

## Practice Abstract #11

### Effective communication between partners is essential good practice to develop meaningful impact indicators for multi-actor projects

All EU-funded multi-actor projects (MAPs) must give appropriate attention to activities that help to maximise the impact of the project. Furthermore according to EC guidelines, it is important to define impact indicators which *“represent what the successful outcome should be in terms of impact on the economy/society beyond those directly affected by the intervention”*.

The EUREKA project ([www.h2020eureka.eu](http://www.h2020eureka.eu)) assessed the implementation of the multi-actor approach in over 100 projects and during interviews with co-ordinators found that the development of impact indicators remains a major challenge for many MAPs.

There are many dimensions to addressing this challenge, but MAPs face an additional obstacle which must first be overcome - namely managing the diversity of partners, tasks, competences and perspectives that are an intrinsic part of the MAP approach, but which can easily lead to a lack of focus on the pursuit of project impact.

Indicators are very helpful for developing and maintaining this focus on impact – for ‘bringing a clear view of the road a project is taking towards its final destination’ – but in order to achieve this it is crucial that all the MAP partners:

- feel ownership of the impact indicators by being involved in their development / definition, and;
- continue to effectively communicate with each other during project implementation in order to create a transparent environment in which they remain engaged with the impact indicators.
- regularly revisit the impact indicators in meetings or workshops. Data on the impact indicators can be collected during the project to identify issues where attention is needed. Surveys amongst the partners are also useful for identifying project activities that may need changing.

