

Maximising Impact: Capitalisation and policy reach for Interreg

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Agenda

01

**Capitalisation
highlights until
now**

02

**Programmes'
vision for
capitalisation -
what are we
aiming for?**

03

**Solving
challenges of
policy reach**

04

**Aiming for
policy reach -
Sharing
experiences**

Challenging day - workshop



Capitalisation highlights until now

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

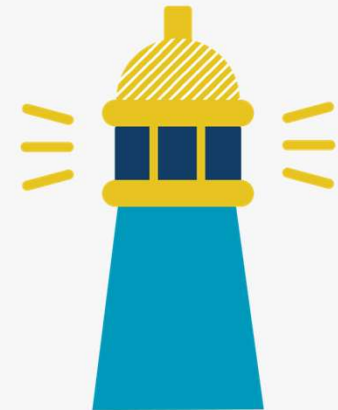


Engage beneficiaries

How capitalisation helps

Five key considerations:

1. No one-size-fits-all solution
2. Having a systematic way to capture and utilise those results
3. Resource-intensive and long-term process
4. Dedicated communication action
5. 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



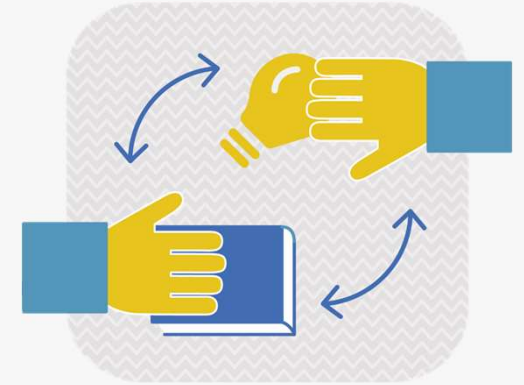
COMMUNICATION

Evaluation of performance linked to capitalisation activities
Indicators for monitoring capitalisation activities



MONITORING & EVALUATION

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

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

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

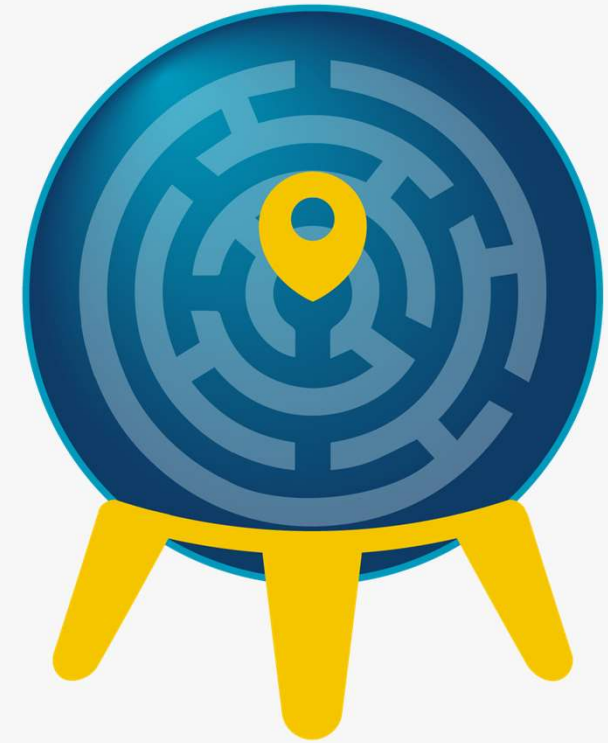
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Next Period **2028-30**what?

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



Steps and timeline from now to Interreg GO in Spring 2025

March 2024	Sept.–Oct. 2024	25-26 Nov 2024	By the end of 2024	27-28 March 2025
IKF	Collection of inputs / consultations	Harvesting event	Finalising the harvesting report	Interreg GO
Starting the process Ideation	Discussion with programmes – resulting into discussion papers on 7 key topics and suggestions on other important messages and legal repairs	5 Nov - Webinar to introduce the harvesting event topics Harvesting event to discuss and exchange on what has been collected	Report finetuned and finalised noticing the discussions taken in harvesting event. The idea is not to have a consensus but to collect the variety of opinions	Interreg Annual event where one part dedicated to announce the outcomes of consultations conducted by programmes with their stakeholders and Interact with programmes

What has worked well so far?

