

**CAP-COM:**

**Capitalisation towards  
a greater project impact**

14-15 May 2024, Prague

Nicolas Garnier, Interact

**Interact**



Co-funded by  
the European Union  
Interreg

# Agenda

01

**Where do we stand?**

02

**Focus on capitalisation calls and thematic communities**

03

**KEEP.eu as a support tool for capitalisation**

04

**Consultation on the future of capitalisation**

# 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
1. Having a systematic way to capture and utilise those results
1. Resource-intensive and long-term process
1. Dedicated communication action
1. Changing the mindset



# 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

# Integrated approach by Horizon Europe

## Communication: Promote your action and results

Inform, promote and communicate your activities and results

 **Reaching multiple audiences**  
Citizens, the media, stakeholders

### How?

- Having a well-designed strategy
- Conveying clear messages
- Using the right media channels

### When?

From the start of the action until the end

### Why?

- Engage with stakeholders
- Attract the best experts to your team
- Generate market demand
- Raise awareness of how public money is spent
- Show the success of European collaboration

**Legal obligation of your Grant Agreement**

## Dissemination: Make your results public

Open Science: knowledge and results (free of charge) for others to use

 **Only to scientists?**

Not only but also to others that can learn from the results: authorities, industry, policymakers, sectors of interest, civil society

 **How?**

- Publishing your results on:
- Scientific magazines
  - Scientific and/or targeted conferences
  - Databases

 **When?**

At any time, and as soon as the action has results

 **Why?**

- Maximise results' impact
- Allow other researchers to go a step forward
- Contribute to the advancement of the state of the art
- Make scientific results a common good

**Legal obligation of your Grant Agreement**

## Exploitation: Make concrete use of results

Commercial, Societal, Political Purposes

 **Only by researchers?**

Not only, but also:

- Industry including SMEs
- Those that can make good use of them: authorities, industrial authorities, policymakers, sectors of interest, civil society

 **How?**

- Creating roadmaps, prototypes, softwares
- Sharing knowledge, skills, data

 **When?**

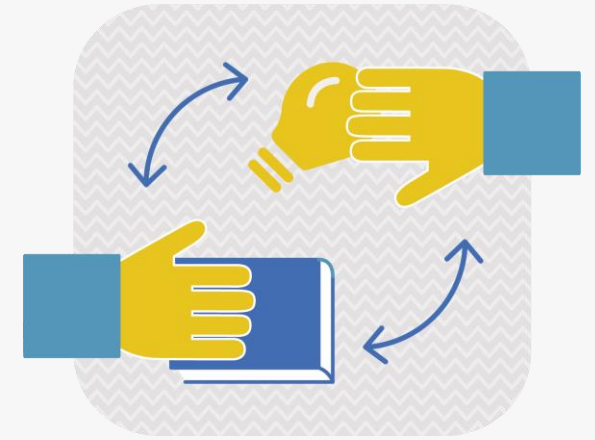
Towards the end and beyond, as soon as the action has exploitable results

 **Why?**

- Lead to new legislation or recommendations
- For the benefit of innovation, the economy and the society
- Help to tackle a problem and respond to an existing demand

**Legal obligation of your Grant Agreement**

# 3 levels of Capitalisation



**Take stock &  
organise  
results**

**Create synergies  
between projects**

**Activate the  
reuse of results**



# Which results to consider?

Supported by ways to cluster projects and their results

Calls supporting capitalisation effort

Setting up of thematic communities

The process implies several tasks:



Project library – all deliverables?



Clear and structured information provided by the project – long-term vision



Competences within the JS team, with dedicated portfolio



Check the relevance of achievements to ensure credibility of results

# Capitalisation calls

Enhance the impact and strengthen project outputs from previous and current programming periods

**Impact!**

**Approach in  
programme  
structure**

**Focus on  
transfer**

**Output  
selection**

**Synergies  
between  
programmes**

**Central Europe  
TN/CBC call**

**Med  
coordination on  
tourism**

**...and you?**

# Joint call – Interreg Northern Periphery + Auror



- Started in 2016 – **joint communication** calling for cooperation among programmes in the Arctic
- NPA **took up the challenge** (with no extra resources), in close collaboration
- Arctic Clusters – **joint actions between projects** funded by different programmes
- Creating a **joint call** – developing common Terms of Reference

