FACTSHEET 3: MAINSTREAMING/ TRANSFER PROCESS

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Objectives:

* To implement a process able to generate concrete improvement and changes for the stakeholders involved
* To get organised in order to be able to implement this process over a long run, as a mainstreaming or transfer process can require from a few months to several years
* To define indicators that can help monitor the process

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| Topic 1: Connection between “givers” and “takers” and framework information | |
| Context / feedback from the experimentation  When outputs, Givers and potential Takers are identified (see Factsheets 1 and 2), organise a physical meeting to present the process and start exchanges.  In the mainstreaming process, the first meeting between Givers and Takers is a key moment to exchange information and start the collaboration. However, external experts had to intervene regularly to animate and stimulate the process. In the absence of external experts, Givers must play a stronger role.  It is important during this first exchange to identify the persons that will be concretely in charge of the implementation of the process on both sides (Giver and Taker) and able to change the policy from the “Taker” side. | |
| What to do? | How to do it? |
| Organise the meeting between “Givers” and “Takers” | GENERAL APPROACH   * To define a programme for the first meeting, whose content could be:   + Presentation of the objectives and mains steps of a mainstreaming process   + Detailed presentation of the output(s) and of the methodology   + Discussion about the needs of the “Taker” and the way the outputs can contribute to fulfil these needs   + First exchange about the activities to be implemented for the mainstreaming/transfer process (preparation of the “transfer plan” (see next box) and the distribution of roles * Communication tools and arguments must be prepared to catch the attention of the potential takers (detailed presentation of the tool/outputs, added value for them to take part to the process…): * A tailor-made communication adapted to the audience * A web space was useful for collecting and presenting the relevant tools developed by the Modular Projects to promote the reuse of results of the Projects in the Community, by providing easy access to their outputs in the forms of “tools for policy making” (Social and Creative Community) * Involvement of the “Givers” in the discussion to eventually adjust their products to the Takers real needs and to support the transferring and mainstreaming process * Mainstreaming or transfer processes are long term and demanding activities. It is essential that the persons in charge are well identified and have appropriate time and resources to accomplish theirs tasks (on the side of the “Giver” and the “Taker”). |

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| Topic 2: Drafting of the transfer/mainstreaming plan | |
| Context / feedback from the experimentation  The objective of the transfer plan is to specify in a detailed way how the mainstreaming or transfer activities will be implemented.  At the start of the process, stakeholders (external experts, Givers and Takers) defined indeed their working programme and main activities. However, transfer plans had to be adapted regularly to take into account changing context and constraints (administrative issues, political agenda…). | |
| What to do? | How to do it? |
| Prepare the transfer | **GENERAL APPROACH**   * To think about the transferring modalities: definition of a set of transferring modalities and evaluation of the best way to transfer each produced tools and input, also in function of the Takers of each tool * To create the governance among stakeholders, such as the setting-up of an Advisory board and thematic working groups * To co-elaborate a detailed transfer plan at the start of the process with objectives, main activities, meetings, events and a detailed timeline for the implementation of steps and tasks. * This transfer plan should detail each step:   + Drafting of preparatory documents needed for the transfer: information or technical documents, analyses, methodology   + Organisation of working sessions between giver and taker   + Communication activities to accompany the transfer process; dissemination of mainstreaming documents   + Participation to events and seminars at EU, national, regional level… |

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| Topic 3: Implementation of the transfer/mainstreaming plan | |
| Context / feedback from the experimentation  In order to be efficiently implemented, the transfer plan requires a pro-active management and a strong involvement of the stakeholders (Givers and Takers).  Our experience from first experimentations has enhanced main issues to be considered for a successful transfer process:   * Clear identification of persons in charge of the process (operational implementation) * Regular exchange between the Giver and the Taker about the implementation of activities (every two/three weeks minimum) * Working meetings to exchange about the process and address organisational, technical, administrative questions…   During the experimentation, animation was provided by external experts. Then, the Givers were asked to take the lead and to manage the process with the Takers. The results were uneven from one territory to another and showed the importance to have a manager committed to this task. | |
| What to do? | How to do it? |
| Implement the transfer/mainstreaming process | GENERAL APPROACH   * To have a manager committed in charge of the moderation and the leading of the process. Usually, this manager is on the side of the Giver. One of his tasks is to accompany the Taker in the realisation of its activities (if Takers are lefts alone, there is a risk of demobilisation). * To provide adequate resources to maintain the mobilisation of stakeholders. The results strongly depend on the involvement of stakeholders and on the willingness of Givers and Takers to achieve concrete results. Modest objectives with motivated stakeholders will produce more results than high level objectives with partners that are not involved. * Be flexible on the implementation of the transfer plan and maintain close contact between the Giver and the Taker with regular updates. * If relevant, organisation of transferring workshops or events – congress, International conferences, Forums… |