Interreg

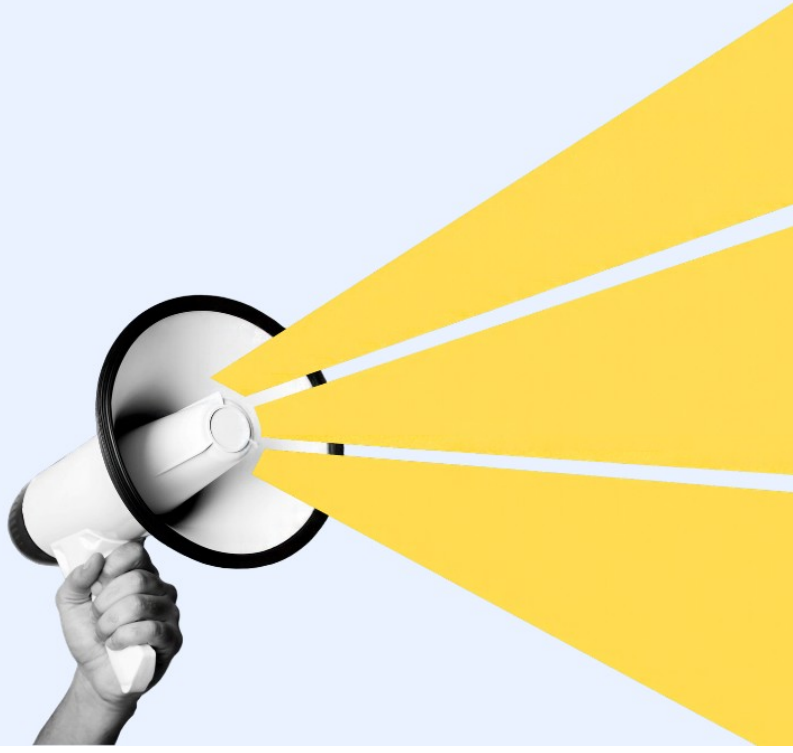
Co-funded by the European Union

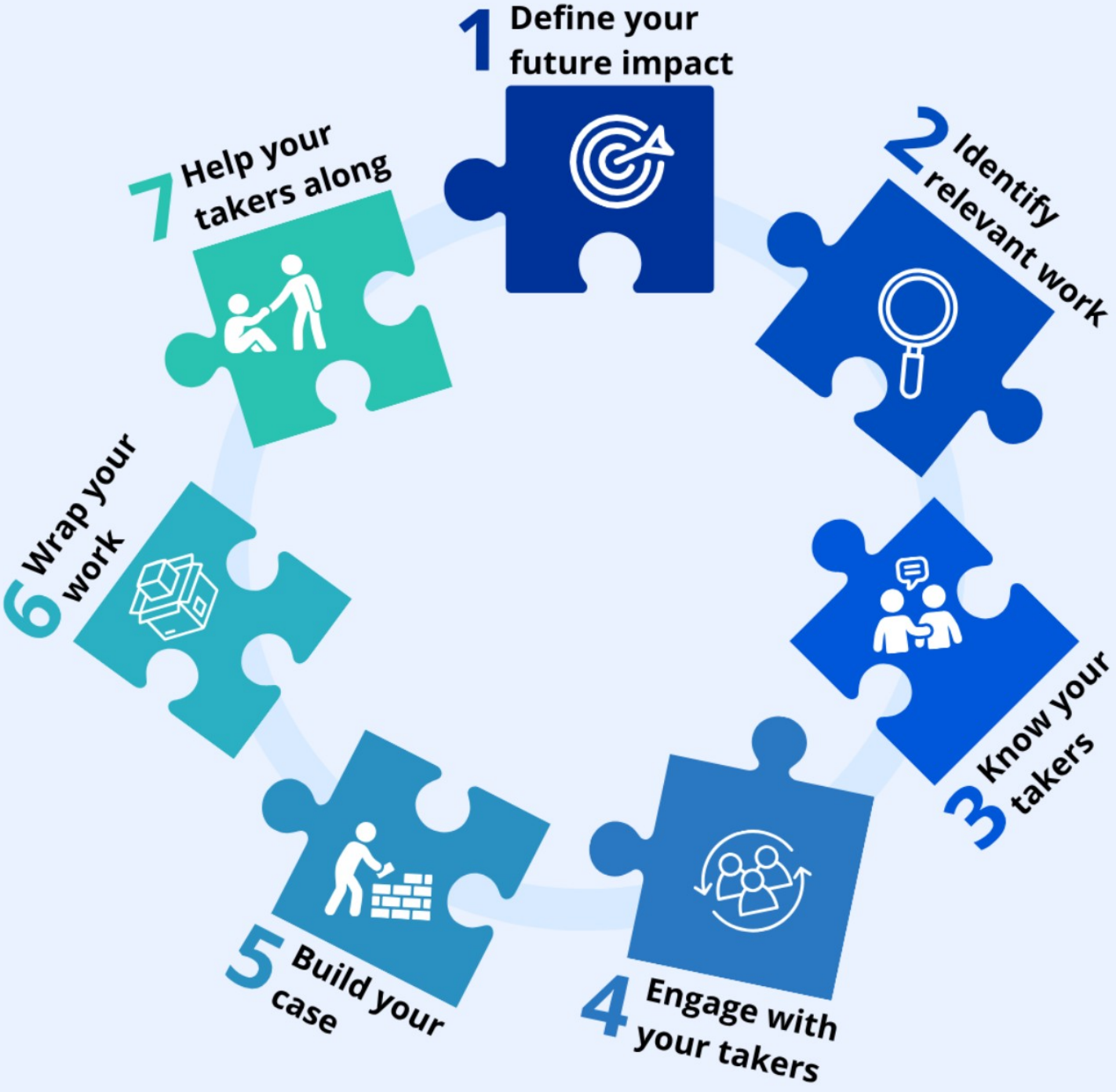
Central Baltic Programme

WORKBOOK

Pathways to impact

A training dedicated to helping you boost your project impact to the maximum




1 Define your future impact
2 Identify relevant work
3 Know your takers
4 Engage with your takers
5 Build your case
6 Wrap your work
7 Help your takers along

A. IMPACT STATEMENT

Step 1: Define your impact

Start forming your impact statement by using the core building blocks: The **positive change** you are aiming for and **how** you will get there. *Make sure to also consider other possible building blocks:* **Takers** – Those who will adopt and reuse your project work. **End users** – Those who will ultimately benefit from your work. **Scale** – The level or extent of positive change you aim to create. **Time** – The timeframe for when the positive change is expected to happen.	
How can you use your statement?	

B. FIND YOUR PRODUCTS

Step 2: Identify relevant work

Please list specific products (that your project has or will deliver) which can be transferred, replicated and/or scaled up or mainstreamed. For example: Strategies, action plans, tools, techniques, methods, models, policy briefs, solutions, etc.	Impact level 1 (low) – 5 (high)

C. IDENTIFY AND ENGAGE TAKERS

Step 3 & 4: Know your takers & engage with them

Product	Taker	How can you reach them and make them aware of your project?	Why would they care? What's in it for them? Based on this, what would be your main message to them?

D. WHERE DO WE GO FROM HERE?

Who will you discuss your project's impact with first? **Is it the whole team, just LP project staff, internally in your organisation?** **What do you expect the outcome to be?** Ps. A good way to remind yourself is to book half an hour in your one week from now to come back into the "impact mindset" with fresh eyes.	
How will you make sure impact is thought of through each step of the project journey? **How will you make sure your products/outcomes /deliverables are taken up by others?**	

What are the next steps you will take on your path to impact?		
	Action	**Responsible**
1		
2		
3		
4		
5		
6		

KEY VOCABULARY

Impact	The positive change your project helps to bring about.
End goal	The 1–3 main changes you want your project to achieve, during or after the project ends.
Product / Project work	Something your project produces, such as knowledge, a tool, a method, a service or a solution, that others can use or adapt.
Takers	The people or organisations that take up, adapt or reuse your project's results.
End users	The people or groups who ultimately benefit from the changes your project brings about, such as citizens, consumers, farmers or small and medium-sized businesses (SMEs).

NOTES

Anything you want to note down for yourself