# Developing a joint Terms of Reference



1. we looked at the **priorities** of both programmes and found the overlaps
1. we looked at the projects funded in each priority to identify a **critical mass of projects** that could collaborate
1. we met with a large **team of both programmes to agree** on the final common themes
1. we agreed on **specific eligibility criteria** and funding conditions that apply to each programme separately e.g. NPA funds projects with more partners, a longer duration and larger budget
1. we agreed on the portion of **selection procedure** that is **in common** (we read each others project summaries and diagonally browse the applications)
1. we agreed on a **timeplan** that would allow us to have an even larger critical mass of projects
1. we agreed on **common events**, promotional efforts and project development & support activities
1. we submit the terms of reference to our **MC for approval**

# Thematic communities

## What for?



**Create links  
between projects  
to improve quality  
of results and their  
impact**

**Encourage new  
partnerships for  
future projects**

**Support the  
visibility and reach  
of the programme  
and its results to  
stakeholders  
outside the Interreg  
world**

# Thematic communities

## What for?



**Gather knowledge and expertise** on key programme thematic objectives

- ✓ to support and ensure the **relevance of funded outputs**
- ✓ to encourage the **transfer of project results** to other areas or types of stakeholder
- ✓ to **influence public policy** (mainstreaming/policy change)

# Thematic communities

## Identify and involve participants



- ✓ Only **Lead partners**, or whole **partnership**
- ✓ **Thematic experts** not necessarily involved in a project
- ✓ **Local authority** administrations (operational departments) or government departments (real added value, dimension outside Interreg)
- ✓ **Programme partners** (stakeholders in programme governance)

# Thematic communities

## Identify and involve participants



**Assign mandatory activities of the communities**, to be integrated to project work plans (planned ahead + announced in ToR)

- Kick-off, thematic events/webinars, articles/publications, policy briefs



**Win-win** - Not to be seen as only a constraint

- Reach what could not be achieved at individual project level
- Enhanced access to stakeholders through mapping
- External expertise, training
- Stronger voice within and outside of Interreg



# Thematic communities

## On which topics?



✓ Programme's Policy Objectives or Specific Objectives?

or...

✓ **Major themes** covering several PO/SO and providing greater clarity for stakeholders (e.g. sustainable tourism, energy transition...)

✓ Not necessarily on all themes covered by the programme – start with the most prominent ones

# Thematic communities

## Who runs it?

### External

Joint Secretariat,  
capitalisation officer

### Internal

as funded projects,  
with dedicated  
partnership

### External

through procurement

Open questions:

- If not lead by experts, how to select best practices/outputs to capitalise on?
- How can these communities “feed” the programme?
- What activities could better link Interreg projects with regional programmes?

# Discussion time!

What do you need  
to make it happen?

What would you  
change?



# Greener Europe - New steps for Thematic Working Group 2021-2027



## Facilitate the exchange

- IKF
- Network meetings
- Project visits
- Webinars

## Gain knowledge

- Thematic Analysis
- Online community

## Join forces on promotion

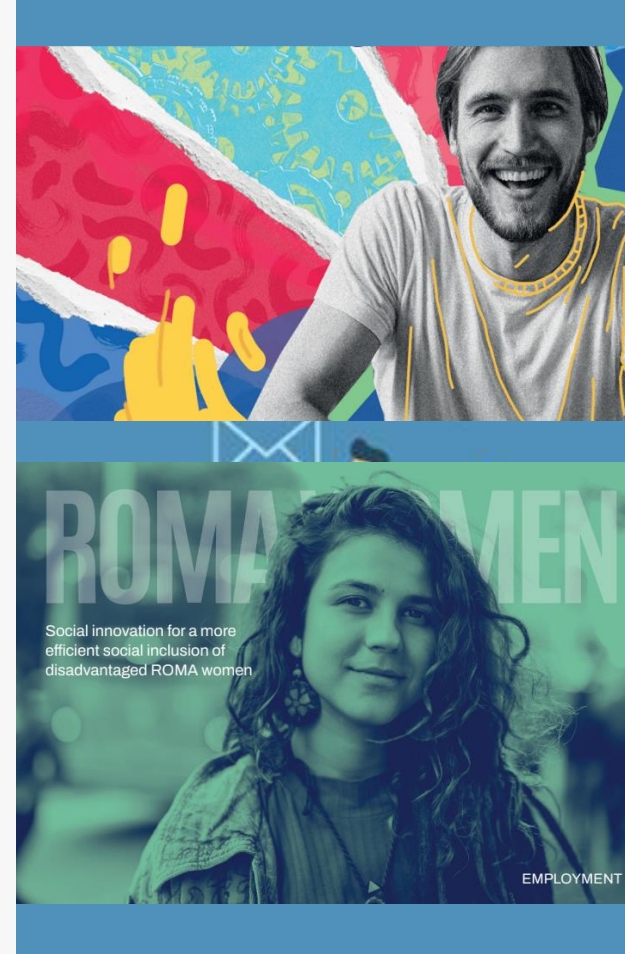
- Representation at events
- Promotion at EU stands
- Communication campaign:
  - Social Media
  - Website Visibility

