CAP-COM Workshop

Selection of applications and link to capitalisation

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Interact

The **timeline**

2017, Budapest	2017, Bilbao	2018, Pisa

Workshop 1

✓CAP-COM basis

✓ Lobbyng

✓ Storytelling and digital communication

Workshop 2

✓ Cap results and engaging communication stories

✓ Policy change through lobbying

Workshop 3

✓Communication practices

✓ Social media traning

✓Com-checklist

Session content

01

Planning of capitalisation

02

Tools allowing for capitalisation and synergies

03

Capitalisation & Communication excercise

Dedicated communication and capitalisation measures allowing for synergies across projects

The integrated approach of the project planning and implementation provides the perfect conditions for the capitalisation approach and synergies.

→

Capitalisation - the rewarding path of programme implementation

Successful capitalisation approach requires both Programme management's interest and the interests of stake-holders to meet and synchronize.

Capitalisation strategy:

❑ Awareness-raising of key stakeholders

❑ Capitalisation strategy, plan & guide

❑ Capitalisation calls

❑ Transfer and mainstreaming

Capitalisation delivery:

❑ Identify potential re-users

❑ Target people with right competencies.

❑ Create communities

❑ Ensure technical / financial resources

Governance - shared responsibility between programme bodies

Managing Authority and Joint Secretariat	Members of the Monitoring Committee	Lead partners and partners
▶ Coordination and monitoring of the capitalisation strategy - Mobilisation of the members of the monitoring committee: preparation of pedagogical support, information... ▶ Collection of the data and information at programme scale	▶ Participation in the definition of the capitalisation strategy - Follow-up of capitalisation strategy - Taking up the main results and findings ▶ Spreading and scaling up relevant results and findings into national/ regional/local and sectorial contexts	▶ Contribution of capitalisation activities ▶ Transmission of information requested by the MA/JS ▶ Integration in the application form of specific deliverables on communication, including their synthesis and translation where necessary

How to identify stakeholders' needs?

Main tasks to make Need assessment, evaluation processes or continuous feedback. It could also be implemented via Territorial strategy.

Identification of ways, tools and approaches for engaging of stakeholders.

Assignment of task development to a team (group / task force).

Review needs and requirements. Involve MC members / politicians.

Confirm and document results, translating it into task concept.

Capitalisation in operational terms

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

Capitalisation module in the project

Mandatory <> Optional

Call for capitalisation projects

1-step approach

Call for good practices & for transfer projects

2-step approach

What could work?

Not every capitalisation tool works in all environments. The programmes of should choose of the most popular, which one fits them best and test it!

Thematic analysis of projects results

Projects database / knowledge repository

Spin-offs between several stakeholders

Creation of communities of practices

Dissemination of projects results

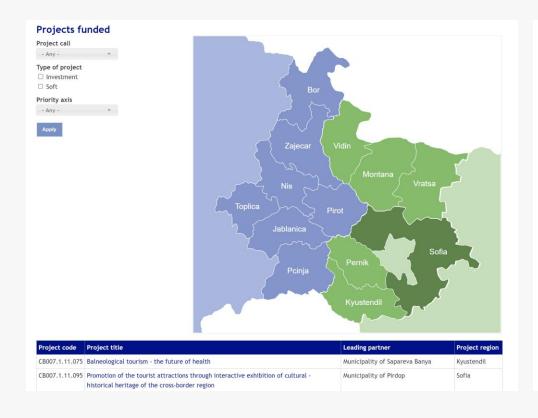**Reuse of projects results**

Peer review

Clustering of projects

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**
First Call for project proposals		
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 – Koprivshtitsa (Bulgaria) and Surdulica (Serbia)	LP: Municipality of Koprivshtica; PP2: Municipality of Surdulica.	*Strategy on preservation of cultural, historical and natural heritage and sustainable tourism development in the Municipalities of Surdulica and Koprivshtitsa* 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

