How to build impactful projects
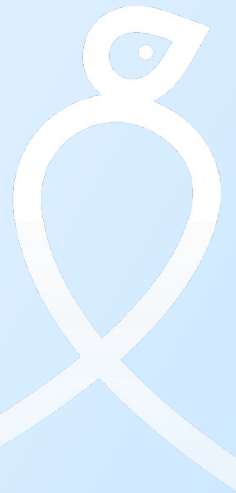
Online webinar, 4th December 2025

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How to build impactful projects?

- With a strong project logic

- With relevant actors engaged

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The PROJECT

Describes how we move from the ==current situation== to the ==intended situation== and shows how this process ==aligns with the context.==

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1st STEP - Define the context

Select the programme priority

- Priority 1: Innovation capacity
- <mark>Priority 2: Climate change and resource sufficiency</mark>
- Priority 3: Cooperation opportunities

Defines the output indicators

- Pilot actions
- Jointly developed solutions

Defines the result indicators

- Strategies and plans <mark>taken up</mark>
- Solutions scaled up

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The project intervention logic

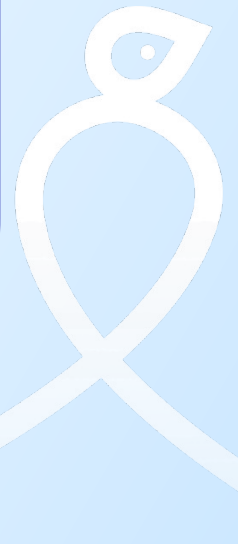Include all the actors you need to take along to have an impact

