#### Workshop

### Analytical power of AI: Intelligent capitalisation

Stoyan Kanatov / Interact / 26.11.2025







### "The whole is greater than the sum of its parts."

**Aristotle** 



# Why to leverage AI in analysis of project data?

#### **Programme perspective**

The clear need of Interreg programmes for AI support in performing analyses related to projects, manifested even in 2023 and was reaffirmed after the different AI sessions, organized by Interact.

It is clear that sometimes programme management is reluctant to apply AI and often faces barriers in doing so, they have to address the fact that consultants are far more advanced and harvest the AI possibilities during application and project implementation, as well as ex-post programme activities.

More and more, programme experts see the benefit and the potential in using AI in simple analyses, planning of activities and data representation, which are the typical steps they take in this direction.



# **Mainstreaming AI analysis**

#### Framework + Capitalisation

Interact has dedicated a lot of effort to showcase the potential of AI for programme analysis. This can be divided in two main groups of activities:



#### Framework

Choosing a reference framework like European values, EU goals 2030, programme goals, output indicators



#### **Data access**

Use of available data – programme database or Keep.eu



#### Seting up

Setting up the capitalisation method – a screening methodology for assessing the capitalisation potential of projects via summaries



#### **Outputs**

Defining the output framework



### Interact's support to programme needs

In 2024 we have produced a simple methodology how to screen projects for capitalisation potential. In 2025 we have tested how Interact might support programme needs for Al analysis.

10th EUSAIR Annual Forum

May 2025

Interreg Central Europe conference

May 2025

**Cooperation** actions event

June 2025

11th Regional
CBC Consultative
Forum

June 2025





Source: Midjourney Al

# What is capitalization? - transfer and use of knowledge, generated by projects

- A mean towards the sustainability of projects and durability of results
- It has to do not only with results but also knowledge
- A way for projects to get resources beyond the initial financing
- A marketing process to "sell" projects results through communication
- A way to improve coordination and to find synergies among projects
- A way to promote and integrate results of national and local policies



#### Capitalisation in practice

The process of identifying contribution to EU Accession falls under the Capitalisation management practice. To be successful as such, it requires both programme management's interest and the interests of stakeholders to meet and synchronize.

#### **Capitalisation strategy:**

- ☐ Awareness-raising of key stakeholders
- Capitalisation planning
- ☐ Capitalisation in practice
- Mainstreaming monitoring

#### **Capitalisation delivery:**

- Identify potential re-users
- □ Target people with right competencies
- Create communities
- ☐ Ensure technical / financial resources

#### **AI Tools for Interreg Project Capitalisation**

Al	Key Advantages	Main Limitation
ChatGPT	<ul> <li>Excellent at clustering and summarising project data.</li> <li>Produces clear tables and charts.</li> <li>Strong at thematic synthesis.</li> </ul>	X Limited access to deep website links/subpages.
Gemini	<ul> <li>Can read live web content and some subpages.</li> <li>Works well with Google Drive data.</li> <li>Good for extracting info from PDFs.</li> </ul>	X Summaries less structured and harder to interpret.
Copilot	<ul> <li>Integrates with Excel/Word for data analysis.</li> <li>Quick visualisations and table edits.</li> <li>Easy for internal reporting.</li> </ul>	X Poor web crawling — misses project subpages.
Claude	<ul> <li>Handles long documents (full project lists).</li> <li>Very coherent thematic grouping.</li> <li>Reliable for text-based synthesis.</li> </ul> X No live web access depends on pasted conference of the	
DeepSeek	<ul> <li>Fast at processing large text batches.</li> <li>Good at detecting patterns and keywords.</li> <li>Handles multilingual data well.</li> </ul> X Weak with charts and structured visual outputs.	

### Contribution of projects Towards a framework of topics

#### **Communication topic**

When organizing the capitalization exercise, one could choose a reference framework of topics, towards which projects could be assessed for their contribution. These could be anything: programme objectives, specific topics of a capitalisation call, but also, broader ones, such as the EU goals, European values, output indicators or whatever framework needed.

The benefit of working within a reference framework is that all projects would be compared with standardaised measures and studied on equal footing to equally important topics.



