
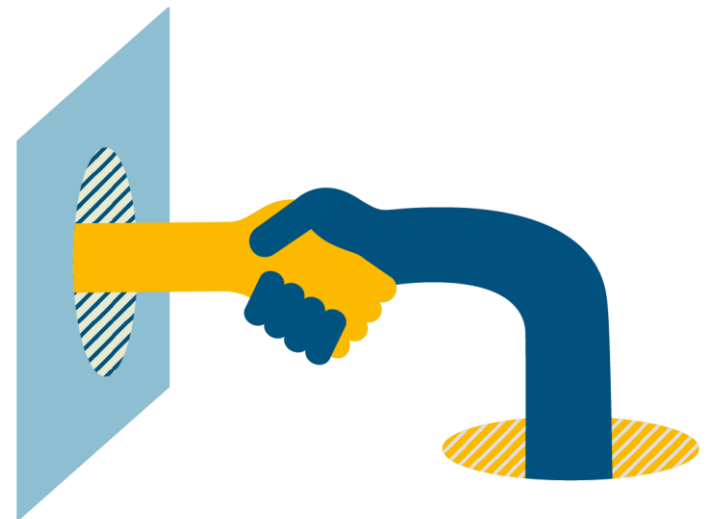


Interreg Communication Network seminar

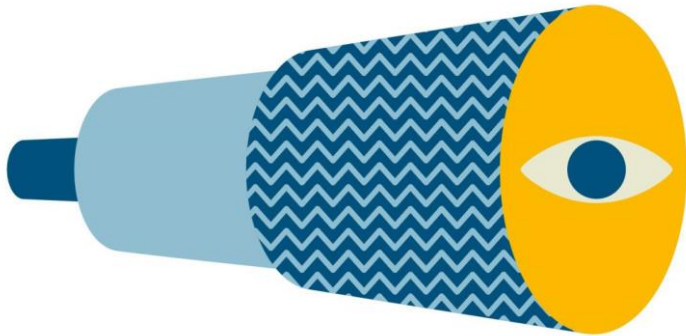
Let's Capitalise!

Interreg Communication Seminar.
15 -16 February 2017 | Valencia, Spain
 @InteractEU

Ivano Magazzù, Interact Programme



Capitalisation, do we all have the same understanding?



- Capitalisation is about gathering, organising and building upon existing programme and projects results, within specific fields.
- 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.
- 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 did we implement capitalisation?

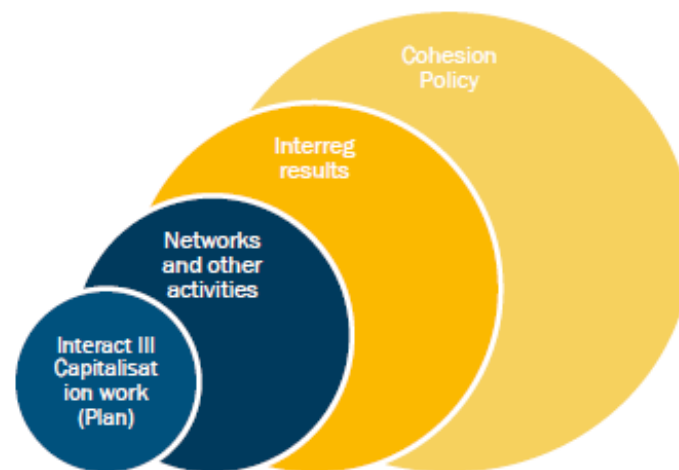
1. Gathering results → analysis (projects), coordination
2. Promotion of results → promotional and capitalisation events/targeted campaigns, networking events, simplicity of language
3. Re-use of results → validation/follow-up, effects?
4. Influence policies → link with public decisions, modifying legislations



