

EVAL – CAP – COM

Evaluation – Capitalisation – Communication

05-06 November 2019 | Budapest, HU

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Objectives

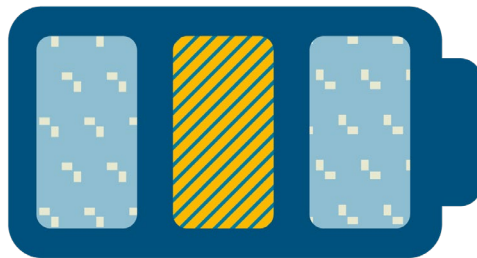
- The explore the links between evaluation-capitalisation-communication
- To use the evaluation results for the programming process for the post 2020 period.
- To exchange on the status quo of the evaluation process, in the operational as well as the impact evaluations
- To exchange on evaluations of the communication strategy

Expectations

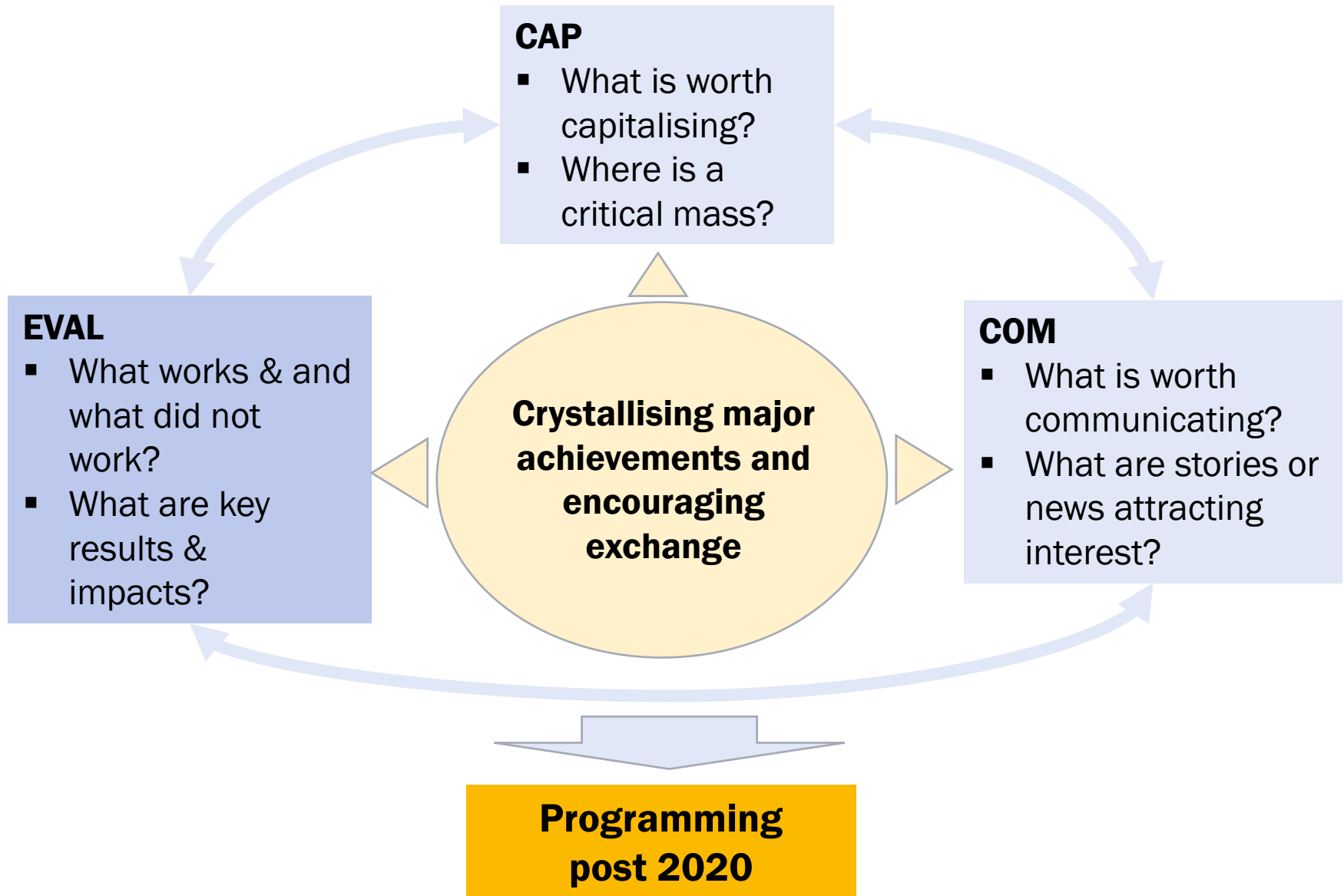
- EC feedback about first evaluation reports,
- How to use wisely the evaluation results; how to communicate effectively the project results
- How to use evaluation for the capitalisation process?
- Information on impact evaluation
- Use of evaluations results for the programming process for the post 2020 period.

