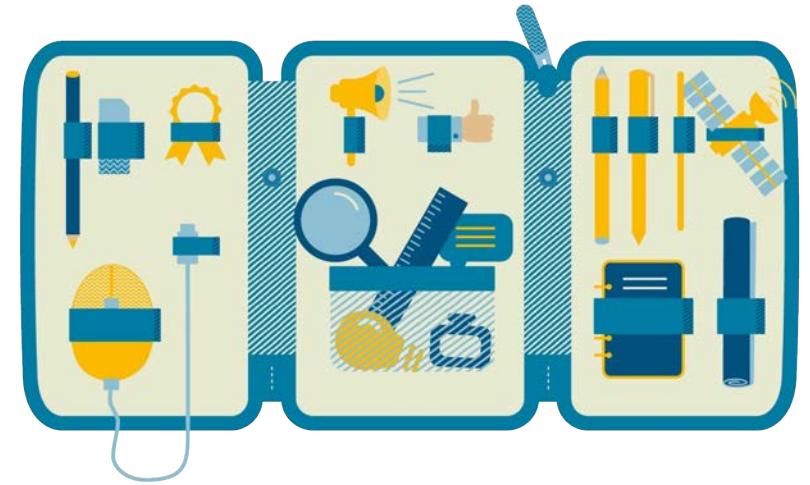


# Capitalisation: Interact resources for project applicants

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NPA seminar – online session  
19 May 2022 | Zoom

Nebojsa Nikolic, Interact



“Work so hard that people think the aliens did it”

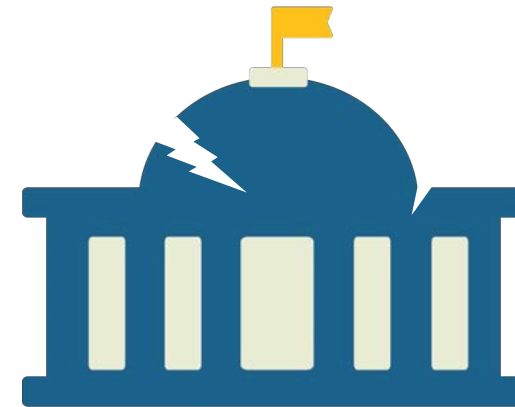


But we should **also** work smart – that's **Capitalisation**



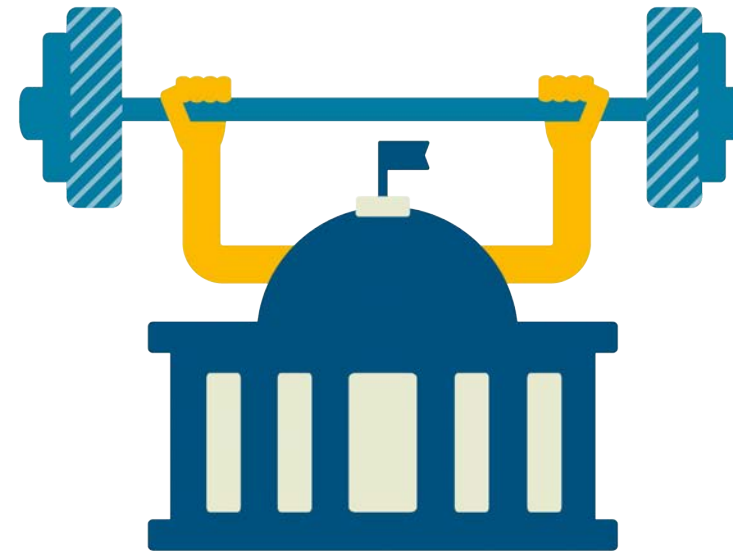
# A bad Interreg project

- Narrow perspective
- Works in isolation
- Builds from scratch
- Results on local website
- A3 poster on the door
- Few people reached
- After closure, dies



# Interreg project + capitalisation

- **Broad perspective and context**
- **Works with others**
- **Uses already available resources**
- **Shares info far and wide**
- **Targeted ads and social media**
- **Many right people reached**
- **After closure, lives on**



# Example – Working Community of the Pyrenees

- Involved entire region
- Europe-wide exchange
- Built research center from former border crossing
- Presented at the UN
- Consistent social media
- After closure, made 8 more
- POCTEFA, SUDOE, LIFE, Horizon2020 and Erasmus+



# The potential of the “Project chain” in capitalisation

## Smart Specialization Strategies



## National/Regional Strategies



## Urban development



# How Interact can help you

1. **Digital library**
2. **Thematic networks**
3. **Keep.eu** database + **Interreg.eu** stories
4. **Online course** on Capitalisation
5. **Interreg Slam** competition





# 1. Our library

- [www.interact-eu.net/library](http://www.interact-eu.net/library)
- Management Guide
- Capitalisation Toolkit
- Repository of best practices
- Presentations from trainings
- Videos