# What framework are we going to use today?

Integrated territorial development

Innovation management in SMEs

Health care and silver economy

Accessibility of peripheral areas

Matching skills to labour market needs

Biodiversity conservation and recovery

Environmental risk awareness, prevention and management

Climate change adaptation



### Prompt structure & testing Gemini or Copilot AI to set up the list

**Prompt 1:** Can you access each of the individual projects listed in this link: (*Programme database link*)?

**Prompt 2:** Can you make a list of the individual projects with links to their subpages – so one could copy/paste the individual links form it?

**Product 1: List with projects and links** 





### **Prompt structure** Deep Seek AI to bypass problems

Extract Links (Manual Workaround) If you share the HTML snippet (right-click → Inspect → copy the <div> containing projects), I can parse the links for you.

Since I can't directly scrape the live website, I'll need you to provide the **HTML structure of the project listings**:

- Open Developer Tools: Right-click on the project list area → "Inspect" OR Press F12 or Ctrl+Shift+I (Windows) / Cmd+Opt+I (Mac)
   Find the Project Container: In the Elements tab, look for a <div> containing multiple cards
   Copy the HTML: Right-click on the container div → "Copy" → "Copy outerHTML" Paste it

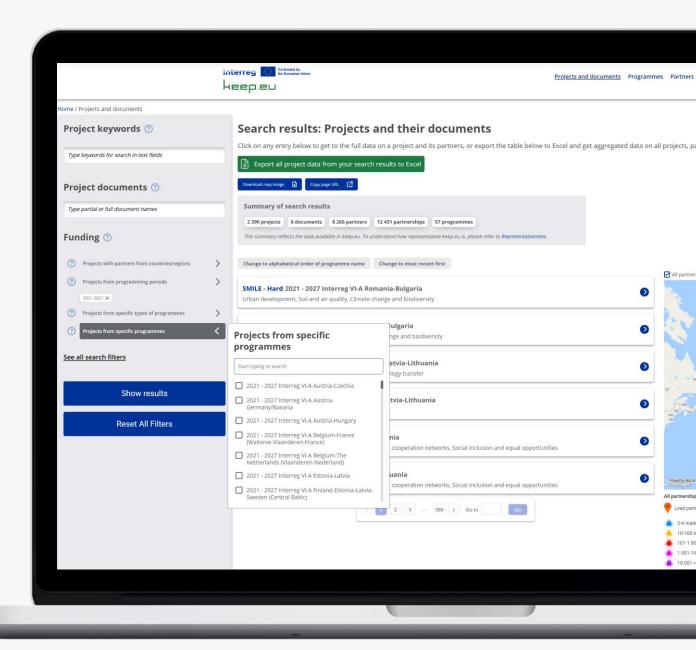
Once you provide the **HTML snippet**: 1. Extract all project URLs 2. Format them properly with the full domain 3. Give you a clean list of all working links

**Surprised?** 



# Alternative: Use KEEP.EU

- Choose "Projects and documents" search option
- Option "Projects from specific programmes:"
- Choose your programme





#### Prompt structure Gemini, Chatgpt or Claude AI to do the analysis

**Prompt 3:** I will give you a list/table of projects and will instruct you how to analyze them: (*List* or *Table*)

**Prompt 4:** Analyze the descriptions of projects from the perspective of their contribution to the topics: (*list topics*). Include the results of the analysis in a table with the following columns: Project acronym; Topics with contribution; Project outputs (contributing to the topic)