Partners

PROBLEM NEED OPPORTUNITY

Stakeholders

Target groups

End users

CHANGE

SOLUTION

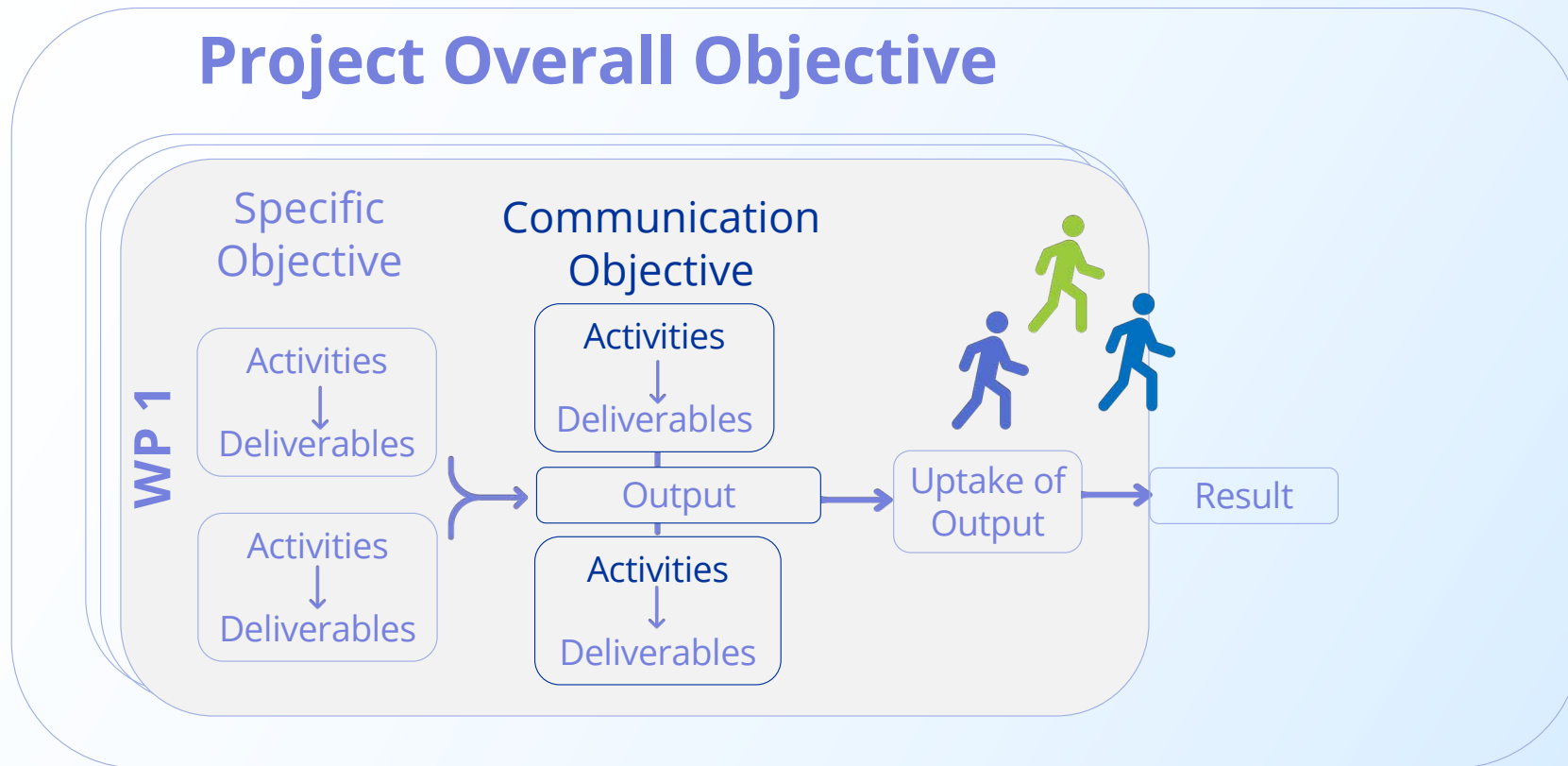# The project intervention logic

Combine resources, skills, knowledge... to plan the work all the way through

PROBLEM NEED OPPORTUNITY

Objective

Activities

Deliverables

Indicators

Outputs

SOLUTION

Results

CHANGE

2nd STEP – Combine resources

Project Overall Objective

Specific Objective

Communication Objective

WP 1

| Activities ↓ Deliverables |
| Activities ↓ Deliverables |

| Activities ↓ Deliverables |
| Output |
| Activities ↓ Deliverables |

Uptake of Output → Result

Project Overall objective

A POSITIVE CHANGE RESULTING FROM YOUR WORK

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How best to describe your project objective?

- **POSITIVE CHANGE**   Describe the impact
- **HOW**   Describe what you will do to create that positive change
- **UPTAKERS**   Those groups who will adopt and reuse the work creating the positive change – most often groups of professionals or policymakers.

- **END USERS**   Those that will ultimately benefit from your work – often citizens or SMEs, but also the environment or wildlife can be "end users".

- **SCALE**   The level of positive change you will create either within your project lifetime or later when your work has been scaled up.
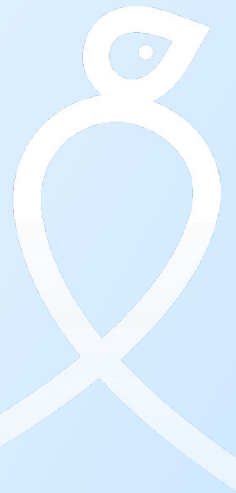
- **TIME**   Timeframe for when the positive change will happen.

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Interreg NPA REMOTED (adaptation)

Aims to enhance social and healthcare service delivery by empowering practice in remote areas to be more confident in introducing digital and tech solutions.

Specific Objectives:

1. To map the state of digital competencies and skills in professionals.

2. To pilot tech solutions into social and healthcare settings.

3. To finalise a roadmap for the integration of digital competences and tools in health professions.

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Interreg NPA REMOTED (adaptation)

Activities – Deliverables - Outputs

A.1.1 Knowledge collection and assessment
D. Assessed surveyed data
...
A.1.3 Pilots and feedback in 4 care-centres in 4 countries
D. Toolkit online platform
D. Pilots tests in 4 sites

→ Pilot actions developed jointly and implemented in projects (4)

