

Intro to title

Highlighting the added value and the impact of Interreg cooperation

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| 05.03.2024, 13.30-15.30

Interact



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the European Union**
Interreg

Welcome to the Interreg Knowledge Fair

This is the **second edition** of the Interreg Knowledge Fair, it is still a new approach for us.

The **Conference Support** stand in the Exhibition Room is a one-stop shop for your questions.

At the end of this session, you are asked to rate the **session experience**.

At the end of the event, you will be asked your **overall feedback**.





Objective

The **primary objective** of this comprehensive reflection process is to support the launch of impact evaluations and facilitate the exchange on evaluation perspectives and methods. The ultimate outcome of this exercise is to contribute **to shaping the future.**

Why joining forces ...

Enhanced Cooperation and Synergy: promote closer collaboration among Interreg programmes, foster the identification of shared challenges and the creation of synergies, strengthen the impact of Interreg cooperation;

Efficient Evaluation Design: streamline evaluation questions & data collection, share evaluation methodologies, align efforts;

Effective Voice of Interreg: comparable voices that are more easily understood and heard.

Several attempts in the past...

No agreement



Quality of cooperation

Table 3: Coordination scale for cross-border cooperation as adapted by the Crossquality team

1	Exchange of cross-border information
2	Consultation amongst cross-border partners
3	Avoiding conflicts
4	Formulating joint priorities/objectives
5	Possibility for the partners to establish and fund a joint coordination body
6	Possibility for the partners to fund future cross-border services

HANDBOOK

Analyzing the Quality of
Cross-Border Cooperation

Six Impacts identified



Empowerment of key stakeholders

1. increased capacity of key stakeholders to act due to greater knowledge and more competences

Activation of decision-makers

2. stronger joint action in political decision making processes
3. better representation of interests at national, regional and European level

Application of knowledge and skills

4. more efficient and effective organisation of work processes
5. more frequent use of social and technical innovations
6. improved ecological, social and economic (living) environment



Measuring Impacts of Transnational Cooperation



Sina Redlich - Federal Institute for Research on Building, Urban Affairs and Spatial Development (BBSR)

Added
value

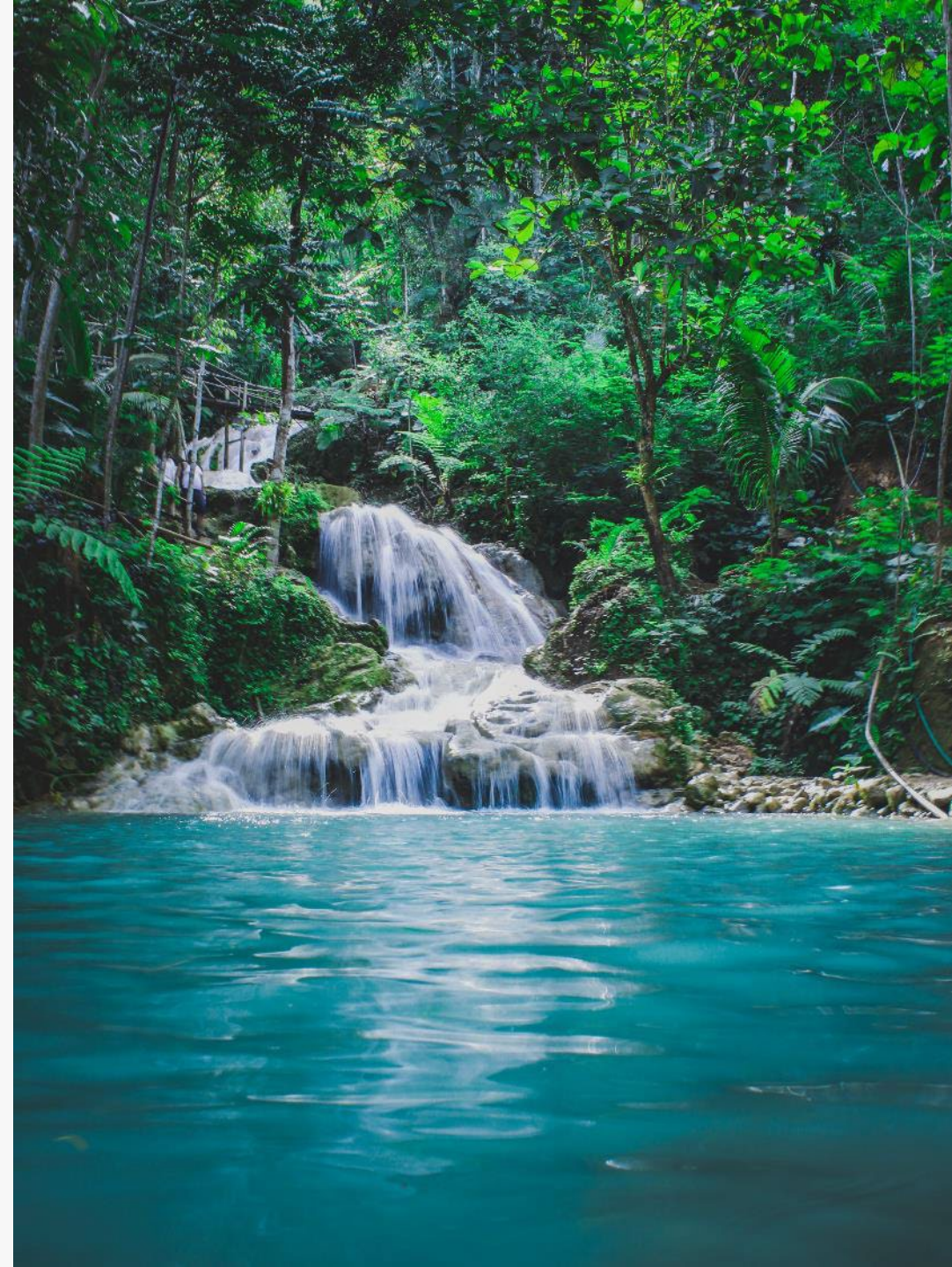
One buzzword...