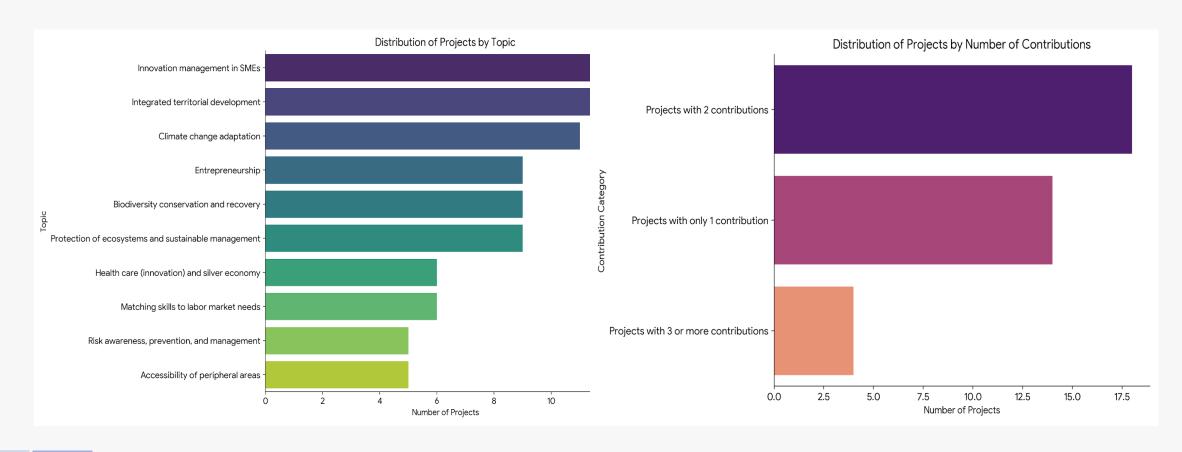
**Product 2: Table with analysis** 



#### Interreg Austria - Czechia - table with analysis

Project Acronym	Topics with Contribution	Project Outputs (Corresponding to Each Topic)
ACCURE	Health care (innovation)	Development of a 3D-printed in vitro skin model for drug testing and wound healing
AI Catalyst for SMEs	Innovation management in SMEs	Al Readiness Radar for assessing Al maturity in companies
	Entrepreneurship	Al training module for managers to support Al-driven decision-making
	Matching skills to labor market needs	Development of AI tools for SMEs to enhance workforce capabilities
AT-CZ OPEN LABS	Matching skills to labor market needs	Establishment of a network of educational laboratories for STEM learning
	Integrated territorial development	Creation of cross-border thematic camps and science education initiatives
AXIMEIA	Innovation management in SMEs	Case studies on advanced X-ray imaging for industrial applications, improving non-destructive testing
AquaCycle	Climate change adaptation	Optimization of water use in aquaculture systems
	Protection of ecosystems and sustainable management	Circular economy approach to effluent water reutilization
Bio2AgroFood	Innovation management in SMEs	R&D partnership for regional SMEs to develop bioactive compounds from microalgae
	Biodiversity conservation	Creation of new biostimulants/biocides for improving crop sustainability
BioReMo	Biodiversity conservation and recovery	Development of a biodiversity monitoring concept for protected areas
	Risk awareness, prevention, and management	Creation of a geodatabase for species and habitat tracking to prevent biodiversity loss

