

Harmonized approach to capture & highlight the added value of Interreg

Daniela Minichberger, Besiana Ninka, Bernhard Schausberger | Interact |

28.06.2023

Interact



**Co-funded by
the European Union**
Interreg

Agenda

01

**Agree on common
approach of the pilot
exercise**

02

Next steps

Objectives

- **Establishing shared understanding:** shared understanding of aims, objectives, and desired outcomes
- **Defining common evaluation frameworks/method:** common evaluation questions, impact pathways, and core messages for communication to stakeholders and policymakers, methods
- **Agreeing on next steps**





Agree on common approach of the pilot exercise



Why joining forces ...

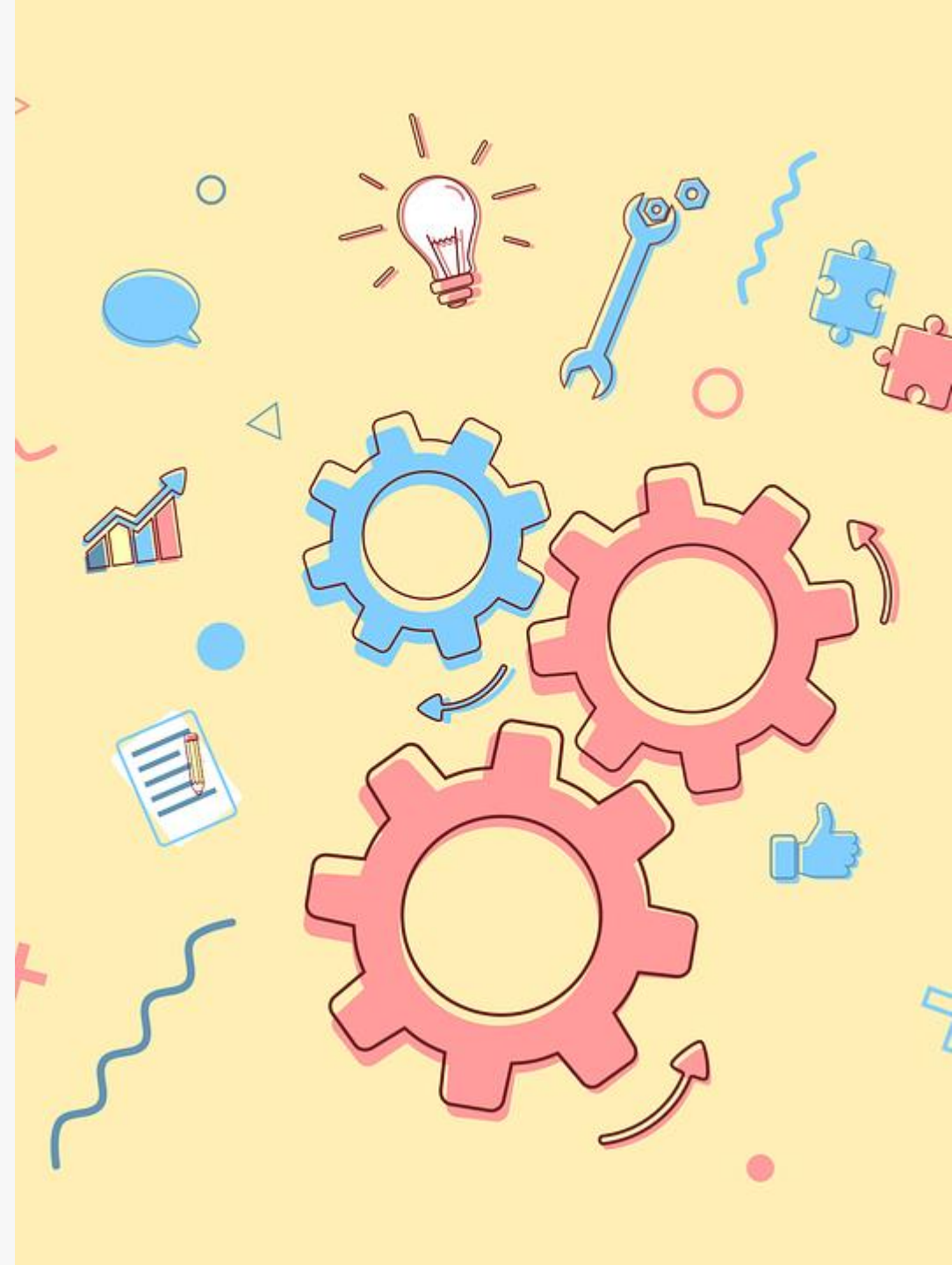
Enhanced cooperation and synergy: promote closer cooperation among Interreg programmes, foster the identification of shared challenges and the creation of synergies, strengthen the impact of Interreg cooperation;

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.

Main Principles

This exercise adopts a **bottom-up approach**, allowing participating Interreg programmes to collaboratively select topics for exchange, reflection, and development. It is tailored **to address the specific needs, relevance, and interests of each participating programme**, with multiple pilots running in parallel based on these interests. **Interact will facilitate exchanges within these pilots and engage external experts to support the development of methodologies**, such as approaches and impact pathways. Through our collective efforts, we hope to **achieve greater visibility and impact**.



What are your key expectations for this evaluation exercise?

- Gather best practices and methodologies for future evaluations.
- Agree on joint measurement of added value and impact.
- Develop common evaluation questions and methods.
- Learn and discuss methodologies for measuring Interreg's added value.
- Collect harmonised evidence across Interreg strands.
- Evaluate and show added value of cooperation and capacity building.
- Define and communicate Interreg's added value to stakeholders.
- Understand planned processes and establish common definitions for added value.



