FACTSHEET

Project summary revision

Version 1.0 as of 20 March 2024

INTRODUCTION

Your Interreg project is multi-layered; reaching out and engaging several target groups and often tackling the challenge from different ankles at the same time. It is vital to provide a comprehensive, yet concise overview of key facts about your work: who you are, what you do, and why you do it. In addition, it is the project summary that catches people's attention when they land on your project page. This is why it is crucial to invest properly in it.

WHY REVISE A PROJECT SUMMARY?

Your original project summary published on the project page is drawn directly from BAMOS+. Naturally, it was part of a big application package where information about your project was spread across sections and did not always cover all the needed aspects in a sufficient level of detail. Your project summary summarised your project idea and enabled the Monitoring Committee to select your project idea for funding.

Once your project entered the implementation stage though, the time has come to start using the project summary as a stand-alone communication touch point for people entering your project page. This is your business card and let's make it shine! It is a chance to refine the wording and pay special attention to the structure of the project summary, helping the readers get a good picture of your project. Your project summary should introduce the readers to the context your project is related to, the specific challenge your project addresses, and the particular solution your project is developing to address the challenge along with the explanation of how your solution works and proof it works. The closing words would showcase the change made possible with Interreg funding as the long-term vision that the project is contributing to.

HOW TO REVISE A PROJECT SUMMARY?

We provide you with a universal and easy-to-follow structure to write a compelling project summary. Thanks to this structure, you will explain your project in a clear and convincing, covering all important aspects.

1 Context	2 Challenge	3 Solution
What's the situation the project is linked to?	Who cannot do what exactly? Name the specific barrier(s).	What's your solution to overcome these barriers and help those people?
4 How it works	5 Proof it works	6 Vision & brand
How did you eliminate the barriers?	Who's using the solution? What's possible now?	How did Interreg help? What's the change?

LANGUAGE TIPS

Regardless of the complexity of your project, there is always a way to describe it clearly and concisely. It would require a bit of work. It is important to write your project summary in an engaging manner, following some tips:

- Less is more: short sentences will make your summary easy and more pleasant to read
- Structure your summary into paragraphs for a better read
- Be careful about jargon and abbreviations: make sure that you are understandable for people who are less into your topic, yet very interested in your solution
- Be selective, you cannot cover the complete complexity of your project
- Write in active voice: your solution is not being developed; YOU develop it!
- And never forget the people with whom you develop your solution and whom your solution helps

HOW MANY REVISIONS AND WHEN?

Core projects

You are expected to revise your project summary **twice within your project lifetime:**

- Once by the **mid-term report** (in practice: revise your project summary and save the new version as many times as you want before you submit your mid-term report)
- Once by the **final report** (in practice: revise your project summary as many times as you want between mid-term and final reports)

Core projects: revision by mid-term report

It is the first opportunity for you to revise your project summary, and apply the storytelling structure to present the uniqueness of your Interreg project. Briefly explain the **Context** your project is set in, the specific **Challenge** that you address, and the **Solution** along with an explanation of **How it works**. At this point, you may present the initial **Proof** that your solution works. It is all right: it is sufficient to attract the audience to follow the developments in your project. Use the chance to share the **Vision** that you are heading for with your Interreg project. Do not forget the people's perspective!

Core projects: revision by final report

Your project is coming to an end: you have the full overview of what you have managed to achieve by now. Finetune the project summary parts dedicated to **Context, Challenge,** and **Solution**, if needed. Ensure that the explanation of **How your solution works** is comprehensive and catchy. Invest your time into presenting the solid **Proof** that your solution works. Who is using it? Do you have any catchy figures, examples, or testimonials to support that? Highlight your **Vision** again and

do not forget to highlight the **transnational aspect** of your project. Whose life is different now, thanks to your Interreg project? What kind of change have you brought into the region? Boast and brag about your achievements!

Small projects

You are expected to revise your project summary <u>once within your project lifetime:</u>

o   By the **mid-term report** (in practice: revise your project summary and save the new version as many times as you want before you submit your mid-term report)

Small projects: revision by mid-term report

Revise your project summary and apply the storytelling structure to present the uniqueness of your Interreg project. Briefly explain the **Context** your project is set in, the specific **Challenge** that you address, and the **Solution** along with an explanation of **How it works**. If you can, present the **Proof** that your solution works. Share the **Vision** that you are heading with your Interreg project. Do not forget the people's perspective!

> **Good to know!**
> Although small projects are requested to revise project summaries once, you can revise it at a later stage to make it even better, and in particular to make the proof that your solution works stronger. Use this as a communication opportunity!

●   **HOW TO TECHNICALLY UPDATE THE PROJECT SUMMARY?**

While preparing your mid-term and final reports in BAMOS+, there will be a special Annex available for you. This Annex covers, among other things, the communication products that we expect you to deliver, including project summary revisions.

REVISION FOR THE MID-TERM REPORT

Core projects   **Small projects**

On the project page

o   Use the tab called 'Project description' and use the space 'Second version' to place your revised version of the project summary. Revise **as many times as you wish**, saving your edits every time, until you are happy with the summary.

o   Once the reporting time comes, use the button **'Close'** to finalise edits of your project summary. Now you are ready to report.

In BAMOS+

- In the Annex to the progress report use the space for the project summary and place the link to your project summary. You will find the link directly under your project summary on the front page of your project.

- Use the open text field to provide us with more information, if applicable.

REVISION FOR FINAL REPORT

Core projects

On the project page

- Use the tab called 'Project description' and use the space 'Third version' to place your revised version of the project summary. Revise **as many times as you wish**, saving your edits every time, until you are happy with the summary.

- Once the reporting time comes, use the button **'Close'** to finalise edits of your project summary. Now you are ready to report.

In BAMOS+

- In the Annex to the progress report use the space for the project summary and place the link to your project summary. You will find the link directly under your project summary on the front page of your project.

- Use the open text field to provide us with more information, if applicable.

> **Note for small projects!**
> Although you are requested to revise a project summary once (by mid-term report), you can revise a project summary at a later stage, and in particular make the proof that your solution works stronger. In such a case, use the 'Third version' of the project summary to publish a new version of your project summary.

● STILL UNSURE?

We encourage you to share your drafts with the MA/JS comms team for comments: we are very happy to help you! If you are unsure about the process or have any other questions, do not hesitate to contact us.

Reference materials:
Programme Manual
https://interreg-baltic.eu/toolkit/online-programme-manual/i-communication-in-projects/i-4project-contribution-to-programme-communication/

Communication and visibility on the Programme portal:
https://interreg-baltic.eu/toolkit/comms-visibility/

Contact:
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