xx approaches to interpretation



**In your
perspective, what
are the most
convincing
elements of**

**“Added value”
in Interreg?**



Added value concepts 1/3

- The concept of added value takes on **diverse interpretations** within the impact evaluation of Interreg programmes from 2014-2020.
- **Various approaches** exist for defining the added value, presenting a wide range of **methods to assess and quantify its significance**.
- **Various findings** emerge in relation to added value, showing the multifaceted contributions of programmes during 2014-2020.

What is added value?

- Enhance partnership maturity
- Promote CBC/TN problem-solving
- Boost capacity building
- Facilitate knowledge exchange
- Foster CBC/TN innovation
- Stimulate regional growth
- Encourage sustainable development
- Spur economic synergies
- Strengthen CBC/TN ties

Added value concepts 2/3

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EE-LV

effects of the project activities that would not have come about without programme support

NSR

finding common solutions for shared problems...
three cross-thematic impact categories

DE-NL

three cross-thematic impact categories

NPA

enable local stakeholders to **access new know how and tools**, re-evaluate their own unique strengths and opportunities and **build capacity for change**

Added value concepts 3/3

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BSR

supported actions and investments, as the **supported investments target matters which** cannot sufficiently be dealt with by one country or two countries but **require a joint response from several countries**

AT-Bavaria

tackling detailed evaluation questions (e.g. **cooperation intensity**, are activities of the Interreg programme suitable for ensuring **long-term crossborder cooperation**, etc.

IT-AL-ME

project evaluation survey: what is the projects' main added value

??

Interreg Estonia-Latvia Programme

In the context of this evaluation, “added value” refers to the **effects** of the project activities **that would not have come about without** programme support.
(p.114)

Programme impact evaluation of Interreg V-A-Estonia-Latvia Programme 2014-2020,
Final report, 2020

