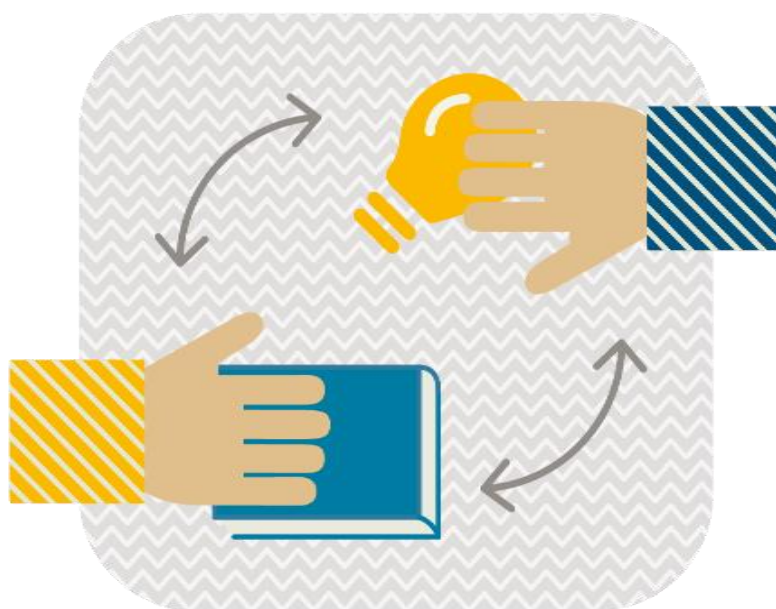


Evaluation, Capitalisation and Communication



5-6 November 2019
Budapest, Hungary





EVAL-CAP-COM
5-6 November 2019
Budapest, Hungary

Outline and Objectives

Interact invites evaluation and communication managers of Interreg programmes to join us at this workshop Evaluation, Capitalisation and Communication (EVAL-CAP-COM) on 5-6 November in Budapest.

The main aim of this two-day workshop is to exchange on the experiences of Interreg programmes on how to:

- use evaluation findings for the capitalisation process;
- communicate these findings; and finally –
- use the evaluation results for the programming process for the post 2020 period.

In the beginning of the event you will hear how the Evaluation Unit of DG REGIO has analysed the first evaluation reports in this period and what are the main lessons learned in this process.

In the following sessions, we will exchange on the experiences of the representatives of the Interreg programmes how the evaluation findings have been used in their programmes. If evaluations are properly carried out the findings can become one of the cornerstones of a valuable learning exercise. Ideally speaking the findings:

- should be a crucial element for the programmes to develop respectively expand their capitalization activities
- should be used for communication matters to shape the picture about the programme
- should contain important facts and conclusions for the programming post 2020

We are aware that this easily put but difficult to achieve. We will discuss strategies and levers to approach this ideal.

In the second day the communication and evaluation managers will be divided into two separate groups in different break out rooms.

- The evaluation managers will exchange on their status quo of their evaluation process, in the operational as well as the impact evaluations
- The communication managers will exchange on assessments / evaluations of the communication strategy

Throughout the event David Alba of the Evaluation Unit, European Commission will be present.

Registration:

<https://apps.interact-eu.net/interact/events.nsf/registrationform.xsp?eid=9392>

Contact:

Daniela Minichberger (daniela.minichberger@interact-eu.net)

Bernhard Schausberger (bernhard.schausberger@interact-eu.net)



EVAL-CAP-COM
5-6 November 2019
Budapest, Hungary

Day 1: Tuesday, 5 November 2019

08.30 – 09.00 Registration and welcome coffee

09.00 – 10.00 **Welcome and introduction & objectives**
Interact

10.00 – 11.00 **Lessons learned from the current evaluations**
Presentation and Q&A, David Alba
Objectives of the session: During this session David Alba will summarise the general findings of the evaluations, which have been carried out by Interreg programmes so far in the period 2014-2020: what do the procedures look like, what methodologies are used, what thematic areas are covered, what are good examples; what is the state of play so far.

11.00 – 11.20 **Coffee Break**

11.20-13.00 **How to use the evaluation findings for capitalisation?**
Introduction, Interact
Pascal Chazaud, Interact expert on capitalisation practices:
Rita Fioresi, Interreg Med NCP Italy

Objectives of the session: During this session, officers coming from different Interreg programmes will share their experience how to use the findings from their evaluations for their capitalisation activities and vice versa: what are good practices of building on the results from the (impact) evaluations and links among these methods?

13.00 – 14.00 **Lunch Break**

14.00 – 15.30 **How communication can contribute to make evaluation a learning exercise?**
Evaluations as a base for programme communications – how to make use of the evaluation results for the promotion of cooperation?
Introduction Interact
Fiona Woo, Baltic Sea Region Programme
Ari Brozinski, Central Baltic Programme

During this session the potential of evaluation findings is explored from the programme communication perspective. How could evaluations be designed to produce information that can be used for the promotion of cooperation? What kind of a role should the programme communication officer(s) play in the evaluation process?



EVAL-CAP-COM
5-6 November 2019
Budapest, Hungary

- 15.30-15.50** Coffee break
- 15.50-17.00** **Building a bridge from evaluation to strategy building and programming in post 2020**
Introduction Interact
Objectives of the session: *The aim of this session is to discuss and show the possibilities evaluation could play in the programming procedure, especially for the strategy building for the programme post 2020*
- 17.00 – 17.15** **Wrap up and End of day 1**

Day 2: **Wednesday, 6 November 2019**

- 09.00 – 09.30** **Welcome and introduction**
Interact
- 09.30 – 12.30** **Update on operational and impact evaluation/Update on communication matters (parallel session for evaluation and communication managers)**
incl. coffee break
The evaluation and communication managers will be divided into two groups in separate rooms.
- The evaluation managers will exchange on the status quo of their evaluation process: what are crucial finding in the operational evaluation? How were these findings followed up? How far are programmes with their impact evaluations? Exchange of lessons learned when drafting the ToR for impact evaluations? Finding from the process of the impact evaluations? Sharing of first results from impact evaluations.
- Introduction: Interact
Monika Schönerklee-Grasser: Central Europe Programme
Roman Römisch (evaluator, wiiw)
Nathalie Wergles (evaluator, Querfeldein)
Jan Pikna: Interreg CZ-PL
Naxhi Ismaili: IPA CBC EE- FYFROM
- Territorial Impact Assessment of policy interventions:
Zintis Hermansons: Interreg ESPON
Bernd Schuh (evaluator, ÖIR)



EVAL-CAP-COM
5-6 November 2019
Budapest, Hungary

The communication managers will exchange on the evaluations of the communication strategies, discuss the learning points from the current period and think of how they can be made use of in the future programmes.

Introduction: Interact
Helena Järviste: Estonia-Latvia Programme
Gómez Girón Eloy, Danube Programme
Petra Polaskova, Interreg Europe Programme

12.30 -13.00 Wrap up and end of the event

13.00 – 14.00 Farewell Lunch