

# Effective approaches to assessing project quality

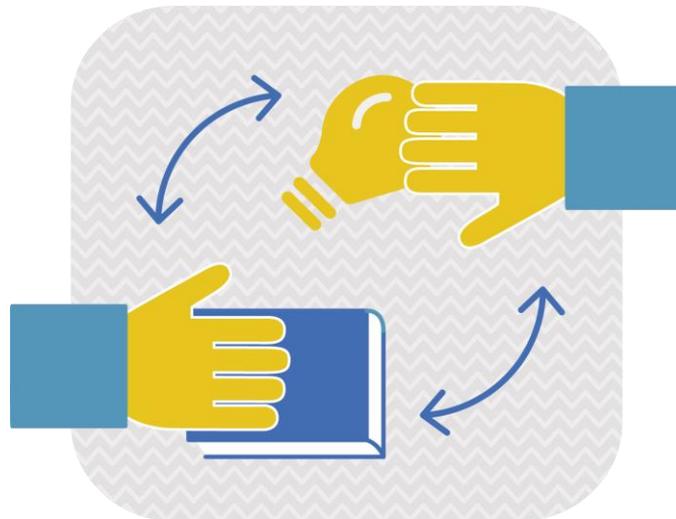
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12 March 2025, 09.30-13.00 CET

Agenda

Online





## Effective approaches to assessing project quality

**12 March 2025**

Online

### Outline and objectives

The quality assessment of applications is essential for effective project selection in Interreg programmes. The varied approaches across programmes highlight the distinct challenges and opportunities each programme faces, reflecting their specific contexts and objectives.

The main focus of this workshop will be to explore practical approaches for project quality assessment, including contracting and promotion. It will also provide space to discuss the evolving role of artificial intelligence (AI) in this process.

The workshop will bring together representatives from programmes at different stages of implementation – those with experience launching various calls for proposals and those with initial insights from the 2021 – 2027 programming period.

Participants are encouraged to share their experiences, highlight successful practices, and exchange valuable insights. Discussions will focus on fostering mutual learning and providing programmes with fresh ideas to enhance their project assessment approaches.

### Who is it for

This workshop is designed for experienced Interreg programme staff, particularly those from Joint Secretariats and Managing Authorities, who play a key role in project assessment.



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Wednesday, 12 March 2025

09.25 – 9.30

Onboarding

09.30 – 09.45

**Welcome and introduction**

*Interact*

09.45 – 10.00

**Setting the scene: reflection on project quality assessment**

*Interact and all the participants*

- Exploring approaches and addressing challenges
- Interactive discussion

Objectives of the session: Reflect on current practices in project quality assessment and foster an interactive discussion to gather diverse perspectives and identify practical solutions for improving assessment processes.

10.00 – 11.00

**Experience sharing in strategic assessment**

*Interreg programme examples and Q&A*

*Horst Schindler, Interreg Danube Region programme*

*Samu Numminen, Interreg Central Baltic programme*

*Marin Miletic Interreg Italy – Croatia programme*

Objectives of the session: Facilitate mutual learning by sharing experiences and practical insights on strategic assessment, including project and partnership relevance and cooperation character.

11.00 – 11.10

Comfort break

11.10 – 12.10

**(cont.) Experience sharing in strategic assessment and in operational assessment**

*Interreg programme examples and Q&A*

*Andrea Igazi-Eppacher, Interreg IPA ADRION programme*

*Axel Rodriguez Garrote, Interreg Euro-MED programme*

*Hristo Genev, Interreg Romania – Bulgaria programme*

Objectives of the session: Facilitate mutual learning by sharing experiences and practical insights on operational assessment, including work plan, budget and communication.



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12.10 – 12.30

### The potential role of Artificial Intelligence (AI) in project assessment

*Interact and all the participants*

- Potential and limitations of AI tools.
- Ethical and practical considerations.

Objectives of the session: reflect and discuss on the practical application of Artificial Intelligence (AI) in the assessment process.

12.30 – 12.50

### Effective promotion: Reaching the right applicants

*Interact and Interreg programme example, Q&A*

*Dana Kaščáková, Interreg CENTRAL EUROPE programme*

- Targeted communication strategies to attract eligible applicants.
- Leveraging digital platforms and networks for wider reach.

Objective: Share best practices for effectively reaching the right applicants to submit high-quality project proposals.

12.50 – 13.00

### Wrap up and closure of the workshop