

FROM CONTACT POINT TO CONNECTOR – the NCP CAPITALISATION ACTION MAP

PROJECT LIFECYCLE Work from left to right	FROM IDEA TO SELECTION Shaping projects and partnerships	DURING IMPLEMENTATION Following progress and emerging results	CLOSURE AND BEYOND Transfer, reuse and policy uptake
WHAT WE ALREADY DO Visible and hidden contributions	Before each call: info seminar, partner search event (online or in-person), press release, info on our webpage/social media/newsletter, consultations, individual partner search Help clarify programme requirements, event after selection to explain eligibility rules, control expenditure, communication at national level Organise dedicated/targeted capitalisation calls Guide/consultation to potential beneficiaries on results that have already been achieved in the programme area (programme data)	Provide LPs and communication officers a capitalisation training after project approval (TakeUp) Capitalisation workshops at project kick-off events, involving the whole partnership Address capitalisation from the beginning and during the whole project lifetime Clustering of projects with similar focus and results	Follow-up – gathering data and updates from projects New format “Interreg in dialogue” connecting all Interreg programmes in the country in a webinar series every two months (ca 100 participants each time) Project brochure with all project activities on regional level (focusing on regional challenges + benefit to showcase “Europe in your region”) Raise awareness on the results and highlight best practices
WHO WE CONNECT Projects, programmes and ecosystems	Beneficiaries (potential and current), stakeholders, decision-makers Project partners from previous projects, to inspire other national organisations. Project linked to regional/national programmes, local authorities, NGOs, national authorities... Other programmes in the area Matchmaking: potential partners dealing with same issues	Bring together NCPs, JS, MA, NA, controllers, project partners Connect partner issues to programme experts, tutorials explaining implementation issues Take part in kick-off and partnership meetings	Invite programme managers from completed projects to webinars, events Gathering beneficiaries with related policy-makers/institutions Connecting partners from different programmes: other Interreg programmes in the area, non-Interreg stakeholders Focus on public administration for long-term implementation, academia for further research
WHERE VALUE IS LOST Missed links and untapped opportunities	When the project idea is not taking into account past projects Direct the potential beneficiaries in order to prepare and include a good capitalisation plan during project preparation process Improve links between programmes, strategies, in particular with mainstream – capitalisation (especially CBC) uptake to national level Reaching people outside the Interreg bubble (How? When?) Beneficiaries meet too late Experience with attracting national media? (please share)	Stakeholders are the same/similar, but have different goals/objectives Differences in implementation rules of different programmes, similarities in projects implemented Timing constraints (only 2-year initiatives) Feeling overwhelmed by a mission that seems too big Adapting programme rules if problems are not understood or if national rules are not flexible/adapted	Database at national level Follow-up on ended projects, ask about their capitalisation measures, takeaways Lack of communication in national structures of Interreg stakeholders How can we realise a more attractive documentation?
WHAT WE COULD REALISTICALLY TRY Small actions within our influence	Connect experienced beneficiaries with newcomers Using database (keep.eu) already in project development phase Have capitalisation as a topic in info webinars before calls Participate more often to external events and their platforms Link projects across programmes based on thematics + territory Redesign the application form with more emphasis on capitalisation, make capitalisation activities a strong and explicit assessment criterium (being reflected currently through HIT) Provide Monitoring Committee members a “training” to improve consideration of capitalisation activities Develop an AI agent that can scan Keep.eu & Cordis for existing results for capitalisation, and avoid funding similar projects	Specific capitalisation section/workshops during yearly network meeting for national partners Organise thematic events with project partners from more Interreg programmes in the area Joint campaigns through Interreg Cooperation Day Organise transfer of innovation meetings between beneficiaries Specific	Events for stakeholders with focus on one PO, topic, area. Bring into practice Organising joint events at national/regional level, building clusters, thematic communities and exchanges Perform closure questionnaires and/or interviews with focus on capitalisation potential Adding an annex to the (final) activity reports in presenting capitalisation elements for each project What are the experiences with social media (beside LinkedIn)?