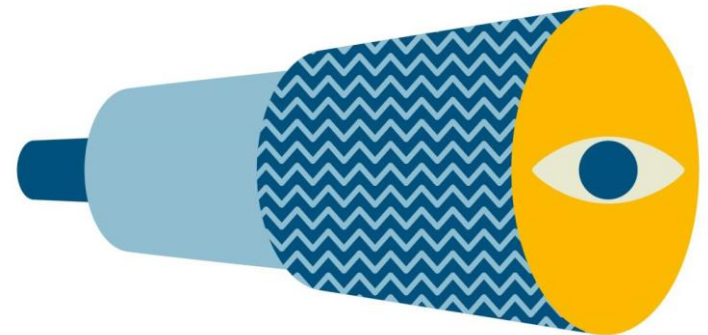


Capitalisation vs. communication

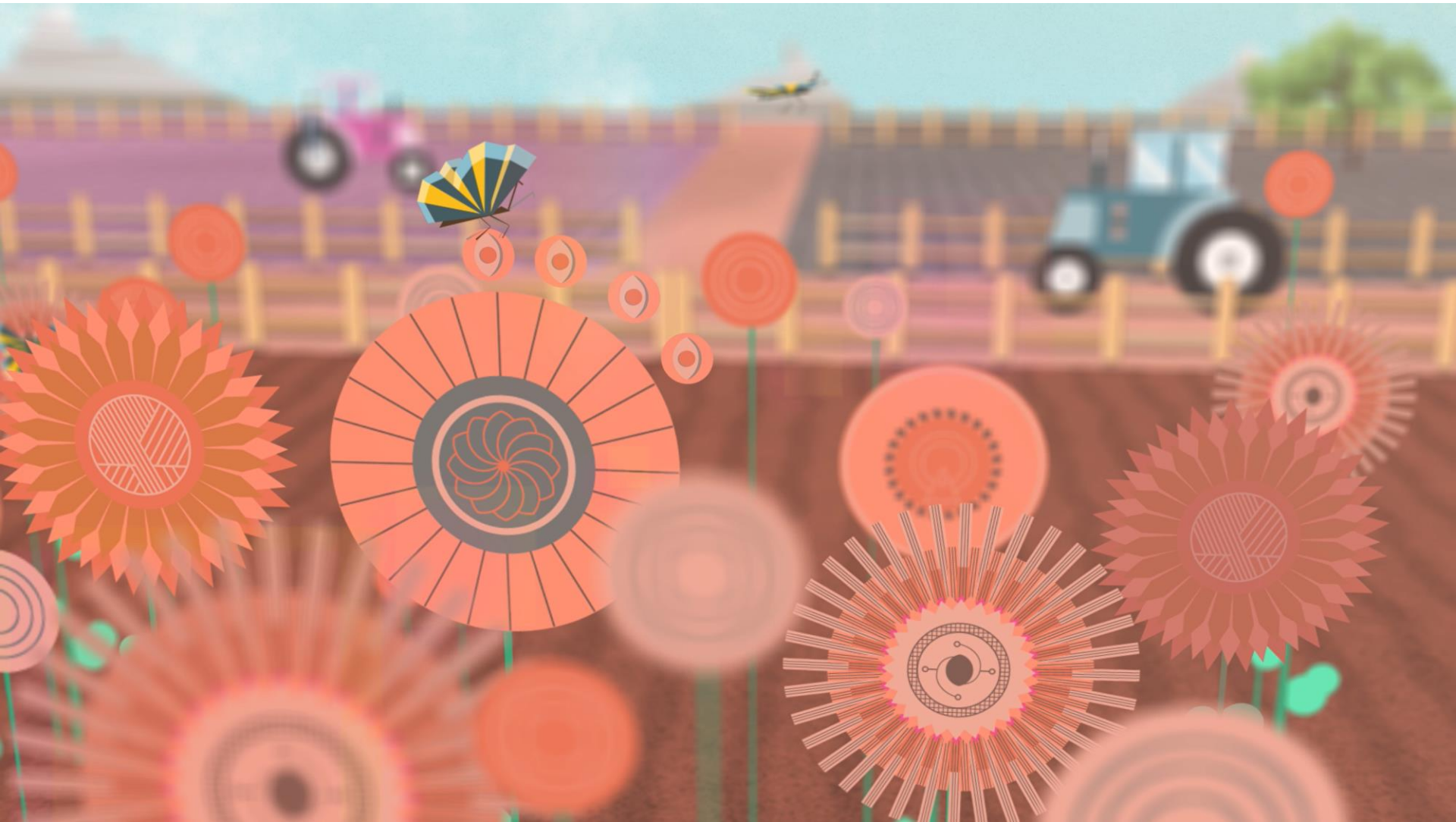
Cap&Com Workshop

5-6 July 2017 | Budapest, Hungary

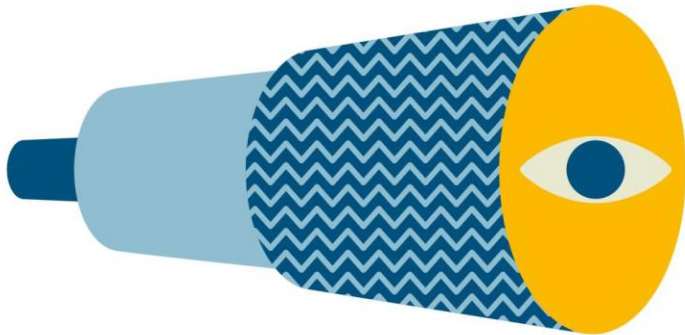
Interact Programme



Capitalisation is ...



Capitalisation, do we all have the same understanding?



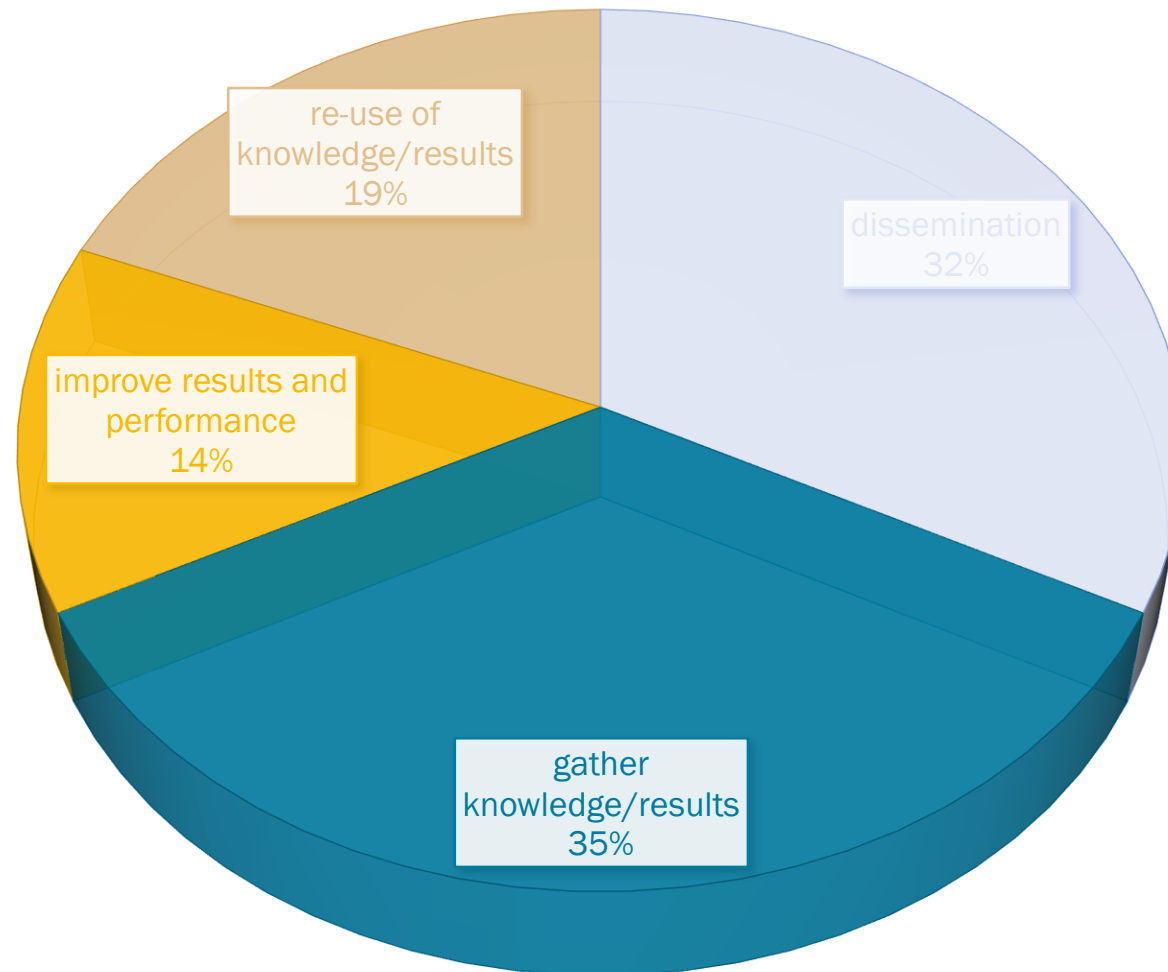
1. **Capitalisation is about gathering, organising and building upon existing programme and projects results, within specific fields.**
2. **Capitalisation could concern data about the implementation of programmes, projects, impacts and methods used in order to make this knowledge generated by Interreg (capital) more accessible and usable for other programmes, projects or stakeholder groups.**
3. **Capitalisation (of results) looks into specific results in thematic fields in order to obtain additional improved results, to boost performance, delivery and to multiply the effects of achievements delivered.**