Table 5.1: SO level benefits attributed to cross-border cooperation

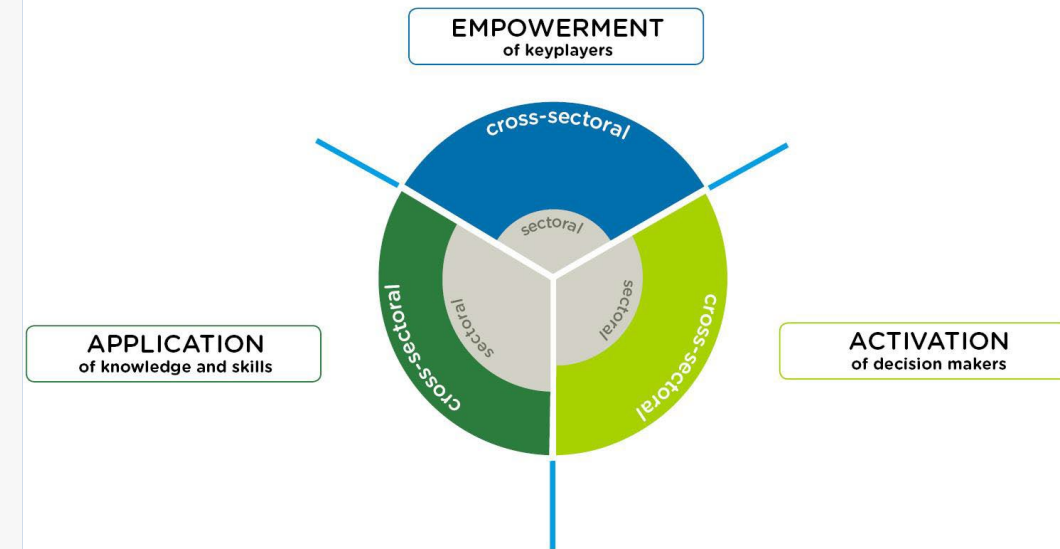
SO 1.1	Business support organizations formed new contacts with the target groups, gained new knowledge on how to facilitate cross-border cooperation and to run international projects, and in some cases, increased their service portfolio.
SO 1.2	The programme support for joint product development has been beneficial to companies involved in the programme. Some innovative ideas would have never been realized without forming a partnership, whereas others would have taken a lot longer or would have been put on hold.
SO 2.1	The communication and marketing skills, and local and cross-border networks of project partners were developed and improved.
SO 2.2	2.2 A: The projects also contributed to raising the institutional capacity of the participating organizations and helped them build and expand their cross-border and local networks. 2.2 B: W: Project partners accumulated new knowledge and scientific findings in their field. In case of surface water projects, the benefits for common water bodies have been many, ranging from marine safety to jointly developed management systems.
SO 3.1	Cooperation among the harbours has increased and a stronger sense of community emerged. The joint marketing activities have been a big step forward – the marketing activities have been consolidated and the Estonian and Latvian harbours are now marketed as a joint network.
SO 4.1	Internship cooperation is now on a new footing, several partners are interested in cooperating in the future and are planning to provide further matchmaking activities or services after the project’s lifetime. Cooperation among unemployment offices is also on a better footing.

Source: Authors own, based on interview and survey data, 2020.

Interreg North Sea Region Programme

The overall added value of transnational cooperation in the North Sea Region Programme lies in finding common solutions for shared problems. (p.5)

Over the course of the impact analyses of the four Interreg IV B-programmes in 2015-2017, we identified **three cross-thematic** impact categories for Interreg. (p.13)



Interreg Germany-Netherlands Programme

The impact categories (*pathways*) should reflect:

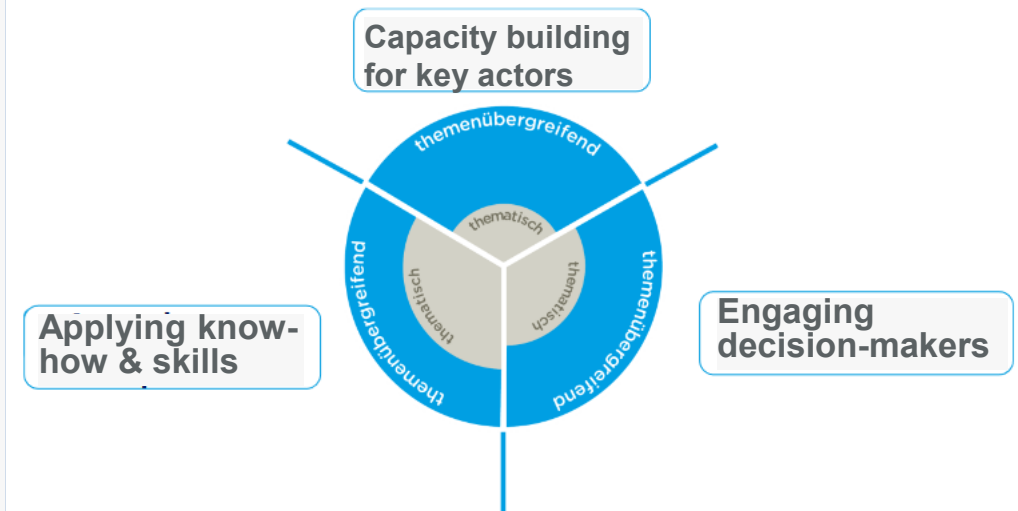
- Thematic effects of the projects (e.g. reduced CO₂ emissions) and
- Cross-cutting effect(s) along the overarching goals of Interreg, i.e. improving cooperation across borders

The impact categories allow to demonstrate and highlight the specific added value of Interreg projects.

