



Get prepared for more capitalisation in the period 2021-2027!

22 October 2021 | Online meeting on ZOOM

Pascal Chazaud – INTERACT supporting expert



1. What capitalisation **IS** and **IS NOT** ?

Some facts

- No legal definition in the European Territorial Cooperation context
- The INTERREG logic rests mainly on the exchange of experience and the dissemination of results
- Most project beneficiaries already undertake some form of capitalisation



1. What capitalisation **IS** and **IS NOT** ?

Why capitalisation of experience matters?

Because:

- programmes are more result-oriented => stronger focus on the quality of projects
- financial resources become scarcer => need to maximise public funding on high-quality results for other actors/territories
- due to the long history of financial support from INTERREG, a large number of initiatives have already been co-financed



1. What capitalisation **IS** and **IS NOT** ?

What is usually heard from the INTERREG community on capitalisation?

- Communication is a tool / a means for capitalisation
- Capitalisation is sometimes over-used / «fashion» way of doing dissemination
- Capitalisation is considered by many ETC programmes as a marketing process to enhance visibility of projects achievements
- Need to clarify what is capitalisation, transfer and mainstreaming

1. What capitalisation **IS** and **IS NOT** ?

Three main goals for capitalisation in ETC programmes 2014-2020

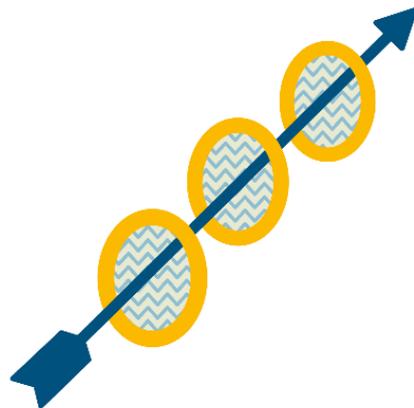
- capitalise for enhancing visibility of projects /programmes achievements (**communication-oriented**)...but it is rather the «dissemination of in-depth analysis»
- capitalise for identifying good practices and promoting the transfer of projects results (or even management practices) (**knowledge reuse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



1. What capitalisation **IS** and **IS NOT** ?

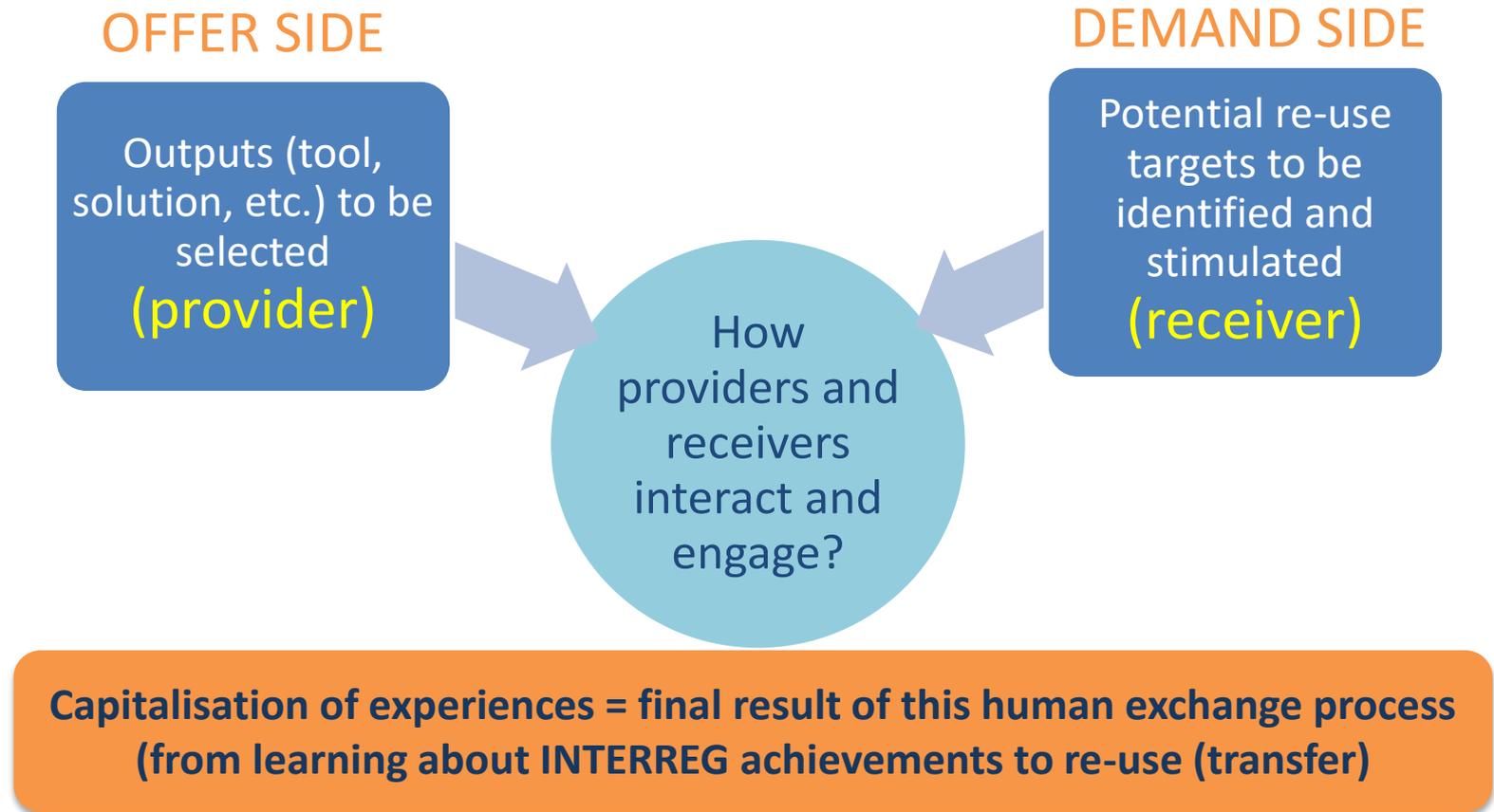
Conclusion:

The reuse and transfer of knowledge should be the cornerstone of capitalisation of experiences in ETC programmes over 2021-2027



2. Basic concepts for capitalisation of experiences

Conceptual approach



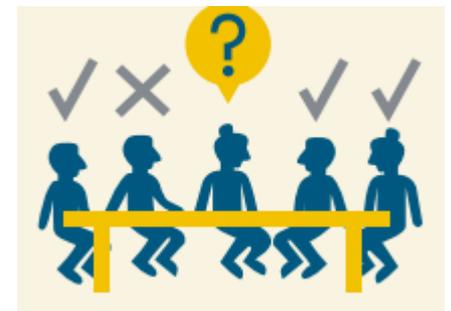
2. Basic concepts for capitalisation of experiences

(OFFER SIDE)

Not all projects results need/can be capitalised

Need to reflect upon what deserves to be capitalised considering:

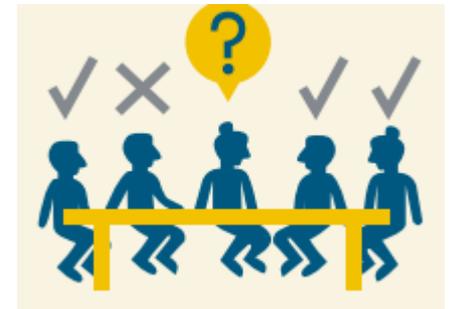
- 1/ strong potential for re-use/replication ;
- 2/ interest from potential re-users



❑ Not all projects results need/can be capitalised

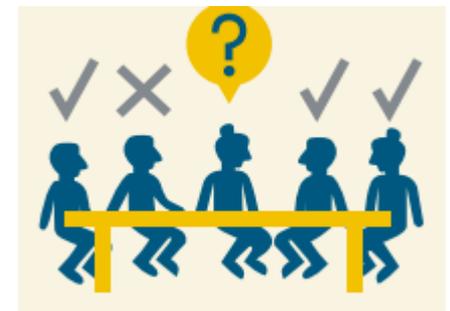
Need to reflect upon what deserves to be capitalised considering [\(in more details\)](#)

1. The operational dimension of the project / output (capacity to be re-used, developed by other stakeholders)
2. The innovation dimension / added value of the project and output as compared to existing deliverables (knowledge management...)



❑ Not all projects results need/can be capitalised

3. The availability of technical documents, methodology, detailed description of processes (not only reporting)
4. The willingness of partners to share their results (patents, confidentiality, competition between projects...)
5. The availability of resources for the capitalisation process (time, human resources, budget...)



2. Basic concepts for capitalisation of experiences

(DEMAND SIDE)

Focus on a demand-oriented approach

- Invest time and resources on the identification of potential re-users (RECEIVERS) and their needs
- Target entities with legal and/or technical competencies. Identify the right person (willingness and time to be concretely involved in the process...)
- Create communities or equivalent approaches between providers and receivers
- Make sure that there is enough technical/ financial support for a successful process

3. Capitalisation in operational terms

Different ways to operationalise a capitalisation approach in the types of actions *(based on the 2014-2020 experience of Interreg programmes)*:

Capitalisation module in standard projects
Call for capitalisation projects
Call for clustering projects
Call for good practice & Call for transfer projects
Call for community of practice projects (givers and receivers are targeted)

3. Capitalisation in operational terms

Options	Key features
<p>Capitalisation module in standard projects</p>	<p>Way to engage all projects in the capitalisation of experience logic</p> <p>Can be envisaged ? - Optional or mandatory?</p>
<p>Call for capitalisation projects</p>	<p>One-step approach in which the beneficiaries develop actions on the basis of experiences from the whole partnership usually to improve their practices / their public policy.</p> <p>Organisational and policy improvements are a joint and ongoing process.</p>
<p>Call for good practice & Call for transfer projects</p>	<p>Two-step approach,</p> <ul style="list-style-type: none"> ○ Firstly the best practice are “peer-reviewed” and short-listed ○ Secondly the selected practices owners are set to facilitate the transfer in other partners’ territory, with a strong support from experts during the whole process. <p>This process aims to ensure as far as possible that the final objective of capitalisation, which is the effective re-use of existing knowledge, is achieved.</p>

3. Capitalisation in operational terms

What are the expected results from the reuse and transfer of knowledge?

- ✓ capacity building at individual and/or organisational levels,
- ✓ improved governance,
- ✓ improved modalities for implementing a public policy,
- ✓ etc.

4. Some final thoughts

What is needed for a successful process?

Engaging all the parties (MA/JS, Monitoring Committee including third country representatives, projects promoters/beneficiaries) with specific roles

Awareness-raising and training actions to secure a good understanding of the expectations and the process to be developed

Professionalizing the approach:

- Unify and standardise the method to be used
- Dedicate expertise for supporting the process
- Monitor the real achievements of the process

4. Some final thoughts

What can you gain from participating in this process?

- ✓ More visibility given to the PROVIDERS' actions and results
- ✓ Enhancement of the transferability of innovations and the 'clustering' of results
- ✓ More and fast-track possibilities for RECEIVERS to test pilot solutions by **saving money and time**
- ✓ Participation in the building of win-win "learning communities"



Thank you for your attention
