

**Interreg
North Sea**



Co-funded by
the European Union

Short guide to project communication

Closing in style: 7 tips to wrap up your legacy





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Introduction

Play the long game: Your project's journey may soon come to an end, but its legacy should endure and keep growing. You can boost your long-term impact by taking a mindful approach to closing your project.

As your project is nearing its end, you can look back and be proud of what you have achieved. But it does not have to stop there. With a bit of foresight, you can help others to discover and adopt your work, now and for years to come.

All North Sea projects build knowledge and solutions that can and should be used and scaled up beyond the project's own limited scope. The final project stage is a golden window of opportunity for you to make that happen.

How you handle the final stages of your project makes a big difference. Check out our 7 tips on how to boost your legacy.



Go further with your partners

Passing on your legacy should be a shared task. Make sure to involve your partners in beating the drums for your work and impacts. Each partner is best placed to promote your work within their own networks and geography.

Engage your partners

To start with, why not share these tips with them?



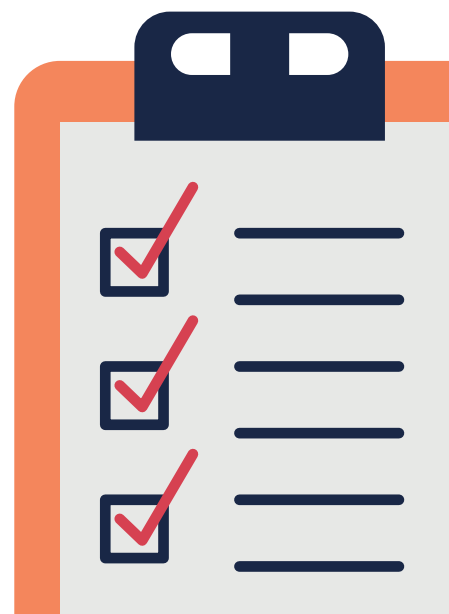
1. Mind your obligations

First things first: You must comply with the visibility rules. These are mandatory and founded in law. Ignoring them can incur extra costs for you years after project closure.

- ✔ Ensure your official project logo is visible across your website and any other online or offline platforms and materials.
- ✔ The EU emblem ('flag') must be prominent - impossible to miss - across all web-based and physical project materials.
- ✔ Double-check that there are no copyright issues with your materials, such as your website, other digital platforms and publications.
- ✔ Is your total project budget minimum €5 million? Then you must host a communication event, involving the European Commission and Joint Secretariat in a timely manner. You may use your final event to meet this requirement (see tip 3).
- ✔ While we will keep your official project website online, you must keep any other digital platforms that you have set up online for 5 or 10 years after project end (the time span depends on your set-up). You may still use and further develop such sites, providing its original purpose remains clear and your project logo remains fully visible.
- ✔ If you terminate your project's social media platforms, make sure to first download and save a content archive.

RESOURCES

- [Fact Sheet 24](#) - Communication
- [Fact Sheet 13](#) - Documentation and the audit trail
- [The EU Interreg regulation](#) - Article 36 describes key visibility requirements.
- [The EU Common Provisions Regulation](#) - Annex IX sets out the rules for using the EU Emblem and for sharing your materials copyright-free.



2. Futureproof your website

Polish off your project website to protect your future legacy and help your takers find your work.

Ask yourself: What will our website look like to a visitor several years after project end? The North Sea Programme will keep your site online for at least 10 years, so it makes sense to make an effort.

- ✔ Above all, focus on your legacy: Your impacts, highlights and achievements. Use this content to make an instant impression.
- ✔ Make sure to highlight any work that others may adopt, reuse or build further upon.
- ✔ Revise your key pages to reflect that the project has closed. Do not leave wording such as “we aim to..” in your main About page.
- ✔ Make sure your final news is memorable and reflects that the project has come to an end. You may provide a recap of your achievements or celebrate your partnership cooperation.
- ✔ Conduct a final quality audit: Make sure your main pages look visually appealing and that your text is easy to read. You may want to ask a colleague or your National Contact Point to provide feedback.

GET OUR GUIDE

Download our guide with tips on how to enhance the look-and-feel of your website:

[How to make your website shine](#)



3. Make waves with your final event

Plan your final event carefully to garner extra interest and uptake of your work. Here are a few ideas for starters.

- ✔ Think tangible - you should have something to show!
- ✔ Host your event in a place where you can showcase your outcomes. This can sometimes be more impactful than organising your event in Brussels, depending on your audience.
- ✔ Include a tour, an exhibition, an official launch, a press conference or a creative activity linked to your project.
- ✔ Consider photo opportunities inside and outside the venue.
- ✔ Invite a well-known person to speak, such as a policymaker or the CEO of a large company.
- ✔ Invite the press (local, regional, and/or national).
- ✔ To amplify your reach, team up with other projects addressing the same broader topic for a joint event.
- ✔ Invite takers and multipliers to contribute as speakers or panelists:
 - E.g. a politician, academic, or industry representative
 - A representative of the European Commission*

*This is an obligation if your project's total budget is at least €5 million. You can invite the North Sea Programme's desk officer at DG REGIO or a representative from another DG that is relevant to your topic.



