

CAP-COM: Making the most out of project results.

Kelly Zielniewski | Interact

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Interact



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Interreg

Capitalisation in Interreg

Transfer and reuse of
knowledge generated by
Interreg projects



Capitalisation *is* NOT communication.

Extract from a registration form.

Challenges to capitalisation

Answers collected

- **Lack of** understanding, awareness, knowledge, trainings, resources, tools, and motivation
- Identification of results: **how to** capture them?
- **Engagement** of stakeholders and beneficiaries: how?
- **Tunnel** vision vs. Helicopter vision
- Actions for a long-term vision & **sustainability**?
- Lack of **coordination** (fragmented efforts, no real strategy)
- **Communication** techniques, strategy needed

This new CAP-COM edition



Beginners' level

To ensure an appropriate exchange of experiences and practices.



Focus on CBC programmes

Taking into account your realities and challenges.



Link with communication

Joint effort should happen, but we're not there yet.



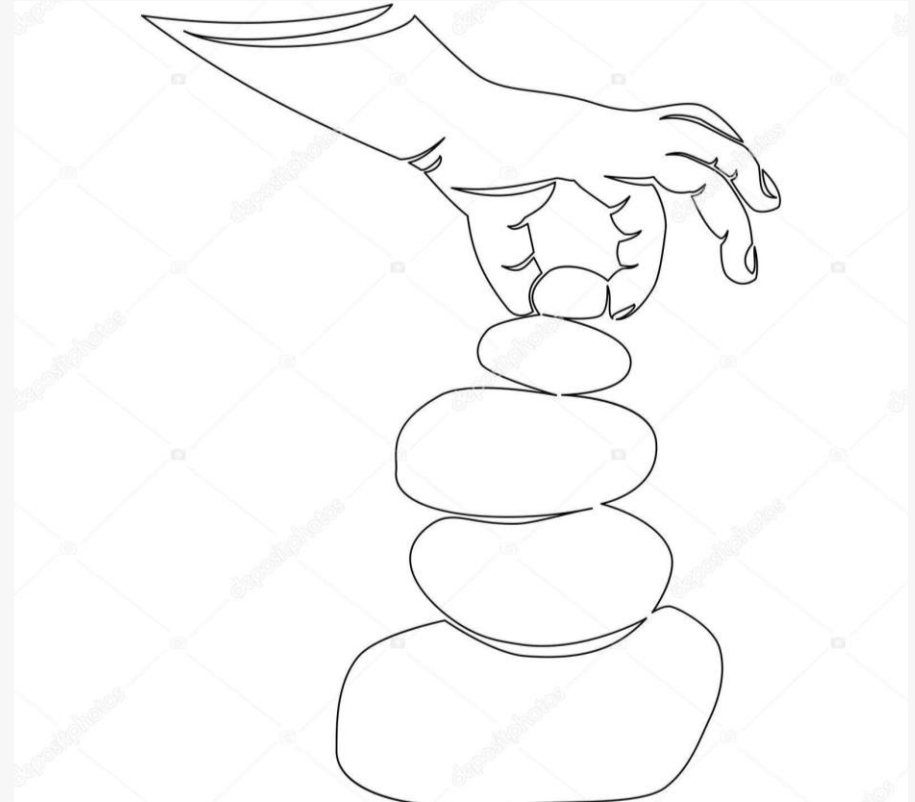
Practical approach

Let's make the most out of your results and within your resources.

KAIZEN APPROACH

What is that?

- Step-by-step
- Gradual progression
- One step at a time



Agenda/ day one

01

**Welcome &
introduction**

02

**Patway to
capitalisation
(theory &
practice)**

03

**Results
selection,
visibility,
KEEP**

04

**Communication
supporting
capitalisation**

05

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

Agenda/ day two

01

**Group
exercise**

02

**Group
discussion &
learning
points**

03

**Capitalisation
Post27**

FROM THEORY TO PRACTICE

Reconnecting exercise

Discuss within your group and come up with 2 learning points from day 01

You have 10 minutes !

Implementing CAP/COM in groups



Your capitalisation journey in 1h30 !

1. IDENTIFY POTENTIAL

*Not all results are
equal. Which ones
have star quality?
Identify drivers!*

2. CHECK THE DEMAND

*Even the best solutions
need someone who
wants them!*

3. ADVERTISE CAPITALISATION

*If you build it, they will
come... but only if they
know about it!*

4. DELIVER CAPITALISATION

*So many ways to make
it happen! What will be
yours?*

Your capitalisation journey

Step 1 (20min)

1. IDENTIFY POTENTIAL

*Not all results are
equal. Which ones
have star quality?
Identify drivers!*

DISCUSS WITHIN GROUP

- How to spot outputs with high replication potential?
- Which criteria would you use to select “champions”?
- Ways to identify your "capitalisation champions" (i.e. projects/partners who excel)

Your capitalisation journey

Step 2 (20min)

2. CHECK THE DEMAND

*Even the best solutions
need someone who
wants them!*

DISCUSS WITHIN GROUP

- How to identify the potential takers?
- How to adjust to their specific needs?
- How to connect with them? Who can you help make that connection?
- How can you attract newcomers?

Your capitalisation journey

Step 3 (20min)

3. ADVERTISE CAPITALISATION

*If you build it, they will
come... but only if they
know about it!*

DESIGN A COMMUNICATION CAMPAIGN

- Build one key message
 - Use simple language (avoid jargon!)
 - Specify who you try to engage
- *How would pitch capitalization in 90 seconds?*
- *Check out the matrix and material available!*

Your capitalisation journey

Step 4 (20min)

4. DELIVER CAPITALISATION

*So many ways to make
it happen! What will be
yours?*

PROPOSE 3 ACTIONS TO ACTIVATE YOUR JOURNEY

- Take into account the current timing
- Consider ALL the resources available
- Think of concrete actions

Break

Let's discuss
How did it go?



Your capitalisation journey

Step 5

5. IMPROVING YOUR APPROACH

*The capitalisation cycle
never ends!*

Learning points:

- Connect it with your communication plan
- Look at each stage of the project cycle
- What else?

LEARNING POINTS

Recap

- Define and agree on a capitalisation definition within your programme.
- Define clear scope and objectives.
- Make an inventory of your resources.
- Plan, organize: who is responsible for what?
- Get people on board, get them involved, and get them ready (train them!).
- Work on mindset!
- Draft a capitalisation story & sell it!

LEARNING POINTS

Recap

- Identify appropriate ways to reach your target group(s).
- Clearly define the steps to deliver capitalisation (according to your objectives): a strategy that will really work for YOUR programme!
- Remember the KAIZEN approach!
- Communicate about your work: process, champions, and what is being done/will be achieved, etc.
- Assess your strategy/actions and turn the mistakes into learning points.



Coming soon

- Online capitalisation course, September 2025
- Interreg Knowledge Fair, 4-5 November 2025, Belgrade

Check it out

- Event calendar, thematic communities & website: interact.eu
- Thematic stories at interreg.eu
- [Interact academy](https://interact.academy): Certified trainings & short courses

Cooperation works

All materials will be available on:

interact.eu