# Interreg contribution to PO4 'A more social Europe'

The Interact network 'A more social Europe' has done thematic work showing that Interreg does have an impact on social issues.

## Thematic focus during 2014-20

- ✓ Youth and employability
- ✓ Access to healthcare
- ✓ Active and healthy ageing
- ✓ Skills for employability
- ✓ Social innovation



Since 2016  
109 members



# Through...

Studies & publications **videos** inclusive growth postcards  
road show

## Skills for a quality job

made by Interreg  
Period 2014-2020

## YOUTH & EMPLOYMENT OPPORTUNITIES IN EU COOPERATION 2014-2020 PERIOD

**Interreg - IPA CBC**  
Greece - Republic of North Macedonia

**EMPLOYOUTH**  
Creating employment opportunities of young graduates in the Cross-border area

**TOTAL BUDGET**  
€ 850,200

**EU CONTRIBUTION**  
85% (€ 722,670)

**2 COOPERATING**  
Countries

Educational and Vocational Training	Employability	Entrepreneurship	Mobility	Social Inclusion
<b>ABOUT</b>	<b>HIGHLIGHTS</b>			
EMPLOYOUTH project aims to implement a comprehensive package of actions that will have as final result the entering to employment of highly educated people and the emergence of prospects based on competitiveness, productivity and innovation.	<p><b>Transferability of the results.</b> After completion of the activities foreseen within Employouth project the sustainability of the project was secured through Establishment of a Start-up center in Bitola, working to induce an ecosystem for start-ups and support for the business sector in Bitola and the Pelagonija Region.</p> <p><b>Innovative approach.</b> The most innovative component is the content of the Mentoring Program, specially designed for Program.</p> <p><b>Impact on the territory.</b> ecosystem in Pelagonija development of startup</p>			
<b>OBJECTIVES &amp; RESULTS</b>				
The main objective of the project is to implement an integrated package of deliverables that will have as final result the entering to employment of highly educated people and the emergence of prospects based on competitiveness, productivity and innovation. The intervention will include a holistic package of measures which will utilize the valuable scientific capital of the two countries in the labour market with ultimate objective of exchanging qualified personnel, improving the competitiveness of the two economies, sustainable and viable development of two intervention areas and strengthening regional cohesion in the border region.				

Study supporting  
**Inclusive Growth Network on "Healthy and Active Ageing" in EU Cooperation Programmes 2014 - 2020**

