

Communication for capitalisation



04 June 2026

Making Interreg results matter

Kauppiaiskatu 6
Turku | Finland





Communication for capitalisation

04 June 2026

Turku | Finland

Outlines

Interreg programmes generate a lot of valuable results such as tested solutions, innovative approaches, action plans and transferable practices. However, many of these results remain underused beyond the lifetime of projects. Capitalisation aims to address this challenge by ensuring that project results are reused, transferred, scaled up and embedded into policies and practices.

In this context, communication plays a crucial role. Moving beyond visibility and promotion, it can actively support the identification of valuable results, their translation into clear and usable solutions, and their uptake by relevant target groups. This requires a shift in both mindset and practice: from communicating about projects to enabling the effective use and impact of their results.

The event is aimed at communication officers of Interreg programmes, Joint Secretariat staff involved in communication and capitalisation, as well as other programme representatives supporting the uptake of project results.

Objectives

This training aims to support Interreg communication officers in strengthening their role in capitalisation processes. It will provide participants with a clearer understanding of capitalisation and its implications for communication, as well as practical tools to identify, frame and promote transferable results. It will also explore communication approaches that go beyond visibility to actively support uptake, and ways to engage relevant stakeholders more effectively.

The event is designed as a hands-on and interactive training, combining short inputs, practical exercises and group discussions.



Communication for capitalisation

04 June 2026

Turku | Finland

08.30 – 09.00

Registration

09.00 – 09.30

Welcome & introduction

Objectives of the session: Set the scene for the day, align expectations, and introduce the shift from communication as promotion to communication as a driver of uptake and reuse.

09.30 – 10.15

What is (really) capitalisation?

- Capitalisation Vs communication
- What “uptake” and “transfer” mean in practice
- Group reflection

Objective of the session: Participants can clearly explain what capitalisation is and understand how their role can go beyond visibility and promotion.

10.15 – 11.00

Where are the results?

- Where to find results (projects, reports, outputs, partners)
- What makes a result transferable?
- Common mistakes (what is often missed or overlooked)
- Practical exercise

Objective of the session: Help participants identify meaningful project results with capitalisation potential.

11.00 – 11.20

Coffee break

11.20 – 12.30

Who cares?

- Identify the “takers” (i.e. mapping)
- Get to know them (needs, motivations and barriers)
- Practical exercise

Objective of the session: Participants can identify and prioritise key target users for specific results.

12.30 – 13.45

Lunch break



Communication for capitalisation

04 June 2026

Turku | Finland

13.45 – 14.30

How to package the results?

- Common mistakes/challenges
- Turning technical outputs into reusable solutions
- Practical exercise

Objective of the session: Simplify and reframe complex project results into understandable and ready-to-use solutions.

14.30 – 15.30

From promotion to engagement

- Promotion Vs engagement: key differences
- Formats that enable uptake (not visibility)
- Practical exercise

Objective of the session: Participants can design communication approaches that actively support reuse and adoption.

15.30 – 15.45

Coffee break

15.45 – 16.30

What's your selling point? Pitching for uptake

- Moving the solution forward
- Building a strong value proposition
- Translating results into benefits
- Practical exercise

Objective of the session: Strengthen participants' ability to position results in a way that resonates with takers.

16.30 – 16.45

Wrap up & closure of the event



Communication for capitalisation

04 June 2026

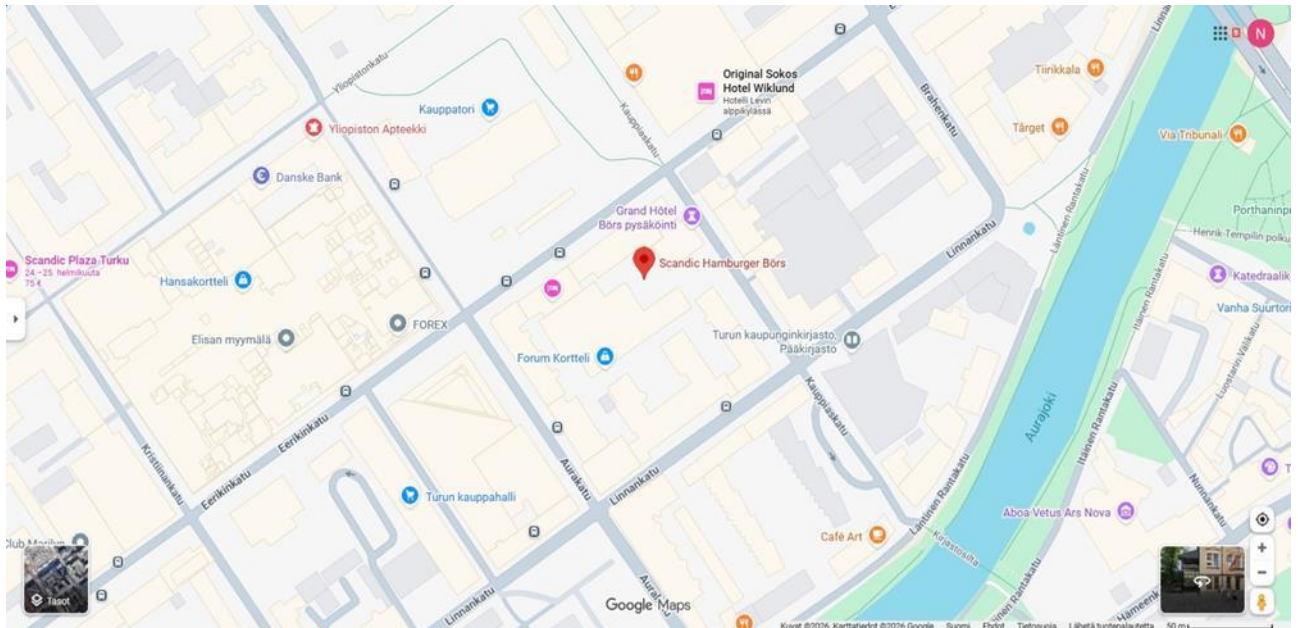
Turku | Finland

Practicalities

Venue

Hotel Hamburger Börs Kauppiaskatu 6

Turku, Finland



Travel

Turku is accessible by air, rail, bus, and ferry. Direct flights operate from Copenhagen, Stockholm, Mariehamn, Riga, Gdańsk, Bucharest, and Vilnius, with additional connections via SAS through Copenhagen or Stockholm and via airBaltic through Riga. Turku Airport sits 8 km from the city center, about 25 minutes by public transport. More flight options are available via Helsinki Airport, 170 km away, with frequent trains and buses linking Helsinki and Turku. Ferries also connect Turku with Stockholm and Mariehamn. Local bus line 1 provides easy access to the city.

Accommodation

Both the meeting facilities and accommodation are located at Scandic Hamburger Börs, a centrally located hotel directly by the Turku Market Square. Accommodation booking can be made via the link below. The booking code **CGWM** should appear by default when making the booking via this link but can be added if needed.

[Scandic Hamburger Börs | Scandic Hotels](#)



Communication for capitalisation

04 June 2026

Turku | Finland

Other Information

Early June in Turku is generally mild (15–22°C), with cooler evenings and occasional rain, so light outerwear and umbrellas are useful. Card and mobile payments are widely accepted throughout the city. For emergencies, the number is 112, and the hotel reception is staffed 24/7.

Contact

Any question about the event, feel free to contact:

Kelly Zielniewski: Kelly.zielniewski@interact.eu / +34 689 626044