

CAP-COM: Capitalisation arguments to break down barriers

28-29 November 2023, Valencia

Interact



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Interreg

Agenda

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Where do we stand?

02

Capitalisation arguments

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Pushing boundaries

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The future of capitalisation

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Next steps

Capitalisation in Interreg

Transfer and reuse of
knowledge generated by
Interreg projects



Capitalisation challenges



Too complicated /
Not for me



Lack of resources



Which results?



Communication
constraints



Engage stakeholders



Engage beneficiaries

How capitalisation helps

Five key considerations:

1. No one-size-fits-all solution
2. Having a systematic way to capture and utilise those results
3. Resource-intensive and long-term process
4. Dedicated communication action
5. Changing the mindset



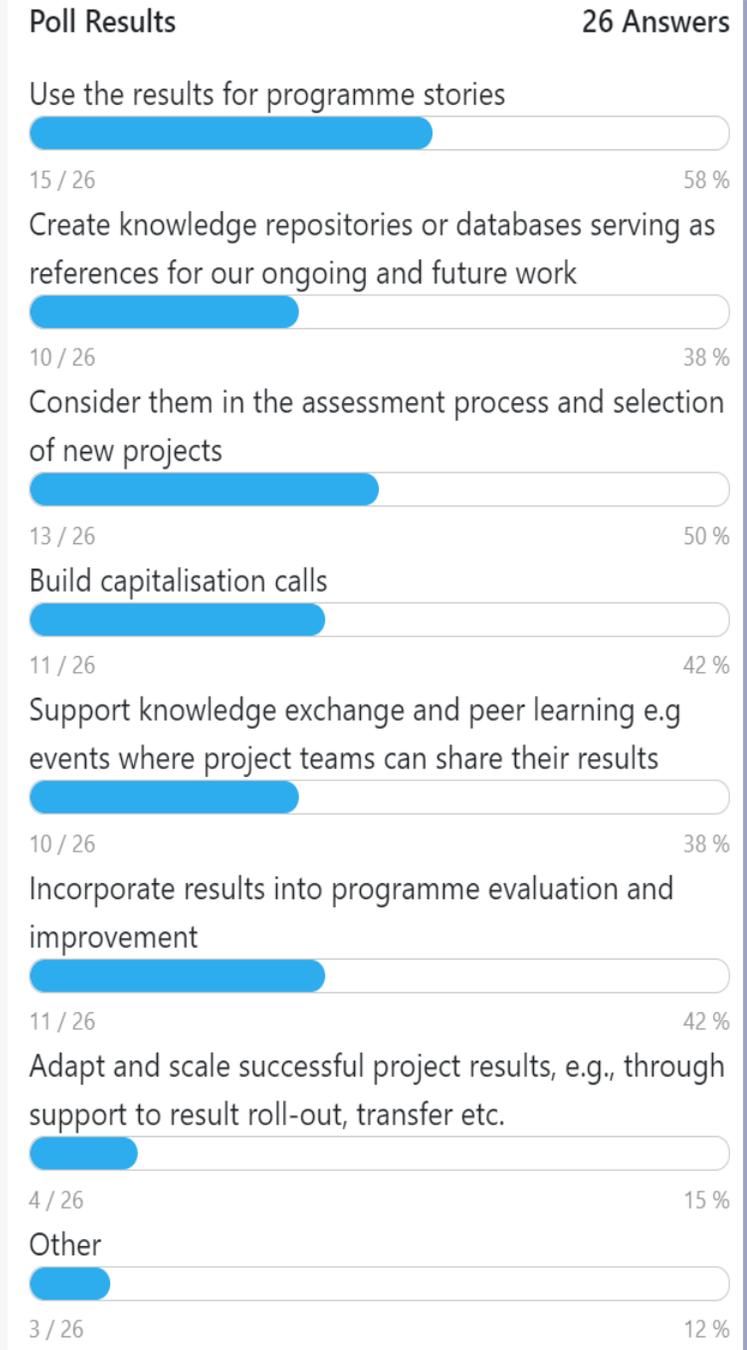
Your experience on working with results

What did the poll say

We are often inspired by results from specific projects.

But does your programme have a systematic way to capture and utilise those results?

How do you incorporate previous results into your work?



