FACTSHEET: IDENTIFICATION & MOBILISATION OF TAKERS

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*SOURCE:* SUPPORT CONTRACT FOR THE PROVENCE-ALPES-COTE D'AZUR REGION (FRANCE) FOR THE MAINSTREAMING AND CAPITALISATION OF EUROPEAN PROJECTS – HORIZONTAL AND STRATEGIC PROJECTS UNDER TRANSNATIONAL MED PROGRAMME 2014-2020

Objectives:

* To identify relevant potential takers (what kind of institution? which institutional level?)
* To inform potential takers and involve them in the transfer/mainstreaming process

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| Topic 1: Identification of relevant “Takers” | |
| Context / feedback from the experimentation   * The identification of potential “Takers” depends on the types of outputs available but also on more operational aspects (availability, proximity…). The following points shall be considered to identify these relevant “Takers * The identification of the relevant person working at the Taker side is key for a successful transfer process. There are several features that can be helpful for mainstreaming: * the networking capacity: the good contact of the person to the various departments or services in the institution (for example, the service in charge of EU funding and the sectorial services in charge of a theme) * the availability in terms of time and resources to spend in the mainstreaming process * the continuity of the staff at the institution | |
| What to do? | How to do it? |
| 1. Elaborate a list/mapping of potential Takers considering basic criteria: what is the appropriate institutional level, thematic focus, geographic coverage, etc.? | GENERAL APPROACH   * To identify main key players in the field of intervention at local, regional, national and international level * To prepare the mapping of stakeholders, you can use “a stakeholders Power/Interest Matrix”, which can help you to prioritising the stakeholders that you could mobilise according their role/influence (interest /power); * Be realistic and identify bodies with whom a cooperation could be set up considering the context and constraints of the project (nature of outputs, timeline of the mainstreaming project…)   Monitoring Committees can play a strong role in mainstreaming activities with the identification and mobilisation of key players in relation with National Contact Points (NCPs) and national authorities. |
| 1. Mobilize the closest circle:  * ETC Projects partners * Projects’ own networks/partners * Institutions involved in thematic communities | GENERAL APPROACH   * Establish a mapping of your partners external partners, or network, identify their needs and check among them which ones could be potential Taker * Ask partners to define a list of potential Takers through the strategic working groups * Use Horizontal angels and Territorial antennas to identify potential Takers * When possible, look for Takers that are familiar with INTERREG projects, as it will allow them to better understand the process   TIPS:   * Use a survey to identify the needs of these partners * Organisation of a webinar gathering all the modular projects to seek their involvement |
| 1. Select potential Takers according to the mainstreaming objectives | GENERAL APPROACH   * Potential Takers must fit with the “implementation level” of your output(s). Be focused on institutions directly concerned by this output (local, regional, national level?) * For mainstreaming, select “Takers” that have a strong enough legislative power * Have a clear and realistic plan of whom to target when it comes to potential Takers * Draft tables of policy targets aligned with the projects deliverables and thematic groups objectives * Analyse target groups, categorise them in terms of their role in the project, exchange between partners to share ideas |

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| Topic 2: Mobilisation of relevant “Takers” |
| Context / feedback from the experimentation  Takers are not all aware of INTERREG programmes and are not familiar about mainstreaming or transfer process. They will accept to be involved only if they perceive that there is a clear added value for them in a win-win approach. In order to have them fully involved in the process, the following points can be addressed:   * “Takers” will only get involved if they have an interest to do so. Your output must fit with their needs, strategy, agenda… * The information provided to the potential “Takers” is really strategic to convince them to integrate the mainstreaming process (information on the added value of mainstreaming AND detailed information about the output) * The involvement of a “Taker” often requires a longer period of time than for other more usual activities. It is also necessary to be proactive and perseverant. |

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| What to do? | How to do it? |
| 1. Reflect upon the best channels to contact potential Takers in a timely manner | GENERAL APPROACH   * It is easier to inform and mobilise “Takers” upstream. If your output is not achieved yet, use this opportunity to inform them and get them on board. * Use programme and project events to communicate about the project, its outputs and contact potential Takers   Use mainstreaming events to address decision makers and institutional bodies: national and regional debates, Capitalisation seminar in Brussels and MED events |
| 1. Convince potential Takers to integrate the mainstreaming process by providing them relevant information   *“Takers” have their own constraints. They will accept to be involved in a mainstreaming/transfer process only if there is a clear interest and added value for them* | GENERAL APPROACH   * When you have a list of potential “Takers”, contact them and present your work. Provide a summary presentation of your output. If the “taker” is interested, organise a physical meeting * Communication is key. It is necessary to use plain communicative language when presenting your output to the “Taker”. Elaborate a tailor-made communication plan focused on the dimensions which can be potentially re-used. * It is helpful for mainstreaming purposes to understand the administrative context of the Taker (if there are processes that take long, if consultations need to be made), and even the language of the Taker is important (not everyone at the Takers probably speaks English) * A mainstreaming/transfer process is an operational process. To have the agreement of an institution is not enough. It is necessary to work closely with people who will be concretely in charge of the process (see Factsheet 3). Organise collective information meetings with different potential Takers. |