

CAP-COM: Capitalisation arguments to break down barriers



28-29 November 2023

Agenda

Valencia | Spain





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Outlines

We are back, and ready to discuss capitalisation together once more!

We are reuniting to present and discuss different ways how capitalisation can help you ensure that your project results have a long-lasting and visible impact. It is a complex and multi-level topic, so it is important to spend some time to discuss your persisting barriers and share practical solutions to overcome them. It is particularly important as programmes are now briskly stepping into the implementation of the current programming period.

During this two-day workshop, we will share practical capitalisation and communication tools and techniques, with a particular focus on project assessment and selection. The sessions will be balanced with open discussions on the benefits of implementing capitalisation in your context, looking ahead beyond your own programme area, and beyond 2027 (...no, it is not too early!).

Objectives

As it has been the case in the previous CAP-COM events, the objective of this workshop is to foster knowledge exchange and collaboration among programme officers, both in charge of communication and programme management, raising doubts or issues on capitalisation topics and overcoming them by sharing experiences and potential solutions together.

Through these dynamic sessions, we aim to address common challenges, encourage you to make the most of capitalisation and communication tools that you have on hand, and feel inspired to put new practices into action.



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Day One

Wednesday, 28 November 2023

09.30 – 10.00

Registration and Welcome Coffee / Tea

10.00 – 10.15

Introduction

Interact CAP-COM team

10.15 – 11.45

Selection of applications and link to capitalisation

Stoyan Kanatov, Interact

- Capitalisation approach in project assessment
- Roles of content and communication
- Open discussion

Objectives of the session: to share the common ground for capitalisation at the project assessment stage

11.45 – 12.00

Break

12.00 – 12.45

Capitalisation in practice at local level

Stoyan Kanatov, Interact

- Introduction to local practices
- Practical example of management tools
- Open discussion

Objectives of the session: To illustrate the approach of capitalisation through local best practices

12.45 – 14.00

Lunch break

14.00 – 15.00

Communication toolkit and its applications in capitalisation

Rosa Escamilla & Arkam Ograk, Interact

- Connection CAP-COM
- Introduction to Communication toolkit of Interact
- Practical applications and exercise in working groups

Objectives of the session: to introduce the new Communication Toolkit as a tool to enhance project communication, thereby facilitating capitalisation

15.00 – 16.30

Capitalisation and Communication in practice

Rosa Escamilla, Interact

- Storytelling approach as a link between capitalisation and communication



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Stoyan Kanatov & Arkam Ograk, Interact

- Involving AI in capitalisation

Objectives of the session: to present practical tools linking capitalisation and communication

16.30 – 18.00

Valencia city tour – networking

Day Two

Thursday, 29 November 2023

09.30 – 10.00

Registration and Welcome Coffee / Tea

10.00 – 11.00

Best arguments in favour of capitalisation

Nicolas Garnier, Interact

- Breaking down barriers and highlighting benefits
- How to create good CAP-COM profiles
- Open discussion

Objectives of the session: To highlight the practical benefits of capitalisation

11.00 – 11.15

Break

11.15 – 12.00

Pushing boundaries – connecting on geography and objectives

Nicolas Garnier, Interact

- Inter-programme capitalisation – within and beyond your cooperation area
- Cross-fund interaction
- Support of communication in mainstreaming of results

Objectives of the session: To share practices and discuss how to capitalise on results together with programmes with shared geography and/or priorities.

12.00 – 12.45

The future of capitalisation

Nicolas Garnier, Interact

- Post 2027 integration of capitalisation
- Open discussion, what can programmes do to support

Objectives of the session: To set the stage for collecting opinion on the preparation for the new period



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12.45 – 13.00

Wrap up

Interact CAP-COM team

Venue

Hotel SH Valencia Palace, “Castellon” Hall

Address: Paseo de la Alameda, 32, 46023, Valencia, Spain

Map link: <https://maps.app.goo.gl/t1SpPPuTgss5LGUR9>

