

Interact Cap and Com meeting 23/10/2018

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Investing in Opportunities

Capitalisation process

General approach

Main objective :

Increase the uptake of project results and widen their impact

- beyond what is planned at individual project level
- in complementarity with project LTEs

Ultimately the capitalisation process should contribute to **enhancing the NWE Programme's territorial impact**

Capitalisation process :

General approach

Three phases :

- Collecting and identifying results
- Analysing results and their uptake potential
- Developing capitalisation incentives and activities



Communication plan in parallel to support cap strategy as a whole

NWE capitalisation process – 3 steps

1

COLLECT

- Deliverables
- Outputs
- Results

*From progress reports, appraisals, events,
workshops and media*

NWE capitalisation process – 3 steps

2

ANALYSE

- Classifying results
- Identifying roll-out potential
- Identifying synergies

NWE capitalisation process – 3 steps



MAXIMISE IMPACT

- Create synergies
- Support roll-out
- Raise awareness



Where is communication in the capitalisation process?

- Promotion of the collected results (*step 1*)
- Initiatives to maximise impact of project results (*step 3*)



Communication tools for capitalisation

- Capitalisation space on our **website**
- **Creation of a newsletter** focused on successful stories
- **Showcase projects** at programme and external events
- Use of **social media** (Twitter and LinkedIn)
- Launch of an **NWE YouTube Channel**

Social media strategy

- **Overall objectives**

- Promote the programme calls / announcements / events
- Showcase NWE project achievements and results
- Increase general traffic on our website (drive people back to website and project website)

- **Target Audiences**

- **Platforms selected**

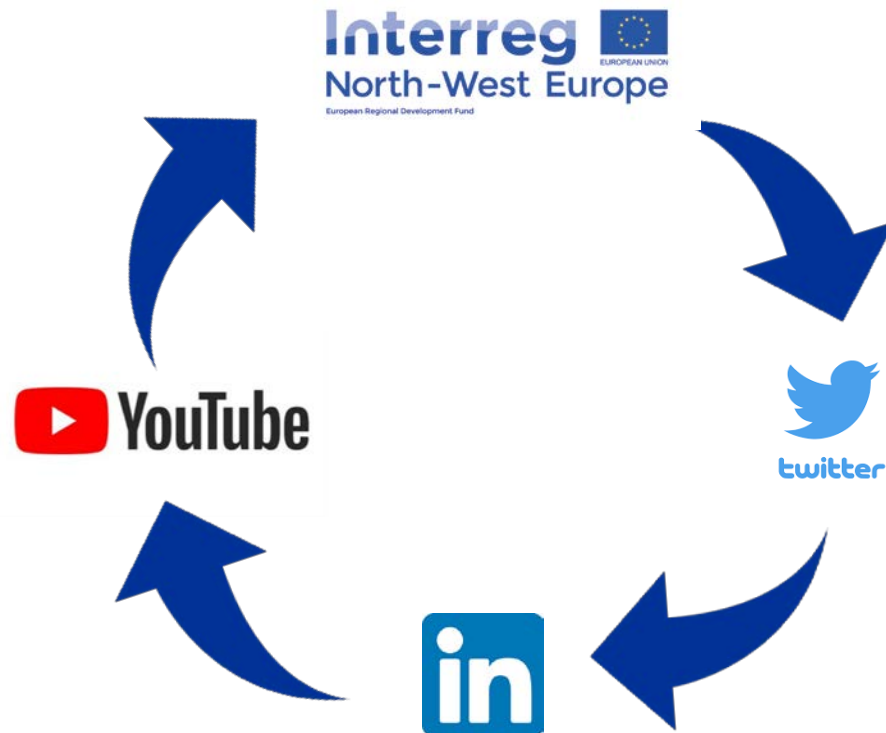
- **Frequency**

- **Tone / style**



Social media strategy

Increase traffic on our website



Social media for capitalisation

- **Twitter**

- Links to info / articles / videos from projects (at least once a week)



- **Youtube**

- Best videos from current projects
- Classified per theme/topic



- **Linkedin**

- LinkedIn groups on relevant cap. themes / topics



Capitalisation strategy – Expected results

- **Roll-out / uptake of individual project results** (*to other areas, sectors, organizations by 2023*).
- **Synergies created between projects**
- **Strategic connections with other EU initiatives** (*other ETC programmes, operational programmes, H2020, LIFE+...*)
- **Contribution to NWE output indicators.**
- **Identification of success factors in a project's capacity to reach results**

Interreg



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Thank you!