

Interreg



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IPA ADRION

Item 2

IPA ADRION Capitalization Strategy & Plan

Overview of approach, principles and pilot actions

14 MC meeting
25-26 November 2025, Tirana

A decorative graphic consisting of several overlapping, curved lines in shades of blue, green, and orange, resembling a stylized flower or a series of loops.

Purpose of the document



Why this document was developed

- Ensure compliance with Interreg Regulation
- Implement what reported in IPA ADRION programming document

How the document was developed – guiding elements

- Use of past capitalization positive experience (2014–2020)
- Consideration of Monitoring Committee decisions
- Reflection on the Programme’s geographical and thematic context
- Strategic contribution to EUSAIR/Support the achievement of EUSAIR objectives
- Transnational Programme’s role within the Adriatic–Ionian context
- Integration of relevant literature
- Valuable tool to future evaluate the programme (focus on long-term value and continuity)
- Prepare a solid basis for post-2027 developments





Interreg Regulation

recital No 23: *“The major part of the Union support should be concentrated on a limited number of policy objectives in order to maximise the impact of Interreg. Synergies and complementarities between the strands of Interreg should be strengthened”*

art.17.3 lett b) indent ii) of Interreg Regulation: *[Each Interreg programme shall set out] (...) “synergies with other funding programmes and instruments”.*

IPA ADRION
programming document

“enhance the impact of granted projects through the strengthening of capitalization and clustering activities and encourage the building of quadruple helix networks.”

[Section 5 is dedicated to communication and visibility]: *Increase quality and visibility of the Programme’s capital (funded projects, Thematic Clusters) by supporting the dissemination of project outputs, assisting beneficiaries in reaching out to target audiences and policy makers and by facilitating clustering and transferability of outputs through capitalization actions*

Communication
strategy

*Objective 2: Increase quality and visibility of the Programme’s capital (funded projects, Thematic Clusters) by supporting the dissemination of project outputs, assisting beneficiaries in reaching out to target groups and policy makers and by facilitating clustering and transferability of outputs **through capitalisation actions.***
*Objective 3: Contribute to policy change and support governance in the Adriatic-Ionian region by influencing policy debate through the consolidation of a community of stakeholders and key players; **by fostering exchanges with other Interreg Programmes, institutional networks and international organisations through funding initiatives, thematic events and capitalisation activities.***

Capitalization as a Programme function



Why capitalization matters

- Enhances visibility and results of funded projects
- Supports knowledge transfer and reuse
- Helps address common challenges across the region
- Strengthens policy impact and institutional learning
- Creates continuity between funding periods

No shared definition at EU level

Need to update ADRION 14-20 definition



Capitalization aims to **enhance, consolidate, and disseminate** the programme's legacy in the Adriatic–Ionian area, ensuring that the **know-how, competences, and solutions** developed by projects are **shared, transferred, and reused**. It contributes to **integrating project outcomes into practice** and strengthening the **societal readiness** of IPA ADRION results

territoriality

valorise thematic support
to EUSAIR

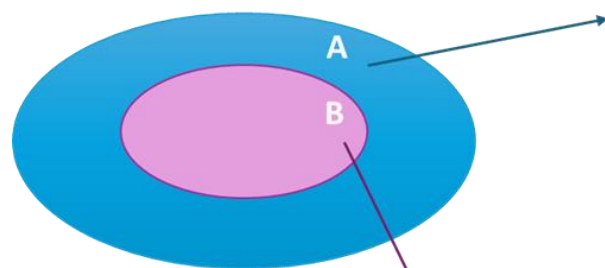
pave the way for future
collaboration and synergies

Capitalization plan (1/2)



Establishment of thematic clusters

IPA ADRION Multi-Tiered Approach to capitalization (capitalization diplomacy)



A: IPA ADRION projects: they benefit from:

- All the envisaged capitalization activities and tools, including pilots:
 - Meetings and events aimed at promoting exchanges among IPA ADRION projects
 - Meetings and events aimed at promoting exchanges among IPA ADRION projects and CBC projects granted in the Adriatic Ionian area (pilot 1)
 - Events aimed at supporting the matchmaking between offer and demand (pilot 2)
 - Activities aimed at promoting projects supporting EUSAIR implementation
 - Participation in events organized by other programmes
 - Partnersearch Platform tool
 - Library tool
- Synergies with other sources of funding (pilot 3)

B: other projects granted by CBC programmes of the IPA ADRION area: they benefit from:

- Meetings and events aimed at promoting exchanges among IPA ADRION projects and CBC projects granted in the Adriatic Ionian area (pilot 1)
- Events aimed at supporting the matchmaking between offer and demand (pilot(TBC))

Pilot 1: Thematic clusters

Expanding thematic clusters

Include CBC-funded projects in exchanges and thematic dialogue
 Strengthen complementarities across ETC programmes
 Facilitate joint activities and cross-fertilisation

Pilot 2: Offer–Demand matching (STEP)

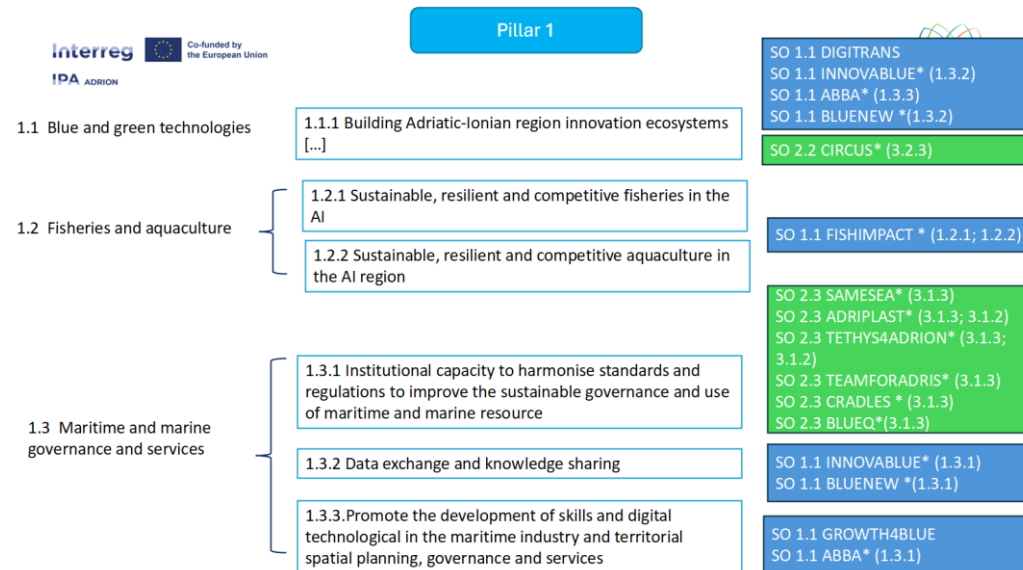
Matching needs and solutions

Use STEP project activities as a basis (stakeholders’ platform)
 Identify demand from institutions and territories
 Map project outputs offering solutions
 Test matching mechanisms
 Test transferability and uptake of solutions



3. Disseminate, exchange, and valorise IPA ADRION support to EUSAIR

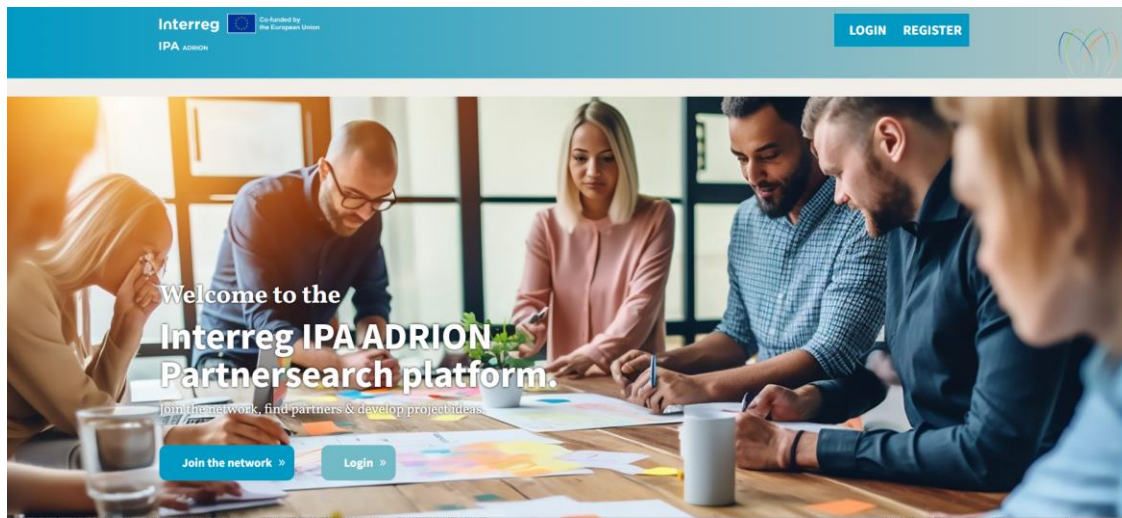
EUSAIR contribution



- An inventory of the first call granted projects grouped according to EUSAIR Pillars, their respective actions, and flagships.
- The regular update of the thematic clusters' state of play, as they largely align with the content of the EUSAIR Action Plan and confirm the Programme's compliance with Article 15(3) of the Interreg Regulation