(cf. impact evaluation, Final Report 2021-2022, p. 6, translation by Interact)

INTERREG V DEUTSCHLAND-NEDERLAND, IMPACT-EVALUATION 2021-2022, Interreg V Deutschland-Niederland, Impact-Evaluation 2021-2022

Abbildung 4: Wirkungskategorien von INTERREG



Quelle: Eigene Darstellung Ramboll Management Consulting und Regioplan.

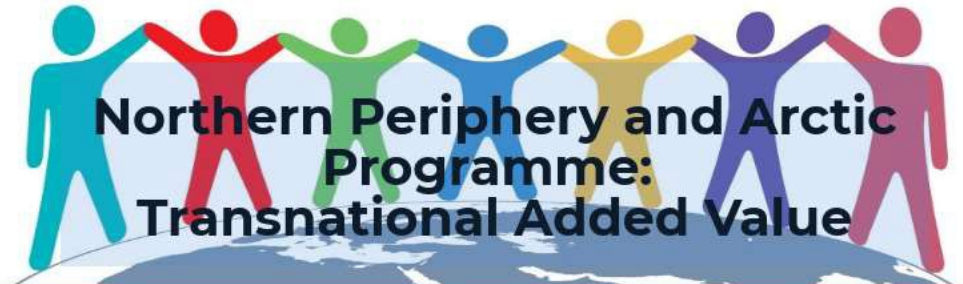
Interreg Northern Periphery and Arctic Programme

The transnational dimension brings a **distinct added value** in a number of ways. The cross sectoral and transnational links enable local stakeholders **to access new know how** and tools, re-evaluate their own unique strengths and opportunities **and build capacity for change**. Transnational impact can also be seen at regional, national and EU levels through, for example, increased policy coherence and cohesion, regional partnership and new innovative approaches (p.4)

An impact evaluation of the Northern Periphery and Arctic Programme 2014-2020, Final Report, 2018

DECEMBER 2018 |

Prepared by: H. Vironen, I. McMaster & N. Wergles



Seeking new / improved solutions to meet the needs of the populations & address macro development issues

