

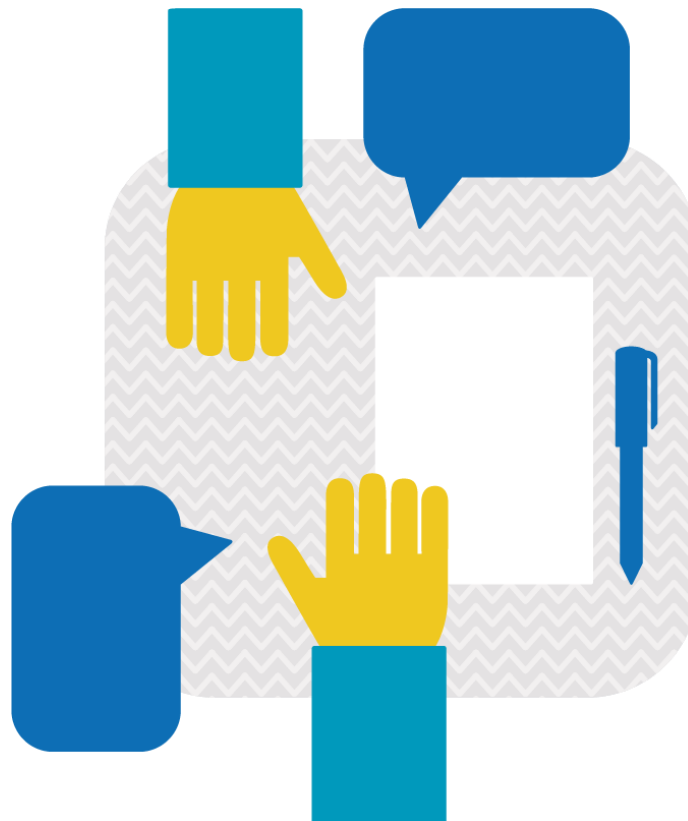
CAP-COM: Capitalisation towards a greater project impact



14-15 May 2024

Agenda

Prague | Czechia





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Outlines

Cap-Com 2024 is back, with a full menu of proposals towards a great project impact!

We are reuniting to present and discuss different ways how capitalisation can help you ensure that your project results have a long-lasting and visible impact. It is a complex and multi-level topic, so it is important to spend some time to discuss your persisting barriers and share practical solutions to overcome them. It is particularly important as programmes are now briskly stepping into the implementation of the current programming period.

During this two-day workshop, we will share practical capitalisation and communication tools and techniques, with a particular focus on project implementation and how to aim for greater project impact. The sessions will be balanced with open discussions on the benefits of implementing capitalisation in your context, as well as looking ahead beyond your own programme area, and beyond 2027.

Objectives

As it has been the case in the previous CAP-COM events, the objective of this workshop is to foster knowledge exchange and collaboration among programme officers, both in charge of communication and programme management, raising doubts or issues on capitalisation topics and overcoming them by sharing experiences and potential solutions together.

Through these dynamic sessions, we aim to address common challenges, encourage you to make the most of capitalisation and communication tools that you have on hand, and feel inspired to put new practices into action.

The event is intended towards programme management and communication experts with little to no experience in capitalisation.



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Day One

Tuesday, 14 May 2024

09.30 – 10.00

Registration and Welcome Coffee / Tea

10.00 – 10.15

Introduction

Interact CAP-COM team

10.15 – 11.00

Project results and ways to capitalise them

Stoyan Kanatov, Interact

- Capitalisation approach in project implementation
- Key roles and possibilities for capitalisation
- Open discussion

Capitalisation approach in Estonia - examples and lessons learned

Riina Vaap and Polina Zaytseva, State Shared Service Centre of Estonia

- Capitalisation call for awareness, capitalisation and clustering
- Capitalisation events for project beneficiaries and other examples
- Q&A, discussions

Objectives of the session: to share the common ground for capitalisation of project results at implementation stage

11.00 – 11.30

Coffee-break

11.30 – 12.15

Capitalisation of project results in practice

Stoyan Kanatov, Interact

- Introduction of practical tool for analysis the potential for capitalisation
- Practical exercise
- Group work

Objectives of the session: To illustrate the approach of capitalisation in practice

12.15 – 13.15

Lunch break

13.15 – 14.30

The new Interact communication guides for capitalisation

Arkam Ograk and Laura Belenguer, Interact

- The communication toolkit
- The journalism mini-guide
- User feedback, Q&A

Objectives of the session: Provide insights about the new communication guides prepared by Interact for capitalisation use, gather feedback to improve the tools



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14.30 – 15.00

Coffee break

15.00 – 16.00

Digital content creation: how to write an engaging web story?

Laura Belenguer, Interact

- The ten elements that make a good digital story
- The Website Writing Content checklist –practical exercise

Objectives of the session: Give some tips on how to engage users with our digital content and make them stay!

16.00 – 17.00

AI tools & capitalisation

Arkam Ograk, Interact

- Quick overview of AI tools & latest updates
- Practical use of AI tools for Interreg comms & cap, prompt tips, paid and free tools
- Q&A, discussions

Objectives of the session: Provide overview of AI tools and latest opportunities the offer, dive deep into their practical use for comms & cap

Day Two

Wednesday, 15 May 2024

9.30 – 10.15

The place of capitalisation in the future Interreg - learning from current experience

Overview of current capitalisation practices

Nicolas Garnier, Interact

- Calls for capitalisation projects
- Operational implementation of thematic communities or equivalent
- Transfer of results for stronger impact

Objectives of the session: Explore prominent approaches and practices to structure and implement capitalisation of results.

10.15 – 10.45

Keep.eu as a tool for supporting capitalisation

Elisa Bertieri, Interact

- Keep.eu as a living repository of Interreg data and its potential for capitalisation
- Keep.eu as a tool to share and store results, project prizes and mentions.
- Upcoming development

Objectives of the session: Gain insights into the opportunities that the keep.eu database presents as a capitalisation tool.



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10.45 – 11.15

Coffee break

11.15 – 12.45

The place of capitalisation in the future Interreg - how should it work in post-27

Nicolas Garnier, Interact

- Place of capitalisation in the future regulation - pros & cons
- Next steps to make it happen

Objectives of the session: Based on group reflections, share views on how capitalisation should be considered in the next programming period

12.45 – 13.00

Wrap up

Interact CAP-COM team

Venue

Majestic Plaza hotel, Prague, Czechia

Address: Štěpánská 33, 110 00 Prague 1

Map link: <https://maps.app.goo.gl/LEC7k2WCrfzs3Kknj9>