Study by Ecorys for INTERACT Valencia

**Project fiches**

**INTERACT** **ECORYS**

**CaPabiLiTy**

**SIRCLES**

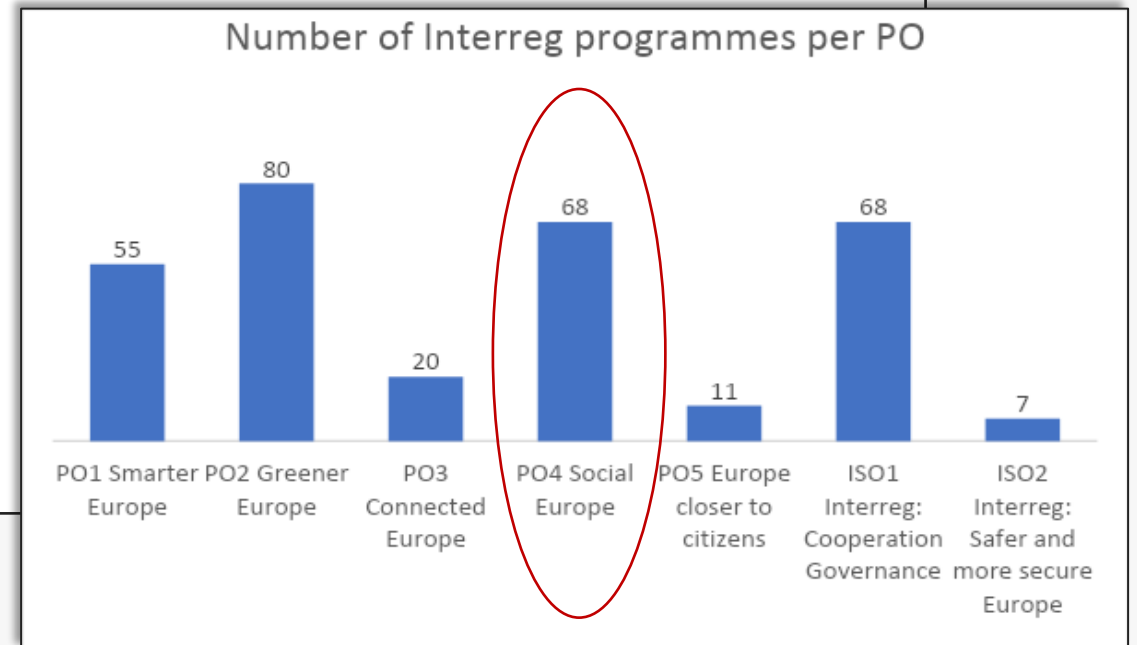
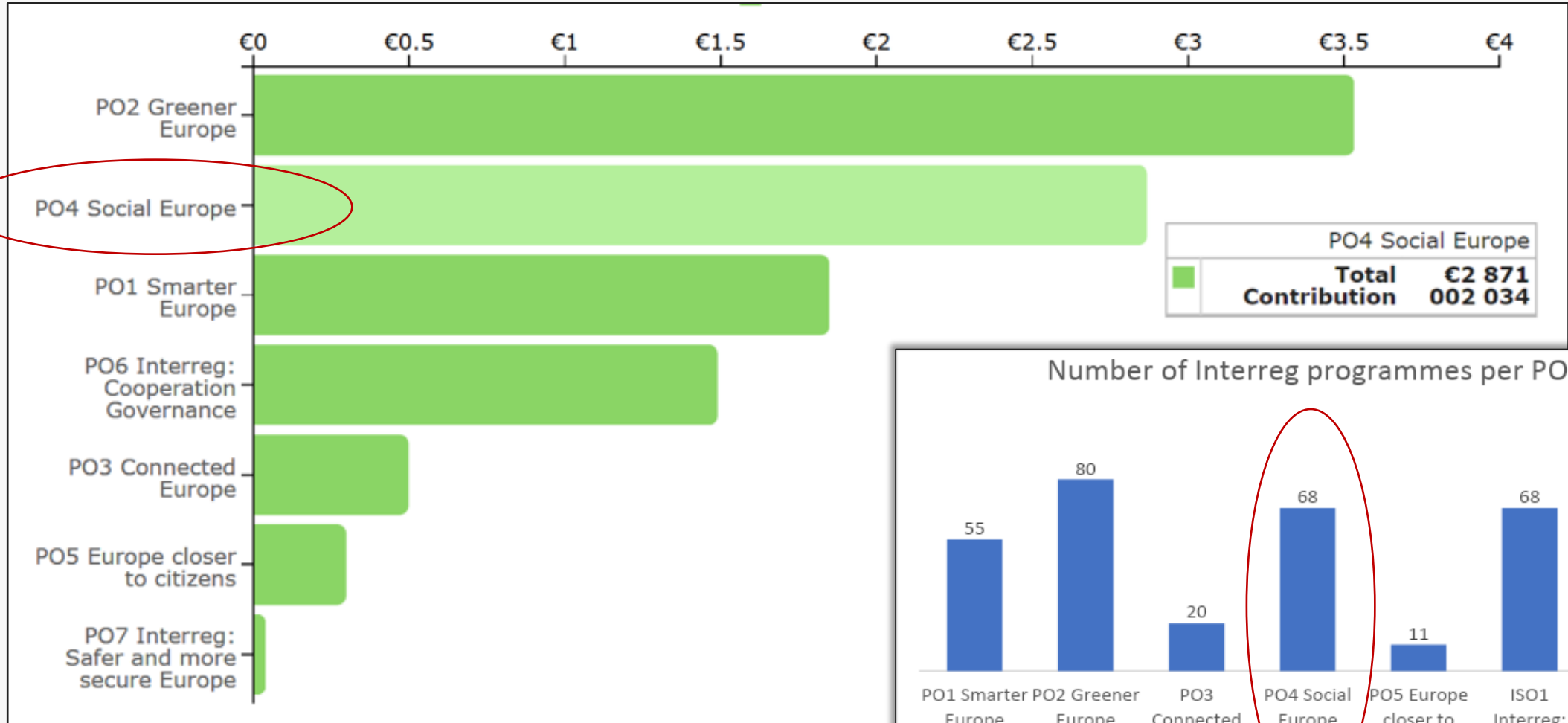
**Interreg supports healthcare**