Capitalisation Plan

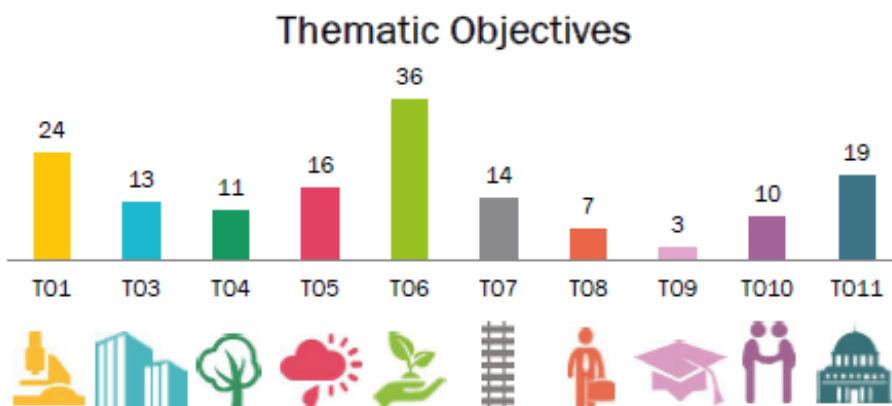
Objectives

- To define the main actions and work
- Identification, analysis and promotion of capitalisation approaches;
- Set-up and implementation of thematic networks;
- Promotion of Interreg results.



Clear identification of themes

- Specific survey to Programmes, according to thematic choices



Support to Capitalisation

Capitalisation as management practice: Workshops, trainings, promotional events and materials	Thematic network: Meetings, on-line platforms, publications
Event on Capitalisation practices (2007-2013), challenges and approaches (2014-2020)	Interreg response to migration network (IO Valencia)
ComCap workshop - hints to promote Interreg results	Sustainable transport (IO Turku)
Interreg Talks (EWRC)	Knowledge of the seas networks (IO Turku)
	Climate change network (2017?)
	Inclusive growth network (2017?)
	Better governance network (2017?)



Thematic support to Interreg Programmes

Interreg Europe	Interact
Research, technological development and innovation (TO 1)	Migration
Competitiveness of SME's (TO 3)	Sustainable transport (TO 7)
Shift towards a low-carbon economy (TO 4)	Maritime issues/Knowledge of the Seas
Preserving and protecting the environment and promoting resource efficiency (TO 6)	Climate change and risk management (TO 5)
	Inclusive growth (TO 8-9-10)
	Better governance (TO 11)



Challenges and aims of Interreg Capitalisation

Challenges	Aims	Activities (examples)
Thematic concentration and better quality of projects	Gathering information	<ul style="list-style-type: none"> • KEEP • Factsheets on capitalisation approaches • Capitalisation conference • Capitalisation Networks (ICNs): <ul style="list-style-type: none"> - Desk analysis and reports - Peer-to-peer exchanges
Avoiding double funding		
Focus on results 2014-2020	Providing thematic expertise and analysis	<ul style="list-style-type: none"> • Capitalisation Networks (ICNs): <ul style="list-style-type: none"> - Desk analysis and reports - Peer-to-peer exchanges
Lack of thematic expertise		
Raising awareness and communication	Promotion, transfer and re-use of results	<ul style="list-style-type: none"> • Synergies with bigger networks (within ICNs) • Capitalisation conference • CapCom Training • Interreg Talks
Influencing policies	Advocacy/influencing Interreg stakeholders and beyond	<ul style="list-style-type: none"> • ICNs • CapCom Training • Interreg Talks

Next events for Interreg Programmes

Save the dates:

- Capitalisation Conference, May 2017
- CapCom Training, July 2017
- Interreg Talks, second half 2017

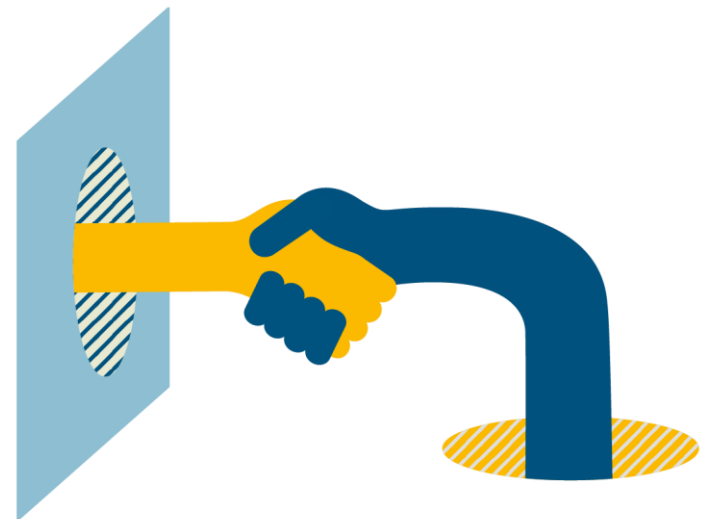


Interreg Communication Network seminar

Let's Lobby to show our results!

