

CAP-COM Workshop

Selection of applications and link to capitalisation

Stoyan Kanatov / Interact / 28.11.2023

Interact



Co-funded by
the European Union
Interreg

The timeline

2017, Budapest

Workshop 1

- ✓ CAP-COM basis
- ✓ Lobbying
- ✓ Storytelling and digital communication

2017, Bilbao

Workshop 2

- ✓ Cap results and engaging communication stories
- ✓ Policy change through lobbying

2018, Pisa

Workshop 3

- ✓ Communication practices
- ✓ Social media training
- ✓ Com-checklist

Session content

01

**Planning of
capitalisation**

02

**Tools allowing for
capitalisation and
synergies**

03

**Capitalisation &
Communication
exercise**



Dedicated communication and capitalisation measures allowing for synergies across projects

The integrated approach of the project planning and implementation provides the perfect conditions for the capitalisation approach and synergies.

Capitalisation - the rewarding path of programme implementation

Successful capitalisation approach requires both Programme management's interest and the interests of stake-holders to meet and synchronize.

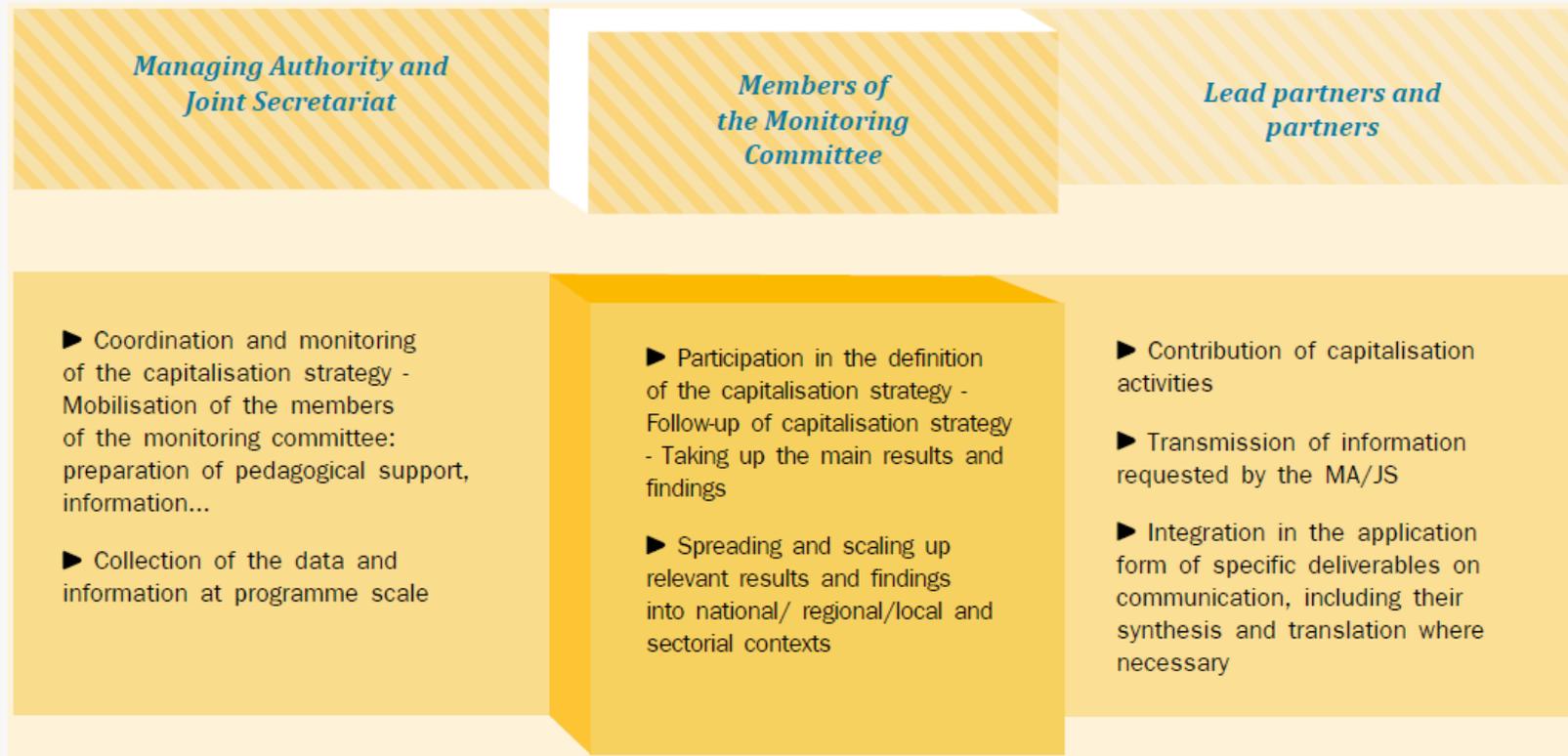
Capitalisation strategy:

