

Communication of evaluation findings

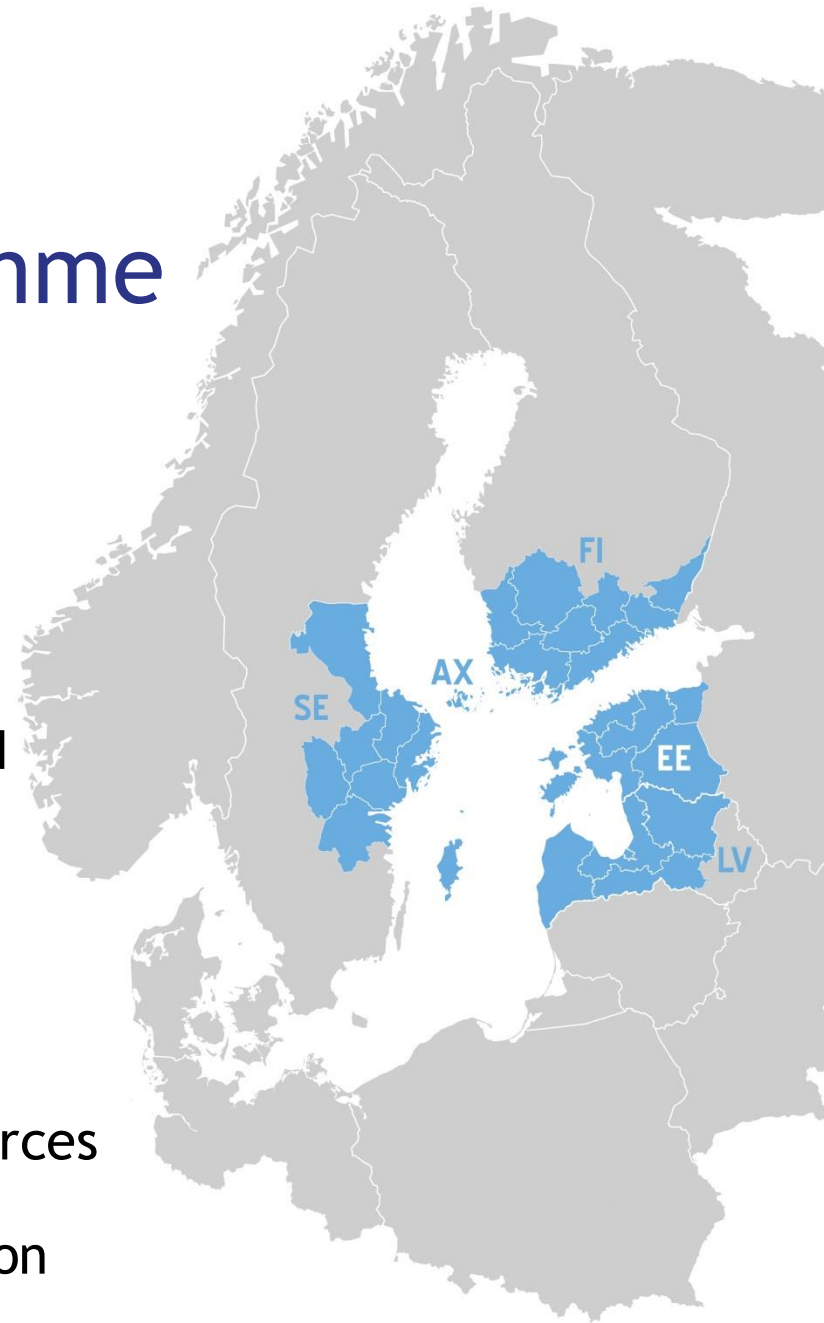
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Evaluation Plan Workshop for Cross-border Programmes, Thessaloniki, Greece, 11-12 February 2016



Central Baltic Programme

- Finland, Estonia, Latvia, Sweden and Åland
- 115 MEUR ERDF
- MA, JS, AA located in Turku at the Regional Council of Southwest Finland
- Priorities:
 - Competitive economy
 - Sustainable use of common resources
 - Well-connected region
 - Skilled and socially inclusive region



Why do evaluation?

- Evaluation is a time-consuming and expensive task
- Evaluation is the key element in developing the programmes, projects and outcomes of the whole ETC
- If evaluation is done well, it will provide many good, interesting and valuable messages to all target groups of the Interreg programmes

Communication to be planned

- All target groups can benefit of the findings
- All target groups must be analyzed for what evaluation information they can benefit from
- The evaluation outcomes must be analyzed and "sold" differently to all groups
- Only by good planning of the communication can the evaluation outcomes really come into the use they deserve

What information do they need?

Examples of target groups and messages...

- MA, JS, AA
 - Information on what could be still improved during programme implementation
- National Contact Points
 - Information that they can spread in their country to different target groups, prepared by the MA/JS
- Monitoring Committee
 - Information on how the programme works, all of it
- Steering Committee
 - Information that could affect any potential future calls for applications

What information do they need?

Examples of target groups and messages...

- National bodies responsible for coordinating the ETC programmes
 - Information on the impacts of the programme in their country
- European Commission
 - All information of the evaluation outcomes, but not only in the form of the final evaluation report

What information do they need?

Examples of target groups and messages...

- Project partners
 - Information on their impact on the whole programme outcomes
 - Motivation for future and thank you for the done work
- Potential partner organisations of the future
 - Thematically relevant information on how the ETC has changed things close to them
 - Motivation for future cooperation

What information do they need?

Examples of target groups and messages...

- Other Interreg programmes
 - Sharing of knowledge on the evaluation methodology and outcomes
 - Cooperation in sharing the outcomes
- EUSBSR coordinators
 - Information on how the programme(s) have been able to implement the EUSBSR (if applicable for the programme)
- General public
 - Information on the impact of Interreg cooperation, stories of individuals

Better to think it through and to think "out of the box"

- Even if you talk about the findings coming from the official evaluation process, that does not need to be the punch line of your communication
- Shape the findings according to the target group, make it interesting and understandable for the group in question
- Badly communicated outcomes can be worse than no communication at all



Thank you!