Interreg Communication Seminar.
15 -16 February 2017 | Valencia, Spain
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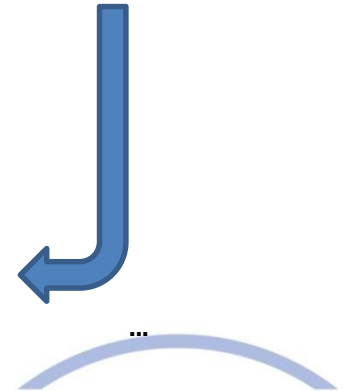
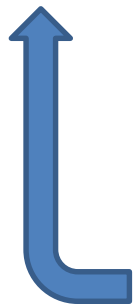
Mercedes Acitores, Interact Programme



Why are we talking about „Lobbying“?



Interreg 
EUROPEAN UNION



**“Of course we’ll make a decision ...
once we have considered the 5243 factors.”**

Definition of lobbying.

**Do we all have the same idea when we talk about
LOBBYING?**

Action aiming to influence a public decision.

Lobbying means 90% of preparatory work for 10% effective lobbying



Definition for lobbying.

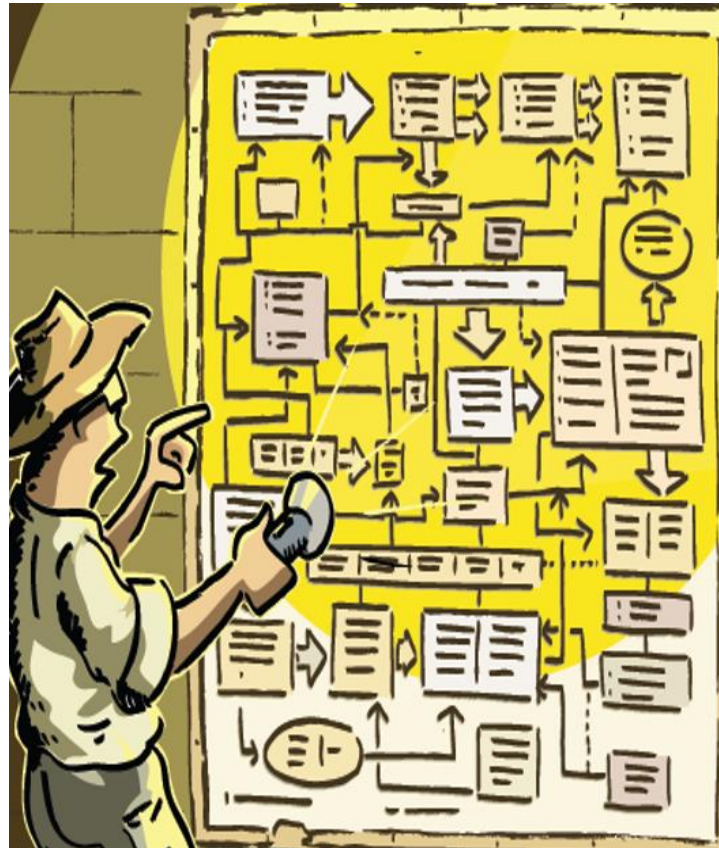
5 elements to consider in the lobbying process.

- ① Excellent knowledge of the topic and the legal context.
- ② Selection of the objective we are looking for.(Matrix of priorities:
x capacity of influence y resources to be employed (ec impact)
- ③ Master the decision making process.
- ④ Alliance and Convergence of interest.
- ⑤ Communication.
 - Quality of your arguments is key.
 - The aim is not only standing for a position but to convince !



The EU decision making process.

- WHY?
- WHO?
- WHEN?
- HOW?



...

The decision making process.

Who is who? EU Institutions

EUROPEAN COMMISSION

- Executive Role.
- Right to propose EU laws to the EP and the Council .