- Awareness-raising of key stakeholders
- Capitalisation strategy, plan & guide
- Capitalisation calls
- Transfer and mainstreaming

Capitalisation delivery:

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

Governance - shared responsibility between programme bodies



How to identify stakeholders' needs?

Main tasks to make Need assessment, evaluation processes or continuous feedback. It could also be implemented via Territorial strategy.



Identification of ways, tools and approaches for engaging of stakeholders.



Assignment of task development to a team (group / task force).



Review needs and requirements. Involve MC members / politicians.



Confirm and document results, translating it into task concept.

Capitalisation in operational terms

Different ways to apply the approach in the application and selection process

Capitalisation module in the project

Mandatory <>
Optional

Call for capitalisation projects

1-step
approach

Call for good practices & for transfer projects

2-step approach

What could work?

Not every capitalisation tool works in all environments. The programmes of should choose of the most popular, which one fits them best and test it!

Thematic analysis of projects results

Projects database / knowledge repository

Spin-offs between several stakeholders

Creation of communities of practices

Dissemination of projects results

Reuse of projects results

Peer review

Clustering of projects

Knowledge repository

Strategic documents and intellectual products of Interreg-IPA Bulgaria - Serbia CBC Programme

LIST OF STRATEGIC DOCUMENTS elaborated with the assistance of the European Union, under Bulgaria-Serbia IPA Cross-border Programme 2007-2013*		
Project name	Project partners	Elaborated documents – download links
<i>First Call for project proposals</i>		
FOR YOU - Family Online Resources and Youth Opportunity Units	LP: NGO Viva Pautalia; PP2: NGO People's Parliament - Leskovac.	Internet based platform and program-methodological database for supporting disadvantaged groups (children and families at risk) Elaborated by NGO Viva Pautalia
Zones of growth in the Vidin, Zajecar and Bor regions	LP: Vidin Chamber of Commerce and Industry; PP2: Regional Development Agency Eastern Serbia – RARIS.	Investment book for investment locations in the region Elaborated by Vidin Chamber of Commerce and Industry
Model for cross-border cooperation in management of cultural-historical and natural heritage and development of sustainable tourism – Koprivshitsa (Bulgaria) and Surdulica (Serbia)	LP: Municipality of Koprivshitsa; PP2: Municipality of Surdulica.	Strategy on preservation of cultural, historical and natural heritage and sustainable tourism development in the Municipalities of Surdulica and Koprivshitsa Elaborated by Municipality of Surdulica
South East European Network on Balkans - Cross border region BG-RS	LP: National Association of Small and Medium Business, Sofia; PP2: NGO Regional Analyses and Forecasts Pernik; PP3: District Administration with administrative center Kyustendil; PP4: NGO Educational Center, Leskovac; PP5: Civic Library Pirgos, Pirot.	Strategy for development of a center for attracting investments Elaborated by District Administration with administrative center Kyustendil
Building cross-border competitiveness through partnership and networking	LP: Foundation "European Software Institute – Centre Eastern Europe"; PP: Regional Trade Chamber Nis	A joint business directory Elaborated by Foundation "European Software Institute - Centre Eastern Europe"
Beekeeping without borders	LP: "Bulgaria in Europe" Association – Vidin; PP: Municipality of Kladovo	Joint database of beekeepers Elaborated by "Bulgaria in Europe" Association