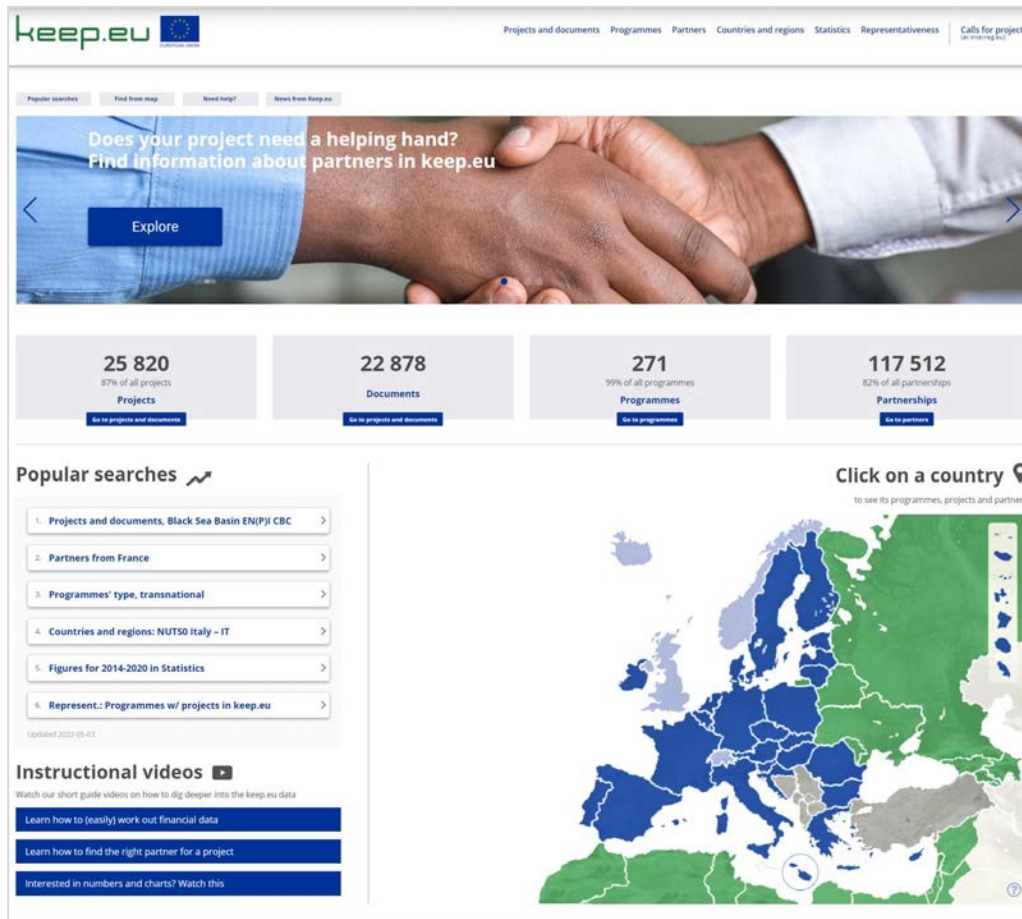


## 2. Thematic Networks

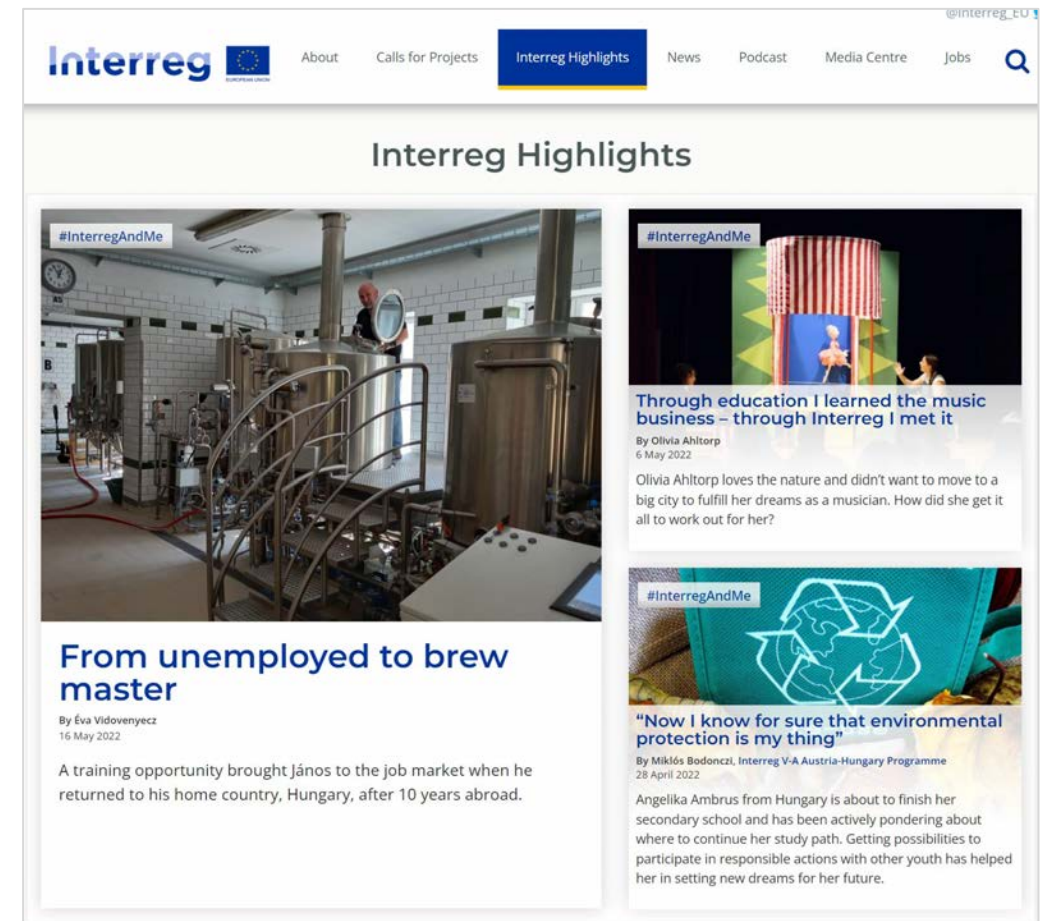
- Social inclusion
- Sustainable transport
- Migration
- Climate Change and Risks
- Knowledge of the Seas
- Culture and creative industries



