

# TALKING ABOUT IMPACTS

Your guiding star towards success



Interreg  
North Sea



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# Find your North Star

A practical way to define your future impacts together with your partners



*Aliya Kiehns images*



# Practicalities



The webinar is recorded



Keep your mike muted



Go to [Slido.com](https://www.slido.com) in your browser  
Enter **#NorthStar**



## What is an impact?

**A POSITIVE CHANGE ARISING FROM YOUR PROJECT.**



Reduced problem



Enhanced situation



Improved governance

*...in line with your project objective.*

## What is not an impact?

**ANYTHING THAT IS NOT A POSITIVE CHANGE.**



Activities



Awards & publicity



Slogans & taglines

# Why focus on impacts



**STRONGER  
PARTNERSHIP**



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# Why focus on impacts



**POWERFUL  
COMMUNICATION**



*Sparklestroke, NotionPic, Eucalyp via Canva.com*

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# Why focus on impacts



**REPORTING**



# Impact statement: Key elements

**POSITIVE CHANGE**

**What will you achieve?**

**HOW**

**The path to reach the positive change**





# Impact statement: Optional elements

## TAKERS

**Organisations that may reuse your work**

## END USERS

**Groups benefitting from your work**

## SCALE

**Figures specifying the level of impact**

## WHEN

**Timeframe**



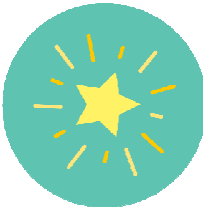
# Craft your impact statement



Our project will lead to decreased energy use which enables **reduction of CO2 emissions** (POSITIVE CHANGE).



We will introduce a **novel greenhouse concept** (HOW) that enables **reduction of CO2 emissions** (POSITIVE CHANGE).



We will introduce a **novel greenhouse concept** (HOW) enabling **the greenhouse industry** (TAKERS) to **reduce CO2 emissions** (POSITIVE CHANGE) **down to near zero** (SCALE).

POSITIVE CHANGE  
HOW  
TAKERS  
END USERS  
SCALE  
WHEN



# Example: SUPER



Better digital tools for mental health across Europe.



We will **improve mental health care** (POSITIVE CHANGE) **by developing better digital tools** (HOW).



To **improve mental health care** (POSITIVE CHANGE), **we equip** (HOW) **300** (SCALE) **IT specialists** (TAKERS) to involve **vulnerable people** (END USERS) in **co-creating better digital tools**.

POSITIVE CHANGE  
HOW  
TAKERS  
END USERS  
SCALE  
WHEN



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Your journey towards success

# Pack your bag with 7 essentials



*Coming up:*

# TakeUP 2024

Inspirational workshop to help you boost your success





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**Good luck on your  
journey ahead!**