

# Evaluation & Communication



**12 December 2017**  
**Evaluation & Communication**  
Vienna, Austria





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### **Outline**

Evaluation and communication officers of Interreg programmes are invited to participate in the event 'Evaluation and Communication'. In the first part of the event we will deal with the evaluation of the communication strategy. We provide the participants with an opportunity to learn about how the process of evaluating the programme's communication strategy from looking at the strategy objectives to writing the Terms of Reference.

During the second part of the event we focus on the whole programme evaluation and how the eventual evaluation findings (report) can be used for communicating the outcomes to different target groups with different information needs. We will look into questions such as how to formulate the evaluation questions in order to reach the best possible quality and usefulness of the evaluation outcomes and who are the target groups we would need to reach out to.

### **Objectives**

The main objectives of the workshop are:

- to go through the process of evaluating the communication strategy: preparing the evaluation questions
- to understand the importance of effective dissemination of the programme evaluation findings



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### Day one

**Tuesday, 12 December 2017**

**08.30 – 09.00**

Registration and welcome coffee/tea

**09.00 – 09.45**

#### **Introduction and objectives**

*Linda Talve and Daniela Minichberger, Interact*

*Explain the objectives of the event; introduction round and exercise*

**09.45 – 10.15**

#### **Evaluation - capitalisation - communication**

*Ivano Magazzu, Interact*

*By the end of this session the participant will be able to recognise the links between evaluation-capitalisation-communication and get an overview of what Interact offers in these fields.*

**10.15 – 11.00**

#### **Evaluation of the communication strategy**

- Introduction and the legal framework, Interact
- What to consider when writing the Terms of Reference  
*Marta Roca, GECT Interreg V Grande Région*

*This session will focus on the links between these three phases of programme life cycle. We will focus on how evaluation and capitalisation could support the profiling of programme results.*

**11.00 – 11.30**

#### **Coffee break**

**11.30 – 13.00**

#### **Evaluation of the communication strategy continued**

After the evaluation - What did the evaluation show us?

- Internal evaluation: *Wannes Haemers, Interreg 2 Seas*
- External evaluation: *Yvonne Schönlein, Interreg Sachsen-CZ*

Defining questions for the evaluation of the communication strategy,  
*Group exercise*

*The aim of this session is to identify good practices for the evaluation of the communication strategy.*

**13.00 – 14.00**

#### **Lunch break**

**14.00 – 17.00**

**Incl. coffee  
break**

#### **Impact evaluations: What to do with the evaluation reports**

- Introduction, Interact
- Lessons learned and tips from the EC perspective, David Alba, Evaluation Unit, DG Regio



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- Identifying target groups and their need for information. How to plan and prepare for the communication of the findings?  
*Presentation by Ari Brozinski, Central Baltic Programme*
- How to formulate evaluation questions in order to find the relevant information? *Group exercise*

*The objective of this session is to understand the importance of focusing the evaluation questions on the information that is relevant for the different target groups of programme communication. What, how and to whom to we communicate the evaluation findings?*

**17.00 – 17.30**    **Wrap up and next steps**

**19.00 – 20.00**    *Networking dinner*