



Stage No.	Capitalisation Work (Process)								MC	MA	JS Coordinator	Project Officer	Communication Officer	NCPs	Project Partners	Stakeholders	Stage Result	Guidelines and templates
	<p>Process inputs Data Programme needs/stakeholder needs</p> <p>1 Acknowledge reported need of stakeholders</p> <ul style="list-style-type: none"> • Identification and collection of needs of internal/external stakeholders (i.e. through need assessment/evaluation processes or continuous feedback) • Acknowledgement of opportunity for action and assignment of task development to team (working group). • Nominate team <p>2 Assessment of requirements</p> <ul style="list-style-type: none"> • Identification of need for capitalisation exercise with relevant stakeholders (internal/external) • Review needs and requirements for the task with relevant stakeholders • Confirm and document results - documentation of the need and translating it into task concept (i.e. what has to be done, by when, by who, to what end -> capitalisation plan) • Identify the need for setting up of a wider stakeholder reference group <p>3 Design of the capitalisation exercise</p> <ul style="list-style-type: none"> • Study (feasibility study) and propose objectives/targets/actions to cover the previously identified need requirements • Discuss proposal with team assigned to the task (internal and/or wider stakeholder reference group) <p>4 Definition of specifications</p> <ul style="list-style-type: none"> • Define a set of technical specifications with the support of the relevant stakeholders or, where relevant, reference group • Check consistency with overall programme structure • Check if all relevant stakeholders are involved • Assess need of specific expertise • Assess need of training and support (what and who) <p>5 Drafting the Capitalisation Plan</p> <ul style="list-style-type: none"> • Define, together with the relevant stakeholders, the plan for capitalisation activities (Capitalisation Plan) • Define capitalisation tools needed • Define technical means available: budget allocated, staff to perform activities, etc. • Approve the Capitalisation Plan <p>6 Implementation</p> <ul style="list-style-type: none"> • Define the concept for each activity • Define the need for a tendering process. • Verify compliance with programme's procedures • Check if all relevant specifications and relevant activities in the plan are part of the ToR • Verify need for technical advice <p>7 Perform activities</p> <ul style="list-style-type: none"> • Implement, manage activities according to the Capitalisation Plan. • Check overall compliance with objectives, targets and available means • Verify before each step compliance with programme's procedures <p>8 Deployment of capitalisation activities</p> <ul style="list-style-type: none"> • Establish and manage user/target groups • Define stages of development of activities • Involve relevant stakeholders in activities <p>9 Activities' acceptance and development</p> <ul style="list-style-type: none"> • Support users/target groups • Review activities according to plan and feedback • Monitor on-going feedback • Plan for improvements and implement improvements <p>10 Share lessons learned from the process Share lessons learned with reference group and stakeholders</p> <p>Process outcome To provide complete and coherent outputs according to the Capitalisation Plan. All users/target groups have a sense of ownership of the process.</p>																<p>Inception report</p> <p>Definition of team and working objectives</p> <p>Produce document with set of requirements. Document containing analysis of needs to plan capitalisation methodology</p> <p>Comprehensive feasibility study</p> <p>Specification report</p> <p>Document containing plan for capitalisation activities approved by reference group and MC</p> <p>Document with the concept of activities Plan for any tender needed in accordance with public procurement rules.</p> <p>Assessed and contracted services</p> <p>Events, Calls, Activities implemented</p> <p>Development of activities and feedbacks</p> <p>Internal evaluation</p> <p>Final reports, communication materials, knowledge management tools, library, repository</p>	<p>Available Interact services and tools: Publication on Capitalisation practices, repository, hotline</p> <p>Available Interact services and tools: Publication on Capitalisation practices, repository, hotline</p> <p>Available Interact services and tools: Publication on Capitalisation practices, repository, hotline</p> <p>Template for drafting of plan Check-list about process implementation?</p> <p>Template for drafting of plan Activity concept?</p> <p>Check-list about process implementation?</p> <p>Branded activity' concepts</p> <p>Feedback forms or interviews (questions)</p> <p>Evaluation template for activities?</p>