4. Wrap your work

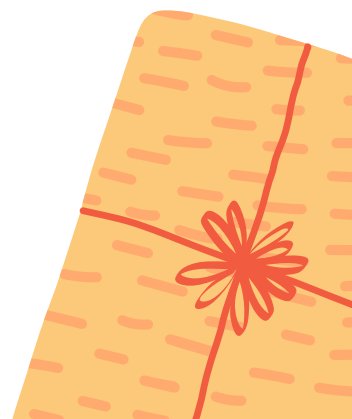
Present your work with your takers in mind.

At project end, you have the best basis for presenting your solutions to takers - those who might adopt your work.

- ✔ Capture all your key milestones and final impacts in a single eye-catching infographic. Use charts and icons to present impressive facts and figures in a nutshell. Add QR codes to any content that others might use to learn more and adopt your work.
- ✔ Prepare case studies and testimonials featuring takers and end users who have participated in your project.
- ✔ Create a user-friendly and concise overview of your main achievements and highlights, including quotes and visuals.
- ✔ Produce a final video summarising your achievements and including testimonials.
- ✔ Consider how to wrap your work for each group of takers and which aspects the material should include.
- ✔ Produce articles or audiovisual material about your achievements and offer them to key media that are popular with your takers.
- ✔ Disseminate the materials. Include them on your website, share them with relevant takers and multipliers, encourage your partners to share them within their own networks.











Takers explained

Your takers are organisations who may adopt and reuse your work for their own purposes, amplifying your positive impact. Takers are crucial for leaving a strong and lasting legacy.



EXAMPLE: SCALE-UP

SCALE-UP's summary shows impacts of Meet-the-Buyer events between SMEs and large buyers. This is an excellent example of a convincing infographic targeting the project's takers. It presents cases of impressive achievements in a concise way.

Enervalis 🇧🇪 meets De Alliantie 🇮🇪 <input checked="" type="checkbox"/> Letter of Intent signed CO₂ 29%	
 <p>De Alliantie, a large housing provider, seeks tools to externalise energy transition process for a 800-dwelling community.</p>	 <p>Enervalis offers blockchain-enabled technology and created a business opportunity for a local energy cooperation through energy trading and other services.</p>
Ekogea Ltd 🇷🇺 meets Anglian Water 🇬🇧 <input checked="" type="checkbox"/> Pilot case CO₂ N/A	
 <p>Anglian Water, the largest water and water recycling company in England, wants to get the most from sludge so the company can become carbon neutral by 2030.</p>	 <p>Ekogea ltd developed a 100% Marine Algae derived additive, which is a prebiotic stimulant for microbes. Anglian Water is running a trial digester rig to test various additives which have the potential to improve the amount of methane produced and in turn, the amount of electricity they can self-generate.</p>
Dearman 🇬🇧 meets Bidfood 🇮🇪 <input checked="" type="checkbox"/> Pilot case CO₂ 35%	
 <p>Bidfood's 350 lorries deliver daily to 25,000 supermarkets and restaurants. Their refrigeration units are environmental unfriendly and noisy.</p>	 <p>With their liquid nitrogen fuelled Transport Refrigeration Unit, Dearman is able to reduce CO₂ emissions (35%), NOx emissions (100%) and PM emissions (100%).</p>
Ejlskov 🇩🇰 meets Swerock 🇸🇪 <input checked="" type="checkbox"/> Pilot case CO₂ 90%	
 <p>Environmental decontamination of soil from heavy metals and organic global pollutants is very energy consuming when the soil needs to be transported long distances to specialised facilities. Swerock is looking for solutions to decontaminate soil on-site to eliminate the need for transports of heavy soil.</p>	 <p>Ejlskov's precision probing and injection systems, 3D imaging tools and sustainable Trap & Treat® products can result in a reduction of 24,000 ton CO₂ when avoiding transportation of 10,000 ton soil 20 km away for decontamination.</p>
Act&Sorb 🇧🇪 meets Port of Rotterdam 🇮🇪 <input checked="" type="checkbox"/> Letter of Intent signed CO₂ 100%	
 <p>Port of Rotterdam wants to become the world's smartest port by 2030 by implementing circular business concepts to reduce, re-use and recycle waste.</p>	 <p>Act&Sorb is the first company which provides a clean technology to turn MDF-waste into active coal and green energy and will design a full scale demonstration plant.</p>

EXAMPLE: Inn2POWER

This infographic targets takers as well as other stakeholders. QR codes enable takers to swiftly access the project's main body of work.

