

FOCUS GROUP TERRITORIALE PROGRAMMI CTE E MAINSTREAM

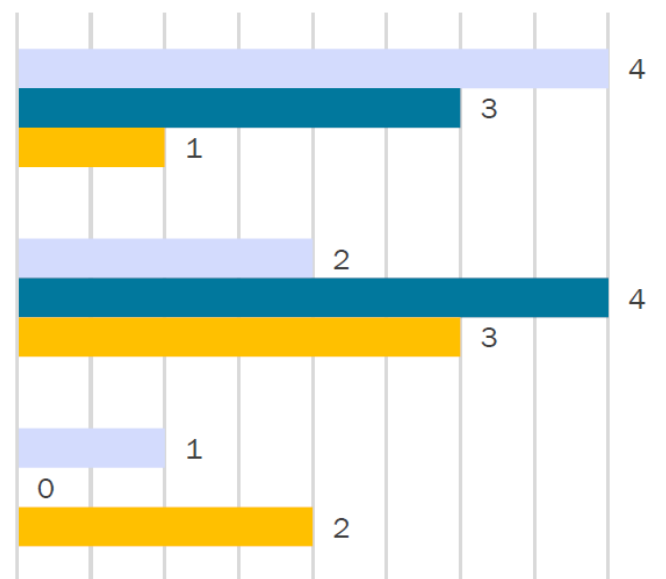
Quarto incontro
Reggio Calabria, 12 e 13 marzo 2019

CAPITALISATION ... A POWERFUL TOOL FOR THE TRANSFER OF RESULTS

* Obtaining additional results through benchmarking and detailed content analysis, building on existing knowledge and experience.

* Making the knowledge and results generated by projects more accessible, thus improving transfer of knowledge.

* Promoting the re-use and / or transfer of this knowledge and these results, in order to boost performance and delivery



■ Cross-border ■ Transnational ■ Interregional



Category 3

- Transfer or mainstream of good practice into regional and local policies
- Creation of communities of practice (givers and takers)
- Direct interaction with beneficiaries / stakeholders (web-platform)

Category 2

- Synergies with projects / initiatives outside the scope of the programme
- Calls for proposals dedicated to capitalisation projects or modules
- Creation of clusters of projects, sometimes with the aim to draft policy papers/recommendations (links with macro-regional strategies where possible)

Category 1

- Detailed specification of good practice (often with experts support)
- Thematic analysis of projects results (links with KEEP where possible)
- Identification and classification of projects achievements (e.g., library)

WHY DOES COMMUNICATION MATTER IN INTERREG?

- New orientation for 2014-2020 programming period
- Stronger focus on results
- Need for more visibility and transparency about the use of EU funds
- Additional effort for more promotion & dissemination
- Better understanding of what works and what doesn't
- Call for building on existing results
- Demand for more creativity, deeper knowledge of the audience, and story-telling approach

