TURNING THE LAST PAGE, TOGETHER

A Practical Guide on
How to Communicate
Your Project Results

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01 Introduction

Every Interreg project ends. But its story – and its value – doesn't have to.

You have worked across borders, cultures and sectors. You have implemented pilot actions, gathered evidence, developed solutions and delivered results. But what happens next?
Too often, great results quietly fade into digital dust. Not because they lack value, but because they weren't communicated clearly, framed for future users, or handed over effectively.

This guide helps you avoid that fate. It is built around a simple idea: the final phase of your project is not a closing ceremony. It is your opportunity to make your work travel further, last longer and leave a real legacy.

Please note
This guide supports you in communicating your project's results and keeping them alive after the project ends. It complements the official closure procedures and reporting requirements of the Interreg CENTRAL EUROPE Programme.

02 Prepare Your Project Legacy

As your project approaches the finishing line, start preparing early. A well-planned final phase helps you avoid last-minute stress and helps your results make a lasting impact.

Think about how your results will be shared and used beyond the project. Who are the key audiences? What messages will resonate with them? How can your work inspire or guide others in the future?

Clear planning now prevents rushed communications later and sets the stage for a smooth handover, helping your results travel further and leave a lasting impact.

Start with the essentials

Visibility rules

- Ensure that your project logo with the EU emblem is correctly placed and visible across all materials: online channels, publications, presentations, videos, platforms, outputs, etc.
- Avoid copyright issues by ensuring that you have the rights to use all visuals and materials. When possible, make your content openly available under a Creative Commons licence.

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Shape messages that last

Define the few key ideas you want audiences to remember after your project ends. Focus on the change your work made and why it matters. Use clear, relatable language and share your messages consistently across all channels and partners, so your project keeps speaking with one strong voice, even after it ends.

03 Tell stories that keep your results alive

Do not let your results stop at the last report. Present them in ways that invite others to use, adapt, or build on them. Facts speak clearly. But stories connect. Use storytelling to help others understand why your project matters and what change it brought about.

Write stories that focus on people, places, or concrete results. Include quotes, visuals and links to learn more. Get in touch with us in case you need help. Here are just five basics to keep in mind.

1 Think of your audience

Who could use your outputs? Policymakers, local authorities, associations? Identify who is most interested in your achievements and draft your story with them in mind.

2 Explain the challenge

What is the background of your project? What main problem were you addressing? Setting the context helps people understand why your work matters.

3 Make your solution stand out

Together, you have created something special that tackles this challenge. Make it clear what it is and how it helps.

4 Let others speak for you

Use quotes from users of your solutions. Show how your project changed their perspectives, views, or lives: real voices make your story relatable.

5 Why does it matter?

Highlight the change and give a human perspective. For technical topics, use parallels or comparisons.

...and remember, projects are people

Projects are built on people, not just outputs. As your project closes, take a moment to celebrate the cooperation, trust and shared effort that made it possible. Show your project's heart.

Numbers speak quickly.

Explain your results in relatable terms. Instead of saying **"Our solution reduces emissions by 2%,"** say **"It is like taking 100 cars off the streets of your city for a month."**

04 Make your results travel

Your results are only valuable if they reach the people who can use them. Partners, networks and other stakeholders can act as multipliers, helping your outputs travel further and have a lasting impact.

Ask yourself:
- Who else can benefit from our results?
- Which networks or organisations can share and apply them?
- Are there communities beyond our immediate circle that should hear about our work?

What you can do:

Create easy-to-use materials (summary, case studies, infographics, or guides) to make sharing simple. Add QR code.

Prepare a short video summing up your work and testimonials.

Encourage partners to feature the materials you prepared on their websites, newsletters, or social media.

Identify sector-specific platforms or communities where your results are relevant.

Consider short presentations, webinars, or workshops to showcase your results.

05 Mark the moment with one final hurrah

As your project ends, do not go out quietly. This is your chance to amplify your achievements.

A final event, study trip, campaign, or online webinar should leave a lasting impression on stakeholders, potential users, and the wider public.

Your closing communication is not just a formality, it is an opportunity to strengthen uptake, secure visibility and celebrate your partnership's work.

Because **#cooperationiscentral** – and so is making it visible.