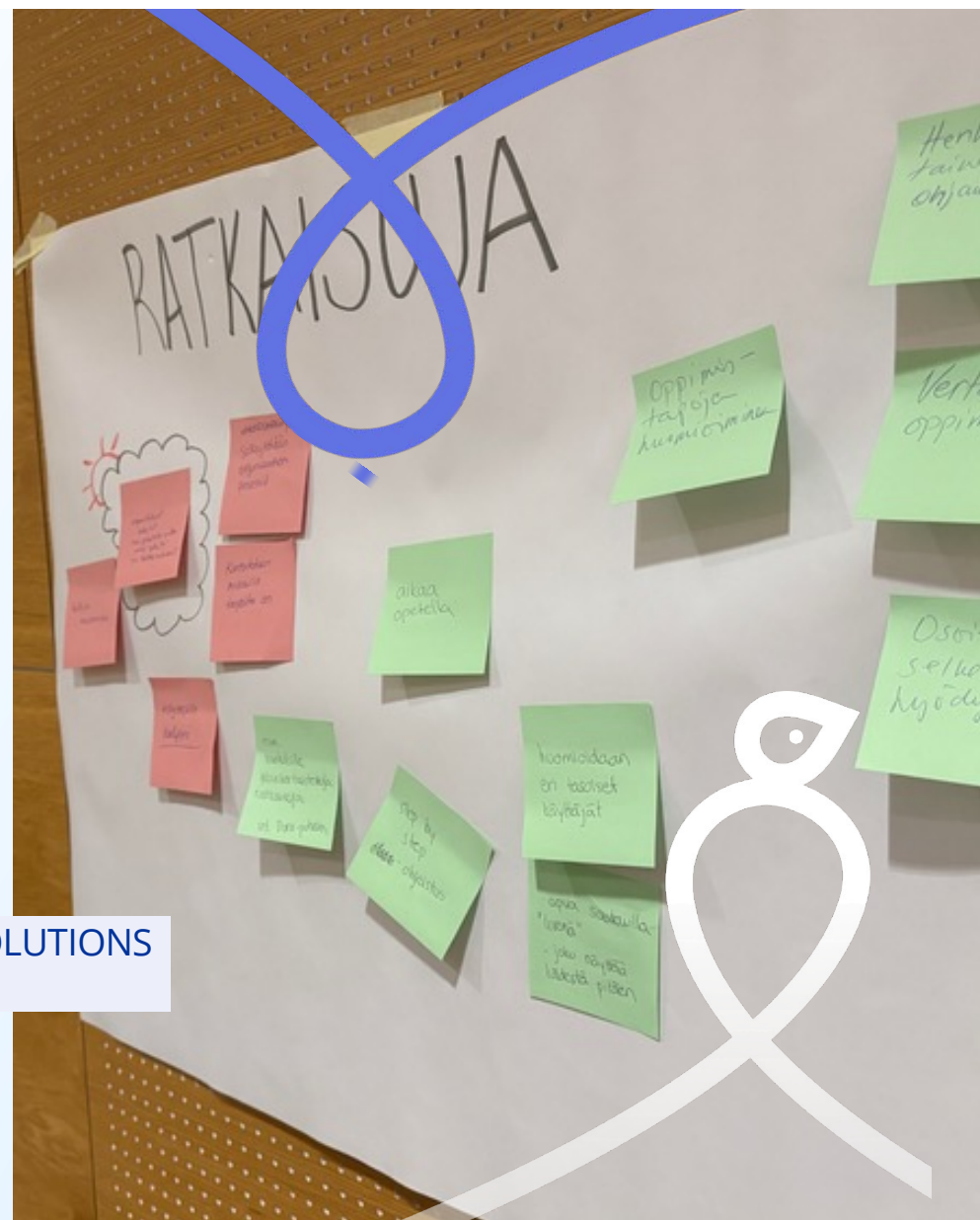A.2.1 Introducing tech solutions into practice
D. Integrated workflows

→ ROADMAP FOR INTRODUCTION OF TECH SOLUTIONS
Jointly developed solution (1)

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Interreg NPA REMOTED (adaptation)

Communication Objectives - Activities

Raise Awareness:
Make professionals aware of current digital skill levels in the sector.

→ Publish infographic showing current digital skill levels in different languages

Change Attitude:
Encourage openness to ongoing digital skills training.

→ Video testimonial explaining the benefits of ongoing training

Change Behaviour:
Motivate professionals to test and adopt tech solutions in care setting

→ Run a pilot demo day to try out new tech tools.

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Interreg NPA REMOTED (adaptation)

