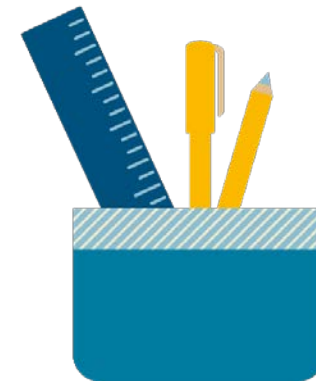


The major Interact publications on the topic of capitalisation

Let's practice capitalisation

13 June 2018 | Alicante, Spain

Nebojsa Nikolic, Interact



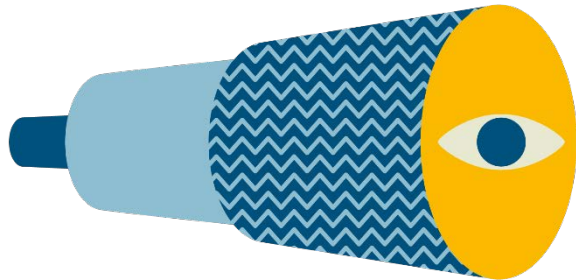
The publications:

1. *Capitalisation approaches and practices in Interreg.
From concept to practice*
2. *Communication of capitalisation in Interreg*

**This presentation is not about retelling;
It is about “selling”**

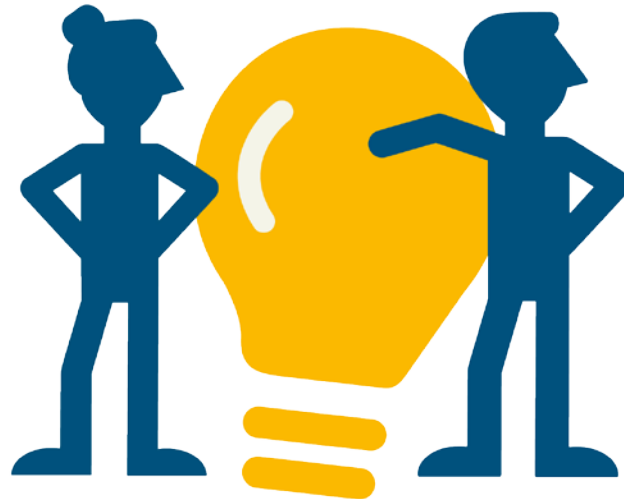
Capitalisation approaches and practices in Interreg. From concept to practice

Author: Ivano Magazzù, Interact



Capitalisation approaches and practices - About the author

PRAGMATIC



Capitalisation approaches and practices – selling “pitch”

Get a comprehensive answer to the question:
“What is ‘Capitalisation’ anyway and why should I care?”

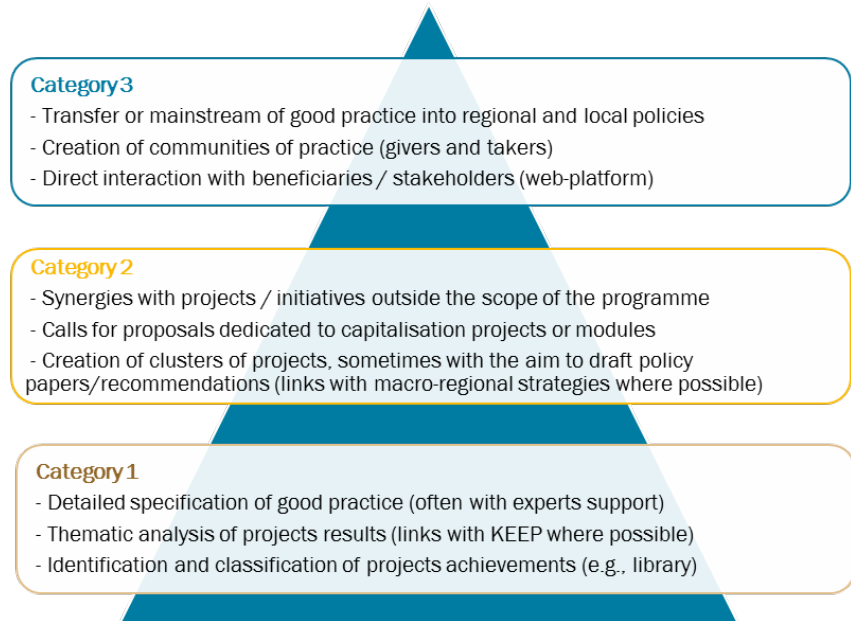
Short answer:

To make your job easier, relevant, and sustainable.



Capitalisation approaches and practices – key features

- Immersive, long-term analysis
- Well processed information
- A LOT of practical examples
- Explains:
 - “What” – state of play
 - “How” – to apply
 - “Why” – it matters
- Links to Communication and Evaluation
- Recognizes and addresses challenges and specificities of Interreg world



Capitalisation approaches and practices – bonus

- Repository of practices and approaches
- 20 programmes so far – be a part of it
- Excel format: filter, sort and edit

INTERact		Repository of capitalisation practices and approaches										European Regional Development Fund	
Interreg strand	Name of the programme	Programming period	Managing authority	Country of MA	Short description of capitalisation approach / practice	1. Link with core objective(s) of the capitalisation process	2. Level of intervention	3. a) Nature of capitalisation activities (OFFER side)	3. b) Nature of capitalisation activities (DEMAND side)	4. a) Operational tools and methodologies No 1	4. b) Operational tools and methodologies No 2	5. Degree of embedding capitalisation activities into programme life-cycle / programme management process	6. Degree of replicability of the capitalisation process (at least among programmes belonging to the same ETC strand)
A = Cross-border	Latvia-Lithuania	2007-2013	Ministry of Environmental Protection and Regional Development of the Republic of Latvia	LV	The aim of the Thematic Capitalisation was to identify good practices, innovative approaches, sustainability and added value of cross border cooperation, as well as the impact upon the target groups, project synergies and contribution to the implementation of European Union Strategy for the Baltic Sea Region. With the approval of 129 Programme projects in different topics certain regional development issues have already been tackled by a significant number of projects. Therefore additional results and lessons learnt could be obtained through the benchmarking and detailed analysis of these projects.	* Obtaining additional results through the benchmarking and detailed content analysis, building on existing knowledge and experience.	* On programme level	* thematic analysis (in-house or with external experts support)	* not significant	* events (thematic workshops, peer-review, policy learning event, etc.)	* n.a. (not applicable)	1 = weak	3 = high
A = Cross-border	Italy-France Maritime	2007-2013	Liguria Region	IT	This capitalisation process was organized in 3 steps: Step 1: "Investigation and analysis of the results," of non-strategic projects of the first two calls for projects. This work helped to classify projects by large theme and bring clusters around 5 themes: environment, culture, water sports and port, territorial marketing and services. The project leaders then met to define more precisely the cluster, its deliverables and its roadmap. Step 2: "trade intra-cluster exchanges" during which each cluster hosts have the ability to offer seminars, virtual communities, joint events and visits to places. Step 3: "conceptualization, expansion and dissemination" provides for the promotion and dissemination of good practices. In the course of intra-cluster exchanges, good practices were synthesized in "model projects". Through the inter-cluster exchanges, discussions took place on the next programming period.	* Obtaining additional results through the benchmarking and detailed content analysis, building on existing knowledge and experience.	* On programme level	* thematic analysis (in-house or with external experts support)	* not significant	* events (thematic workshops, peer-review, policy learning event, etc.)	* participative method of capitalisation involving various stakeholders	1 = weak	3 = high
A = Cross-border	2 Seas	2007-2013	Nord-Pas-de-Calais Region	FR	Call for clusters - A cluster rationale is based on the pooling together of different experiences realised in the 2 Seas Programme. The cluster must first of all consolidate, valorise and disseminate the current programming period achievements.	* Obtaining additional results through the benchmarking and detailed content analysis, building on existing knowledge and experience.	* On project level	* calls for thematic clusters (cross-cutting projects)	* not significant	* events (thematic workshops, peer-review, policy learning event, etc.)	* publications (brochure, factsheets on good practice, etc.)	2 = medium	3 = high