Projects' database

Interactive map of Interreg-IPA Bulgaria - Serbia CBC Programme

Projects funded

Project call
- Any -

Type of project
 Investment
 Soft

Priority axis
- Any -

Apply

Balneological tourism - the future of health

Project code: CB007.1.11.075
 Project call: CB007.1

Priority axis / Specific objective: 1.1 Tourist Attractiveness

Type of project: Investment

Project duration in months: 22

Project final contract amount: 567968.89 €

Project EU co-financing rate: 85.00 %

Project start date: 15.12.2017
 Project end date: 14.10.2019

Project summary: The project aims at increasing the tourism attractiveness of the balneological and spa destinations in Bulgaria and Serbia. Specific objective: Development of a common strategy for development of tourist destinations; Implementation of initiatives for the protection and promotion of natural resources and cultural heritage.

The project envisages: Project Management Activity; Reconstruction of the Nikolai Haitov Park in Sapareva Banya; Renovation of Park Banjica in Sokobanja; Development of a cooperation strategy for sustainable tourism development; Organization and conducting of kick-off and final press conferences, and is targeted at regional and local providers of tourist services, providers of health and recreation services, regional/ national touristic associations.

The final beneficiaries/users of the results of the project will be: Population of the two sites Tourists and visitors Orthopedic patients, neurologic patients, cardio patients, pulmonary patients.

Project code	Project title	Leading partner	Project region
CB007.1.11.075	Balneological tourism - the future of health	Municipality of Sapareva Banya	Kyustendil
CB007.1.11.095	Promotion of the tourist attractions through interactive exhibition of cultural - historical heritage of the cross-border region	Municipality of Pirdop	Sofia

Partners

Leading partner
Municipality of Sapareva Banya

PP2
Municipality of Sokobanja

Peer review

Interreg Europe Programme

ERDF for interregional innovation projects: key learnings


[Share](#)

24 October 2023 | By Platform



The Policy Learning Platform organised a peer review for the **Ministry of Finance and for European Affairs of Brandenburg**, in Potsdam, Germany, on 12 and 13 October 2023.

The Ministry was looking for inspiration on how to **embed cooperation for interregional innovation projects in its ERDF Programme**. Three questions were addressed by the peers during this peer review.

The main challenges...

1. How to structure ERDF-support mechanisms for interregional innovation support?
2. How to better provide regional stakeholders with the necessary support to engage in interregional projects (awareness raising, capacity building, technical support, etc)?
3. How to encourage SMEs to engage in interregional and/or international R&D&I projects?

Communities of practices

Interact Programme

 **Thematic Network on Capitalisation practices and co...**

OVERVIEW RECENT UPDATES STATUS UPDATES MEMBERS BLOG FORUMS POLLS NEXT EVENTS ACTIVITIES HIGHLIGHTS FILES & REPOSITORY BOOKMARKS Follow this Community

 This community can have members from outside your organization.

WHAT IS THIS COMMUNITY ABOUT?

This community is aimed at exchanging the available knowledge related to communication practices and approaches related to capitalisation and communication of results.

Here Interreg Programmes (including IPA-CBC and ENI CBC) will be able to find relevant updates, documents, information and practices related to this management process.

The aim of the community is to collect, streamline and spread the available knowledge and experiences available, related to the use of capitalisation as a fundamental and strategic management process for the Interreg programmes.

Blog

Create Blog Entry

Interreg Slam 2023 - easy application guide  0 

Nebojsa Nikolic | May 19 | 4 Visits

Call for Interest: Interact "Capitalisation tailored support 2022" is now open!  0 

Ivano Magazzu | Feb 28 2022 | 2 Comments | 17 Visits

Capitalisation of Interreg 2021-2027: have your say!!!  0 

Ivano Magazzu | Apr 20 2021 | 6 Visits

Do you need support for Capitalisation?  1 

FIND THE CAPITALISATION TOOLKIT 2.0 HERE ...

