

5th National Contact Point (NCP) network meeting

Capitalisation activities to boost cooperation and communication tools for capitalisation

Stoyan Kanatov | Interact | 01.10.2024

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Interreg



Synergy is what happens when one plus one equals ten or a hundred or even a thousand! It's the profound result when two or more respectful human beings determine to go beyond their preconceived ideas to meet a great challenge.

Stephen Covey



What is capitalization? - transfer and use of knowledge, generated by projects

- ❖ 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 practice

Successful capitalisation approach requires both programme management's interest and the interests of stakeholders to meet and synchronize.

Capitalisation strategy:

- ❑ Awareness-raising of key stakeholders
- ❑ Capitalisation planning
- ❑ Capitalisation in practice
- ❑ Mainstreaming monitoring

Capitalisation delivery:

- ❑ Identify potential re-users
- ❑ Target people with right competencies
- ❑ Create communities
- ❑ Ensure technical / financial resources

Examples

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.	Internet based platform and program-methodological database for supporting disadvantaged groups (children and families at risk) 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.	Investment book for investment locations in the region 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.	Strategy on preservation of cultural, historical and natural heritage and sustainable tourism development in the Municipalities of Surdulica and Koprivshitsa 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.	Strategy for development of a center for attracting investments 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 joint business directory Elaborated by Foundation "European Software Institute - Centre Eastern Europe"
Beekeeping without borders	LP: "Bulgaria in Europe" Association – Vidin; PP: Municipality of Kladovo	Joint database of beekeepers 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 leader
 - Capacity building & empowerment of project
 - Team building & etc.
 - Implementation of project
 - Timeline and implementation
- 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

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Files & Repository

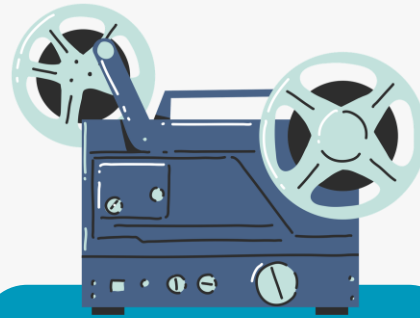
Add Files | Add Folders

Interreg Slam 2024-2025



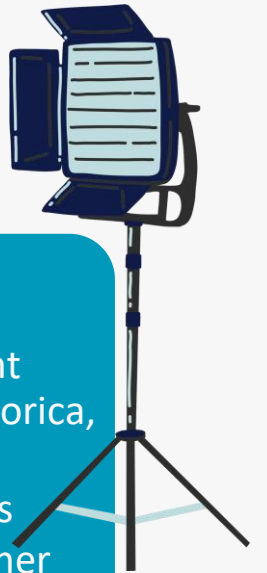
Storytelling

- 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

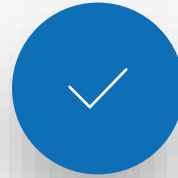
- Interreg GO! event in Gorizia/Nova Gorica, March 2025
- Live performances
- Voting of the winner
- Awarding ceremony

How to assess the project's potential for capitalisation?

We should identify which project activities and deliverables have potential for capitalisation. This can be done by the following key criteria:



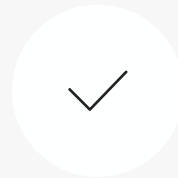
What is the coherence of the project with territorial needs and ongoing public policies? (TS)



Is the project able to share concrete, well-defined and operational deliverables?



Are the project deliverables available, accessible, and transferable?



What is the project's potential for clustering?

Let's discuss

- Choose one project summaries and read it
- Discuss in the group
- Identify and list the project deliverables
- Briefly assess if they are accessible/transferrable
- Identify key words to pair with other projects



News just in

- Focus on IPA projects with direct or indirect contribution to the accession process
- What can the IPA programmes do to support more such projects
- Let's exercise and practice capitalisation together
- More news coming in next IPA networking events



**Thank you for
being here!**



Cooperation works

All materials will be available on:

Interact library / 5th National Contact Point (NCP) network meeting