Spotlight on your key achievements



Capitalisation plan guiding programme bodies and beneficiaries.

Governance approach to manage and enhance knowledge and results.



Timely action plan of concrete activities aligned with call schedule



Targeted **capitalisation action in practice**, e.g. capitalisation calls, thematic communities/ clusters, use of small-scale projects...



Trust in project partnerships with extended experience – CAP drivers



Dedicated resources within programme teams



Communication and capitalisation supporting each other



Coordination of capitalisation efforts among Interreg programmes at **national level**



Commitment and support for capitalisation from **Monitoring Committee/National Authorities**

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?

- ✓ Opportunity – a **mention** would highlight the importance of **integrating capitalisation in programme/project management process**
- ✓ Agree on capitalisation defined as a **key principle of Interreg**
- ✓ Help secure **commitment** from all programmes, incl. resource allocation – encouraging synergies
- ✓ Needs to be **sufficiently flexible** and take into account programme specificities – no predetermined frameworks

Key messages – call for action



What do you visualise for the future?

- ✓ Improved **coordination** among Interreg programmes at European level regarding capitalisation
- ✓ Formal and **structural integration of capitalisation** in programme and project management lifecycle
- ✓ Increased **sharing of capitalisation practices** among various types of Interreg programmes (transnational/cross-border)
- ✓ **Enhanced national-level coordination** with mainstream programmes to facilitate possible embedding processes

Key messages – CAP in post-27



Reflections shared by participants

- Mentioning capitalisation in regulation would help programmes and stakeholders take **more brave and serious steps** towards implementing it – help **change the mindset**, it is not just about funding
- Acknowledge the need for flexibility – especially for programmes “not there yet” – **as an argument to help overcome resource issue.**
- Thanks to efforts in promoting capitalisation in several programmes and areas, **capitalisation has been raised in the expectations and habits of project partners.**
- **Simplification** of other management aspects should **help gain more time and resources** to dedicate to capitalisation

Key messages – CAP in post-27



Reflections shared by participants

- Important to make sure that a mention of capitalisation in the regulation would sufficiently convey the message that it is a **key principle of Interreg**.
- **Supporting the mindset change** – long-term and resource-intensive effort to convince and support stakeholders, structure it in a programme **strategy or joint reflection based on shared understanding**, and rely on **drivers/multipliers** for it to come to life.

A lot of effort needed, but it pays off!

Key messages – CAP in post-27



Reflections shared by participants

- Engage conversation internally – start from what is relevant for you, and build step by step
- Be mindful of the time and resources necessary to support approach
- Programmes have different expectations, but also different starting points
- Communication – sharing visibility and added-value of Interreg
- Missing experience in attracting needed stakeholders, e.g. private sector

All these arguments support more integration of capitalisation, in all programme contexts, and help programmes dedicate the right resources, get guidance in the integration, and fully implement capitalisation potential.

Programmes' vision for capitalisation - what are we aiming for?

Clarifying concepts and roles

Synergies

Capitalisation

Embedding

Managing
Authorities /
Joint
Secretariats

National /
Regional
Authorities

National
Contact Points

European
Commission

Partnerships

Clarifying Concepts

Synergies: Working together makes things better. 1+1=3

When programmes or funds team up, they can do more than they could alone by sharing what they have and working as one.

Capitalisation: Learning from success.

It's about taking good ideas from one project and sharing them so others can use them too. This means collecting information about what worked well and telling others about it.

Embedding: Making good ideas stick and sustainable.

When a project comes up with something useful, embedding means making that idea a regular part of how things are done in regions, countries, or the EU.

This helps the good ideas continue to help people even after the project ends.