Building the links

Linking **EVAL + CAP + COM** makes sense ...



E+C+C = steppin' up coordination!





Evaluation is of no
consequence unless the
findings are communicated &
capitalised!

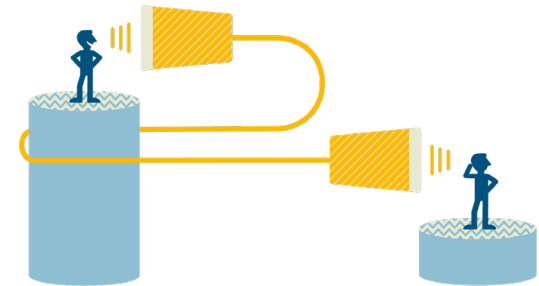
Evalsed, Communicating evaluation findings
Annotation by Interact

Agenda – Day 1

- **Lessons learned from the current evaluations** *Presentation and Q&A, David Alba, Evaluation Unit, DG Regio*
- **How to use the evaluation findings for capitalisation?** *Introduction, Interact, Pascal Chazaud, Interact expert on capitalisation practices, Rita Fioresi & Lidia Castagnoli, Interreg Med NCP Italy*
- **How communication can contribute to make evaluation a learning exercise?** *Introduction Interact, Fiona Woo, Baltic Sea Region Programme, Ari Brozinski, Central Baltic Programme*
- **Building a bridge from evaluation to strategy building and programming in post 2020;** *Introduction Interact and practical exercise*

Warm up exercise

Communication officers: What in a perfect world could you expect from evaluation officers?



Evaluation officers: What in a perfect world could you expect from communication officers?



Reality check

Challenging facts

- Small market of consultants
- Small (tiny) evaluation budget

Homemade challenges

- Too many diverse interventions
- Lack of clear-cut intervention logic

Limiting factors

- Character of Interreg (small programmes, diverse types of interventions, insular knowledge in programmes)
- Lack of IE method knowledge (we are not the UN)
- Unclear what is impact/result/output – what do we measure?



Obsessive Measurement Disorder (OMD):

The mistaken belief that things will get better by measuring them

Andrew Nations, former head of the US Agency for International Development (USAID)

I always wanted to know



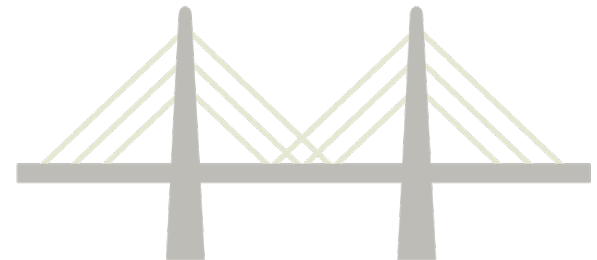
From evaluation to strategy building

EVAL-CAP-COM

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Philipp Schwartz, Interact

Bernhard Schausberger, Interact



Agenda

- Relevance of post-2020 for programme evaluations
- Elements of 'programme strategy'
- Post-2020 relevant evaluation questions
- Conclusions

Evaluation – The beginning of the end?



Evaluation – The end of the beginning!

