouse concept (HOW) enabling the greenhouse industry (TAKERS) to save energy and reduce CO2 emissions (POSITIVE CHANGE) down to near zero (SCALE).

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What is YOUR impact statement?



20 minutes



Your project colleague



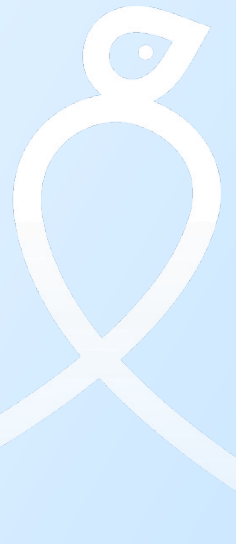
Write one of each statements

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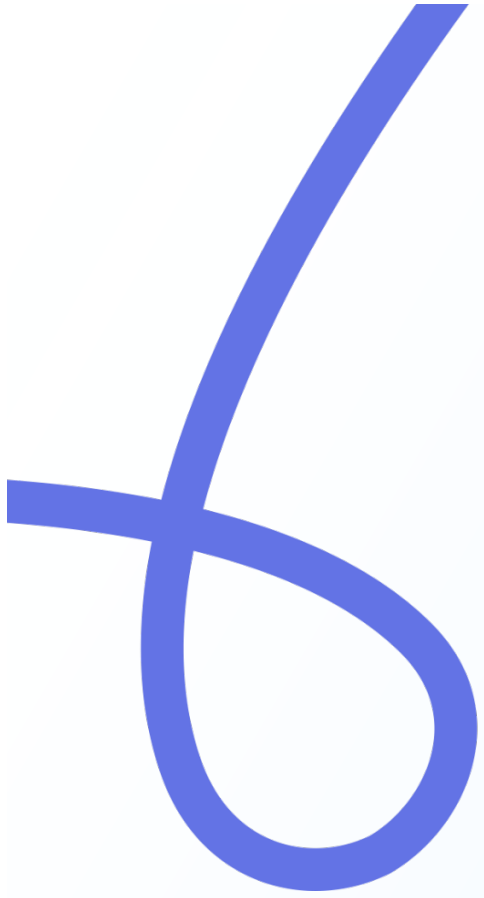
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COFFEE BREAK



HOW

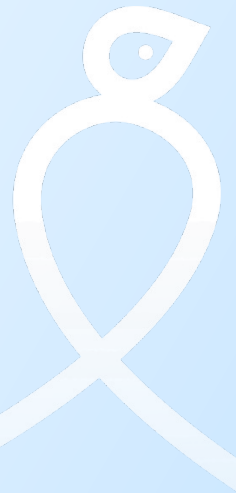
Identify the relevant parts of the project that if taken up contribute to achieving positive change

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Identify relevant work

Which products are most likely
to create positive change on a region,
a city, or a group of people?

Can they be used by them?

Network

Business
model

Policy Brief

Pilot

Blueprint

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Group work



Project team



Which products are more likely to create positive change?



10 minutes



Group work



Pitch your products



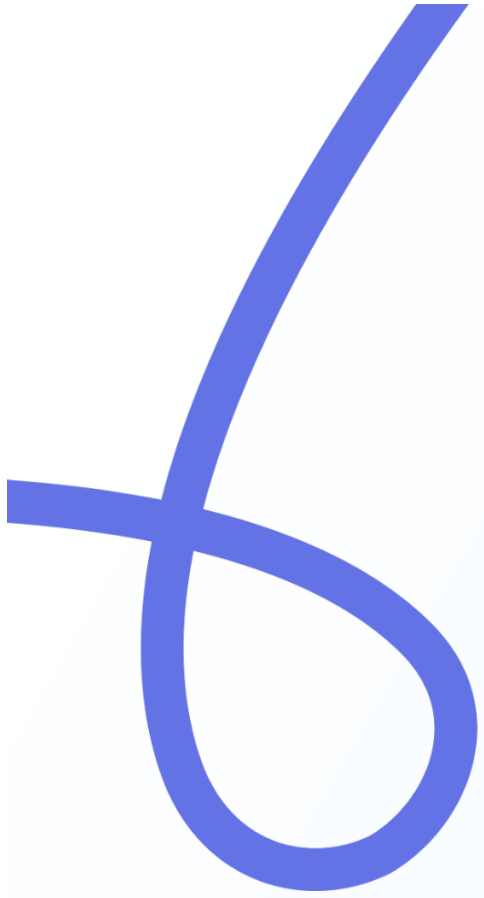
20 minutes

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TAKERS

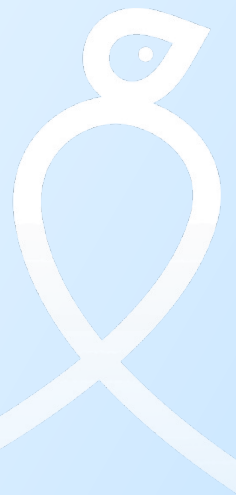
Those who will adopt and reuse
the work creating positive change.

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Get to know your takers

- Find the right level of specialisation
- Are there differences in each country?



Group work



Project team



Which takers need to know about our products?



10 minutes

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Photo: Interreg NPA SUB

Get to know your takers

- Find the right level
- What's in it for them?
- Why should they be interested?
- What barriers are there from adopting these products?
- Are there differences between countries?



Project work: what motivates your takers?



Project team



Write why your takers should care about each product.



5 minutes

- What's in it for them?
- Why should they be interested?
- What barriers are there from adopting these products?
- Are there differences between countries?

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Project work: what do we want to change?



Project team



Write what do we want our takers to do



5 minutes

- What do we want our takers to do once they become aware of our product?
- Change attitude?
- Change behaviour?
- Change belief?

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Your Communication strategy

Knowing what **motivates** your takers and
what you want them to do helps you
choose the right message and the best way
to present it.

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Group workout



Find the communication managers who share the most takers with you.



5 minutes



Form two groups.



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Group workout



Identify your top takers

- Each table identifies up to 3 takers that are relevant to most of the projects discussed.
- Aim for 3 takers, each from a different project.



10 minutes



Discuss how to reach them

- Together, identify and discuss successful approaches for reaching and engaging these top takers.
- Use the questions on the flipchart to guide your discussion



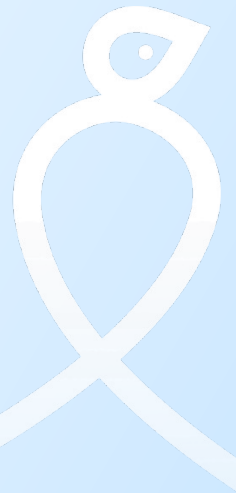
20 minutes

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Wrap up

How did you find this session

- Have you gained any new information?
- Was this approach new to you?
- Did you find this approach useful?
- Would you use this approach with your project partners?



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