Innovation 2 Push Offshore Wind Energy Regions




European Regional Development Fund EUROPEAN UNION

6.5 years
October 2016 → April 2023



5 different countries

B2B matchmaking events

20 B2B matchmaking events
1,500 B2B matchmaking participants

42 companies
participate in international research projects thanks to Inn2POWER

Escape Room

1,500
Aged 10 - 12 Aged 16 - 18

Got to know this fascinating sector through an educational escape room about offshore wind energy

3 Brochures on the benefits of offshore wind energy

- Offshore windenergie, een zee van voordelen
- Good reasons for offshore wind
- Gute Gründe für die Europäische Offshore-Windkraft

Testfacilities.eu

117 unique test and demonstration facilities in the North Sea Region on our online platform.

To promote our tool, we organised a four-part webinar series in which three testfacilities within the North Sea Region were presented.

Watch the webinars again 

Testfacilities.eu 

H₂

Green hydrogen reports

1 general report 4 country-specific reports

- Belgium
- The Netherlands
- Germany
- The United Kingdom

2 major conferences on offshore wind and green hydrogen with 238 attendees

Company Directory

"Your address book for the European offshore wind & green hydrogen supply chain"



1,999 companies registered

Offshore Wind MBA: This course was created to develop management skills. It consists of 9 different modules and a thesis.

Offshore Wind Ports Platform: During the Inn2POWER project, Port Oostende developed the Offshore Wind Ports Platform in collaboration with Wind Europe.

www.inn2power.eu



















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5. Take care of your wider online legacy

Make sure to optimise your online presence beyond your website. Here are our top tips to ensure that the internet will not forget about you.

- ✓ Encourage all partners to publish a summary of the completed project and its achievements on their organisational websites, including a link to your project site.
- ✓ If your project uses social media, create an eye-catching final post highlighting your main achievements.
- ✓ Make your best videos and podcasts accessible on YouTube, Spotify or similar platforms. Make them findable by following best-practice such as adding titles and descriptions with relevant key words.
- ✓ Showcase your achievements on relevant external digital platforms. For example, thematic or popular science sites. Feel free to consult the Joint Secretariat and your National Contact Point for ideas and suggestions.



6. Tell your story

Use storytelling to convey the benefits of your work. Towards the end of your project, capture your main highlights and achievements in well-crafted stories.

Storytelling can be very effective in making a lasting impression on your target groups. While we strongly encourage you to tell stories and promote your work from an early stage, you can only tell your full story close to project end. Whatever you have done with storytelling up to this point, do not miss this golden opportunity to make an impact.

- ✔ Create a final article for your project website, presenting all the main project outcomes in a nutshell.
- ✔ Create a series of more focused stories that take different angles and aim at different target groups. For example, achievements in each place where the project operates; stories of people who benefit from your work; stories featuring takers who are already applying your work; interviews with policymakers using your insights.
- ✔ Create a legacy story for the North Sea blog capturing the impacts from your project. We aim to have as many projects as possible featured in a legacy story. You may author the story yourself, or we can write a story based on an interview with you.
- ✔ Promote and disseminate your stories widely among the target audiences.

RESOURCES

[See all published legacy stories](#)

Guide for North Sea legacy story authors



7. Make a move with multipliers

Multipliers are those who share your work, such as the media, umbrella organisations and others. As such, they can amplify your message and help you reach significantly more takers and stakeholders.

- ✓ Consider your most relevant multipliers: Mass media, niche media, industry associations, professional networks, event organisers, NGOs, movers and shakers...? Who is best placed to reach your takers?
- ✓ Invite your top multipliers to take part in your final event. Creating photo opportunities and special moments during the event with your multipliers in mind.
- ✓ Produce a press release highlighting your final results.
- ✓ Remember that the Joint Secretariat and our National Contact Points are also multipliers. Tag us on your final social media posts and share your publicity materials with us so we can spread your message.

TAG US

On LinkedIn, make us aware of your posts by tagging us:
@Interreg North Sea Programme

[Follow us on LinkedIn](#)



Bonus tip: Stay in touch!

Even after your project is done and dusted, we will keep promoting your project and generate further publicity and uptake of your work. You can play a crucial role in this.

The Joint Secretariat often has the chance to promote completed projects and their final achievements. Many projects have garnered publicity through our intervention even after they had closed.

This is possible thanks to the cooperation of the former project managers and lead partners who are able to inform about impacts happening after project closure. A few examples:

- In 2025, the Carbon Farming project was presented in a new video commissioned by Interact, three years after project end.
- In 2024, BITS won a REGIOSTAR Award, two years after project closure.
- In 2021, DRYPORT reached the finals of the REGIOSTAR Awards, 10 years after the project was completed.

The tips in this guide help position your project for such future opportunities.



Has your project had additional uptake or impacts after closure? Tell us about it! We sincerely appreciate your information.



Share your best photos and videos with us. Having good visuals on file can make or break our ability to promote your project effectively after your project has ended.



PASS IT ON

Your legacy matters.
Your positive impact has only just begun!