# Interreg Austria - Czechia chart representation



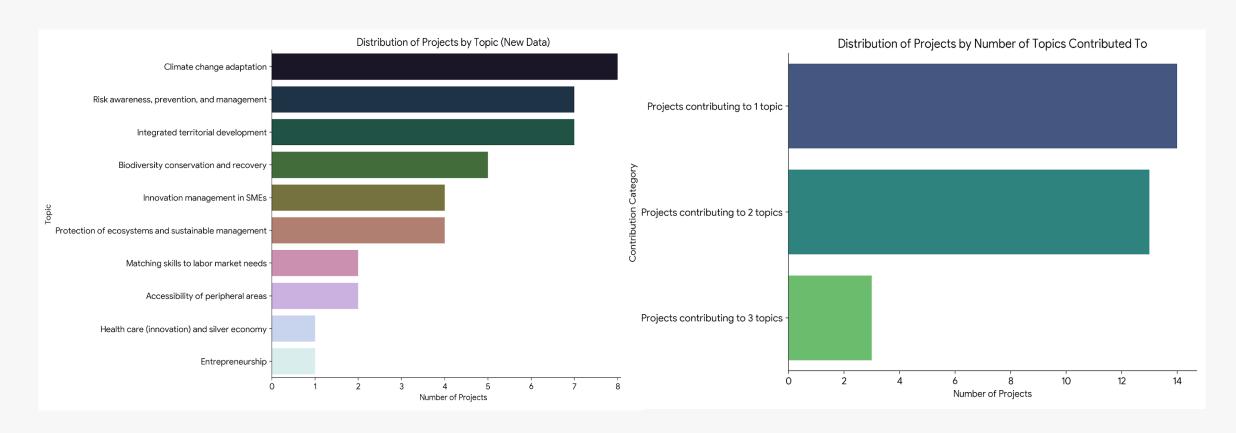
#### **Example of results**

Project Name	Priority Area	Direct Contribution to EU Values	Indirect Contribution to EU Values
FIRE-PREP	Risk Prevention	Human Dignity: Enhances community safety through improved forest fire preparedness	Human Rights: Protects the right to a safe environment
CLLD-CulTour	Cultural Tourism	Democracy: Empowers local communities via community-led development	Equality: Promotes inclusive cultural tourism
i-Thea	Cultural Heritage	Human Dignity: Preserves ancient theatres and cultural sites	Freedom: Facilitates access to cultural heritage
Cult2Routes	Cultural Tourism	Human Dignity: Develops cultural and hiking routes enhancing local identity	Equality: Encourages equal participation in tourism benefits
ALTTOUR	Alternative Tourism	Human Dignity: Diversifies tourism offerings respecting local cultures	Freedom: Supports freedom of movement and cultural expression
AuthentiKK	Cultural Heritage	Human Dignity: Preserves authentic cultural heritage	Equality: Ensures equal opportunities in tourism development
VirtuaLand	Cultural Heritage	Freedom: Provides virtual access to cultural and natural heritage sites	Human Rights: Enhances cultural rights through digital means
STONE.ART	Cultural Tourism	Human Dignity: Preserves traditional stone craftsmanship	Democracy: Involves communities in cultural preservation
Milestones III	Cultural Cooperation	Democracy: Strengthens cultural cooperation across borders	Equality: Promotes equal cultural exchange opportunities
nZECom	Energy Efficiency	Human Dignity: Advances sustainable living through energy-efficient public buildings	Freedom: Reduces energy poverty enhancing individual freedom
AGREEN	Environmental Protection	<b>Human Dignity</b> : Supports sustainable agricultural practices and soil protection	<b>Freedom</b> : Empowers rural communities through green entrepreneurship
BALANCE	Health & Social Services	<b>Equality</b> : Improves access to health and social care services	<b>Human Rights</b> : Protects vulnerable populations through inclusive care
e-School	Education & Innovation	Freedom: Expands digital learning access	Equality: Reduces education access gaps in rural areas
CULTIVATING	Agri-tourism & Culture	Human Dignity: Promotes local agri-cultural identity	<b>Democracy</b> : Encourages participation in local development
FLAT	Transport & Logistics	<b>Freedom</b> : Improves mobility and connectivity between regions	<b>Equality</b> : Supports access to services in remote areas

#### **Interreg Italy - Croatia - table with analysis**

<b>Project Acronym</b>	Topics with Contribution	Project Outputs (Corresponding to Each Topic)
3EFISHING	Risk awareness, prevention,	Strategy to increase resilience to climate threats using Nature-Based Solutions
	and management	
	Climate change adaptation	Characterization of pilot areas to address site-specific environmental risks
ADRIJOROUTES	Accessibility of peripheral areas	Development of ADRIJOROUTES to modify tourist flows and explore new cultural attractions
	Integrated territorial	Creation of immersive cultural experiences and engagement with local
	development	port stakeholders
ADRINCLUSIVE	Health care (innovation) and	Creation of Europe's first guide on organizing vacations for people with
	silver economy	dementia
	Integrated territorial	Establishment of a cross-border tourism framework tailored for
	development	individuals with dementia
ALIENA	Biodiversity conservation and	Development of a database cataloging non-indigenous species in the
	recovery	Adriatic Sea
	Risk awareness, prevention,	Reports on pilot areas to assess and mitigate ecological impacts of
	and management	invasive species
ARCHAEODIGIT	Integrated territorial development	Joint methodology for preservation and valorization of archaeological sites using digital tools
ASPEH	Biodiversity conservation and recovery	Conservation plans for endangered species like Caretta caretta and Charadrius alexandrinus
	Risk awareness, prevention, and management	Transnational awareness campaign on species and habitat conservation
AWASTER	Innovation management in SMEs	Guidelines for establishing models aimed at early adoption of circular economy principles
	Protection of ecosystems and	Regional analysis on waste management and strategies for sustainable
	sustainable management	resource use