Capitalisation Toolkit 2.0 Overview and Structure

KEY ASPECTS

- PROGRAMMING**
 - By planning an early timeline, you can determine the relevant results.
 - Assessment timing of key stakeholders
 - Capitalisation strategy: detailed approach
 - Capitalisation strategy & implementation plan
- IMPLEMENTING**
 - Implementation guidelines
 - Implementation evidence to strengthen future impact: evidence & contribution to project
 - Implementation & delivery
 - Implementation plan
 - Timeline and implementation
- COMMUNICATION**
 - Identification & classification of stakeholders
 - Thematic analysis of projects results and outputs
- MONITORING & EVALUATION**
 - Establishment of performance linked to capitalisation activities
 - Indicators for monitoring capitalisation activities

LINK: <https://www.interact-eu.net/library/#4083-publication-capitalisation-toolkit-20-overview-and-structure>

 Farmlands - Capitalisation in Interreg 



INTERACT

Capitalisation HOTLINE

LEARN
What is capitalisation and how to start using the best practices in your Interreg programme

DISCOVER
How to use capitalisation for promotion of project and programme results

GET
Specific advisory and counselling services, at your premises and online

ENJOY
Custom thematic trainings and expert support

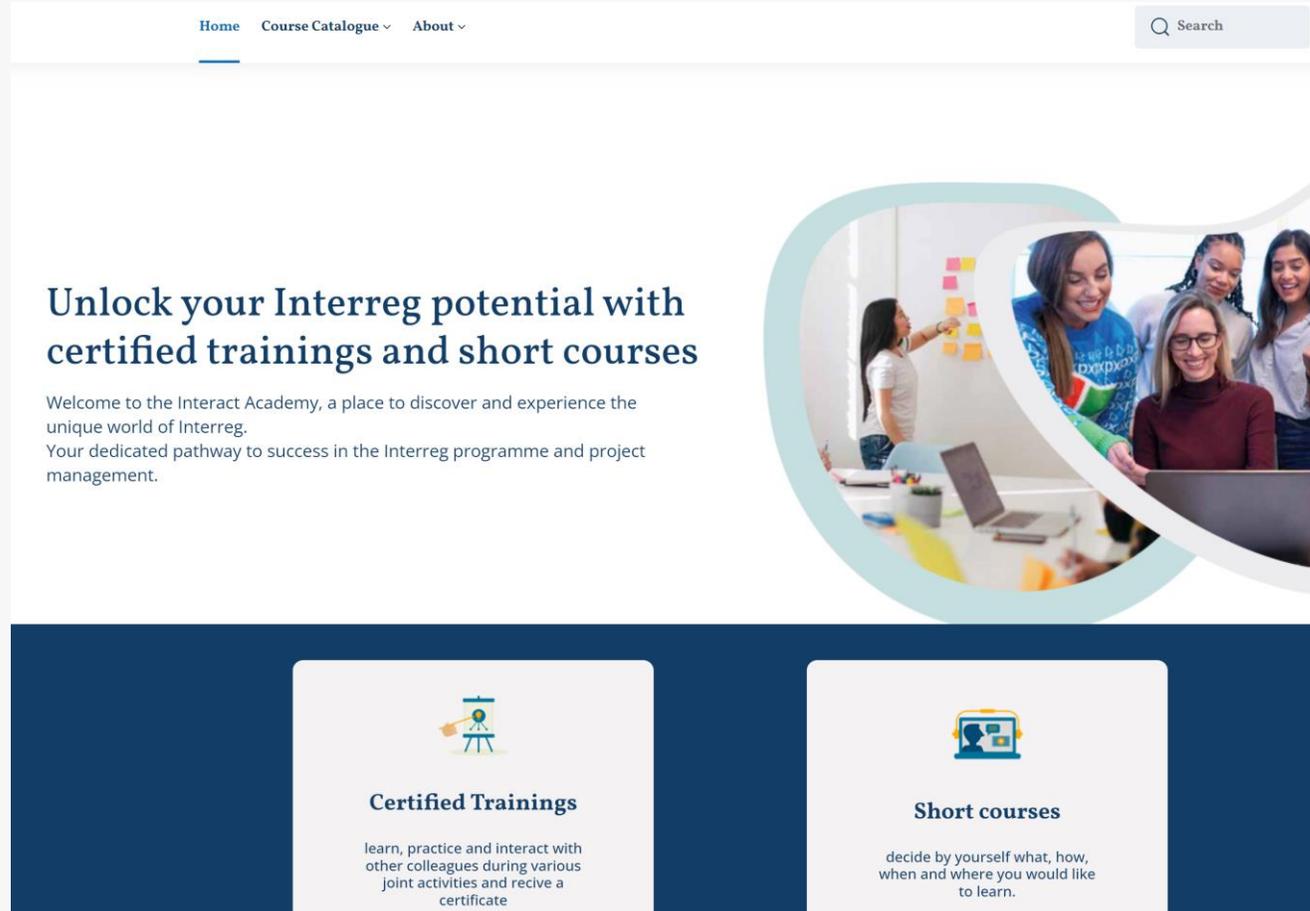
 +34 96 353 10 84
 +34 616 192 005
ivano.magazzu@interact-eu.net