# 3. Keep.eu database and Interreg.eu stories












The screenshot shows the keep.eu website homepage. At the top, there is a navigation menu with links for 'Projects and documents', 'Programmes', 'Partners', 'Countries and regions', 'Statistics', 'Representativeness', and 'Calls for projects'. Below the navigation is a main banner with the text 'Does your project need a helping hand? Find information about partners in keep.eu' and an 'Explore' button. Underneath the banner are four statistics boxes: '25 820 Projects (87% of all projects)', '22 878 Documents', '271 Programmes (99% of all programmes)', and '117 512 Partnerships (82% of all partnerships)'. To the left, there is a 'Popular searches' section with a list of search terms like 'Projects and documents, Black Sea Basin EN/PJI CBC'. To the right, there is a 'Click on a country' section with a map of Europe.



The screenshot shows the Interreg.eu website 'Interreg Highlights' section. The header includes the 'Interreg' logo and navigation links for 'About', 'Calls for Projects', 'Interreg Highlights', 'News', 'Podcast', 'Media Centre', and 'Jobs'. The main content area features three story cards. The first card is titled '#InterregAndMe' and shows a person in a brewery, with the text 'Through education I learned the music business – through Interreg I met it' by Olivia Ahlertorp. The second card is titled '#InterregAndMe' and shows a person in a blue chair, with the text 'From unemployed to brew master' by Éva Vidovenyecz. The third card is titled '#InterregAndMe' and shows a recycling symbol, with the text '“Now I know for sure that environmental protection is my thing”' by Miklós Bodonczí.

# 4. Online courses

- Capitalisation - coming soon
- Digital Storytelling
- How to lobby for your results
- Making your writing work
- Communication for beginners
- Etc.

 <p><b>10 common mistakes in digital communication</b> Estimated Time: 2 hours</p>	 <p><b>Digital storytelling</b> Estimated Time: 1 hour</p>	 <p><b>E-mail newsletters</b> Estimated Time: 1 hour</p>	 <p><b>Inter-programme capacity and competence</b> Estimated Time: 8-10 hours</p>	 <p><b>Interreg programme management 2014-2020 for beginners</b> Estimated Time: 7-8 hours</p>	 <p><b>Introduction to designing presentations</b> Estimated Time: 45 minutes</p>
 <p><b>Evaluation made easy</b> Estimated Time: 24 - 30 hours</p>	 <p><b>Evaluation: what to consider for a good start to 2020+</b> Estimated Time: 4 hours</p>	 <p><b>Facebook for Interreg</b> Estimated Time: 1 hour</p>	 <p><b>Introduction to facilitation skills</b> Estimated Time: 45 minutes</p>	 <p><b>LinkedIn for Interreg</b> Estimated Time: 1 hour</p>	 <p><b>Making your writing work</b> Estimated Time: 1 hour</p>
 <p><b>Google Analytics</b> Estimated Time: 45 minutes</p>	 <p><b>How to lobby for your Interreg results?</b> Estimated Time: 1 hour 30 minutes</p>	 <p><b>Instagram for Interreg</b> Estimated Time: 1 hour 30 minutes</p>	 <p><b>Novelties in Interreg VI revealed</b> Estimated Time: 7 hours</p>	 <p><b>Online interactions and Internet trolls</b> Estimated Time: 35 minutes</p>	 <p><b>Programme communication for beginners</b> Estimated Time: 5 hours</p>

# 5. Interreg Slam – training **today** and on **24 May**

**400.000+**

people reached

**27.000+**

likes / shares & comments

**152**

competitors in 2021

**20**

different programmes



# For your project to reach the stars

1. **Digital library:** [expert publications](#)
2. **Thematic networks:** [community and networking](#)
3. **Keep.eu + Interreg.eu:** [database + inspiration](#)
4. **Online course:** [practical knowledge](#)
5. **Interreg Slam:** [storytelling trainings](#)



# Cooperation works

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All materials will be available on:

[www.interact-eu.net](http://www.interact-eu.net)