## Interreg Italy – Croatia chart representation

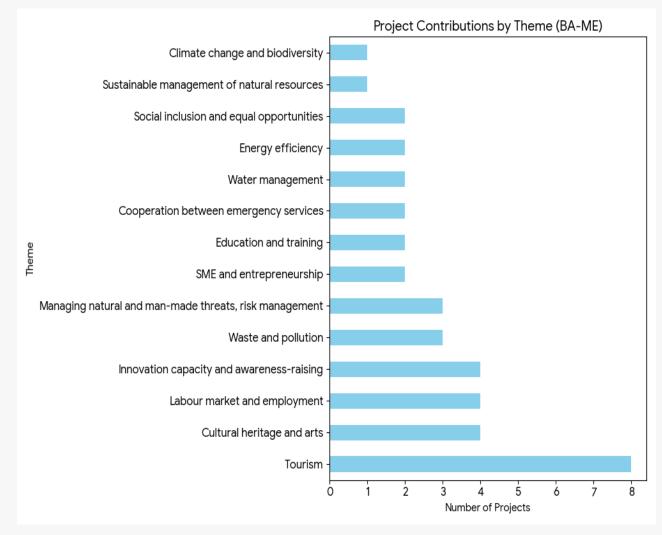


# Results: IPA CBC Programme Bosnia and Herzegovina and Montenegro 2014-2020

- Tourism: 8 projects
- Cultural heritage and arts: 4 projects
- Labour market and employment: 4 projects
- Innovation capacity and awareness-raising: 4 projects
- Waste and pollution: 3 projects
- SME and entrepreneurship: 2 projects
- Education and training: 2 projects
- Cooperation between emergency services: 2 projects
- Managing natural and man-made threats, risk management: 3 projects
- Water management: 2 projects
- Sustainable management of natural resources: 1 project
- Energy efficiency: 2 projects
- Climate change and biodiversity: 1 project
- Social inclusion and equal opportunities: 2 projects



# Results: IPA CBC Programme Bosnia and Herzegovina and Montenegro 2014-2020

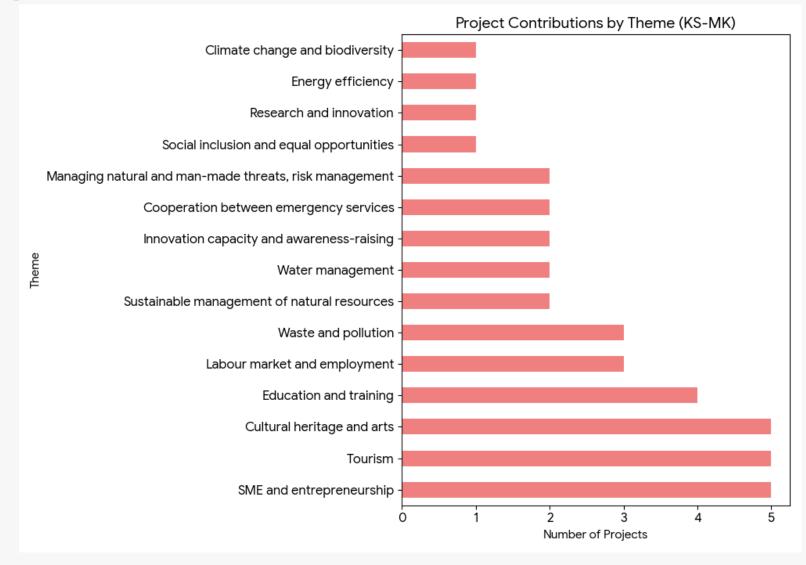


### Results: IPA CBC Programme Kosovo - North Macedonia 2014-2020

- SME and entrepreneurship: 5 projects
- Tourism: 5 projects
- Cultural heritage and arts: 5 projects
- Education and training: 4 projects
- Labour market and employment: 3 projects
- Waste and pollution: 3 projects
- Sustainable management of natural resources: 2 projects
- Water management: 2 projects
- Innovation capacity and awareness-raising: 2 projects
- Cooperation between emergency services: 2 projects
- Managing natural and man-made threats, risk management: 2 projects
- Social inclusion and equal opportunities: 1 project
- Research and innovation: 1 project
- Energy efficiency: 1 project
- Climate change and biodiversity: 1 project



