

State of play of capitalisation approaches Links with evaluation activities

Evaluation, Capitalisation and Communication

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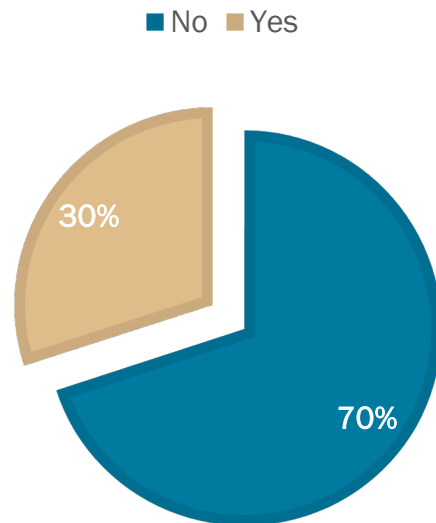
Overview

- State of play of capitalisation under ETC programmes 2014-2020
- Links with evaluation activities - 2 Seas programme as a case study
- Lessons learnt so far
- What next?

State of play of capitalisation

Survey launched in June 2019 – Over 50% of ETC programmes responded

30% of them declared having a formalised capitalisation plan/strategy.



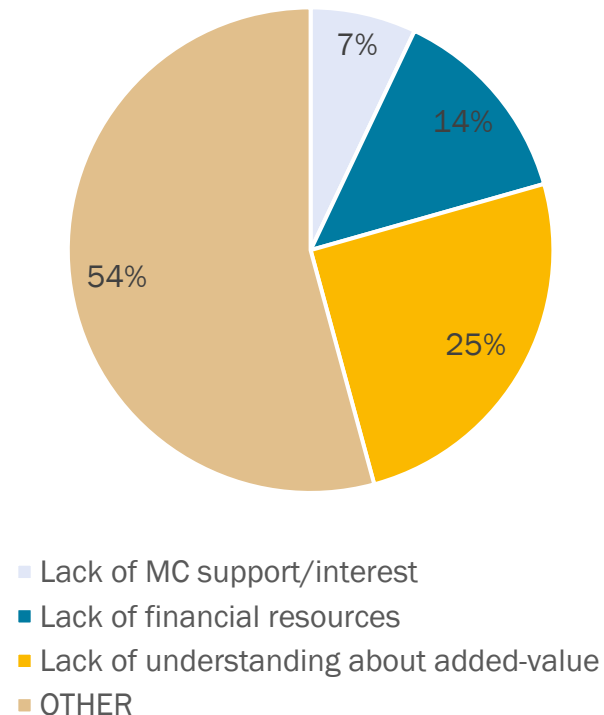
- **80%** of programmes that CAPITALISE have included it in their communication strategy
- **35%** of programmes that DO NOT CAPITALISE have engaged discussions to adopt a capitalisation strategy/plan by the end of 2020

State of play of capitalisation

Why some programmes don't capitalise?

Main reasons in “OTHER” (54%):

- Timing - many programmes don't have yet results to capitalise on
- Too much work to do!
- Some type of projects (investment) do not require to be capitalized



State of play of capitalisation

Clearer goals for capitalisation



- capitalise for enhancing visibility of projects /programmes achievements (**communication oriented**)...but is this proper «capitalisation» or just «dissemination of in depth analysis»??
- capitalise for identifying good practices and promoting the transfer of projects results (or even management practices?) (**re-use of knowledge oriented**)
- capitalise for enhancing programmes impacts and future positioning (**results/impact evaluation-oriented**)

State of play of capitalisation

Overview of Cap. methodology, activities and tools developed by programmes



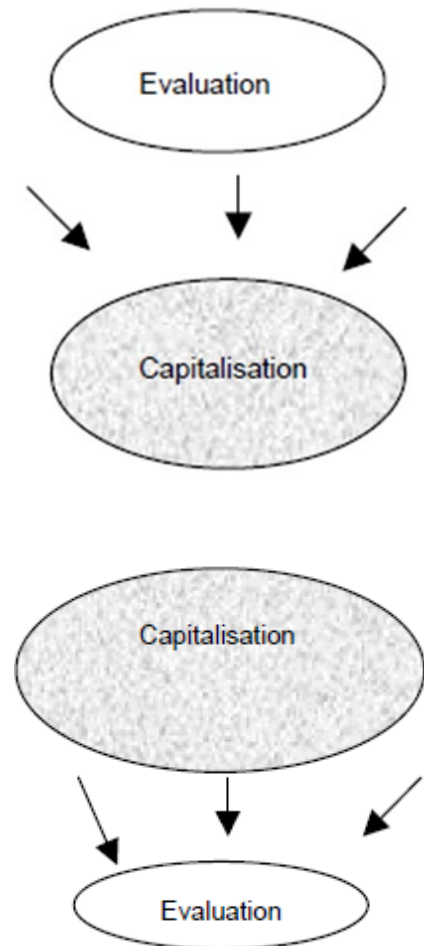
Links between evaluation and capitalisation

Some general thoughts

- **Case 1** : *Evaluation as a source of information for capitalisation*
 - ✓ an evaluation report/process is a valuable source of information to capitalise on an experience
- **Case 2**: *Capitalisation as a precondition for evaluation*