How Interreg projects and partners helped during the early stages of COVID-19

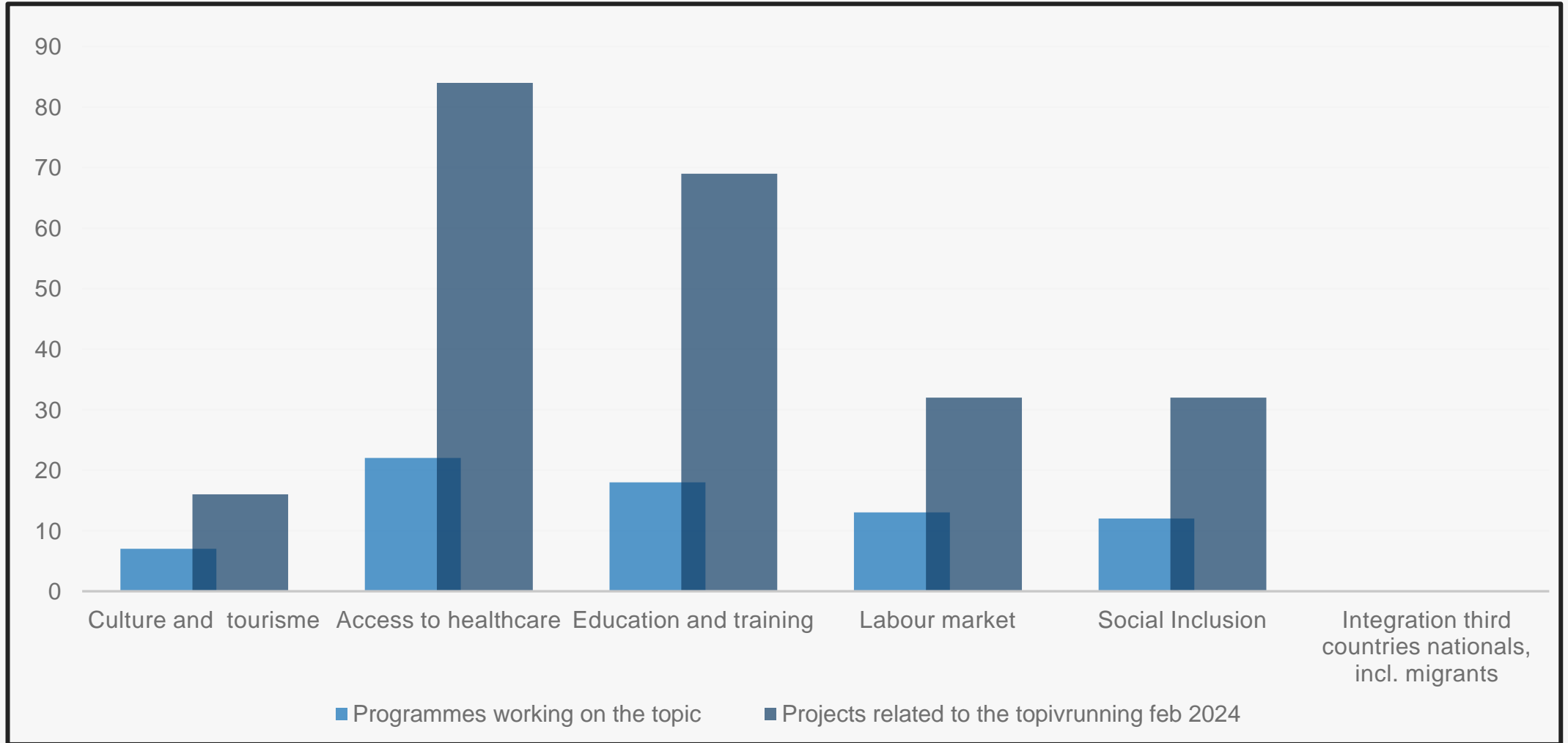
**INTERACT**



# Interreg for 'A more Social Europe'



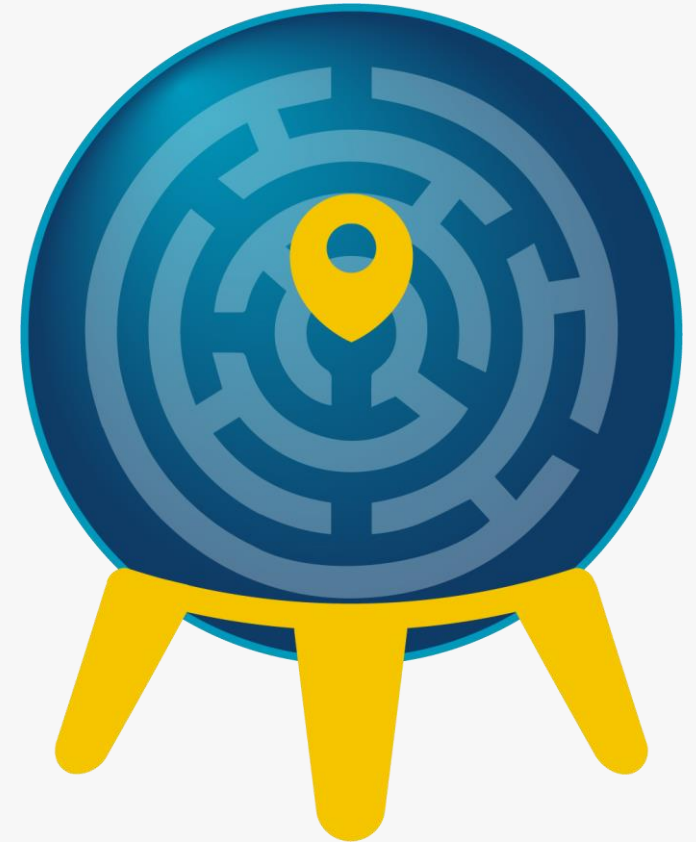
# Current PO4 - Projects running by February 2024





## Next Period **2028-30**what?

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



**Coffee break...**  
**and your**  
**feedback please!**



[qr.codes/1a9p8h](https://qr.codes/1a9p8h)

**Interact**



**Co-funded by  
the European Union**  
Interreg

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

**Interact**



Co-funded by  
the European Union  
Interreg

# 2024 “A decisive year”

5-7 March 2024

Interreg  
Knowledge  
Fair

Spring 2024

9th  
Cohesion  
Report

June 2024

EU  
Elections

November 2024

Post-2027  
event  
Brussels

Spring 2025

Harvesting  
event  
Gorizia / Nova Gorica

