



ANNUAL EVENT

Växjö Sweden 2023



Annual Event 2023 of the Interreg South Baltic Programme 2021-2027

Interreg



Co-funded by
the European Union

South Baltic

24-25 October 2023, Växjö, Sweden

DAY 1

OPTIONAL

15:00-17:00

A city tour of Växjö

19:00-21:00

Networking dinner in [Elite Stadshotellet, Växjö](#)



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DAY 2

MAIN EVENT in [Elite Park Hotel & Växjö Konserthus](#)

9:30-10:00

Registration and welcome coffee

10:00-10:10

Welcoming speech by **Mr René Jaramillo**, Chairman of regional development board of Region Kronoberg

10:10-10:25

The Annual Event opening speech by **Ms Magdalena Bednarczyk-Sokół**, Deputy Director, Territorial Cooperation Department, Ministry of Development Funds and Regional Policy, acting as Managing Authority

10:25-10:50

State of Play of the Programme by **Ms Małgorzata Skolmowska**, acting Head of the Joint Secretariat

10:50-11:30

Networking activity and coffee break

11:30-13:00

Workshops by the Joint Secretariat

- Better connected region with measure 1.2.** Economic growth requires, inter alia, actions dedicated to the enhancement of SMEs' competitiveness, innovativeness, as well as their presence on an international market. Within this workshop, you will learn how the cross-border cooperation and support from our Programme can support SMEs to move from domestic to international business practices. Get to know more about expected results, intervention logic and verify your knowledge with prepared case study.
- How to increase your cooperation capacity? Get insight into programme measure 4.1.** Within this workshop, you will learn how the Programme can support you to strengthen your cooperation capacity and explore cross-border cooperation. This workshop will present the main challenges defined in the Programme Measure, expected projects activities, results, intervention logic and at the end you will be able to verify your knowledge with a prepared case study.
- How to prepare a good quality project?** During this workshop you will hear about how project applications are assessed, what are the assessment criteria and what were the most common mistakes in previously submitted applications. In the second part of the workshop, you can try yourself in the role of an assessor and look for mistakes in fictional project applications. Later, the outcomes and how the case study applications could be improved will be discussed together and you'll hear some further advice and hints that might be useful when developing projects for future calls.

13:00-14:00

Lunch

14:00-15:30

Workshops by the Joint Secretariat

1. **Creating a logic of intervention: Programme and Project frameworks.** During this workshop you will find out the following why the logic of intervention is important? You will also learn about the structure and the composition of the logic of intervention, the Programme specification: outputs and results indicators, you will practice definitions and examples and summarise the gained knowledge through a practical group task and quizzes.
2. **Strategies to improve project communication.** During this interactive workshop, participants will receive the tools and the knowledge needed to make their project communication activities more effective.
3. **How to prepare a good quality project?** During this workshop you will hear about how project applications are assessed, what are the assessment criteria and what were the most common mistakes in previously submitted applications. In the second part of the workshop, you can try yourself in the role of an assessor and look for mistakes in fictional project applications. Later, the outcomes and how the case study applications could be improved will be discussed together and you'll hear some further advice and hints that might be useful when developing projects for future calls.

15:30-16:15

Coffee break and networking

16:15-16:30

Farewell speech