How do we implement capitalisation?

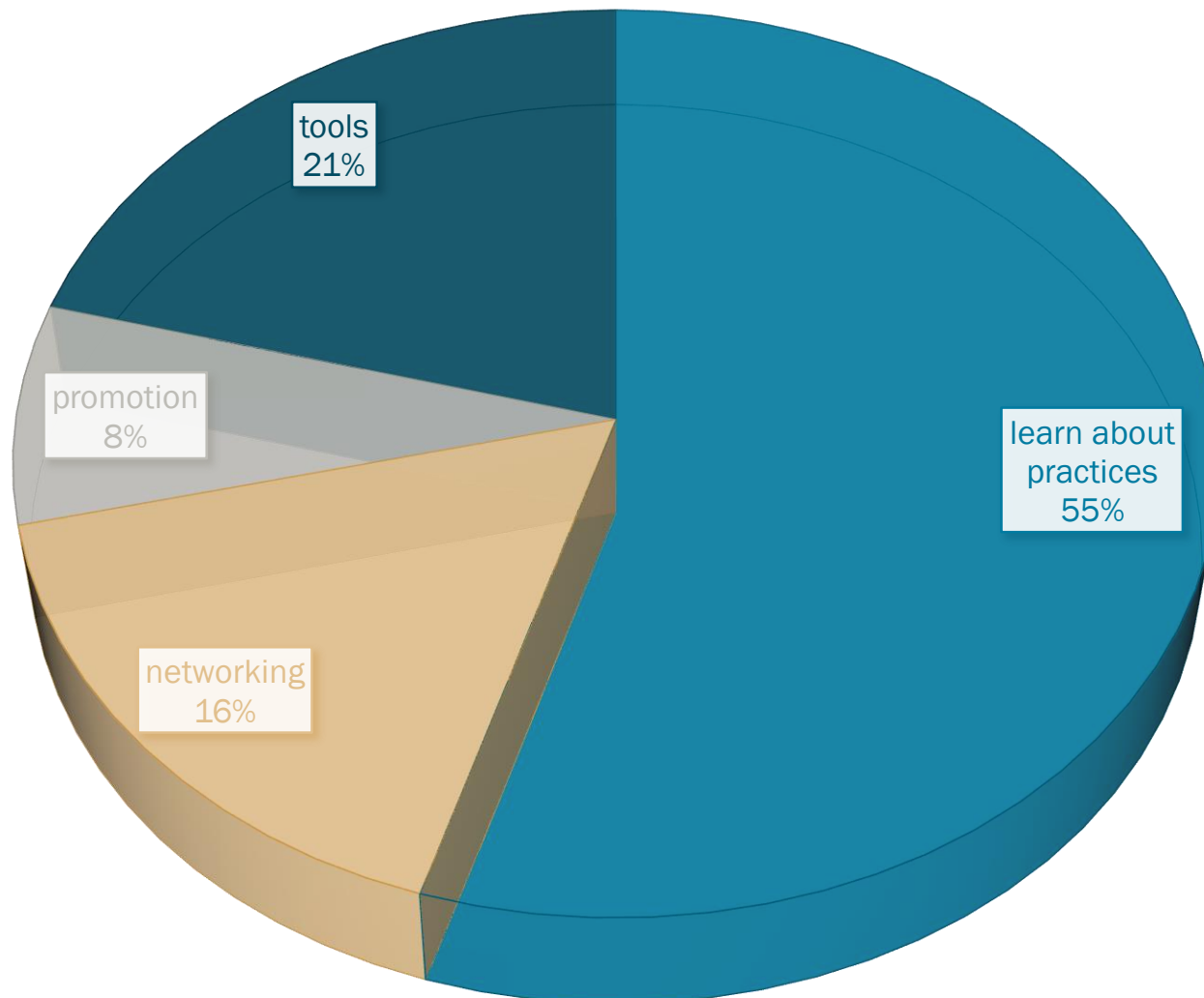
1. **Gathering results → analysis (projects),
coordination**
2. **Promotion of results → promotional and
capitalisation events/targeted campaigns,
networking events, simplicity of language**
3. **Re-use of results → validation/follow-up,
effects?**
4. **Influence policies → link with public decisions,
modifying legislations**