Outputs

↳ Pilot actions developed jointly and implemented in projects (4)
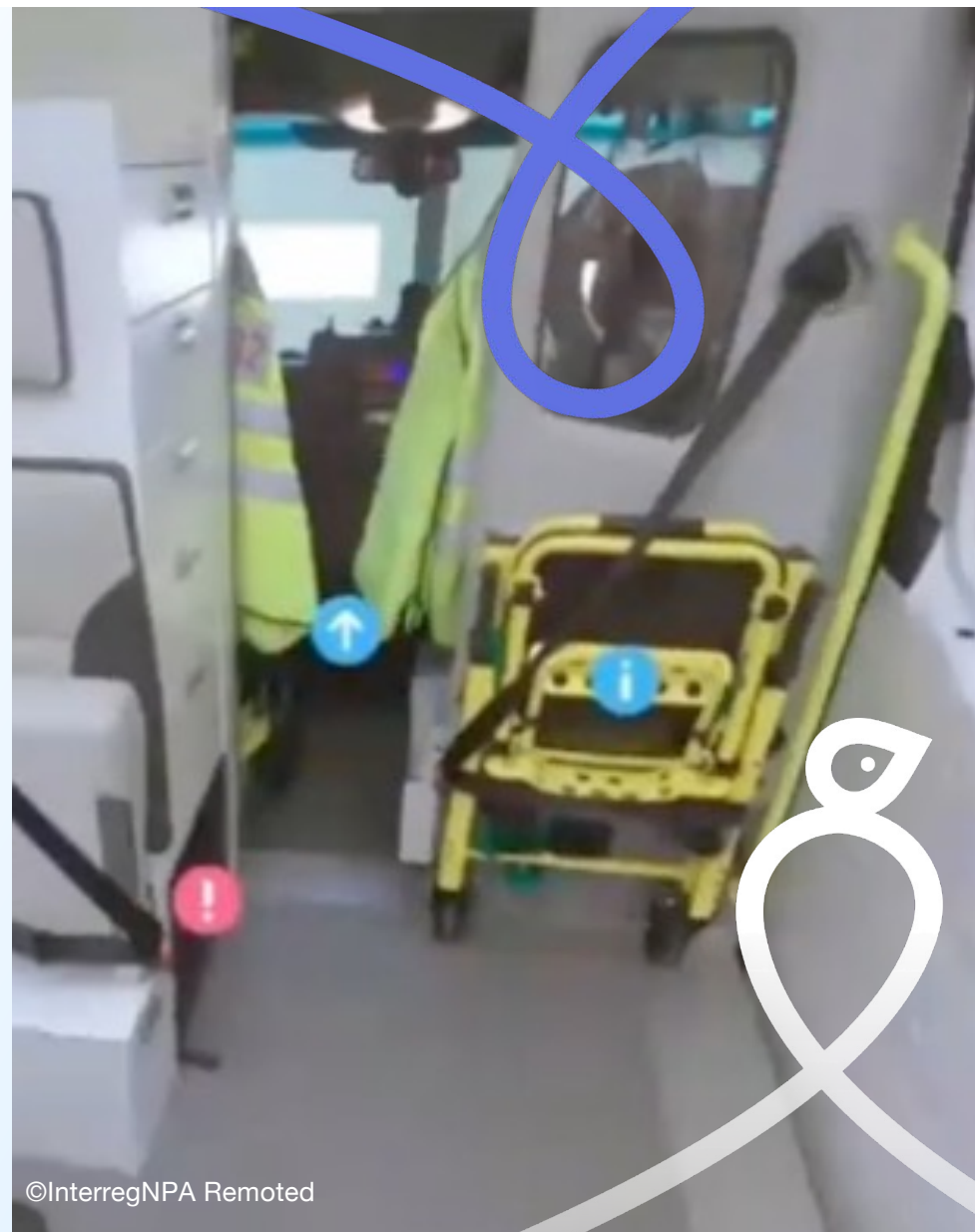
↳ **ROADMAP** Jointly developed solution (1)

Results

Solutions **taken up** or up-scaled by organisations (1)

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Questions & Answers
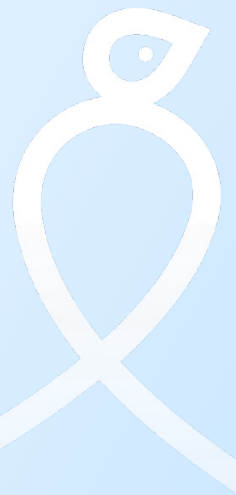
Engage the relevant actors

Good practices from the projects
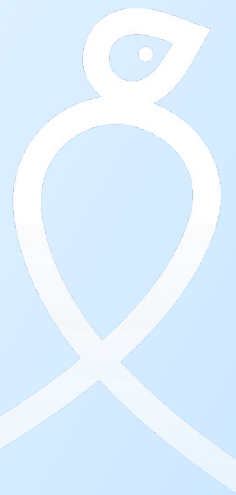
A well defined objective provides all the elements of the communication strategy

- ☑ POSITIVE CHANGE
- ☑ HOW
- ☑ TAKERS
- ☑ END USERS

Interreg NPA SUB

CLOSED FOR MAINTENANCE

STORY

Team CIRCNETS to the rescue!

