

CAP-COM:

Making the most out of your project results



18-19 June 2025

Agenda

Strasbourg | France





CAP-COM: How to make the most out of project results?

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Outlines

Now more than ever, capitalisation is an essential topic to the Interreg programmes. How to support projects with the dissemination and uptake of their results? How to make sure those results have a long-lasting and visible impact? Which other challenges do the programmes face when it comes to capitalisation? This new edition of our Cap Com event will address those questions, allow active discussion and exchange of practices to overcome those difficulties.

This one day and a half workshop will also provide participants with practical tools and techniques to make the most out of their resources and be able to capitalise and communicate with what they already have.

This new edition is mainly targeting CBC programmes, in particular programme management and communication experts with little to no experience in the field of capitalisation.

Objectives

As in the previous CAP-COM events, the objective of this workshop is to foster knowledge exchange and collaboration among programme officers, both in charge of communication and programme management, raising doubts or issues on capitalisation topics and overcoming them by sharing experiences and potential solutions together.

Through these dynamic sessions, we aim to address common challenges, encourage you to make the most of capitalisation and communication tools that you have on hand, and feel inspired to put new practices into action.



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Day One

Wednesday, 18 June 2025

08.45 – 09.15

Registration

09.15 – 09.30

Welcome

Interact CAP-COM team

09.30 – 10.15

Introduction

- Capitalisation recap
- Breaking down barriers to capitalisation
- Capitalisation and Communication: the meeting point

Objectives of the session: briefly clarifying what capitalisation consists of, identifying the main barriers and beliefs about capitalisation among CBC programmes, and explaining the link between capitalisation and communication.

10.15 – 11.00

Pathway to capitalisation: the theory

- Looking at project results
- Capitalisation approach in project implementation
- Roles and possibilities for capitalisation
- Key considerations

11.00 – 11.20

Coffee-break

11.20 – 12.00

Pathway to capitalisation: the practice

- Capitalisation approaches in CBC: examples and lessons learned
- Capitalisation call for awareness, result transfer and clustering
- Capitalisation events for project beneficiaries and other examples
- Other practices
- Q&A, open discussion

Objectives of the session: sharing approaches, practices, examples and tips about capitalisation, inspiring CBC programmes.

12.00 – 12.30

Tools & Resources

- Introduction of practical tools
- Guidelines to make it happen

Objectives of the session: supporting programmes in developing their capitalisation activities.

12.30 – 13.30

Lunch break



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13.30 – 13.45

Reconnecting exercise

13.45 – 14.45

Communication: when & how to join forces?

- How communication can support capitalisation efforts.
- Removing barriers and rethinking communication strategies.
- Going back to project results: turning outputs into stories.
- Guidelines & practical examples

Objective of the session: Providing insights into how communication can be a driver for capitalisation, with practical tips and examples.

14.45 – 15.30

Communicating with what we have

- The Interact communication guides: a capitalisation chapter
- Programme - project collaboration
- Programme testimonial
- Q&A

Objectives of the session: Providing insights about the communication guides prepared by Interact for capitalisation use, exploring programme-project collaboration and sharing an example through a testimonial.

15.30 – 15.50

Coffee break

15.50 – 16.45

Making the most out of your project results & within your resources

- Effective tools
- Content repurposing
- Mapping & engaging key stakeholders
- Practical exercise

Objectives of the session: Giving some tips for an effective communication to serve the capitalisation purpose, and tips to reach and engage relevant stakeholders

16.45 – 17.00

Wrap up Day one



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Day Two

Thursday, 19 June 2025

9.30 – 09.45

Reconnection & introduction

09.45 – 11.00

Time to practice

- Practical exercise to implement and test what was shared on Day one
- Overall feedback

11.00 – 11.20

Coffee break

11.20 – 12.00

Time to practice

- Groups' feedback
- Open discussion

12.00 – 12.30

The place of capitalisation in the future Interreg

- Update from previous exchanges
- Open discussion

Objectives of the session: Based on group reflections, share views on how capitalisation should be considered/implemented in the next programming period.

12.30 – 12.45

Capitalisation activities, tools and support from Interact

- Next steps

12.45 – 13.00

Final wrap up

Interact CAP-COM team