

# Capitalisation Days: Practical guidance and communication approaches

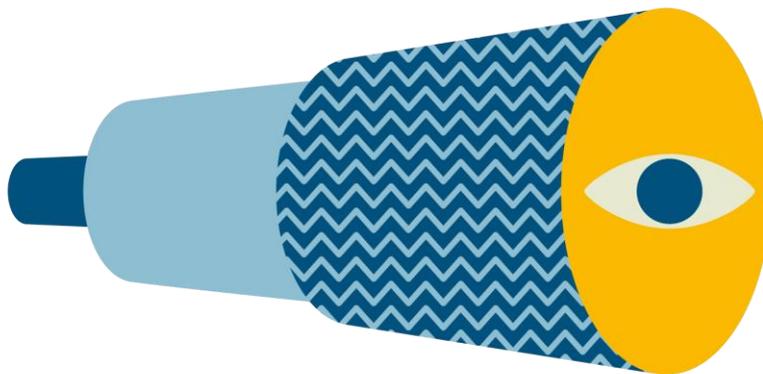
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**DRAFT AGENDA**

**24 and 25 November 2021**

On-line 9:30 – 13:30 CET





## **Capitalisation Days 2021**

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#### **Concept**

Following the recent release of the [Capitalisation Management Guide](#), and the events on “[the Concept of capitalisation in Interreg 2020+](#)”, and “How to use capitalisation for post 2020 Programmes?” Interact would like to organise a 2-day event providing a holistic view of all the aspects related to Capitalisation and Communication aimed at a smooth set-up of these practices in Interreg programmes 2021-2027. We aim at achieving this by combining the main results of the Guide, with an exchange among experts and experienced Interreg Programmes. The goal of this event is both to inspire and train Interreg programmes’ staff in the use of the capitalisation approaches described in the guide.

#### **Objectives**

This 2-day event will provide an in-depth knowledge and will provide answers to the main doubts of Interreg programmes practitioners in charge of capitalisation activities, for the setting up of efficient and valuable capitalisation approaches.

Answers will be linked to the existing Capitalisation Management Guide and the Capitalisation Toolkit for the implementation of such approaches. Together, we will explore the main items and steps of capitalisation approaches. This event foresees an active contribution from all participants:

#### **Who is this meeting for?**

This 2-day online event on is addressed to Interreg, Interreg IPA-CBC and ENI CBC programmes’ staff from the Joint Secretariats, Managing Authorities, and other relevant programme bodies (NCPs, MC Members, etc.) who are directly involved in capitalisation work and activities.

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#### **Resources of interest**

[Video: What is Capitalisation in Interreg?](#)

[Capitalisation Management Guide](#)

[Join our online community!](#)

#### **Resources of interest**

Please access the following link and log in with your Interact account:

<https://apps.interact-eu.net/interact/events.nsf/registrationform.xsp?eid=1A342>



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**DAY 1 FOCUSES ON CAPITALISATION GUIDANCE**

- 9.30 – 9.45**      **Welcome and test of the Zoom platform with icebreakers**
- 9.45 – 10.00**    **Introduction** by *Interact*
- 10.00 – 11.30**   **State of play and opportunities for capitalisation:**
- updates on the survey 2021
  - capitalisation tailored support - first outcomes and lessons learned from:
    - **Interreg CBC Estonia – Russia**
    - **Interreg MAC**
    - **Interreg Greece – Bulgaria**
    - **Interreg IPA CBC Italy – Albania – Montenegro**
    - **Interreg North Sea Region**
- 11.30 – 11.45**   **Short comfort break**
- 11.45 – 12.15**   **Questions & Answers** (using Slido)
- 12.15 – 13.00**   **Debate: next steps for Interact capitalisation support**
- 13.00 – 13.30**   **Wrap-up and closure of Day 1**

**DAY 2 FOCUSES ON COMMUNICATION APPROACHES**

- 9.30 – 9.45**      **Welcome and test of the Zoom platform with icebreakers**
- 9.45 – 10.00**    **Summary and refresh of the previous day** by *Interact*
- 10.00 – 11.00**   **Good practices on communication of achievements**, by Charlelie Jourdan expert in communication
- 11.00 – 11.30**   **Practical example: Interreg Project Slam:**
- presenting your results to big audiences
  - main pitfalls and improvements for a better visibility
  - how to work with results
- 11.30 – 11.50**   **Short comfort break**
- 11.50 – 12.40**   **European Cooperation Day: 10 million for 10 years: a story of a success** by *Interact*
- 12.40 – 13.00**   **Wrap-up and closure of the Capitalisation Days 2021**