SLOGAN

circ-nets

KEY MESSAGE

Tech2Heal is building evidence and tools to help organisations create healthier workplaces.

KNOW YOUR TAKERS

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When working with "general public"

Using personas can help to work on:

- What are their current needs and challenges
- How they can benefit from the project
- What is a success criteria
- How they can contribute

⚠️ Watch out stereotypes

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SELFCARE

Engage with your takers

> The WP Leader, initiated planning and stakeholder engagement early, recognizing the time needed to **build trust** and identify suitable technology companies.

REMOTED

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Hit the right policy development stage

KNOW YOUR TAKERS

Barriers to to the uptake of project outputs!!!!!!

★ Lack of strong supporting strategic policy
★ Funding & Managing Expectation
★ Political/Policy change can lead to change of focus.
★ The urgent pushing out the important
★ The lack of a Champion (Internally and Externally)
★ Staffing change
★ Etc.....

Comhairle Contae Chorcaí
Cork County Council

Reasons for Participating in Co-Financed Projects for CCC

★ Projects align with our delivery of core services.
★ Projects help us to build capacity in new and existing areas e.g. Housing, Tourism, Clustering
★ Provide added value to existing services e.g. LEOs, SME Supports
★ Transfer of Best Practise and Learnings e.g. Energy Efficiency, Coastal Erosion, Tourism
★ Financial Support for Innovation and Economic Development e.g. Small / Medium Piloting projects
★ Support available for Financial / Programme / Project management
★ A champions is required.
★ Will there be a legacy?

★ Support strategic stakeholders. ✖

Comhairle Contae Chorcaí
Cork County Council

We are Cork.

CORK COUNTY COUNCIL

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Be careful when using AI

If you do not control it...it will come back at you like a boomerang!
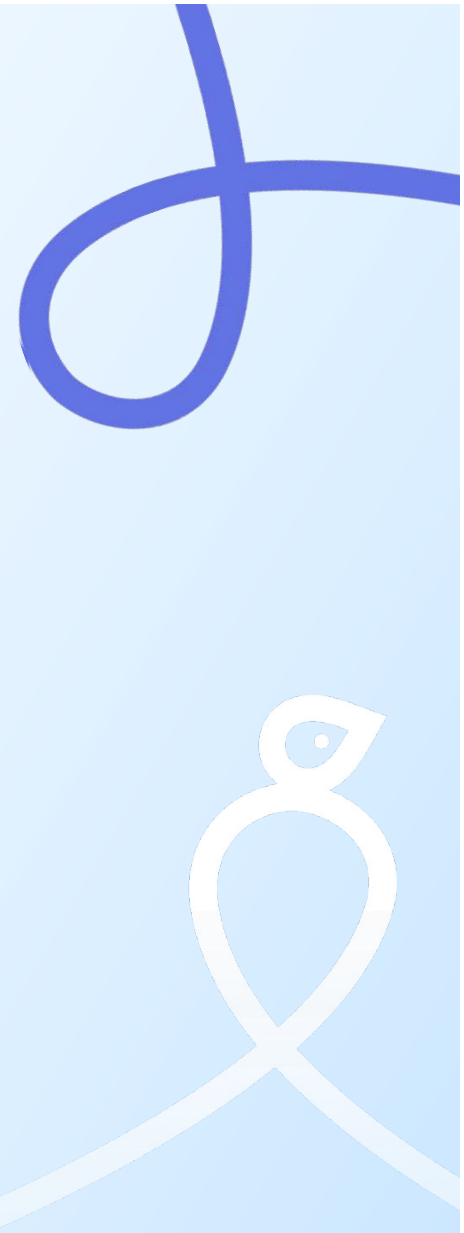
How to build impactful NPA projects

BUILD A STRONG LOGIC

1. Understand the context and the actors

2. Write a complete overall objective, including: impact, approach and takers

3. Plan your resources and work based on the objectives

ENGAGE THE RELEVANT ACTORS

1. Know your takers and users

2. Include them in development and implementation

3. Customise your approach for different takers and levels of policy-maturity

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OPEN MIC

THANK YOU!

Let us know what you think!