Capitalisation approaches and practices – **get it here:**



Capitalisation approaches and practices

Capitalisation approaches and practices in Interreg. From concept to practice
December 2017

European Regional Development Fund

Publication | Capitalisation approaches and practices

Fields of expertise: Capitalisation
Date Published: 05/12/2017
Author: Interact Programme

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- Capitalisation Approaches: <https://goo.gl/74uEDA>
- Repository: <https://goo.gl/sFnKgi>



Price:

**Around 90 minutes
of your time**

Communication of capitalisation in Interreg

Author: Nebojsa Nikolic, Interact



Communication of Capitalisation - About the author

STRAIGHTFORWARD



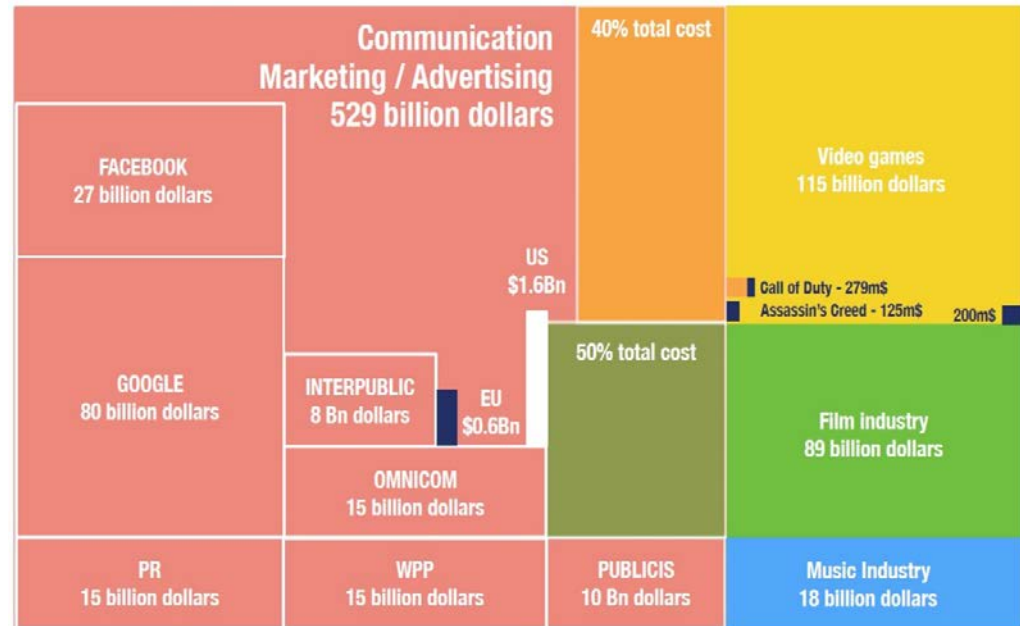
Communication of Capitalisation – selling “pitch”

Get practical solutions for communicating capitalisation





Communication of Capitalisation – key features

- Rooted in practical issues
- Identifies real challenges:
 - Complex terminology
 - Lack of resources
 - Lack of experience
 - The competition
- Offers a set of solutions
- Plain language – easy to understand, for both experience and new experts.



Communication of Capitalisation – **get it here:**


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Communication of capitalisation in Interreg

December 2017

European Regional Development Fund




Publication | Communication of capitalisation in Interreg

Fields of expertise: Capitalisation
Communication

Date Published: 05/12/2017
Author: Interact Programme

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- Communication of Capitalisation: <https://goo.gl/2cYNRT>



“Price”:

**Around 30 minutes
of your time**

Cooperation works

All materials will be available on:

www.interact-eu.net

