

What will happen if you did not communicate

Within the project?

About the project?

Misunderstanding	No impact
Inefficiency	No return on investments for CB/Partners
A lot of mistakes in: reporting, activities, understanding	Good results- nobody would know about them, wasted money
No common goals, aims, activities, no learning from one another	Public funds, not used to fulfill the obligation to tell people what is being done with their money
tasks will not be done	Less people will know about the results
Aims will not be achieved	Less people will use the project results
Conflicts	Poor impact to society
Caos	Won't reach the target group
Project leaders will be understimulated	No public or stakeholder interest group involvement, knowledge sharing etc.
Lots of frustration	No post project relevance
Not meeting overall goal of project	Other actors might start doing the same things unnecessarily
Overspending for some and underspending for others	No lessons learned outside the partners
Uncoordinated progress	Someone would want to start a similar project
All partners are doing their own solo projects	No one could learn from or benefit from project's activities and results
The project would probably not reach its goals/could not be implemented successfully	The project result is not used
There might be conflicting messages about the goal	Difficult to build network
Some issues handled by several persons, others by nobody	Nothing would change even if wonderful results would be the outcome, nothing happens
Important aspects will risk to be neglected	The stakeholders do not know about the project, no cooperation
Problems in get local people and politicians to understand and cooperate and get engaged/involved in sustainable development	Public is not aware of project objectives and results
More problems in the future to get funding for new projects	Decision makers consider this project a waste of time and money
wasted work and money	No scaling of results