Files & Repository

Add Files | Add Folders

Dissemination and re-use of results

Interact Academy



The screenshot shows the homepage of the Interact Academy website. At the top, there is a navigation bar with links for 'Home', 'Course Catalogue', and 'About', along with a search bar. The main content area features a large heading: 'Unlock your Interreg potential with certified trainings and short courses'. Below this, a welcome message states: 'Welcome to the Interact Academy, a place to discover and experience the unique world of Interreg. Your dedicated pathway to success in the Interreg programme and project management.' To the right of the text is a circular image showing a group of diverse people in a meeting, looking at a laptop and a whiteboard. At the bottom, there are two dark blue boxes with white text and icons. The first box is titled 'Certified Trainings' and includes an icon of a person at a computer. The second box is titled 'Short courses' and includes an icon of a laptop with a person silhouette.

Home Course Catalogue About

Search

Unlock your Interreg potential with certified trainings and short courses

Welcome to the Interact Academy, a place to discover and experience the unique world of Interreg.
Your dedicated pathway to success in the Interreg programme and project management.

Certified Trainings

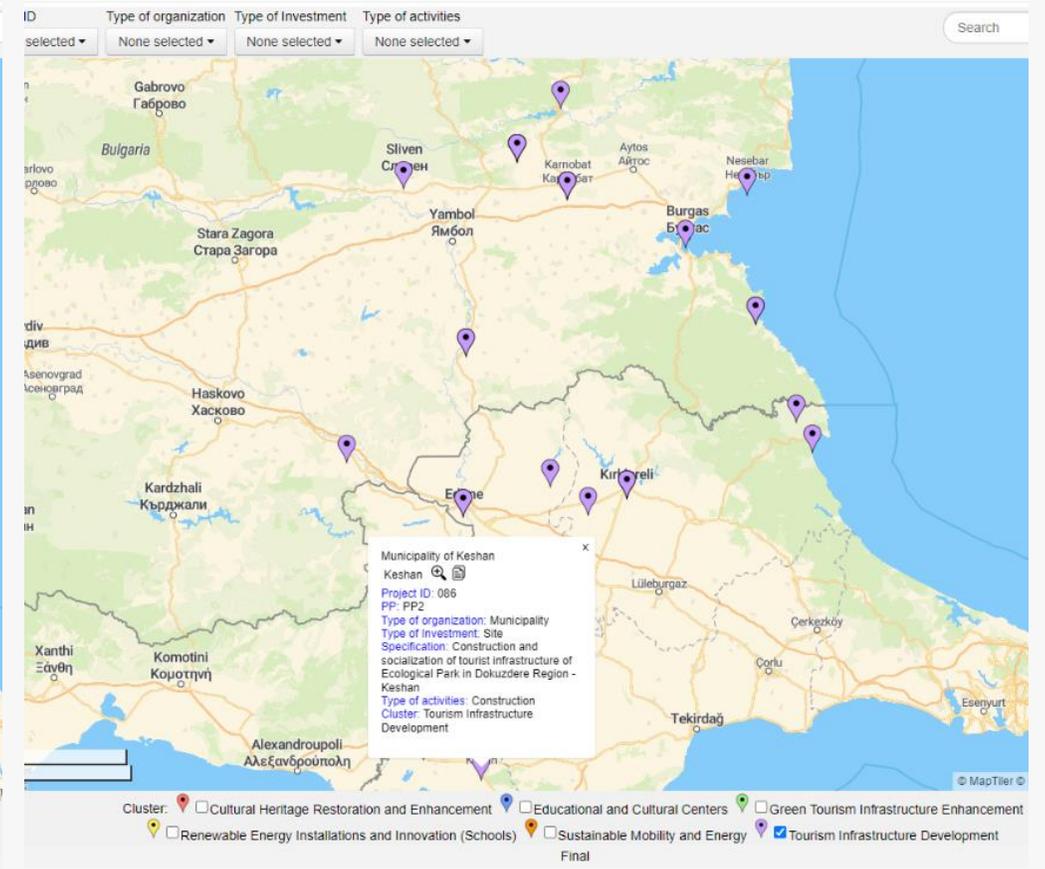
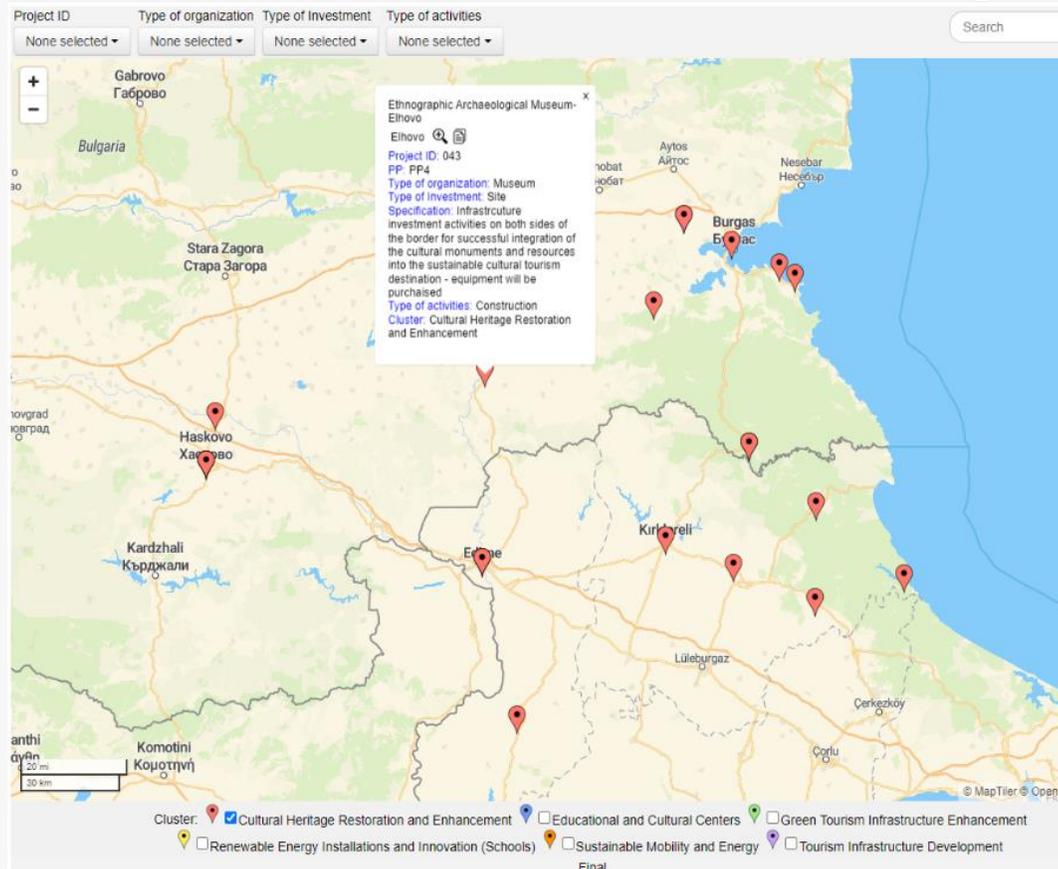
learn, practice and interact with other colleagues during various joint activities and receive a certificate

Short courses

decide by yourself what, how, when and where you would like to learn.

Clustering of projects

Interactive map of the Interreg-VI A Bulgaria - Türkiye 2021-2027 Programme



Time for exercise