What is capitalisation in your programmes?

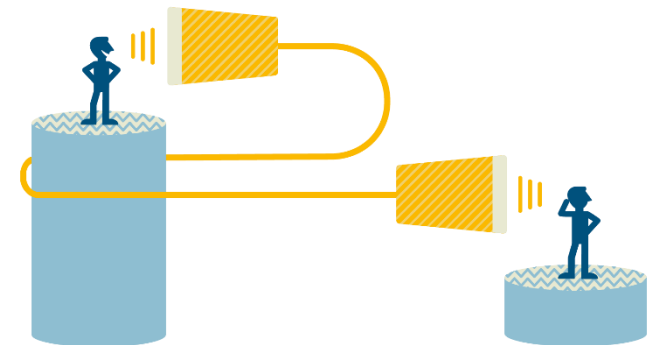


Your expectations for this event



How do we implement communication?

- 1. Information about programme funding opportunities and activities**
- 2. Publicity and visibility**
- 3. Involvement of programme stakeholders and partners**
- 4. Promotion of results**
- 5. Raising awareness, Annual Events/targeted campaigns, networking events, simplicity of language**
- 6. Influence policies**



The role of communication in Interreg Project Slam Interreg 25 years

- Specific call and methodology to identify and present Programme's and project results during the "25 years of Interreg" Conference in Luxembourg (15-16 Sept 2015).
- Methodology made available to Programmes with all related materials: Call for proposals, Pre-selection of 5 projects, Preparation of the performances and Session, tools developed, videos of the session, etc.



The role of communication in Interreg

Project Slam Interreg 25 years

- Specific (capitalisation) activity at programme level to identify best practices and stories
- Dedication to promote projects and programme achievements
- Partners' involvement, to build a story
- Programme authorities support in the definition of the story
- Joint implementation!!!



The role of communication in Interreg Project Slam Interreg 25 years



Integrated Territorial
Synergies for **Children Health**
and Protection – INTERSYC



The role of communication in Interreg

Project Slam Interreg 25 years



Practical Exercise ... build a story

Once upon a time...

Use the tools provided

Build your story (each table)

Find the correct sequence (all together)

...

Practical Exercise ... build a story

Once upon a time...

ALICE'S ADVENTURES
IN
WONDERLAND

Chapter 11:
Who Stole the Tarts?



Lewis Carroll

Practical Exercise ... build a story

Once upon a time...



1 2 3 4 5 6

Next Interact events

Save the dates:

- **Interreg Project Management camp, 12-15 September, Utrecht NL**
- **Interreg Talks, October 2017, Brussels @ EWRC**
- **Programme Monitoring and Reporting, 7 September 2017, Prague CZ**
- **Coordination and cooperation across programmes, 13 - 14 September 2017, Tallin EE**



Cooperation works

All materials available on:

www.interact-eu.net

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