Capitalisation Plan Template

Section	Elements	Steps in the Capitalisation Work
Background	Information about programme needs Internal/external stakeholder needs and feedback. Opportunities for action	Steps 1 - 2
Definition of the exercise/process	Process set-up Requirements for capitalisation e xercise	Step 3
Objectives	Definition of objectives	Step 4
Target groups	Definition of the target groups/users and the level of involvement	Step 4
Methodology of implementation	Definition of the methodology to be put in place for the implementation of Capitalisation Work Definition of guiding principles to be applied all along the process Definition of the analysis' approach Identification of possible implementation phases	Steps 4 - 5
Activities	Definition of the type of activities and their specific contribution to objectives of the Plan Involvement of users/targets	Steps 5 - 6
Deliverables and Outcomes	What are the expected outcomes? Which deliverables should be delivered to meet objectives?	Steps 6 - 7
Involvement of programme bodies	Define the role of each programme body according to the process, objectives and methodology Define the role of programme bodies and staff in the related activities to be implemented	Steps 5 - 6 - 7
Invlvement of stakeholders and partners	How stakeholders should be involved in the activities according to their relevance What is their expected feedback and contribution? What can European, national and regional policy-makers and practitioners learn from the projects and implement in their territory?	Steps 5 - 8 - 9 - 10
Link with other initiatives	Consider the links and contributions to MRSSs, others local/regional/national/EU initiatives What has the programme contributed to? Is there some opportunity for further common activities and/or synergy?	Steps 5 - 8 - 9 - 10
Work Plan	Definition of concrete milestones and calendar Definition of phases, roles and coherence with the objectives and programme life-cycle	Steps 5 - 6 - 7 - 8
Available means and resources/Budget	Define the budget allocation for activities and reSSources already available Define possible needs for outsourcing and tenders.	Steps 5 - 6 - 7 - 8 - 9 - 10
Communication and promotion of results	Define the communication activities, their targets and technical tools to be used.	Steps 10 - 11
???	???	???
???	???	???



Storytelling Template

Communication questions	Elements to be considered	Storytelling pattern
<p>What are you particularly proud of in this reporting period?</p>	<p>Relevant changes and/or milestones visible to end-users</p>	<p>1) Intro + Problem: The big picture / The context - BUT - This region has a problem</p> <p>2) Problem specific: Concretely people could not do that because of the previous problem</p> <p>3) Insight about people: But we know people actually did that ...</p> <p>4) Solution: So we created, which is the first / the best / a long-term solution to</p> <p>5) How the solution works: It works this way (3 features max)</p> <p>6) Proof it works: Thanks to we managed to reach and transform the lives of... for only</p> <p>7) Vision & Brand: By helping people this way we are pushing forward for... This is what INTERREG can do...</p>
<p>What are the main tangible impacts your project has?</p>	<p><u>Qualitative and quantitative data:</u></p> <ul style="list-style-type: none"> improved access to services cost savings time savings reduced energy consumption reduced environmental impact risk reduction business development job creation improved competitiveness other tangible impacts 	
<p>What are the main intangible impacts your project has?</p>	<p><u>Qualitative and quantitative data:</u></p> <ul style="list-style-type: none"> building institutional capacity raising awareness changing attitudes and behaviour influencing policies improving social cohesion leveraging synergies other intangible impact 	
<p>Whats' your project geographical impact?</p>	<p>Define the impact at partner/regional/national/programme/EU/beyond EU level</p>	
<p>How would you testify the main result of your project?</p>	<p>Description how people were connected to the project as partners, end-users, participants in a project activity, etc. Description of the testimonial and link to any material available to proof that evidence. Take into account the impact of the project on the daily work/live of the testimonial Identify success factors and important lessons learnt Impact of the project on the quality of life of citizens in the programme area Impact of the project on policy decisions and initiatives at all levels Identify advice and future perspectives</p>	
<p>How would you quote your project's achievements?</p>	<p>Describe shortly the main success of the project by a short and concise quote. Making a good quote can help you communicate your message to key audiences. It is important to carefully consider audience and key message before drafting quotes. Once you have a few drafts, you can start revising the quotes for boldness, concision and resonance. Your quote should be like a headline that grabs attention, rather than a long story at the back of the business section. You can also combine your quote with a compelling image to make a popular social media post.</p>	