# Consultation process for Post27

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

- Guide for consultations to shape the future Interreg – Toolkit (REGIO link)
- Watch the previous update webinar (23 Feb)

## Workstream 2: collecting ideas and inputs from programmes

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)

# Capitalisation in Post-27

Should "capitalisation" be included in the future Interreg regulation?



# Capitalisation in Post-27

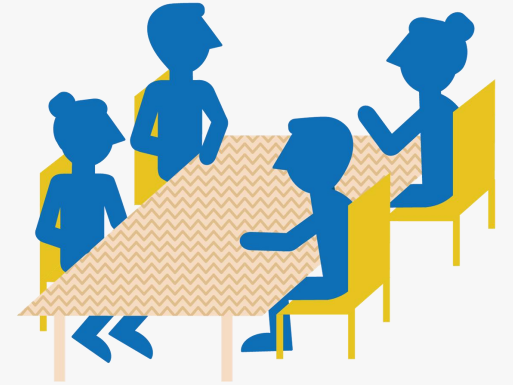
Should "capitalisation" be included in the future Interreg regulation?

- Mandatory
- Incentive + what kind (e.g. % TA)
- Mention + responsibilities
- Not including at all



# Capitalisation in 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!

<https://shorturl.at/asvwH>



# Cooperation works

All materials will be available on:

[interact.eu](https://interact.eu)