




Remaining questions from *talking about project impacts webinar*

Do you recommend linking the project sustainability approach to the impact statement?

We assume that the 'sustainability approach' in this question refers to the durability section that is part of the application. It is a good idea to review this section but many durability sections are linked to specific outputs and explain how outputs are sustained or continue post project. We recommend that your impact statement looks at the overall impacts of your work. For example, how will the work of your project lead to positive change in the North Sea region?

How can we reach out to and “hook” takers in the best way especially early on in the project? Do you have any general tips?

Involving the takers early is indeed very important. You can find some more information on the takers and how to identify and engage them in the presentation from the TakeUP event (search  TakeUP at www.interregnorthsea.eu). We are also working on more written guidance and tips and these will be available in due course.

Can you share some more impacts as good examples from past project?

We understand that having some examples from 'real' projects can help. The concept of the North Star and the impact statements is still new. The projects from Call 1 and 2 are now working on this. We will include some good examples in the written guidance we are preparing.

How important is it for the whole partnership to agree on the impact statement/s?

We recommend that it is discussed, designed and agreed upon by the whole partnership. Project partners have their own focus in the project, for example a specific work package or pilot. Also, partners might have different interests to join the project. Jointly agreeing on the impact statement is therefore a great way to align the partnership and rally behind a common goal.

I have the objective in the project application, can you please once again differentiate between objective and impact.

As mentioned during the webinar, the project objectives that we see in the applications are very diverse. It is therefore a little tricky to go into details. In general, however, the impact statement has to be aligned with the overall objective of the project. The impact statement should describe what positive change the project will achieve and how. An example; the *objective* can be to deliver a factory blue print for building renovation, with the *impact* being X amount of energy efficient buildings.



How can we help organisations already using this approach during project development?

It is a great idea to already work on the envisioned impact during project development but we believe that it is equally beneficial to do this at the start of a project. The work on the statement could be part of a team building exercise whereby personal and organisational interests are vocalised and merged into a common impact statement.

Could you please explain what you mean by capitalisation?

Capitalisation is a term that is used frequently in the Interreg world. It is defined as 'transfer and reuse of project-generated knowledge, leading to positive impact'. Your impact statement will be a great tool to boost capitalisation of your project work.

Can my project be successful without an impact statement?

Yes, you can. We have however experienced that successful projects often use tools like the impacts statement to unite and align the team around what they wanted to achieve in order to deliver the project. It helps them to communicate externally and stay focused. We have developed the impact statement methodology to equip you with a tool that will increase your chances of success.