Capitalisation Toolkit 2.0

Overview and Structure

By clicking on each section
you can download the relevant tools



KEY ASPECTS

Awareness-raising of key stakeholders
Capitalisation roadmap - General approach
Capitalisation strategy & Capitalisation plan



PROGRAMMING

Management guidelines
Capitalisation content in application forms
Outputs selection & engagement of givers
Identification & engagement of potential takers
Capitalisation calls
Communities of practice
Transfer and mainstreaming

IMPLEMENTING

Classification & visualisation of achievements
Thematic analysis of projects results and outputs



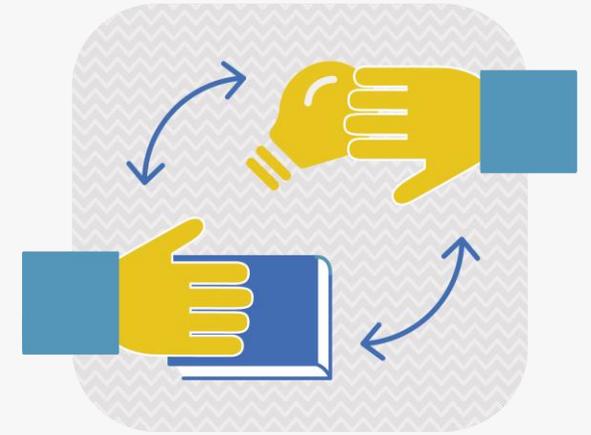
COMMUNICATION

Evaluation of performance linked to capitalisation activities
Indicators for monitoring capitalisation activities



MONITORING & EVALUATION

Results in the spotlight



- Select the most valuable results for capitalisation
- Make sure new projects are based on previous results
- Highly consider results in project assessment and implementation
- Use capitalisation calls to upscale results and create impact
- Balance top-down and bottom-up approaches
- Foster knowledge exchange and generation of new ideas
- Seek synergies with other programmes and initiatives



7 Help your
takers along



1 Define your
future impact



2 Identify
relevant work



6 Wrap your
work



5 Build your
case



4 Engage with
takers



3 Know your
takers

CAP-COM in practice

Building on results becomes everyone's business

Built-in logic – flow of information

Give projects and results pride of place on your website

Dedicated communication for Interreg newcomers

Look for “win-win” – highlight gains for both partner and programme

Organise CAP events supporting matchmaking and thematic sharing

Gain support from NCPs / intermediate bodies in attracting new partners

Databases / mapping of experienced beneficiaries

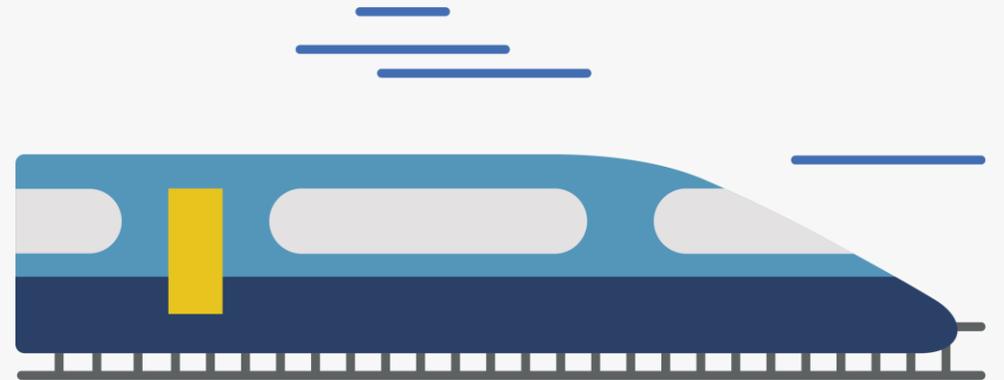
Highlight your impact and ensure your legacy!



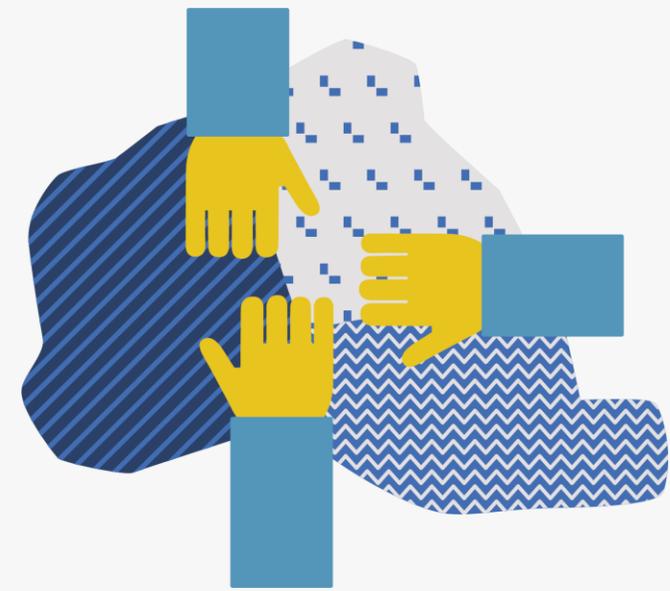
Pushing boundaries - **How to connect**

Examples of:

- Inter-programme capitalisation
- Cross-fund interaction
- Mainstreaming of results



Ideas for new ideas



- Small-scale projects for capitalisation purposes
- Overall programme communication encourages innovation
- Support from macro-regional strategies on most urging territorial needs
- Individual consultations with project applications to add new angles
- Potential of EGTCs
- Taking part in MC at regional/national funds level

Discussion time!

What do you need
to make it happen?

What would you
change?





Arctic Cooperation

[Interreg NPA 2021-2027](#)
[For Applicants](#)
[For Project Managers](#)
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ARCTIC COOPERATION

In recent years, the Arctic region has received a growing attention from policy makers and investors. Because of the wide range of local, regional and international actors and the speed of the developments, a need for a more coordinated regional development has become clear.

The European Territorial Cooperation programmes operating within the Arctic have decided to work more closely together.

The programmes are working on:

- more informed/coordinated project selection and thereby a better allocation and better use of the programme funding
- clearer and more integrated information for potential applicants about funding opportunities, and a wider network of potential collaboration partners
- more concrete and relevant project outputs meeting the needs of Arctic stakeholders, and better involvement of these stakeholders.
- better promotion of results; more targeted, on a more aggregated level, and to a wider audience
- more efficient programme management, by pooling resources and achieving a wider impact
- a more strategic approach to impact policy development, positioning the programmes for the post-2020 period, and potentially having a common priority based on Arctic values.

Concretely, what you can expect are coordinated websites, joint project development events, dedicated annual seminars in conjunction with programme events, a joint presence at large

Arctic Awards



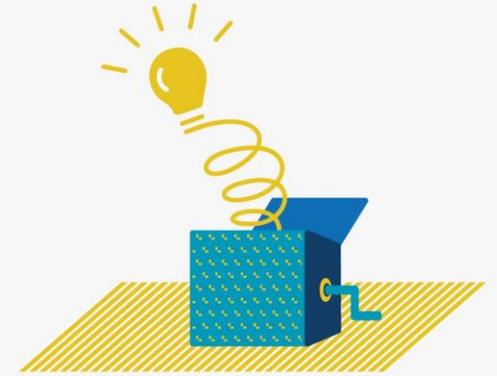
The Arctic Awards is an annual project competition designed to highlight exceptional projects focusing on topics of

Remaining relevant

- **How can Interreg remain competitive, attractive, innovative?**
- Right communication to the right target
- What kind of partners do programmes need
- Leading to policy level
- Put synergies in practice
- **IMPACT**



What is **next**?



- **Are you opening up to new perspectives?**
- **Any topics that should be featured in priority in our next event?**
- **Are you already thinking about post-27?**

Next Period 2028-30 what?

- **2024 is THE year to get involved**
- **Consultation phase – programmes and your stakeholders**



Consultation of the Interreg community on the future of Interreg Post 2027

Mercedes Acitores

Interact



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2024 “A decisive year”

5-7 March 2024

Interreg
Knowledge
Fair

Spring 2024

9th
Cohesion
Report

June 2024

EU
Elections

November 2024

Post-2027
focused
event

Spring 2025

Harvesting
Event in
Gorizia/
Nova Gorica

Consultation process for Post27

Workstream 1: the consultations that the programmes are expected to do with their stakeholders.

- It is Commission-led and Interact's role is to support EC to organise regular update webinars on the progress of consultations done by programmes.
- Remember! Our first webinar happens on Dec. 1st and next is coming in February.

Workstream 2: collecting ideas and inputs from programmes

By Interact, collecting the diversity of opinions & ideas on cornerstones of future Interreg on 3 levels:

- Top-down approach: Milestone events in Post 27
- Bottom-up approach: Interact thematic/sectorial events.
- Exchange with other stakeholders (CoR, SMOR, HLG, Presidencies)

Consultation process for Post-27

1. What is working?
2. What requires repairing / improvements?
3. What is missing?
4. What do you visualise for the future?



Have your say!



Cooperation works

All materials will be available on:

interact-eu.net