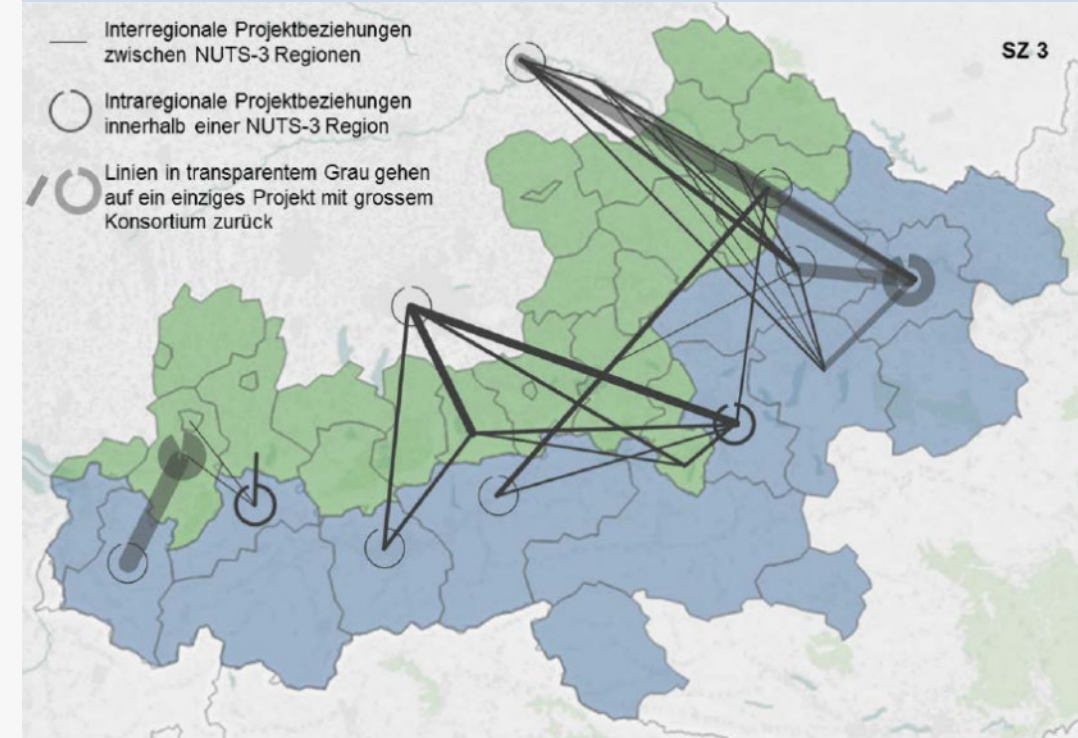


Interreg Austria-Bavaria Programme

Evaluation questions

- Based on the project experience, can it be concluded that the activities of the Interreg programme are suitable for ensuring **long-term crossborder cooperation**? Where is a need for improvement?
- Does the Interreg programme have a spill over effect, whereby crossborder cooperation between actors can also be seen in other areas?
- Is there a clear **reduction in the legal and administrative hurdles** that exist due to the border, which can be attributed to the Interreg programme? In which areas could **crossborder governance structures** be improved?
- Has the crossborder cooperation intensity been increased compared to the level before the start of the Interreg V-A programme?

Wirkungsevaluation des Interreg V-A Programms Österreich-Bayern 2014-2020, 2019



IPA CBC Italy-Albania- Montenegro Programme

Evaluation survey: *What is the added value of your project?*

Most of the project partners consider that cross border cooperation help promoting transfers of good practices (78% of respondents) and contribute to EU objectives (62%).

Table 11 What is the added value of your project?

	TOT	SO 1.1	SO 2.1	SO 2.2	SO 3.1	SO 3.2	SO 4.1
It contributes to achieve common European objectives	62%	50%	56%	63%	50%	100%	50%
It allows to achieve economic scale	9%	13%	22%	0%	0%	0%	17%
It promotes and transfers good practices	78%	100%	78%	63%	100%	63%	67%
It promotes a better governance	29%	25%	22%	38%	67%	13%	17%
It allows to face common threats and obstacles	29%	50%	33%	13%	33%	13%	33%
It facilitates the movement of people and goods	29%	13%	11%	25%	0%	50%	83%
It promotes international networks	58%	63%	78%	75%	50%	13%	67%

Source: web-survey

Interreg Baltic Sea Region Programme

The **added value of the Interreg BSR** is the transnational dimension of the supported actions and investments, as the supported investments target matters which cannot sufficiently be dealt with by one country or two countries but require a joint response from several countries. In line with the Territorial Agenda 2020 of the EU, the Programme follows a place-based approach, i.e., its projects are implemented in both sectoral and territorial contexts (p.85)

What's special?



Transnational mindset

Youth involvement

Engaging people in the region

Incubators of change

BSR made & applied

Building trust beyond borders

Tailored to the specific needs

Power of efficiency



Any other programme examples...



Our approach



What topic would you like to look at in your (impact) evaluations?



Exemplary topics

We will initiate the exchange by focusing on up to five different topics, aligned with the interests of the programmes. It is recommended that a minimum of **three to four programmes collaborate on each selected topic.**

Harmonised approach to capture & highlight the added value of Interreg

Evaluation spotlight on sustainable tourism as very popular topic in many programmes

Mediterranean area: 7 programmes looking into some topics together related the area

?

IPA programmes shared approach to evaluating the contribution to the accession dimension(s)

TN programmes and their three common messages

4 TN programmes on territories of MRS: How are the programmes adding value to the MRS and vice versa?

ISO1
Key points to evaluate governance achievements taking a more holistic perspective (going beyond sector perspectives)

Principles

The exercise is meant as a **bottom-up approach** in which participating Interreg programmes collaboratively decide on topics for exchanges & reflections, and developments.

The exercise is designed to **target the specific needs**, relevance considerations, and interests of the participating programmes. Based on your interest, several pilots with different topics will run in parallel

Interact will facilitate the exchange within these pilots. **External expertise** will be hired by Interact to support **the development of methodologies** (approach, impact pathways, etc.).

The outcome of the exercise is expected **to contribute significantly to shaping the future.**

Agree on ...

Common aim/objective/outcome, reach a common understanding of the aim, objectives and the outcome of the pilot exercise.

Common evaluation questions, define and agree on common evaluation questions, impact pathways and core messages which can be communicated to stakeholders and policy makers.