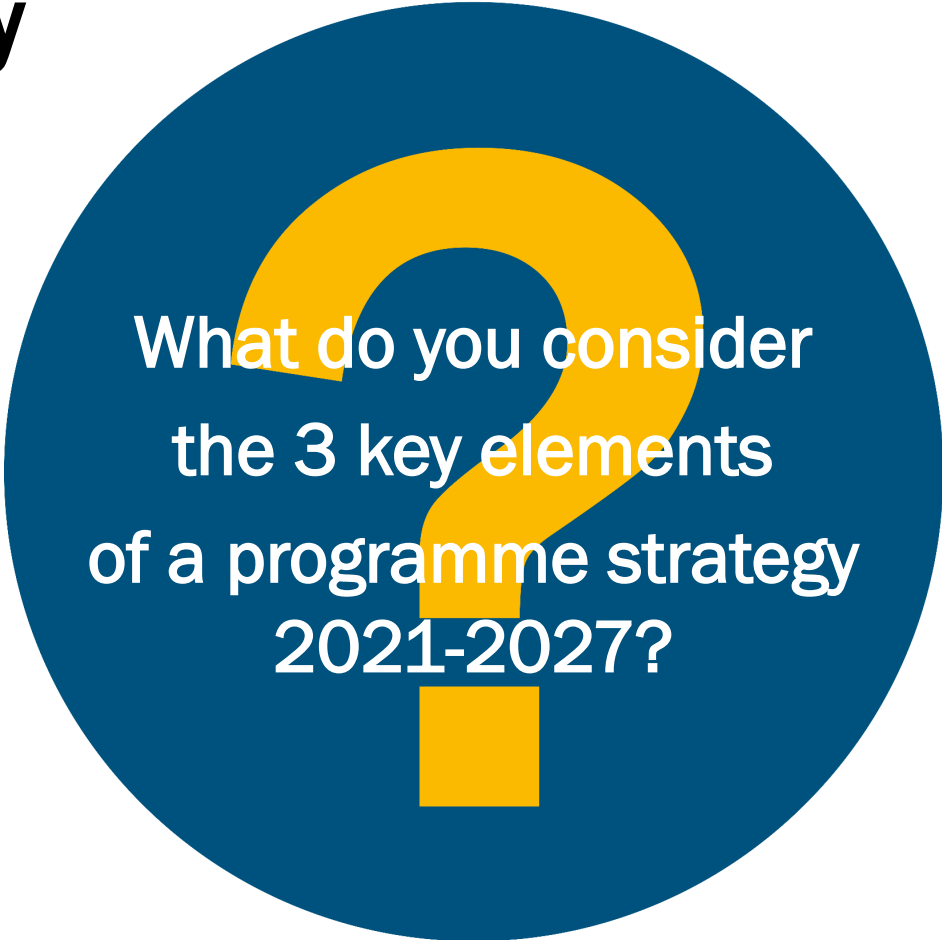


Post-2020's relevance for evaluation



Did you take
post-2020 into account
when designing and
implementing your
2014-2020 programme
evaluation?

Key elements of a programme strategy



What do you consider
the 3 key elements
of a programme strategy
2021-2027?