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.
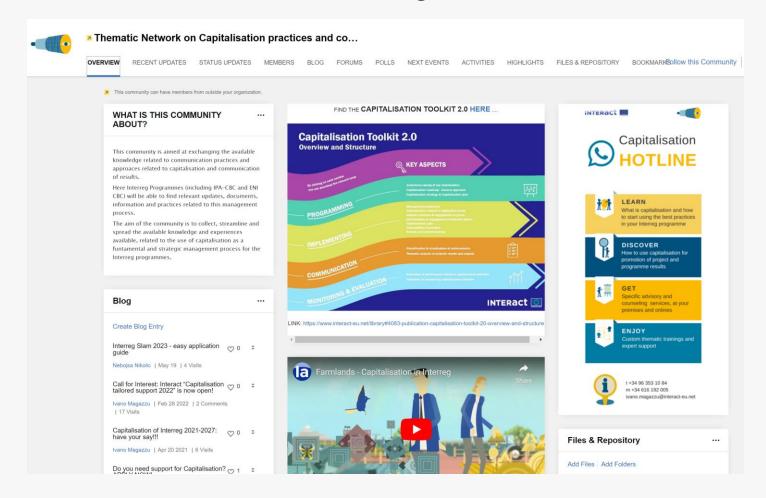
The main challenges...

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)?
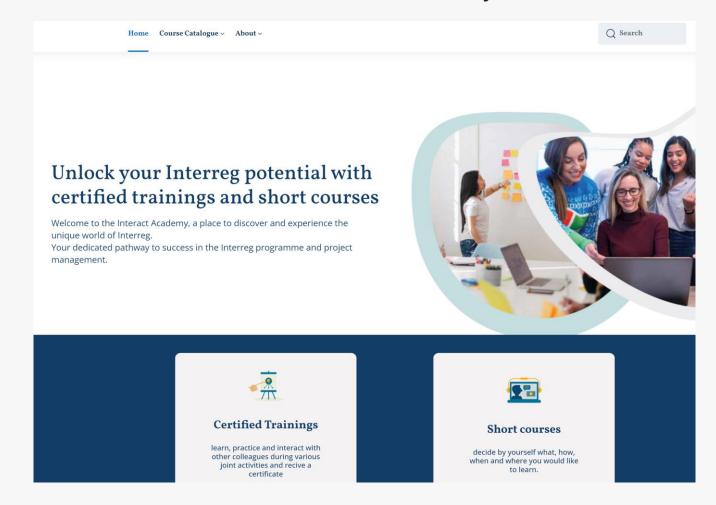3. How to encourage SMEs to engage in interregional and/or international R&D&I projects?

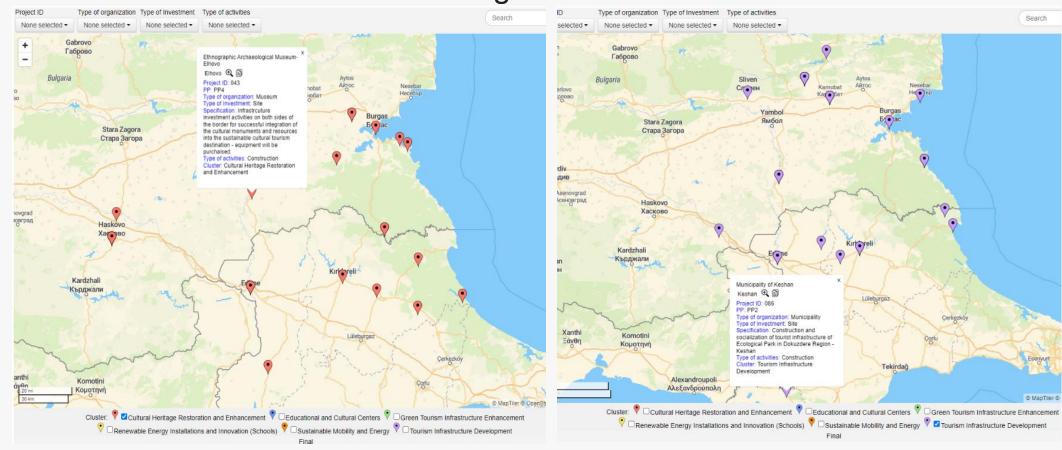# Communities of practices

Interact Programme

Dissemination and re-use of results

Interact Academy

Clustering of projects

Interactive map of the Interreg-VI A Bulgaria - Türkiye 2021-2027 Programme

Time for excercise