

# EU macro- regional impact – from where to start?

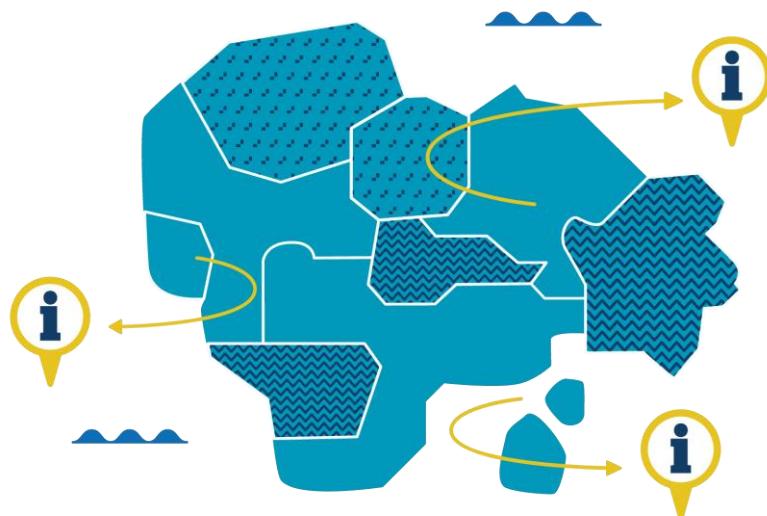
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**20 September, 2023**

**Workshop: EU macro-regional impact – from where to start?**

Manzioli Palace, Manziolijev trg 5, 6310  
Izola | Slovenia





## Workshop: EU macro-regional impact – from where to start?

**20 September 2023**

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### Outlines

EU macro-regional strategies (MRS) are strategic frameworks that bring countries and regions together to solve common challenges that know no borders. Since the first MRS started in 2009, there have been important accomplishments and valuable lessons learned. Throughout the years of implementation, the MRS have worked for the change and has reached a lot; thus - how can MRS improve to make their impact more visible? Both the Report from the Commission on the Implementation of the MRS<sup>1</sup> and the following Council Conclusions<sup>2</sup> acknowledges the need for robust data on the impact of the Strategies, strategic communication on impacts and results, and the appraisal of the added value at EU and macro-regional level as well as the need to increase the visibility of the results of the Strategies.

Having a role in supporting exchanges and peer learning across the MRS, this Interact organised workshop is designed to offer practical ideas and support for MRS stakeholders in planning, leading through and communicating the positive change achieved thanks to MRS. The workshop focuses on learning across the MRS and among various MRS stakeholders, creating a space for exchange and knowledge sharing.

The workshop is part of the events organized during the Mediterranean Coast and Macro-regional Strategies Week, Slovenia, 18 – 22 September 2023 (more information about the entire week is available [here](#)).

### Objectives

This workshop is aiming to share practical ideas on how to plan, lead and communicate positive changes achieved through collaboration in the MRS. The workshop focuses on learning from each other, creating a space for MRS stakeholders to exchange and share.

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<sup>1</sup> Report from the EU Commission on the implementation of EU macro-regional strategies, 9.12.2022 COM(2022) 705 final

<sup>2</sup> Council Conclusions on Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on the implementation of EU macro-regional strategies, 27.06.2023, 11060/23



## **Workshop: EU macro-regional impact – from where to start?**

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**Wednesday, 20 September 2023**

**10.45 – 11.00**

Registration and Welcome Coffee / Tea

**11.00 – 11.30**

### **Welcome and introduction**

*Baiba Liepa and Ilze Ciganska, Interact*

**11.30 – 12.00**

### **Concepts we use: what do these mean to us?**

*Ilze Ciganska and Baiba Liepa, Interact*

- Core concepts we use: “macro-regional strategy”, “goal”; “impact”, “change”.
- Brief exchange on understanding these (and other) core concepts.

Objectives of the session: the session is aiming to bring the group on the same page in understanding concepts used when talking about and working on MRS impact. It will show the diversity of understandings that have to be considered in forming clear communication.

**12.00 – 13.00**

### **Planning the change and designing a process towards impact: approaches, practices, experiences**

*Ilze Ciganska and Baiba Liepa, Interact*

- What is the vision of your MRS work? What impact would you like to achieve? And can you achieve it with your current perspective of your work?
- Practicing designing a process towards the desired impact.

Objectives of the session: the session is aiming to provide participants with ideas and points for reflection when working for communicating MRS impact. We will apply theoretical models to practical MRS work towards the impact.

**13.00 – 14.00**

Lunch break

**14.00 – 15.00**

### **Leading the change and understanding your target groups**

*Ilze Ciganska and Baiba Liepa, Interact*

- Seeing yourself and your role in leading the change.
- Having a clear impact narrative.

Objectives of the session: the session aims to address the change process from the leadership and communication perspective. Jointly, we will be looking for answers to the questions – how to inspire others and get them on board? and how to form compelling offers and bridge expectation gaps?



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**15.00 – 16:30**

### **Practising clear communication on MRS impact**

*Luca Stančič Kodarin, Communications Consultant*

Objectives of the session: the session is aiming to provide participants with ideas and suggestions for clear communication on MRS impact. We will be practising effective conveyance of MRS added value and impact.

**16.30 – 17.00**

### **Wrap-up and closing of the meeting**

*Baiba Liepa and Ilze Ciganska, Interact*