Clarifying Roles

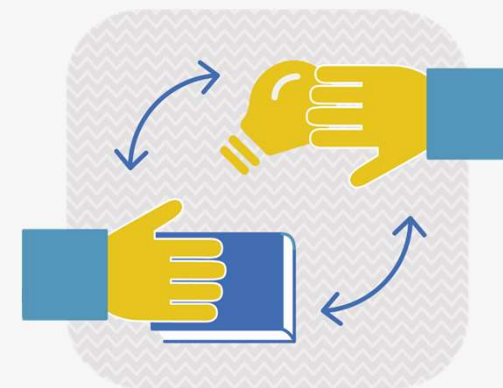
Managing Authorities / Joint Secretariats

Monitoring Committee Members (Member States, National & Regional Authorities)

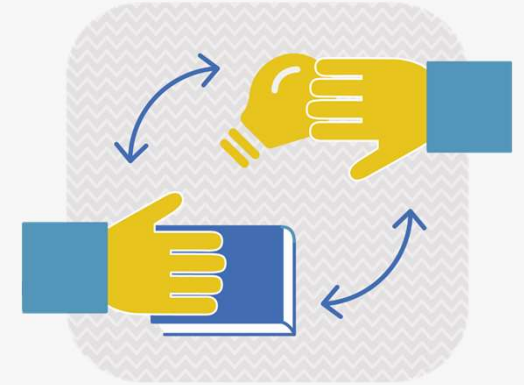
National Contact Points

European Commission

Partnerships

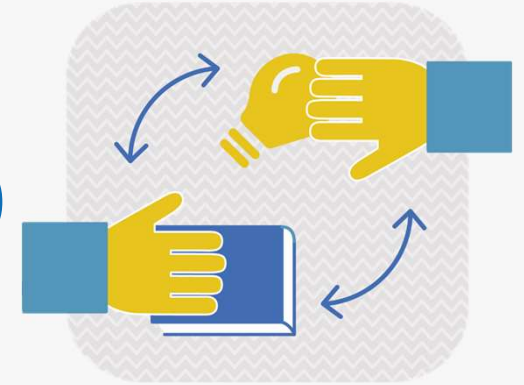


Clarifying Roles – MA/JS (1)



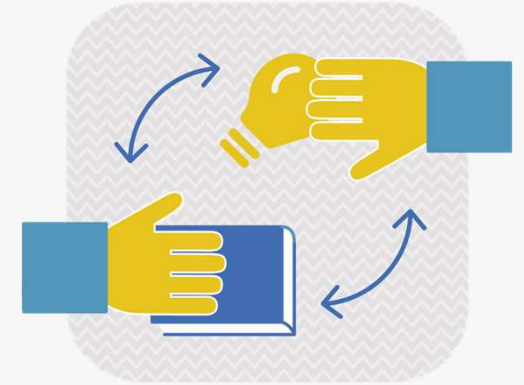
- **Guiding role** – provide framework and tools for capitalisation
- **Education towards beneficiaries** – quality enforcer, with specific mandatory criteria
- **Convey programme objectives and expectations** – get partners on board
- **Knowledge holder** - responsible of the overview of all results + communicate them
- **Supporting projects in the communication and visibility of their results**
- **Provide opportunities to build on result**, e.g. capitalisation calls
- **Dedicate resources to drive capitalisation** – thematic expertise, understanding of knowledge created
- **Networking opportunities** – supporting creation of new partnership, new ideas

Clarifying Roles – MA/JS (2)



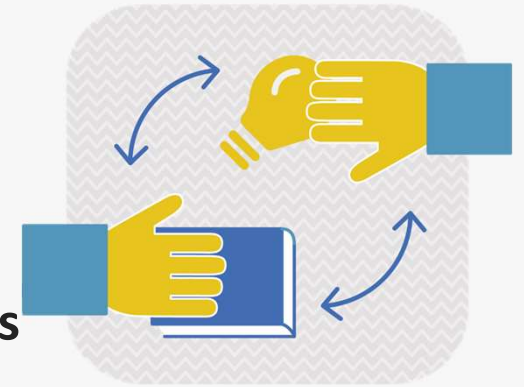
- Partnership principle of Programme bodies
- Establish roles of all programme bodies in programme strategy – complementarity
Support engagement and mindset change
- Ad-hoc solutions – bridging, channeling outstanding results using position as MA
Supporting towards national level

