

Interreg



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How to tell your project's story: sharing results and achievements

CB Leadpartner Seminar

11.06.2025

Sonja Jaari

John Nurminen Foundation



video



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When do we start talking

2

Main message

3

Internal communication

4

External communication

5

Impact, transferability and
sustainability

“If a tree falls in the forest and no one is around to hear it, does it make a noise?”





1

When should we start
talking?

Communication starts at the planning phase

Discuss communication needs at planning stage

Ensure sufficient personnel and expertise in consortium

Map stakeholders and their needs

Ensure you have partners that can reach stakeholders

Plan together!



The background of the slide is a photograph of tall, thin grasses or reeds reaching upwards against a clear, pale blue sky. The grasses are in sharp focus in the foreground, with their seed heads clearly visible. The overall tone is calm and natural.

2 Set main message

What should our project achieve?



Crystallize your message

Adapt message to stakeholders' view

**People want to know what's in it for them
– different message to different groups**

**Find correct arenas for different
stakeholder groups**

A competitive raw material



Local

High-quality

Durable

Free from toxins

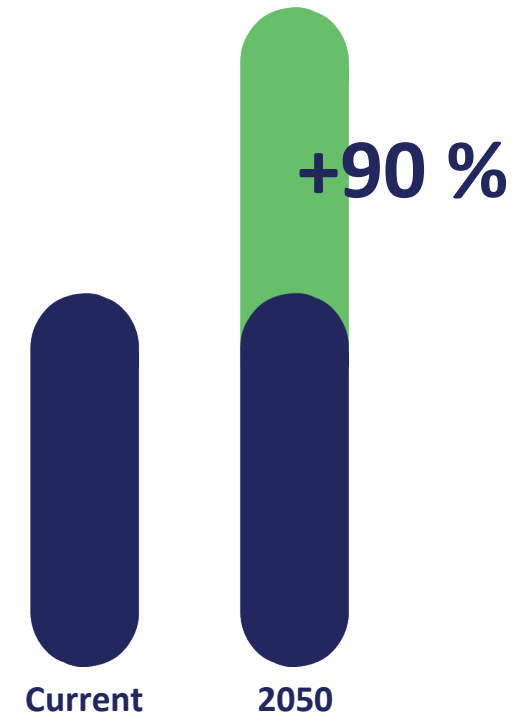
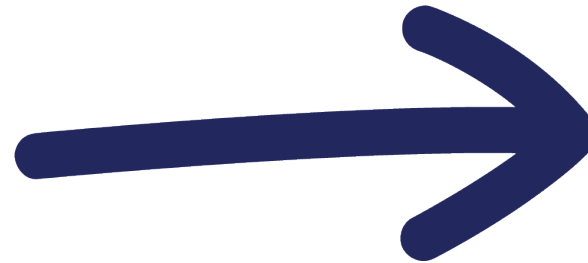
Renewable

Demand for biomass in EU is expected to increase...

Overconsumption

Regulatory pressure

Consumer expectations



A large red Kire 160 trailer is being loaded by a tracked loader in a field. The trailer is tilted upwards, and the loader is positioned behind it, dumping material into it. The scene is set in a field with tall grass and trees in the background. The image has a blue tint and a semi-transparent dark overlay.

3 Talking starts from within

Start early – be active!

**Start communicating before project starts >
communication plan**

**Ensure you have the correct partners/steering
group to reach the main stakeholder groups**

**Include physical and virtual meetings (monthly, thematic and
visits to each other's facilities) – include whole project team**

**Setup communication channel and teams for
daily communication**

Remember to utilize all partners networks

**Help partners spread the same message - create templates (PPT,
word etc.) to ensure all partners can communicate easily**

**All partners should feel responsibility for the
communication and included in the project team**





4 Getting our message across

"When in Rome, do as the Romans do."— Saint Ambrose

- Identify who you need to talk to > where are they, what are you solving for them, how can they help
- Speak the correct language in the correct place
- Use all networks and channels available
- Ensure you have included budget for events, meetings and communication
- Keep it simple > one objective/event
- Never underestimate where you can promote the project



Be Seen, Be Heard: The Art of Getting Noticed

- What makes your project newsworthy?
- Look for public discussions close to your project – speak up!
- Pitch your project – traditional media, news, press releases are not the only way
- On social media – consider content AND story – how do you engage the audience
- How do you tell the story – video, text or image
- Use the forums where people are - consumer magazines, fairs, concerts etc.



An aerial photograph showing a forest clearing operation. Three tracked vehicles are visible, moving from left to right across a cleared area. The vehicle on the left is a white and red skidder, the middle one is a yellow skidder, and the one on the right is a red and white skidder. They are leaving tracks in the dark brown soil. The background is a dense green forest. The text '5 Impact, Transferability, Sustainability' is overlaid in white on the left side of the image.

5 Impact, Transferability, Sustainability

“The true meaning of communication is not just to be heard, but to be understood and to inspire change.” — unknown chatGPT

- **Who can help you make a difference? – focus on these!**
- **Understand your limitations – focus on the steps you can change and take small steps. Be honest with your stakeholders on what impact you have.**
- **Listen to your audience and show this by actions**
- **Plan carefully - Do not waste the time of your stakeholders by unnecessary meetings and events**



The Twin Pillars of Success: Transferability and Sustainability

Transferability

- built into the project design – use it!
- define similarities, differences and needs the areas have – adapt to these.
- take best ideas and practices and use the power of example to spread results
- Internal communication and networks are key!

Sustainability

- Start planning early!
- Who continues the project actions
- Funding needs?
- How do project results live on – all partners are responsible!



Speak up - make waves

A local answer to global challenge.

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Thank you!

John Nurminen Foundation
Sonja Jaari
sonja.jaari@jnfoundation.fi
+358 50 557 1981
johnnurmisenfaatiao.fi