How would you define the added value for your programme? What factors do you consider when determining added value? (1/3)

Added value is a concept which is mixed with impact : added value is to be measured with indicators, and contrafactual evaluations to have a real knowledge of the added value. In the Upper Rhine region, there are many cross-border funding tools, Interreg comes in addition. Therefore, it is important to isolate the impact of Interreg alone on the territory, and perhaps of Interreg as a tool in all of Europe ?

The added value of our programme can be defined as the unique benefits and improvements it brings to participants, stakeholders, and the wider community that go beyond the standard expectations. This includes enhancements in skills, knowledge, employability, and personal development that participants gain, as well as positive impacts on social and economic factors. This also includes increased engagement, higher success rates, innovative methodologies, and a more thoughtful impact on participants' future opportunities and overall well-being as well the creation of lasting positive changes within the community.

In general, that it benefits the region and helps to tackle the challenges intended (like those discussed in Programme document). However, this is very wide and unless the intervention field is very narrow or specific, this could be hard to achieve (like improve employment situation of persons or to decrease CO2 emissions, to large extent) thus it would be good to have an understanding how realistically we could think of added value and impact (would terminology using words like contributing to be sufficient?).

How would you define the added value for your programme? What factors do you consider when determining added value? (2/3)

Added value for the territory (impact) and the target groups, added value in terms of improved governance and policy framework, contribution to relevant EU strategies and policies by producing impact at territorial level, specific added value of TNC in terms of building trust, creating sustainable linkages, knowledge transfer and overall cohesion in the territory

Strengthening regional cooperation, building and solidifying knowledge in the themes of the Programme, improving governance and institutional capacity, building capacity and improving processes such as planning, testing, implementing innovative solutions

The benefits that the programme brings to the Atlantic region and would be difficult to achieve without this policy instrument, for example, promoting transnational collaboration between stakeholders following a quadruple helix approach and supporting pilots with the potential to be scaled up.

How would you define the added value for your programme? What factors do you consider when determining added value? (3/3)

Strengthening our cross border region - how companies can learn from each other and develop economies of scale by establishing cross-border partnerships - economies of scale, impetus for cross-border interaction

Capacity building, support for enlargement, joint solutions to common challenges.

Considering Interreg TN programme like ours: building trust & resilience of the region; building on synergies and avoiding reinventing the wheel to share best practices across governance levels; driver for change in green & resilient transition trust & resilience of the region; building on synergies and avoiding reinventing the wheel to share best practices across governance levels; driver for change in green & resilient transition

Possible scenarios



Brief exchange

- 2-3 online meetings
Exchange of basic information
- Generate new ideas and inspiration
- No common approach required



Exchange

- 4-6 online meetings
- Detailed exchange of information
- Gain inspiration from other programs
- Agree on common evaluation questions



Common Approach

- 8-10 online meetings
- Develop and agree on a common approach
- Jointly develop an impact pathway
- Exchange methods and data
- Share common findings

Floor is open for discussion

To what level of detail would you like to engage in the exchange?



Next steps: main agreements

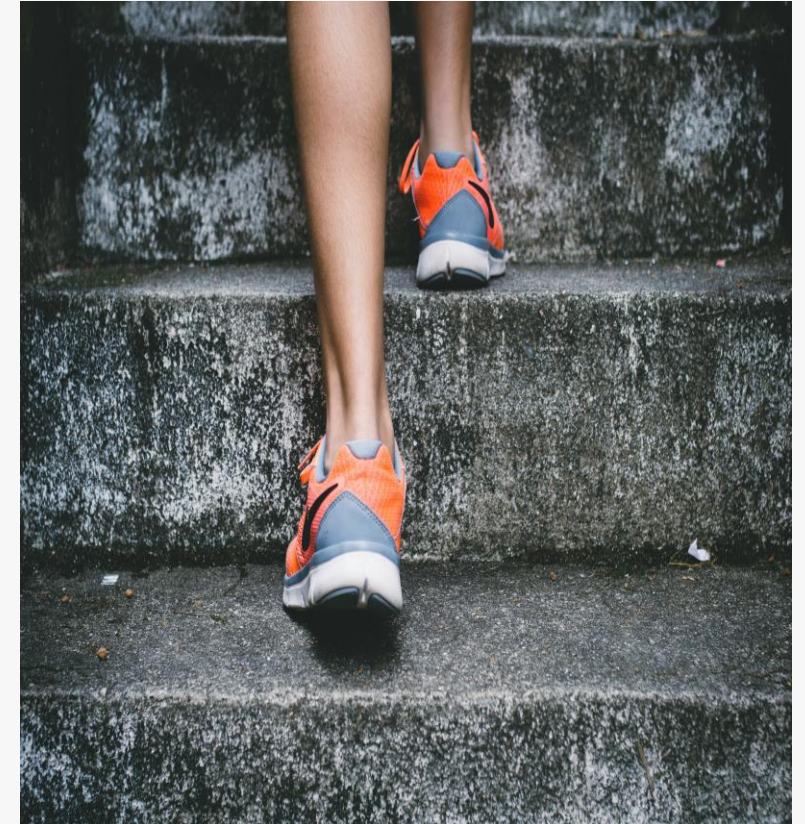
Next online meeting: 14 October, 13.00-15.30 CET

Agreements and next steps

- Begin by exchanging different practices to understand how added value is perceived across various Interreg programmes
- Reach a consensus on a common working definition of added value
- Discuss common evaluation questions

Future actions if the group is willing

- Develop a unified approach, including the creation of an impact pathway and the exchange of methods and data
- Share common findings and messages



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.



Cooperation works

All materials will be available on:

[Interact connections / Interact library](#)