### Results: IPA CBC Programme Kosovo - North Macedonia 2014-2020

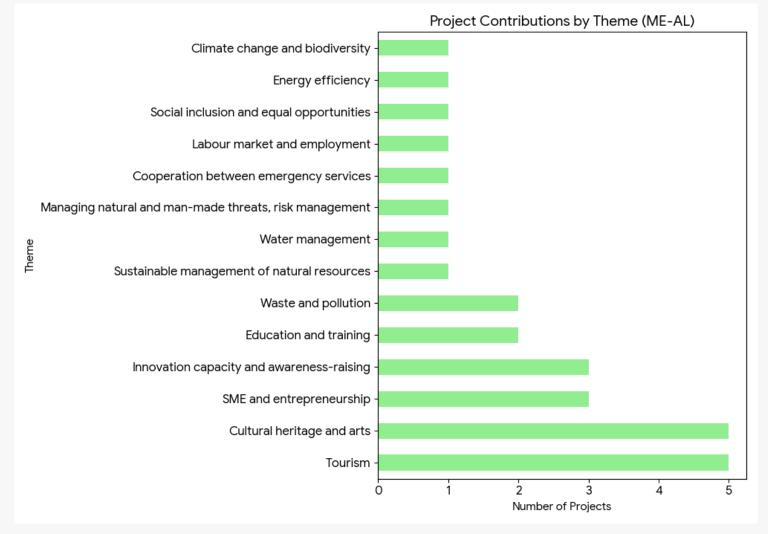


### Results: IPA CBC Programme Montenegro – Albania 2014-2020

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- Water management: 1 project
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- Cooperation between emergency services: 1 project
- Labour market and employment: 1 project
- Social inclusion and equal opportunities: 1 project
- Energy efficiency: 1 project
- Climate change and biodiversity: 1 project



### Results: IPA CBC Programme Montenegro – Albania 2014-2020



# How to assess the project's potential for capitalisation?

A screening methodology identify which project activities and outputs could contribute to the capitalisation topic framework



Are the project objectives targeting the capitalisation topics? Which one of them?



Which concrete project deliverables contribute to a specific topic and how much?



How many project deliverables contribute to a specific topic? (use numbers and key words)



#### Let's practice capitalisation?





#### Let's discuss

- Choose one project summary and read it
- Discuss in the group
- > Check the project objectives
- > Identify concrete deliverables
- Count, group and summarize deliverables related to the capitalisation topics





### **AI Catalyst for SMEs**

The Czech Republic and Austria are lagging behind in Al adoption, with less than 11% of businesses using Al by 2023. SMEs are struggling with uncertainty and limited resources. The project aims to bridge the gap between research and practical use, providing solutions, key tools and ethical perspectives.

Project outputs: jointly developing an Al readiness radar to measure the readiness of companies to implement Al. This tool will help analyze the openness and readiness of companies, especially SMEs and start-ups in the manufacturing sector, for Al applications with a focus on international trade, marketing, sales and exports. In addition, Al training modules will be developed to share knowledge and train managers. The project will create an **online knowledge base** with good examples from Austria and the Czech Republic that have successfully implemented Al. It will contain an overview of various AI applications and information on successful change processes. In addition, co-creative workshops with companies will be organized to improve this knowledge base. We invite companies and the interested public to participate in the Al Days. These activities will help provide information that can help companies create strong Al strategies. Last but not least, the establishment of physical laboratories at FH Upper Austria (Steyr, AT) and JVTP (České Budějovice, CZ) will allow presenting various AI applications and providing practical experience to companies, students and the public.

#### Screening for capitalisation potential

Are the project objectives targeting the capitalisation topics? Which one of them?

Matching skills to labour market needs Innovation management in SMEs

Which concrete project deliverables contribute to a specific capitalisation topic and how much?

