



FACTSHEET

Impactful communication with a human touch Quotes

Version 1.0 of 20 March 2024

INTRODUCTION

There is nothing more convincing in showing the impact than people speaking about how your project and your solution have positively changed their lives – for the better. Your numbers can be bold or even bolder, yet, it is the human stories that will make these numbers real.

Interreg Baltic Sea Region Managing Authority/ Joint Secretariat

IB.SH Investitionsbank Schleswig-Holstein | Grubenstrasse 20 | 18055 Rostock / Germany

interreg-baltic.eu | matchmaking.interreg-baltic.eu | facebook.com/InterregBSR | twitter.com/InterregBSR

linkedin.com/company/interregbsr | instagram.com/interreg.bsr | youtube.com/user/BSRprogramme



● LET'S GET QUOTED!

Good quotes in communication are essential for engaging audiences, enhancing credibility, and evoking emotions. They distill complex ideas into memorable soundbites, making messages clearer and more persuasive. Quotes and people's testimonials provide proof of the value added to your work in the project; they validate the solutions in use and show the impact of your project.

Also, they are an invaluable source of inspiration for Programme communication, which uses them to multiply project messages across channels and communicate beyond project regular networks.

● SOME TIPS FOR GOOD QUALITY QUOTES

While preparing quotes and testimonials, consider the following features of a good quote:

- **Authentic:** encourage the interviewee to provide genuine testimonials that reflect their personal or organisational experiences with the project or the project solution. Authentic testimonials resonate more with the audiences and convey credibility.
- **Specific:** make sure that the quote is about something: 'generic' quotes do not resonate well with the audiences. It is important to highlight a particular aspect (or aspects) of the project that have a significant impact on them or their organisation.
- **Memorable:** Encourage the interviewee to use examples, vivid imagery or metaphors to make the quote more engaging.
- **Impactful:** Encourage the interviewee to emphasise the tangible outcomes and positive changes brought about by the project.
- **Concise:** Advise the interviewees to keep their testimonials concise and to the point. Short, focused quotes are more likely to capture readers' attention and be memorable. Aim for 1-2 sentences.
- **Emotional:** Encourage the interviewees to infuse their testimonials with emotion, if appropriate. Expressing passion, enthusiasm, or gratitude can make the testimonial more engaging and relatable.
- **Clear:** Remind the interviewees to use clear and accessible language in their testimonials. Avoid jargon or overly technical terms that might alienate some readers. The language should be easily understood by a diverse audience.
- **With attribution:** Ensure that the interviewee is willing to be attributed to their testimonial; explain how they should be credited (e.g. name, organisation, position). Make sure that you obtain the necessary consent.



● REPORTING: HOW MANY QUOTES AND WHEN?

Core projects

We expect that you provide us with quotes **twice within your project lifetime**. Every time, we will ask you for two quotes. Select the best and most impactful ones and share them with us!

- Two quotes by the **mid-term report** (in practice: prepare and publish your quotes on your project page whenever it fits you before the mid-term reporting is due)
- Two quotes by the **final report** (in practice: prepare and publish your quotes on your project page whenever it fits you after the mid-term report and before the final reporting is due)

Core projects: quotes by mid-term report

It is your first official opportunity to share two project quotes with corresponding pictures from two people from the project partners and/or target groups. Highlight the value of being involved in the project or hopes related to the outcomes. Perhaps you can already say something about the use of your solution?

Core projects: quotes by final report

Your project comes to an end. Share two project quotes with corresponding pictures from two people from the project partners and/or target groups. If possible, provide a quote by the end beneficiary – someone who is benefiting from your project solution in their life/work.

Small projects

You are expected to revise once within your project lifetime:

- Two quotes by the **final report** (in practice: prepare and publish your project story on your project page whenever it fits you before the final reporting is due)

Small projects: project story by final report

Your project comes to an end. Share two project quotes with corresponding pictures from two people from the project partners and/or target groups. If possible, provide a quote by the end beneficiary – someone who is benefiting from your project solution in their life/work.

● HOW TO REPORT ABOUT YOUR QUOTES?

While preparing your mid-term and/or 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 quotes. Paste links to quotes in the dedicated space and use the comment field for any relevant information that you would like to share with us.



- **ANYTHING ELSE?**

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:

Interreg Baltic Sea Region Comms team
communication@interreg-baltic.eu