

Results of the round table discussions

28/November/2017 Cap&Com 2 workshop
Bilbao, Spain

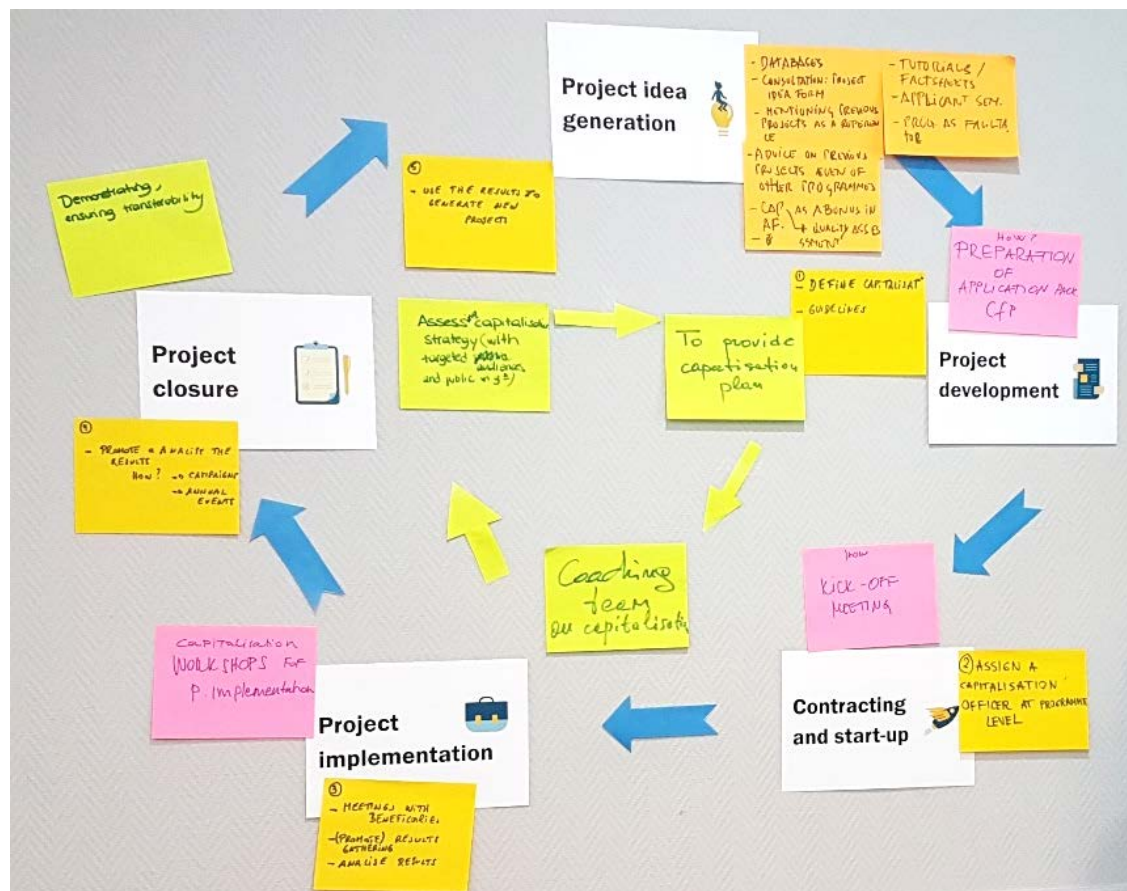
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Topic 1: When and how to train beneficiaries on Capitalisation?

The participants were asked to discuss the following questions:

- When should we educate the beneficiaries/applicants on Cap;
- How should we try to educate them (concrete tools)?

Each table had to write their ideas on “How” proposals on large post-its and then place their “How” suggestions on the “When” timeline, on the wall. The timeline cycle was divided into five essential stages of the project lifecycle: project idea generation, project development, contracting and start-up, project implementation and project closure. The photo below shows the main results of the discussion (high resolution version available in the attachment):



In addition to the ideas visible on the photo, the participants shared the following ideas during the wrap-up discussion:

- We (the programmes) should facilitate transfer of ideas from the experienced beneficiaries to the new ones. For example, a representative of an experienced beneficiary could give a presentation during a programme training event (Info days, project trainings, etc.);
- We need to show more practical examples to the projects about capitalisation;
- We could ease the burden for the projects on capitalisation by creating a programme a thematic help-desk on capitalisation;
- We could help the potential beneficiaries to capitalise better by establishing and communicating what is the baseline/context regarding the programme/call priorities;
- We should consider the policy impact of the project on Interreg level.

Topic 2: What is the place of capitalisation process on both programme and project levels and vice-versa?

The participants were grouped and pairs had the task to decide on how to distribute a set of 7 small post-it stickers, representing Programme experts, and place them on the Cap&Com graph (on the wall). Each pair had 2 yellow stickers representing communication experts, 2 blue stickers representing capitalisation experts, 2 green stickers representing the experts who work in both areas, and 1 sticker representing a coordinator/manager at the programme level. The graph showed different areas of the programme implementation cycle (horizontal axis) and a grade scale of potential expert involvement in the stages (high/low, on the vertical axis). The photo below shows the main results of the exercise (high resolution version available in the attachment):



The participants also shared the following ideas during the wrap-up discussion:

- Roles and responsibilities of the different actors are mixed and strongly interconnected;
- We should expand the types of tools used to facilitate the internal cooperation process;
- We have to work together:

- To define deliverables/outputs;
 - Rethink focus of different experts.
- Internal trainings are needed in order to further develop the necessary expert skills for both capitalisation and communication. For example, project officers need stronger skills on capturing (photography training as a potential solution) and communicating (training on the use of social media platforms/tools as a potential solution);
- We should strengthen internal dialogue/communication on who does what and why;
- We should make a joint effort to communicate the results of the joint efforts to the member states.