Al readiness radar to support self-assessment/training
Al training modules to train managers
Online knowledge base to showcase Al success stories
Co-creative workshops, Al days and Physical labs – to
allow testing of Al

How many project deliverables contribute to a specific topic? (use numbers and key words)

**6 project deliverables** contribute to the topic:

- (5) Matching skills to labour market needs Al readiness radar, co-creative workshops, Al training modules, Al days, physical labs
- (1) Innovation management in SMEs online knowledge base





#### **AdriaClimPlus**

**Objectives:** The project aims to enhance climate change monitoring and adaptation by building upon recent findings from Interreg IT-HR and international initiatives. It seeks to develop a unified methodology for effective climate monitoring and to provide stakeholders with improved simulations and tools via an upgraded data distribution system. Additionally, the project focuses on raising awareness of climate change impacts on natural and cultural heritage, as well as local economies, through training courses, workshops, seminars, and exchange programs for students and teachers.

**Outputs:** AdriaClimPlus will foster collaboration among stakeholders, including researchers, policymakers, and practitioners from both sides of the Adriatic. By consolidating protocols and best practices, the project aims to establish a cohesive framework for climate adaptation planning that spans regional and basin scales. The project will focus on seven pilot areas, two in Croatia and five in Italy, test and implement adaptation strategies tailored to local conditions. Through targeted activities such as information events, summer schools, and training courses, AdriaClimPlus will engage with local communities and stakeholders. These efforts will not only raise awareness about the impacts of climate change but also promote the adoption of resilient practices to safeguard local economies and ecosystems.

#### **Screening for capitalisation potential**

Are the project objectives targeting the capitalisation topics? Which one of them?

Yes. They target Climate change adaptation and Environmental risk awareness, prevention and management.

Which concrete project deliverables contribute to a specific capitalisation topic and how much?

Monitoring systems & risk management: methodology and upgraded data distribution system. Climate adaptation framework: consolidated protocols and best practices. 7 pilot-area adaptation strategies. Awareness & resilience: training courses, summer school, information events

How many project deliverables contribute to a specific topic? (use numbers and key words)

Climate change adaptation (10): 7 pilot-area adaptation strategies (5 IT + 2 HR), 1 unified climate-monitoring methodology, 1 upgraded data distribution system. 1 cross-regional adaptation framework set of consolidated protocols and best practices

Environmental risk awareness, prevention and management (3): 1 package of training courses, 1 summer school and 1 set of information events





### Cross4all

The project **aims** at increasing the number of people that access high quality health and social services in the cross-border area, thus promoting safe ageing, early prevention, and independent living for all. It has the following specific objectives: to foster foster health literacy and digital health literacy; to design and put in place innovative practices for tackling health inequalities and improving access for all; to establish new mechanisms focused on the conditions of poverty, and services of comfort at home; to unblock their potential in offering care services to those most in need; to promote joint strategies for developing integrated health and social care sans frontiers.

Main outputs: - study gaps and inequalities across the CB area, and design joint strategies for addressing the needs of vulnerable and special groups; - innovative prototype cloud platform and a mobile app for improving the access to specialised healthcare and social care services across the CB area (information, services, training, tele-monitoring), both for citizens and medical tourists. Interconnection with eHealth apps and services (ePrescription, eReferral, EHR); - design specific pilots within the municipalities of Ohrid and of Neapolis-Sykies, for offering preventive health and support, including health services at home in rural areas through multidisciplinary and specially equipped Mobile Units; - workshops and seminars to increase the capacity of health and social care professionals and citizens across the CB.

#### Screening for capitalisation potential

Are the project objectives targeting the capitalisation topics? Which one of them?

**Health care and silver economy** – strongly targeted **Accessibility of peripheral areas** – targeted

Which concrete project deliverables contribute to a specific capitalisation topic and how much?

Study on inequalities to identify health gaps. Joint CB strategies for vision in care. Tele-monitoring module for patient support. 2 care pilots for early prevention. Capacity-building for professionals. E-health package for cross-border care. Rural service pilot & mobile unit for remote home-care. Cloud platform and mobile app for remote access.

How many project deliverables contribute to a specific topic? (use numbers and key words)

Health care and silver economy (8): Study on gaps & inequalities, Joint CB health strategies, E-health integration package, 2 municipal pilots, Tele-monitoring module, Workshops and seminars package

Accessibility of peripheral areas (4): Mobile-unit homecare model, Rural-area pilot, Digital remote-access platform + app





# Thank you for being here!

