

Impact **EU MRS** **deliver** – impact stories as a monitoring tool.

Ilze Ciganska/ Interact / 15.12.2022

Interact



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Interreg

MRS aim for policy change and greater impact in Europe

MRS arise from a need to find more **targeted solutions** to common complex societal **challenges**.

MRS **inspire** and **provide orientation** for **more effective cooperation** across regions.

MRS aim to make macro-region, and thus the whole of Europe stronger, more **resilient** and **attractive** to live in, **everywhere** and **for all**.

<https://www.youtube.com/watch?v=Tu2FWA-1zSM>

Pulls resources for change

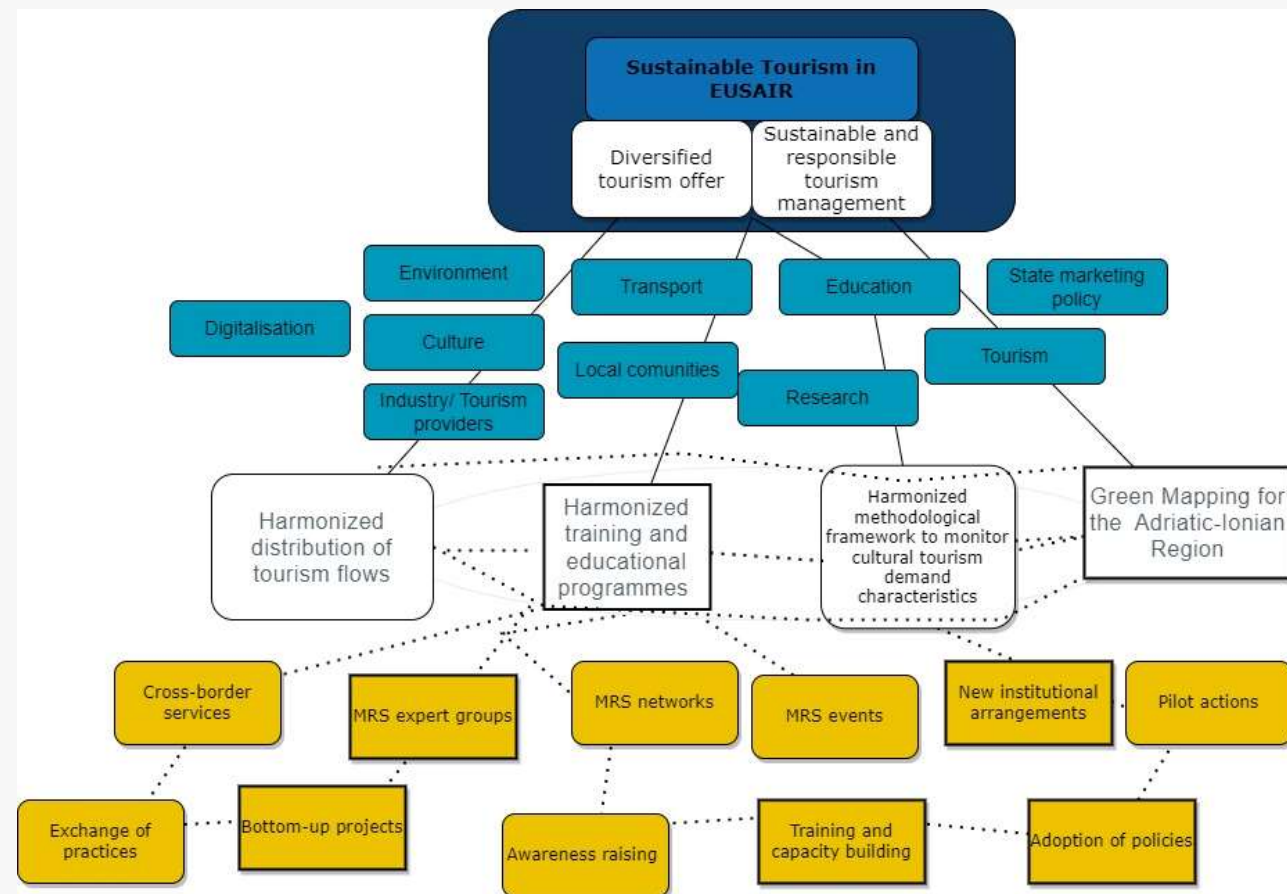
Promote economic and social prosperity
and growth in the region

Intended change/
Mission

Changes
implemented in
policies, rules and
procedures

Expected
outcomes

Implementation



Reflection time:

We will take 2 minutes...

- What is the vision of your MRS work - what impact you would like to achieve?
- How would you characterise your work with a word or a phrase? Which metaphor would you use?



Economic and social prosperity and growth in the region

Can we achieve this impact through the narrative of today?

By changing the core narrative, we can change the way we see development and how to enable it.





We also need a system behind

What are the causes behind our current narrative:

- What are the assumptions and underlying causes behind it?
- Who is involved?
- What factors to be considered?





If you want a different future, **change how you measure** things.

Sohail Inayatullah

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Impact stories

Rather than just explaining what your thematic area or MRS does, an impact story uses a real **narrative**, featuring actual people and events, to make an **emotional connection between your audience and the valuable work that you do**.

Useful tool when one cannot invest in complex monitoring and evaluation systems (cannot support expensive research)..



Which Stories?

How do we pick what to tell?

Do you think that this impact would have occurred in any way if there was no engagement from MRS?



Achievement and change delivered



Practical elements

WHAT the impact was, WHO was impacted, WHY this is an improvement (SO WHAT?) and how was the change delivered (activities)



Who will tell about the impact?



Which elements

are important for the one whom you tell about your achievements?

Know your target group well

What are their tasks

Managing EU Assistance programmes.
Close negotiation chapters on *Acquis Communautaire*
Organise communication

What are the pain points

How to build long-lasting practices for sound fund management?
How to assure swift and efficient reforms?
Where to find good examples supporting our communication?

What can EUSAIR (TSG) offer

Through our joint work with the EU partners and MRS initiatives, we increase the capacity for sound fund management
By our joint work and high-level meetings, we provided examples and practices reinforcing the ministry work on reform (*real example would need to be much more precise ☺*)
We offer examples and good practices

Projects

Most tricky element

How do we tell about our work with projects?

Interreg programmes

We finance projects.
We capitalize on
project results.

MRS

We bring projects
together for
coordinated solutions.
We initiate MRS
initiatives.
We link projects to
policy work.

Mainstream programmes

We must implement
our programme
successfully and
according to rules.
Cooperation is not
easy.

MRS

We provide orientation
for cooperation.
We can help connect to
partners and bring
initiatives together.
We increase the
territorial impact of your
investments.

Floor is open for discussion



Cooperation works