Transparency Portal.

http://ec.europa.eu/transparency/index_en.htm

EUROPEAN PARLIAMENT

- Debating and adopting EU Laws together with the Council (Co-legislator)

COUNCIL OF THE EU (Ministers)

- Presidency rotates each 6 months.
- Adopting EU laws together with the EP.

COREPER. Committee of Permanent Representatives of the EU Member States.

European Council (Heads of States)

- Settles the EU's overall political guidelines.



[Access to legislation](#)

[Contribute to EU law-making](#)

[Your voice in Europe: access to open consultations](#)

[Register of expert groups](#)

[Comitology Register](#)

[Transparency Register](#)

[Access to documents](#)

- ▶ [Register of the Commission documents](#)
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- ▶ [Application form for access to unpublished documents](#)
- ▶ [Search for Committee documents](#)
- ▶ [Access to DORIE Database](#)

Transparency Portal

The European Union's activities today affect millions of European citizens' lives. The decisions affecting them must be taken as openly as possible.

As a European citizen, you have a right to know how the European institutions are preparing these decisions, who participates in preparing them, who receives funding from the EU budget, and what documents are held or produced to prepare and adopt the legal acts. You also have a right to access those documents, and make your views known, either directly, or indirectly, through intermediaries that represent you.

This webpage is designed to be your window on this world, giving you direct access to information that will help you to be better informed and better prepared to follow and participate in the EU decision-making process, to enjoy your rights and to play your role as a European citizen to the full.

The decision making process. Who is who?.

EU Advisory bodies.

Committee of Regions (CoR).

- Represents Local and Regional Authorities.
- Issues Opinions to the EC 's proposal.

European Economic and Social Committee. (EESC)

- Represents European workers and employers.
- Issues opinions to the EC's proposal.

Networks and Multipliers.

Territorial and Thematic Networks or sectorial federations (CEMR, CPMR, FEDARENE, NECSTOUR, Eurocities.....)