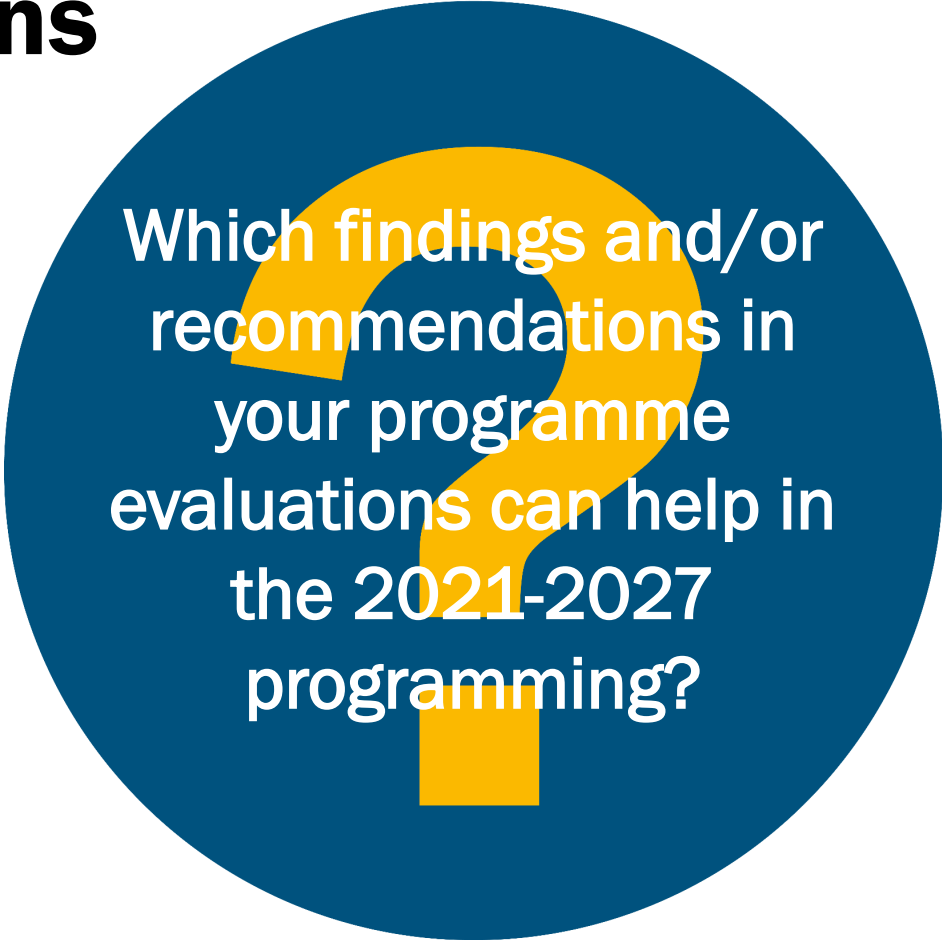


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Some elements of a strategy



Post-2020 relevant evaluation questions



Which findings and/or recommendations in your programme evaluations can help in the 2021-2027 programming?

Conclusions

- Key messages
- Explicit and implicit strategy elements
- Gaps

Agenda – Day 2

- 9.00 - 9.30 Welcome and introduction
- 9.30 - 12.30 Update on operational and impact evaluation
Update on communication matters
- 12.30 - 13.00 Wrap up
- 13.00 - 14.00 Farewell Lunch

Impact evaluation...4 examples

**Impact evaluation
2007-2013**
Socio-economic
analysis; CE

**Impact Evaluation
2014-2020**
TBIE; NPA

**Eval. of the
implementation
and impacts, 2014-
2020, IPA EE-FYROM**

**Eval. of the fulfilment of
priorities and SO,
2014-2020:
qualitative research,
CZ-PL**

4 Examples

2007-2013:

Socio-economic challenges, potentials and impacts of transnational cooperation in central Europe, Central Europe Programme
Evaluator: Roman Römisch, the Vienna Institute for International Economic Studies (wiiw)

2014-2020

An impact evaluation of the Northern Periphery and Arctic Programme 2014-2020

Evaluator: Heidi Vironen, Irene MC Master Nathalie Wergles, European Policies Research Centre; University Strathclyde Glasgow

Evaluation of priorities and specific objectives implementation and verification of changes in development priorities of the program

Interreg V-A Czech Republic - Poland

Evaluator: KPMG, NAVIGA

1st evaluation of the implementation and impacts of the IPA CBC Programme 'Greece – the former Yugoslav Republic of Macedonia 2014-2020

Evaluator: plan 02

Discussion round



Monika Schönerklee-Grasser: Interreg CE

Roman Römisch: evaluator (Interreg CE)

Nathalie Wergles: evaluator (Interreg NPA)

Jan Pikna: Interreg CZ - PL

Naxhi Ismaili: Interreg IPA CBC GR-RO-NM

Main questions

Q1: What were for you – as an evaluation manager /as an evaluator– the three main lessons learned referring to the process of this evaluation?

Q2: What is your main message/advice/tip for Interreg programmes, which are preparing the impact evaluation now?

Q3: Method of the evaluation: What do you - as evaluator - wish from Interreg programmes related to data and preparation before the evaluation (what could Interreg programmes prepare before the start undertaking this form of evaluation? What should they consider).



Territorial Impact Assessment of policy interventions

- Zintis Hermansons (Interreg ESPON):

What is ESPON ‘offering’ for Interreg programmes...

- Bernd Schuh (evaluator, ÖIR):

Ex-post Territorial Impact Assessment

Ex-ante Territorial Impact Assessment of policy interventions

Next evaluation activities in 2020

2014-2020

- Exchange on impact evaluation (event, share examples on the platform)

2020+

- Follow up on the common indicators discussion
- Harmonisation of programme-specific indicators
- Develop together intervention logic in different TO/ISO (events and webinar)
- Consistency check: SEA, ex-ante check,

Next events

- Interreg project communication camp, 12-14 November, Barcelona, Spain
- From vision to intervention. 19 -20 November, Antwerp, Belgium
- 9th Informal meeting of transnational programmes post-2020, 27-28 November, Milan, Italy
- Transitioning from 2014-2020 to 2021-2027, 9-10 December, Frankfurt, Germany
- Developing programme-specific indicators 23-24 January 2020, Vienna, Austria
- SCO & SPF, 11-13 February 2020, Bratislava, Slovakia

Cooperation works

All materials will be available on:

www.interact-eu.net