Common evaluation methodology, elaborate a method together and agree on which data needs to be collected therefore.

Tentative **timeline**

5 March 2024

Kick-off event

Promoting and explaining it and achieving a common understanding and presenting a **tentative yet open list of topics.**

March-May

Development of the approach + its components

List of topics to be tackled (google sheet), choice of methods such as desk research, online events, surveys, etc.

June-Dec

Online meetings

2-3 discussion rounds (per topic) to agree on evaluation questions, main messages to be communicated and elements of the ToR.

2025 ...

Online meetings

2-3 discussion rounds to collect feedback, discuss findings and agree on common messages to be communicated.

What do you commit to?



Participate in several online meetings



Contribute to the discussions

Share the practices of your programme and read preparation materials



Include agreed evaluation questions to your (impact) evaluations



Share the agreed data and findings of your evaluation



Communicate main messages to target groups and policy makers

Exemplary topics

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Harmonised approach to capture & highlight the added value of Interreg

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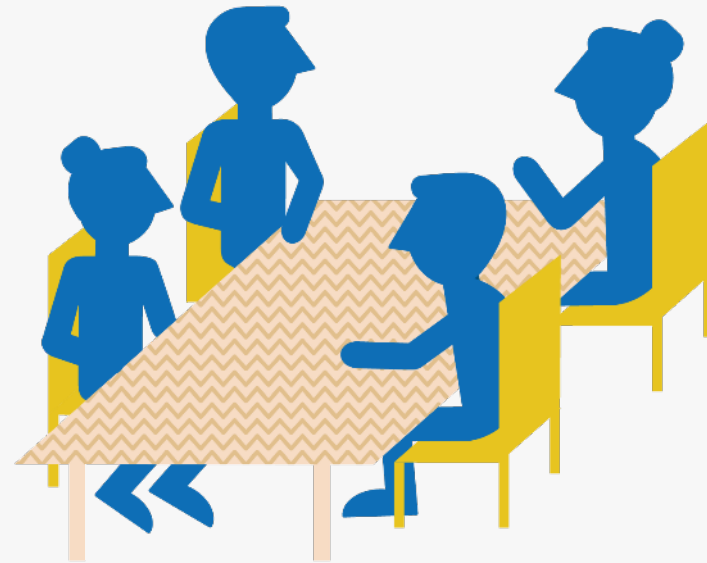
TN/CBC programmes on territories of MRS/SBS: How are the programmes adding value to the MRS and vice versa?

ISO1 Key points to evaluate governance achievements taking a more holistic perspective (going beyond sector perspectives)

Floor is open for discussion

What do you think about the proposed topics?

Do you have any other topics you would like to propose?



The next steps...

5 March 2024

Kick-off event

Promoting and explaining it and achieving a common understanding and a **tentative list of topics.**

15 April

Share your topic in the google sheet

Add your name and programme in the google sheet

30 April

Information about selected topics

We will choose the top 4-5 approaches of highest interest, and those programmes who have expressed interest will be notified about the subsequent steps or an upcoming online meeting.

Before summer

Kick-off different topics

Discussion rounds (per topic, online) **to agree on evaluation questions, main messages to be communicated and elements of the ToR.**

Evaluation Practitioners

Registration: starting from June

Course implementation: September – October 2024

Content:

Component 1: Introduction online meeting (2 hours)

Component 2: Reading: What kind of evaluation to undertake? (1 hour)

Component 3: Online subcourse: Implementation/Operational evaluation (1,5 hours)

Component 4: Online subcourse: Impact evaluation (2 hours)

Component 5: Reading: Terms of Reference (ToR) (0,5 hour)

Component 6: Video: What to do with the evaluation findings? (0,5 hour)

Component 7: Online subcourse: Capturing the green dimension (1 hour)

Component 8: Reading: Projects requiring special attention in evaluation (0,5 hour)

Component 9: Assignment (3 hours)

Component 10: Final in person event in Vienna (7 hours)

Bi-weekly tutorials (3 online meetings, optional)

Thank you for being here!

Your opinion matters to us.

Please take a few minutes to provide us with feedback to help us improve our services.

Log into the **Whova app** and tell us what you think in the **session Q&A, from 1 (bad) to 5 (amazing)**
Please check which session you are in!

You can also talk to us at the Conference Support stand in the networking area.



Cooperation works

All materials will be available on:

[Interact / Events / Interreg Knowledge Fair \(5-7 March 2024\)](#)