

Programme communication for beginners

# What is Capitalisation and how it relates to communication?

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**Interact**



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Interreg



**“Work so **hard** that people think the aliens did it...”**

Jean-Luc Picard, Star Trek

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# Capitalisation is about working **smart**

**Capitalisation** is when you **use the existing resources** and **expertise** to make a more efficient, sustainable and impactful project.

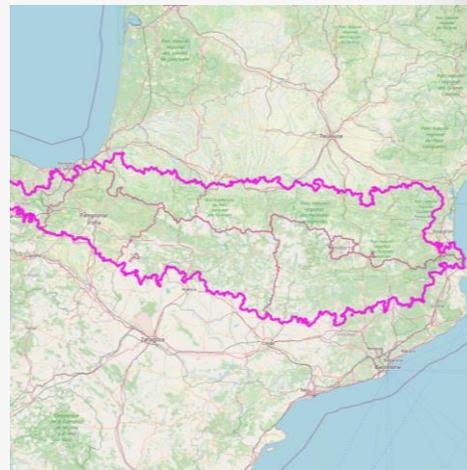
You “capitalize” on what is already there instead of “reinventing the wheel” with your project.

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# Example

## Working Community of the Pyrenees

Started in 2010 and had made 9 related projects under several funds, including Interreg (POCTEFA). They turned a former border-crossing administrative building into a climate-change research center. Their projects are highly regarded, and they were even recognized and presented at the UN headquarters in New York.



# Communication role

**Discover and share ideas:** Get inspired and connected at the InformEU level, EU Regions Week, Interreg Annual Event, EU Green Week, etc.

**Communicate your needs:** Capitalise on knowledge and resources from the previous projects, similar NGOs, academic institutions, public institutions and other programmes.

**Communicate your results:** Help other projects to capitalise on your knowledge and resources.

**Higher visibility on all levels:** Reach wider audiences and even impact policy making.



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# Interact resources

- Capitalisation Toolkit 2.0 - read
- Capitalisation Management Guide - read
- Capitalisation experts - consult
- Communication experts - consult
- Future thematic network/s - join
- Project Slam - participate
- Trainings - participate
- Online courses - take
- KEEP database - use
- Interreg portal - share stories



# Cooperation **works**

All materials will be available on:

**Interact connections / website**