Clarifying Roles – MC/NCP



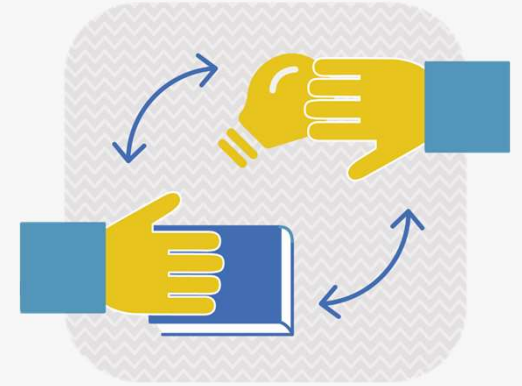
- Partnership principle of Programme bodies
- **Facilitator – best knowledge of territory, engagement and promotion towards key partners**
- **Provide dedicated support to programmes to implement capitalisation – support mechanism + create conditions for transfer**
- **Thematic capitalisation events – provide platform for results sharing**
- **Position to be used for promoting Interreg towards mainstream (ERDF) funds, working closely with MA of national funds**
 - **Also within own institution (at regional level)**
- **Reinforce communication + awareness among national networks**

Clarifying Roles – EC



- **Capitalisation on Interreg within Commission** – coordination groups between REGIO and other DGs, to be used more.
 - Especially within CPR
 - Geographically + Thematically – bring Interreg results closer to thematic DGs
- **Reinforce communication about Interreg results** – e.g. EU Regions week, EU thematic weeks (green, energy) – opportunities for promotion outside Interreg
- **D2 Border Hub position** – reach out to DGs re border obstacles + push Interreg solutions
- **EU Macro Regional Strategies, key for transnational reach** – MRS to be more aligned with Interreg + mainstream funds (ERDF, ESF)
- **Commission supporting programmes reaching other DGs + EU Parliament**

Clarifying Roles – Partnerships



- **Make sure they are on board!**
 - **Understand programme expectations, to better respond to programme needs**
- **Coordinated by programmes – support promotion of results from different funds**

**Grab a coffee...
and let's discuss!**

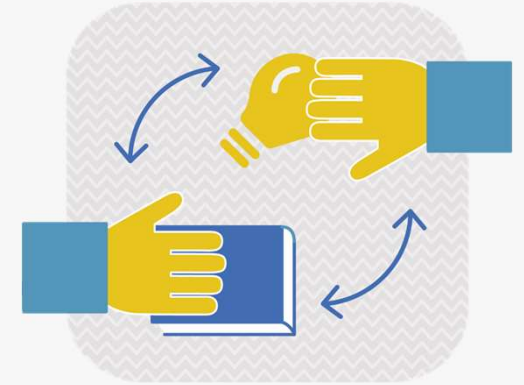
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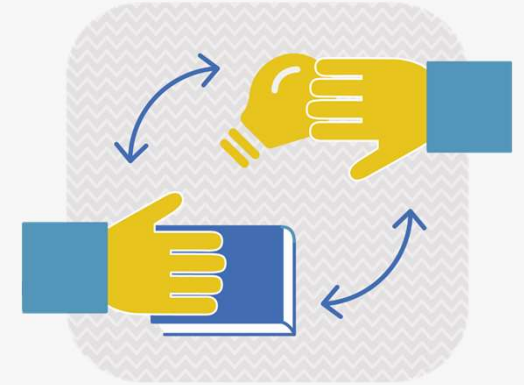
Solving challenges of policy reach

