

## Prolonging the life and impact of a project with communications

If you have already thought about your stakeholder map and engaged with your stakeholders during the project, you have provided them with clear and targeted information about the value of your results so they should continue to talk about you as “best practice”. However, trust is built over time – if you disappear, your stakeholders will soon forget about your project. Think about how they should talk about you in a year, or two years... and work back to today to think of what is going to be important to them in the long term.

Make sure you keep your networks alive and your results useful: your project’s impact will be easier to monitor in the long term, and you will see the benefits of turning information into communication for years to come.

### 1. Keep relationships going

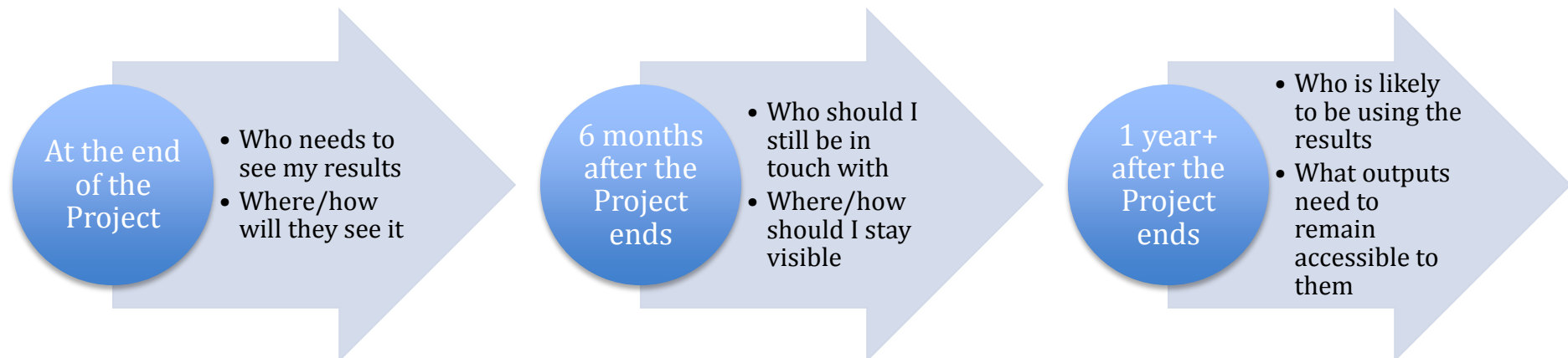
- ✓ Stay in regular contact with your partners to discuss any opportunities that may come up long after the end of your project (Green week, Awards, thematic events...)
- ✓ Stay active on social media (build trust - your experience is valuable to others and theirs may help you in turn)
- ✓ Stay involved in thematic discussions, use the project results to promote yourself and your project within the right networks

### 2. Make evidence accessible

- ✓ Make sure you and your partners can still access all the necessary proof and evidence needed to demonstrate your results long after the end of your project
- ✓ Keep a webpage alive somewhere to provide public access to the basic information about your partnership, objectives and results.

### 3. Use your final report as the ultimate communications tool

- ✓ Make sure you clearly state what has been achieved, and how it has/will benefit the greater European perspective: tying back into the bigger picture will enable your project to stay relevant for longer.



End of Project

6 months later

Over a year later

Stakeholders who need to know about the project

What stakeholders need to see/know/say

How will I maintain contact with them / Inform them?