REGIONAL REPRESENTATION
OFFICES in Brussels

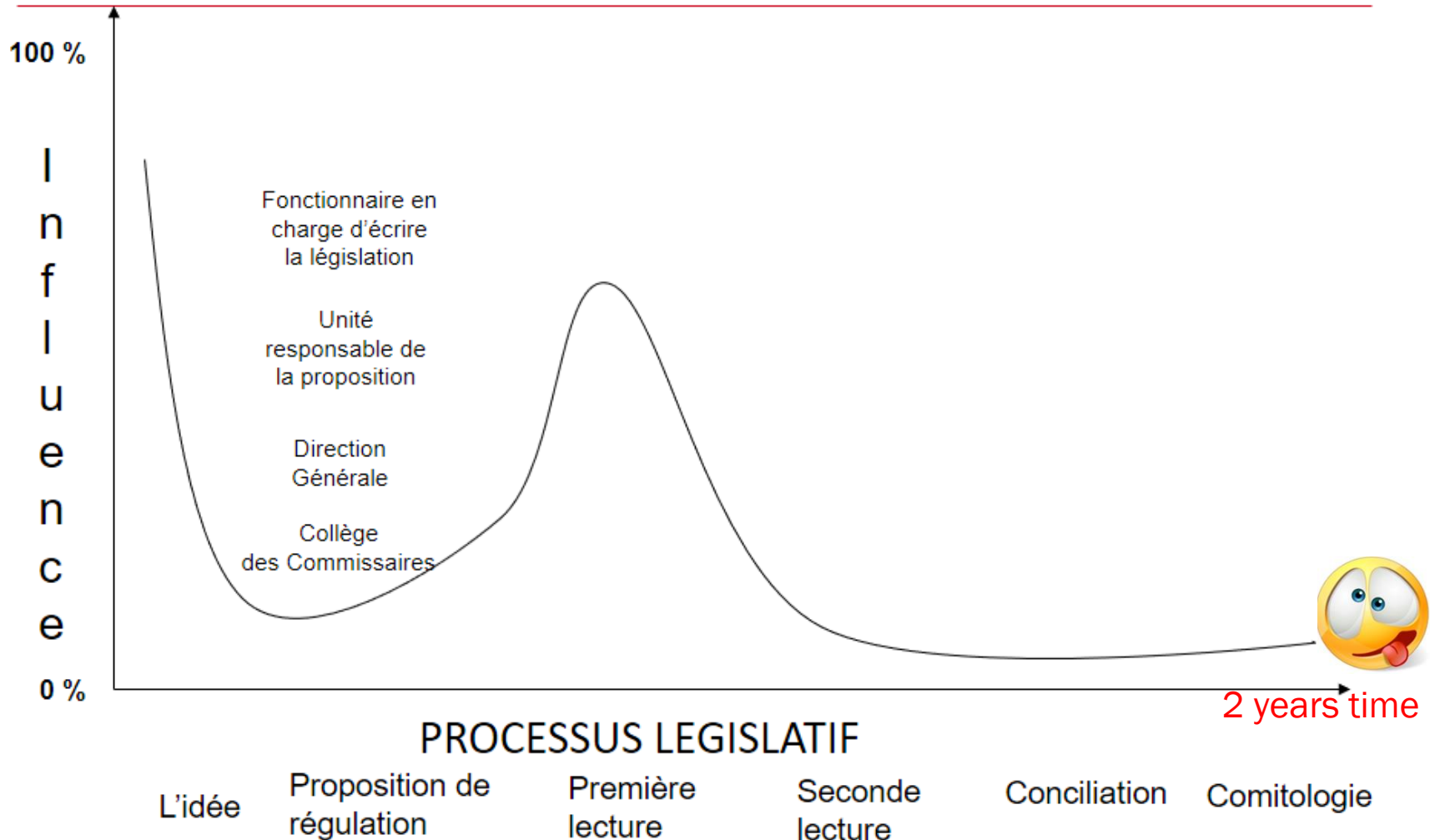


When the influence in the legislative procedure?



When the influence in the legislative procedure?

La courbe d'influence



When the influence in the legislative procedure?



European Commission

Before a legislative proposal is submitted...

- ✓ Know well the Common Work Programme,(normally adopted after summer)
- ✓ Before starting the legislative process:
 - [‘Your voice in Europe’](#). Try to be in the loop...
 - Expert groups are consulted by the EC.
 - Inter-service consultation.
- ✓ Direct proposals to the relevant DG (position papers).But: consider this is a long term process!
 - Identify relevant ‘penholders’ in the DGs covering your theme.



To influence such process, you have to represent a critical mass.



When the influence in the legislative procedure?



Once a legislative proposal is submitted...

- ✓ A **rapporteur and shadow rapporteurs** are nominated to coordinate discussions in EP committees, belonging each to a political party. Identify key people among them to defend your interests.
- ✓ When: During 8 months the first reading is discussed.
- ✓ What to consider when choosing “supporters”?
 - 7 political groups.
 - Nationality and/or the region the MEP comes from.
 - Themes the MEP is in favor of.
- ✓ Organize a briefing with a rapporteur, shadow rapporteur(s) or the advisors.



When the influence in the legislative procedure?



Contacting the MEP assistant:

- ✓ 1st step: direct contact (face to face or on the phone)
- ✓ 2nd step: provide abstracts or position papers
 - very short: 1 page.
 - very much adapted to the needs
 - underline win-win or concrete benefit for MEP.
 - Trending topics: employment/unemployment; environment; health and consumers .
- ✓ 3rd step: Think about the follow up.



When the influence in the legislative procedure?



European Council
Council of the European Union

Once a legislative proposal is submitted...

- ✓ Legislative proposals from EC are
 - 1st discussed in technical working group meetings (first very technical/experts level),
 - 2nd Then is negotiated among ambassadors in COREPER.
 - 3rd Finally decided on ministers level:
- ✓ To Consider: Each Member State has a different focus on themes
- ✓ You should know about the Presidencies' working programmes.
- ✓ In the interests of continuity of Council business.



7 Golden Rules for an effective Lobbying.

1. From the very beginning and long term oriented!
2. Know your target groups and relations of your project partners!
3. Adapt your messages!
4. Face to face and as direct as possible!
5. Concise: Too much information at once can kill interest!
6. Create win-win situations and alliances - join forces!
7. Active follow-up and constant updates!





**More coming at CAPCOM
Training in July 2017!**



...

Cooperation works

All materials will be available on:

www.interact-eu.net

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