**Even more for
2021-2027!!!**

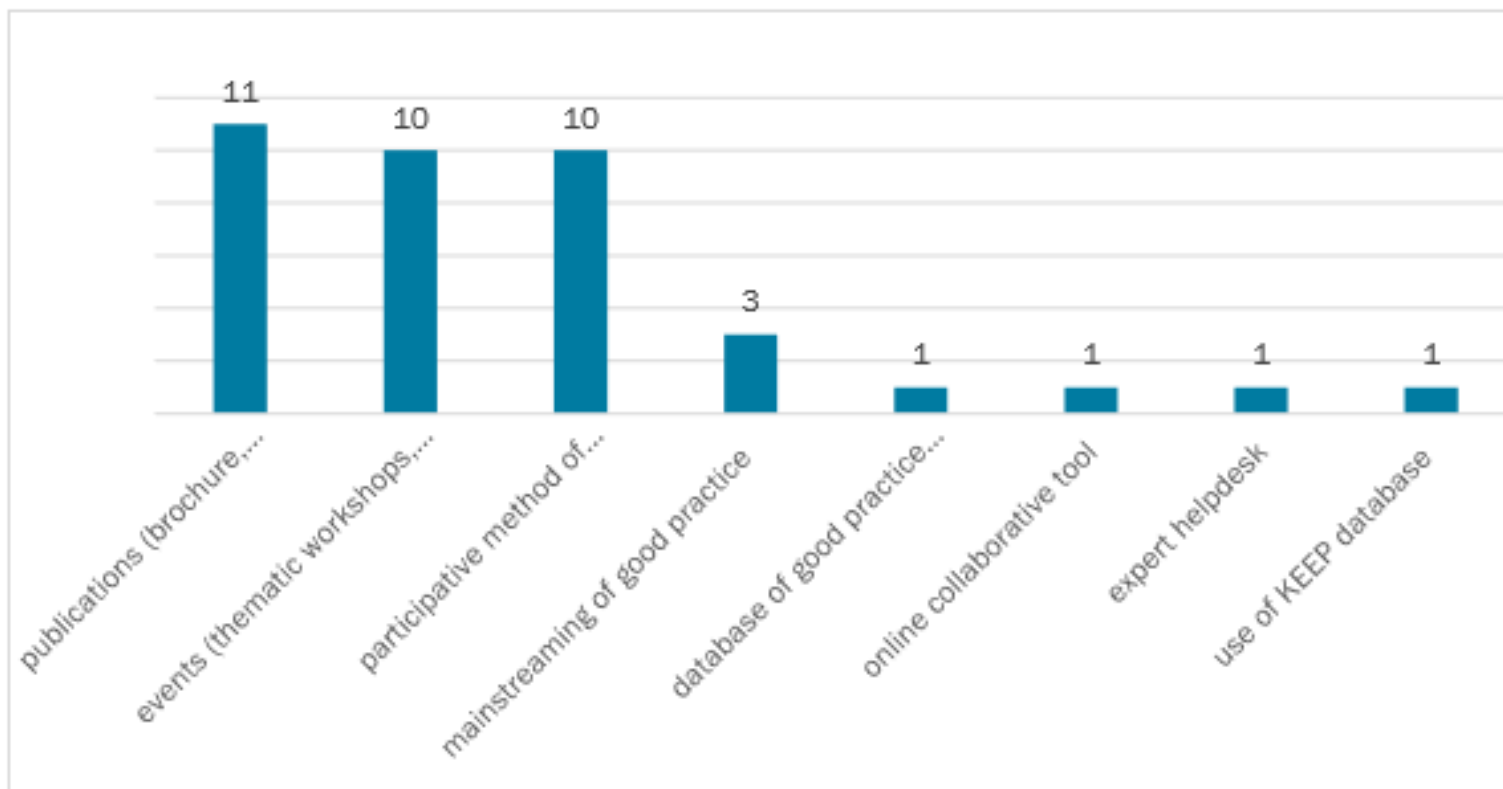
COMMUNICATION OF CAPITALISATION

In simple terms, communicating capitalisation is about **SHOWING**, with concrete results and examples, that the Interreg programmes and projects are **RESOURCEFUL** and **EFFICIENT** in their work.

Thus, better communication of capitalisation results can help promote Interreg as an effective cooperation instrument, both to the EU policy makers and to the citizens.

In other words, it's about telling good cooperation stories that will not end in a dusty brochure that no one reads. It is about telling relatable stories - stories that people will want to see, hear, and most importantly, retell.

COMMUNICATION OF CAPITALISATION



SEQUENTIAL APPROACH FOR AN EFFECTIVE CAPITALISATION PROCESS

Core dimension of capitalisation along three main steps:

1. Collecting, analysing and summarizing data/information (BUILDING KNOWLEDGE)
2. Disseminating and encouraging the re-use of knowledge (COMMUNICATION)
3. Supporting stakeholders in the transfer and re-use of information/knowledge (MAINSTREAMING)

STEP 1 - Collecting, analysing and summarizing data/information

This first step starts with the gathering of the needed information and data which will be capitalised.

- Which data, which information should be collected? Are there reliable sources? Should additional data collection actions be implemented?
- To what extent this information can be aggregated/reworked? How and with which tool can this information be collected and analysed?
- Which stakeholders should be involved?

STEP 2 - Disseminating and encouraging the re-use of knowledge

This new step raises several questions:

- What are the potential dissemination modalities?
- Which type of information could be spread?
- Which tools of communication should be developed to encourage its ownership by other stakeholders?

STEP 2 - Disseminating and encouraging the re-use of knowledge

How could the communication be organised to disseminate Interreg results?

Dissemination modalities should be accompanied by a transformation of the information to make it more “communicative”.

It's crucial that stakeholders are more aware of the information concerning Interreg results but this information should be formalised to inspire other project promoters or policy makers, to improve the implementation of Interreg programmes and to make major achievements more visible.

STEP 2 - Disseminating and encouraging the re-use of knowledge

How could the communication be organised to disseminate Interreg results?

To achieve this, the **capitalisation process should be linked to the communication strategy from the beginning of the programming period:**

- the thematic capitalisation should feed the communication strategy with content input and the communication strategy will be an opportunity to disseminate the capitalisation results with effective tools
- In cases where there are officers respectively dedicated to communication and to capitalisation, their skills and knowledge should be combined to optimise their respective missions.
- Strong link between capitalisation and communication should be formalised from the beginning of the programming period, when the capitalisation (and/or communication) strategy is defined.

