

CAP-COM Workshop

# Project results and ways to capitalise them

Stoyan Kanatov / Interact / 14.05.2024

**Interact**



Co-funded by  
the European Union  
Interreg

# The timeline

**2017, Budapest**

## **Workshop 1**

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

**2023, Valencia**

## **Workshop 4**

- ✓ Selection phase
- ✓ Capitalisation practices
- ✓ Management approach

# Session content

**01**

**Starting with  
capitalisation**

**02**

**Planning of  
capitalisation**

**03**

**Tools allowing for  
capitalisation**



## What is capitalization? - project implementation perspective

- ❖ A mean towards the sustainability of projects and durability of results
- ❖ It has to do not only with results but also knowledge
- ❖ A way for projects to get resources beyond the initial financing
- ❖ A marketing process to "sell" projects results through communication
- ❖ A way to improve coordination and to find synergies among projects
- ❖ A way to promote and integrate results of national and local policies

# Capitalisation in implementation phase

**Thematic  
capitalisation:  
promotion of  
projects  
achievements**

**Methodological  
capitalisation:  
Enhancement of  
Interreg programmes  
good practices**

# Thematic capitalisation

An ambitious objective of capitalisation is based on the re-use of ETC project output to change things at the operational, strategic, or European level.

The process implies several tasks:



Translation of key documents.



Well-evidenced and expert validated repository of good practices.



Writing of study synthesis and thematic cross-analysis



Creation of a structured library to gather and organise all projects deliverables.

# Methodological capitalisation

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

Methodological  
factsheets or  
study cases

Creation of a  
methodological  
toolbox

Thematic and  
project  
communities

# What is next?

Communication tools for disseminating Interreg projects or programmes results

Projects  
databases

Project  
analyses

Exchanges  
events

Good  
practices

Concrete  
study  
analyses

Political  
briefings

Storytelling  
method

Videos &  
Interviews



# 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.	<a href="#">Internet based platform and program-methodological database for supporting disadvantaged groups (children and families at risk)</a>  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.	<a href="#">Investment book for investment locations in the region</a>  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.	<a href="#">Strategy on preservation of cultural, historical and natural heritage and sustainable tourism development in the Municipalities of Surdulica and Koprivshitsa</a>  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.	<a href="#">Strategy for development of a center for attracting investments</a>  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 href="#">A joint business directory</a>  Elaborated by Foundation "European Software Institute - Centre Eastern Europe"
Beekeeping without borders	LP: "Bulgaria in Europe" Association – Vidin; PP: Municipality of Kladovo	<a href="#">Joint database of beekeepers</a>  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**

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

**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.

**Partners**

**Leading partner**  
Municipality of Sapareva Banya

**PP2**  
Municipality of Sokobanja

# Peer review

## Interreg Europe Programme

### ERDF for interregional innovation projects: key learnings

PEER REVIEW



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**
  - Assessment rating of key stakeholders
  - Capitalisation roadmap: demand approach
  - Capitalisation strategy & capitalisation plan
- IMPLEMENTING**
  - Management guidelines
  - Implementation process in capitalisation focus
  - Project evaluation & communication at project
  - Case studies & etc.
  - Implementation of project
  - Transfer and dissemination
- COMMUNICATION**
  - Identification & visualization of stakeholders
  - Thematic analysis of projects results and outputs
- MONITORING & EVALUATION**
  - Establishment of performance linked to capitalisation activities
  - Indicators for measuring capitalisation activities

INTERACT 

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 counseling 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

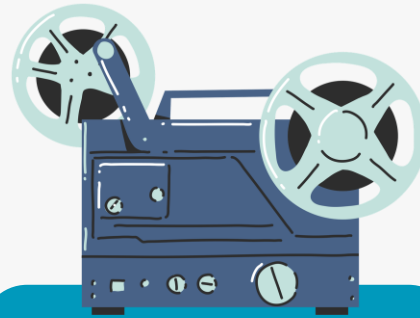
Add Files | Add Folders

# Interreg Slam 2024-2025



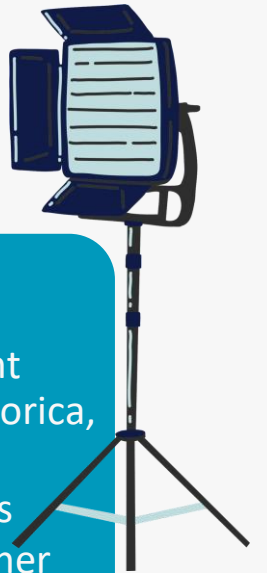
## Storytelling

- Kick-off and opening on 20 May 2024
- Online trainings on 3 June and 10 June
- Application until 1 July
- Selection in summer 2024



## Video production

- Video-making training in September
- 6 promo videos for the finalists
- Social media promotion in early 2025



## Slam finale

- Interreg GO! event in Gorizia/Nova Gorica, March 2025
- Live performances
- Voting of the winner
- Awarding ceremony

# Time for discussion