Main points



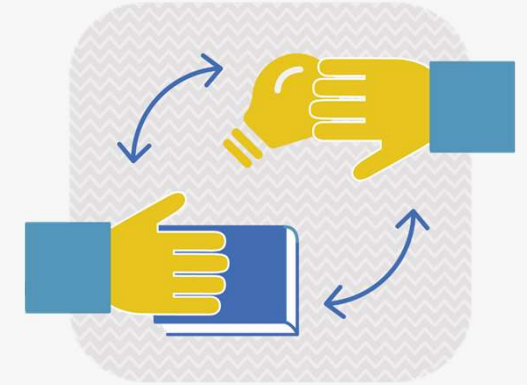
- In application form, partners are asked to demonstrate + report policy reach – **make sure these goals are realistic and correspond to partners' capacity (e.g. local municipalities)**
- Frequent changes in local governments, shifting priorities and contradictions with previous decisions/commitments - **make sure that partners are able to take up, through project implementation**
- **Generally difficult to translate results into policies** – have the right partners on board

Main points



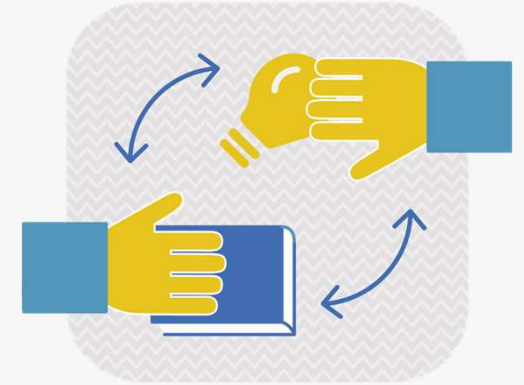
- **Not easy to find (local) policy-makers interested in taking results further...**
 - **Highlight evidence-based approach + pedagogy/shared understanding**
- **...or concerned more about investment/practical provision**
 - **Convince by relevance of joint planning of cross-border infrastructure**
 - **Match programme focus**
 - **Bring expertise to support targeting of relevant thematic focus for these target-groups (e.g. municipalities).**

Main points



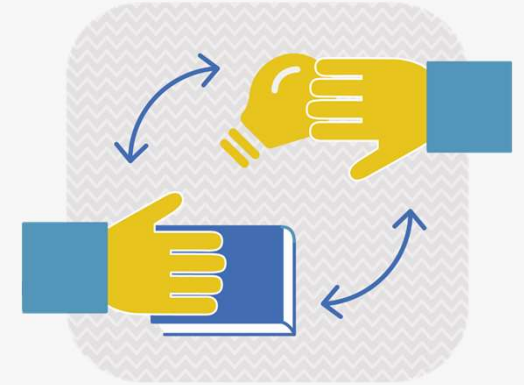
- **Bilateral agreements between countries – aim of the project: to ensure commitment beyond national legislation based on territorial (cross-border) needs**
- **Select topics that are truly shared by all regions – to overcome political disagreements and focus on unifying, for a better chance of policy change**
- **At regional level, it is needed to reinforce Interreg’s perception as instrument/implementers of policy change**
- **Operations of Strategic Importance as lever for policy reach at programme area level (difficult) – synchronized timings for influence on decision-making**

Main points



- **Political representatives + members of Monitoring Committee**
 - Different levels between countries, in terms of power to take up solutions
e.g. regions not willing to involve federal state
 - Different ambitions, even on very practical issues
 - **But can also help solve blocked situations – direct involvement**

Main points



- **Patience! We are aiming for long-term solutions**
- **Identify key people, in the right place**
 - **Acting as drivers – multipliers**
 - **Project partners are the best placed to inform on timely action**
 - **Gain wider support e.g. regional/multilevel initiatives**

End of Day 1

Conclusions

Learning day – Panel and joint reflection

The Thinker. Rodin
Musée Rodin. Paris



Aiming for policy reach

Sharing experiences



Panel Discussion

- **Interreg Europe** - Magdalini Anagnostou – *Experiences from local action groups and policy learning platform*
- **Interreg Baltic Sea Region** - Elena Kolosova - *platform projects*
- **Interreg RO-HU** - Livia Banu, Monica Terean - *healthcare in cross-border area*
- **Interreg IT-FR Marittimo** - Irene Ropolo

End of Day 2

Conclusions

Your feedback please!

<https://shorturl.at/UI3ww>



Cooperation works

All materials will be available on:

interact.eu