Communication tools for the dissemination Interreg results

Main targets for capitalisation	Main objectives	Selection of communication tools
Other Interreg programmes	<ul style="list-style-type: none"> - To improve the implementation of Interreg programmes - To improve the quality of Interreg projects - To promote the added-value of Interreg programmes 	<ul style="list-style-type: none"> - Projects data bases (e.g., KEEP) - Project analysis (with impact, costs...) - Good practices in programmes management - Exchanges events
Interreg project promoters	<ul style="list-style-type: none"> - to improve the quality of Interreg projects - to inspire new potential Interreg project promoters 	<ul style="list-style-type: none"> - Projects data bases (e.g. KEEP) - Project analysis (with impact, costs...) - Exchanges events
Others regional policy stakeholders	<ul style="list-style-type: none"> - To improve the public policies in integrating cooperation results - To defend Interreg in the framework of post 2020 negotiations 	<ul style="list-style-type: none"> - Project analysis (with impact, costs...) - Exchange/Networking events - Concrete study cases
Elected representatives	<ul style="list-style-type: none"> - To improve the public policies in integrating cooperation results - To defend Interreg and to give some arguments in the framework of post 2020 negotiations 	<ul style="list-style-type: none"> - Concrete study cases - Project analysis (with impact, costs...) - Political Briefings
Journalists	<ul style="list-style-type: none"> - To demonstrate results of concrete cooperation projects - To promote European action on the spot (visibility) 	<ul style="list-style-type: none"> - Storytelling method: - Projects videos - Targeted advertisement campaigns - Interview of beneficiaries

STEP 2 - Disseminating and encouraging the re-use of knowledge

How can the re-use of knowledge be encouraged?

Various levels can be activated:

- creation of thematic communities gathering different stakeholders on the same thematic field
- integration of an analysis of transferability for the enhancement of projects results
- targeted events between decisions makers, researchers, and professionals
- setting-up of a community of potential capitalisation results applicants (networking): targeted contact with potential interested stakeholders notably from the ERDF/ESF
- launching of specific call for tenders /call for proposal integrating an enhancement of projects results or of previous projects on the same topic.

PRACTICAL EXAMPLES

Italy-France Maritime 2007-2013 and 2014-2020

Thematic clusters have been defined on the basis of an analysis of the first calls' projects results.

Each cluster has identified good practices and had the possibility to organise exchanges between projects promoters via seminars, virtual communities, joint events, on-the-spot visits, etc.

Moreover, intra-cluster exchanges were also planned and good practices were synthesized in “model projects” for each cluster.

Danube Transnational Programme 2014-2020

This programme has implemented a capitalisation strategy to valorise and further build upon the knowledge resulting from projects working in similar thematic field.

The objective is also to create links between stakeholders with complementary thematic specialisation and experience.

In order to achieve these objectives, the programme has planned and established several communities – Poles – around 11 topics –

ALIGNEMENT TO THE EUSDR Strategy

URBACT 2014-2020

This programme launched a first call for “Transfer network” organised in different steps:

- a call for good practices to identify potential good practices throughout Europe
- a selection of good practices by the Joint Secretariat
- the launching of a call “Transfer network” involving the good practice promoter and other potential interested cities (relationship between good practice “importer” and “exporter”)

STEP 3 - SUPPORTING THE TRANSFER/RE-USE OF INFORMATION/KNOWLEDGE

Proactive support is necessary to envisage an effective transfer of practices (partial or complete) with a specific method, technical support and budget. The transfer of practices can be:

1.Partial: Integration of a part of a project practice/result or projects practices/lessons, using the identified practice as inspiration;

2.Complete: Full transfer of a good practice, taking into account the local context.

The transfer of practice can be bilateral (between an “importer” and an “exporter” of the practice) or multilateral (between an “importer” and several potential “exporters”).

STEP 3 - SUPPORTING THE TRANSFER/RE-USE OF INFORMATION/KNOWLEDGE

How could the stakeholders be supported in the implementation of Interreg results in their own policies?

→Types of Actions:

- Transfer workshops: they can be organised in a targeted way (meeting between an “importer” and a potential “exporter”) or they can gather several potential interested “importers” faced with a common issue.
- Training sessions, e-learning process to match potential skills
- Technical support dedicated to raise the awareness of potential “importers” of practices and to demonstrate the added-value of knowledge re-use;
- Drafting of transfer guidelines, which could be linked with technical support
- On-the-spot support based on a pilot practice/experiment

MAIN ELEMENTS FOR SUCCESS/LESSONS LEARNT ... FOR THIS TERRITORIAL FOCUS...

- to link communication and capitalisation strategy, tools and human resources dedicated to capitalisation and communication, from the beginning of the programming period if possible
- to develop targeted contact with other programmes or stakeholders in charge of regional policies
- do not consider that the information formalised for capitalisation is ready to be spread and re-used without modification and without targeted contact with potential interested stakeholders; information should be transformed and re-worked before being disseminated and integrated.

MAIN ELEMENTS FOR SUCCESS/LESSONS LEARNT ... FOR THIS TERRITORIAL FOCUS...

- for maximum visibility and impact, it is essential to build a meta-story and not to promote individual projects in a classical way.
- citizens do not seem to be the most relevant target group because they are too general, unlike journalists.
- a good story shows the real challenges, and how someone overcame them.
- testimonials are a good way to tell stories as well as video case studies of 2 minutes or so which are excellent for rapid sharing if they fit the proposed content

Interreg Mediterranean



EUROPEAN UNION

Grazie!

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