Capitalisation activities can :

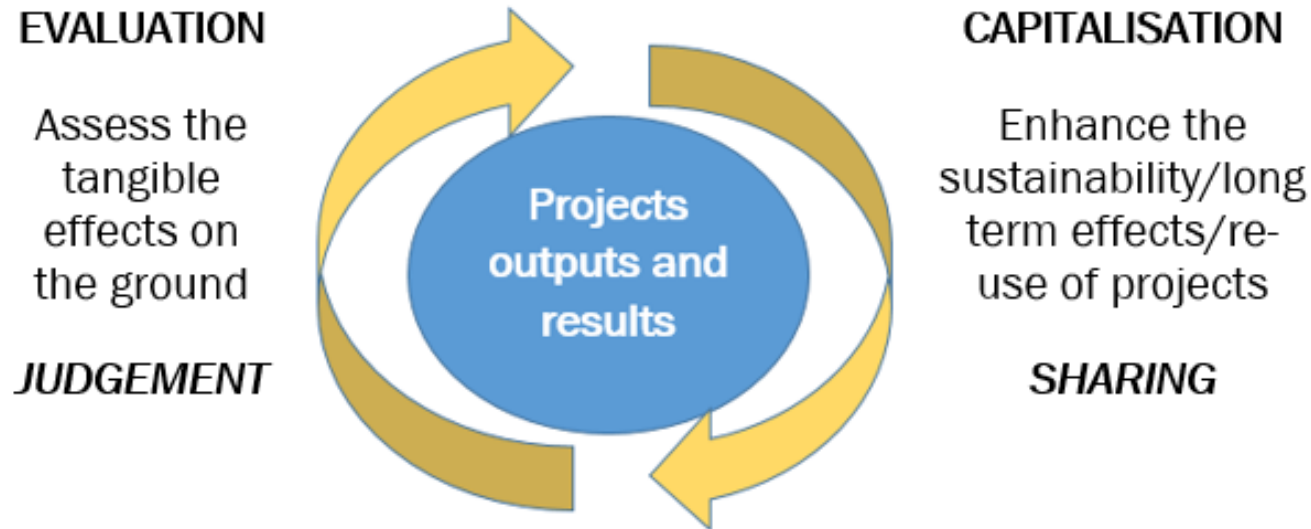
- ✓ contribute to define the ToR of an evaluation and provide inputs for answering the evaluation questions;
- ✓ enhance the added value and impact of EU funding in the programme area (via the transfer of valuable results),



Links between evaluation and capitalisation

Some thoughts in the context of ETC programmes

- Capitalisation and evaluation share common aspects: in both cases, it is a matter of taking a step back and analysing an experience deriving from project outputs and results



.....**but they are rarely put together!**

Links between evaluation and capitalisation

Focus on the 2 Seas experience

- Implementation of an **integrated evaluation approach within the framework of a robust 2 Seas Monitoring & Evaluation system** at the start of 2014–2020 period
 - ⇒ *Programme indicators strongly corroborated by projects indicators*
 - ⇒ *Matrix of specific benefits of projects*
 - ⇒ *Guidance on measurable results*

Links between evaluation and capitalisation

Focus on the 2 Seas experience

- The programme bodies (JS and territorial facilitators) help applicants plan their projects with capitalisation in mind:
 - *Contribution to the intervention logic*
 - *Focus on: a) the measurability of outputs and results; b) the durability of results*

In practice:

- *Online checklist of the measurability of specific results-*
<http://bit.ly/2slkdWw>
- *Integrated in the template of annual progress reports*

Links between evaluation and capitalisation

Focus on the 2 Seas experience

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2 Seas Mers Zeeën



Capitalisation in mind (in the AF and in progress reports) via:

- Durability of project results: Long-lasting effects of project's outputs beyond project duration
- Identification of specific target groups for an in-depth dissemination
- Better uptake of projects results (in progress)

In the end, it helps refining the project intervention logic to demonstrate its contribution to programme intended results.

Lessons learnt so far

- ❑ Only a few ETC programmes have established links between Monitoring-Evaluation and contribution to Capitalisation
- ❑ 2 Seas experience could be seen as a valuable starting point for other programmes
- ❑ Significant progress has to be made in the post 2020 programmes

Lessons learnt so far

Some thoughts for post 2020 period

- Links between evaluation activities and capitalisation could be further developed by ETC programmes
- Capitalisation should be entirely integrated in both evaluation and communication strategies of programmes:
 - *Clear identification and measurability of projects results should be the basis of the uptake process (ranging from in-depth dissemination to a full transfer logic)*
 - *Communication strategy and activities should be to a large extent driven by the objectives assigned to the capitalisation of experience*

What next?

Preparation of the **Capitalisation management guide** due to be finalised by late 2019

On the basis of:

- Updated publication on capitalisation approaches (2019)
- Repository of capitalisation approaches and practices
- Toolkit developed by an INTERACT group

Objective: build a comprehensive document as a legacy for post-2020!

Cooperation works

All materials will be available on:

www.interact-eu.net