What to do	Examples	What to expect as a result
Identify your main audience(s)	Perform a stakeholder analysis	Clearer targeting and higher relevance of your message
Choose a format that fits	Final event, press briefing, local exhibition, online launch, social media campaign, video release	Better engagement and visibility of results
Showcase your key results and impact, success stories	Infographics, testimonials, pilot demonstrations, success stories	Increased awareness and understanding of your project's value
Involve stakeholders or users	Invite associated partners, regional authorities, project beneficiaries	Stronger buy-in and potential uptake of results
Make it interactive or engaging	Live Q&A, panel debate, workshops, project demo or site visit	Deeper involvement and long-term connections
Document the activity	Photos, videos, blog post, media coverage	Easy sharing and communication beyond the event
Ensure online availability of results	Upload materials to your website, share on social media or via newsletter	Ongoing visibility and extended outreach
Plan for follow-up	Contact list, thank-you messages, invitations to stay connected	Continuity and potential for future cooperation or replication

06 Extend Your Project's Digital Legacy

Thinking strategically about your digital presence ensures that your results remain visible, accessible, and useful even after your project ends.

By planning how to manage your website, social media, and any online platforms you created, makes it easier for partners, stakeholders, and the wider public to find, understand, and reuse your outputs - keeping your project's impact alive in the digital world.

Digital Housekeeping

- If you decide to close your project's social media accounts, make sure to archive all content first, including posts, visuals, analytics, and engagement data.
- Ensure that your project website reflects its final stage and presents your results clearly. See the next page for practical tips on how to do this effectively.
- Finally, secure the domains and access credentials for any websites, online tools, or apps developed during your project. Arrange proper maintenance to ensure they remain available and functional after the project ends.

Tips on what to do with project social media channels

Ask yourself:

Will you continue using the project's social media channels to:
- Communicate your outputs and results after the project end?
- Pre-schedule posts or promote achievements?
- Use them for follow-up activities or successor initiatives?

If yes, define who will take care. If not, inform your audience that the channels will be closed and archive contents before shutting down.

07 Futureproof your website

Even after your project ends, your website remains your project's public face. Keep it clear, current, and useful for future users. Show what you achieved, who can benefit, and how others can take your work further.

Ask yourself:
- Will someone understand and use our work three years from now?
- Is it clear that the project has ended, or does the language still talk about what we "aim to do"?
- Can users easily understand your key outputs?

Turn your story into a final news. Show who can benefit from your results and remember to upload all outputs.

What you can do:
- Publish a final news item that wraps up your project and your achievements. Share this news also on the institutional websites of your partners to maximise visibility.
- Delete outdated or repetitive news items so the website feels current and complete.
- Review the output descriptions to ensure they are clear and user–friendly so visitors instantly understand what they are and how to use them.. Make sure only finalised documents are uploaded.
- Review your text for clarity, write for readers who are discovering your work for the first time.
- Refresh visuals and links to ensure everything works and looks intentional. Add copyright where needed.
- Update your contact details.

Project Wrap–Up Communications Checklist

Visibility and compliance

- [ ] Project logo with EU emblem correctly displayed across all materials
- [ ] Copyright and licences checked (consider Creative Commons)

Communication and impact

- [ ] Achievements clearly presented and linked to regional challenges
- [ ] Impact illustrated through stories, numbers and visuals
- [ ] Results shared in accessible formats (summaries, toolkits, videos)
- [ ] Partners and networks encouraged to reuse or adapt outputs

Closure activities

- [ ] Final event or campaign planned and documented
- [ ] Key messages and visuals prepared for reuse after project end
- [ ] Follow-up plan in place (contacts, mailing lists, invitations to stay connected)

Digital legacy

- [ ] Website updated to reflect closure and focus on results
- [ ] Outputs descriptions easy to understand and the final files uploaded
- [ ] Outdated content removed or archived
- [ ] Contact information updated
- [ ] Social media content archived
- [ ] Domains secured

125

Projects working beyond borders in central Europe between 2021-2027

1145

Partners creating innovative solutions that build solidarity, drive synergies and deliver change

Together we keep central Europe moving forward.

Behind every project are people who turn cooperation into real change. Each partnership strengthens connections and leaves something valuable behind — ideas, trust, and results that continue to travel.

Because #cooperationiscentral.

Thank you for being part of this shared journey.