IPA ADRION web site and Partnersearch Platform tool



MULTIPROGRAMME MECHANISM COORDINATED BY EURO MED

Library tool



The Interreg ADRION Programme has funded 87 projects which have contributed to build the capital of the Programme. Funded projects have developed outputs and deliverables which includes, among others, policy papers, strategies, implementation plans, online tools, and training materials. These resources are being collected here to allow for a wide dissemination. The library will also function as repository for the future IPAADRION project results.

SEARCH ? Guidelines

Search

TOPICS

- Blue growth
 - Blue growth
 - Renewable energies
 - Shipbuilding
 - Knowledge transfer to SMEs
 - Energy efficiency

OUTPUTS

- Action plan
- Catalogue of good practices
- Dissemination material

Topics: Blue growth x

Promoting small-scale fisheries and aquaculture

The dissemination video of the project ARIEL

Project: ARIEL

Thematic cluster: ADRION Thematic Cluster on Blue Growth and related Smart Growth

Type of output: Dissemination material

Contribution to EUSAIR Strategy: Pillar 1 - Blue Growth

[Open link](#)

SEADRION Project's results

The video shows the successful implementation of water seapumps in Croatia

Project: SEADRION

Pave the way for future collaboration and synergies



Strengthening multi-level cooperation

Cooperation Working Arrangement with Horizon Europe’s “Restore our Ocean and Waters” initiative, signed by the Emilia-Romagna Region. Mission Ocean acknowledges the Emilia-Romagna Region



Pilot 3: Cooperation with EU Missions

Mission Ocean as a test case

- Identify thematic intersections with IPA ADRION
- Promote joint knowledge and shared activities
- Explore replicability with other Missions (Climate, Cities, Adaptation)
- Enhance visibility at EU level

Pilot 4: promoting deeper knowledge and further synergies

EC and other relevant stakeholders

- DG Mare
- EIT, through its KIC communities
- Interregional Innovation Investments Instruments (I3)
- Relevant networks networks (e.g.: Eurocities, Errin (European Regions Research and Innovation Network),...

Governance



Programme thematic clusters Contribution to EUSAIR thematic goals

- IPA ADRION MA/JS coordination
- Projects engagement
- National Contact Points
- EUSAIR TSGs representatives (invited)



Pilot 1: Thematic clusters

- JSs of the involved CBC programmes of the Adriatic Ionian area (voluntary basis)
- Selected projects



Pilot 2: Offer–Demand matching (STEP)

- Strategic project STEP
- EUSAIR TSGs representatives (invited)

Pilot 3: Cooperation with EU Missions

- EU officials

Regular reporting to IPA ADRION Monitoring Committee
Revision of the plan if necessary

Capitalization targets



As reported in the communication strategies

Objective	Output Indicators	Baseline (average 2015-2022)	Target 2029
Obj. 1-2-3	N. of events and communication initiatives at Interreg and at European level	25	+ 40% (35)
Obj. 1-2-3	N. of participants in public events (online and onsite)	70 people (average per event)	+ 28% (90)
Obj. 1-2-3	N. of visits/sessions on the IPA ADRION Website	69000	+66% (90.000)
Obj. 1-2-3	N. of interactions (likes, impressions, views etc) on LinkedIn, Twitter	X: 18.000 LinkedIn: 51.000	+ 12% (X 20.160) (L 57120)
Obj. 1-2-3	N. of followers of LinkedIn and of Twitter	X: 1.719 LinkedIn: 4.915	+10% (x + 172) (L + 491)

Proposed dedicated indicators

Output indicators	Baseline (average 2014-2020)	Target 2029
Number of projects involved in IPA ADRION thematic clusters	56	70
Number of deliverables/thematic cluster (e.g.: ad hoc meetings organised by projects, notes, articles, short essays, policy papers, etc)	34	30
Number of projects of other Interreg programmes involved in IPA ADRION thematic clusters (Pilot 1)	-	20
Number of participants to Pilot 2 – Widening the clusters scope – matchmaking offer and demand	-	100
Number of contacts/meetings with relevant EU institutions regarding Pilot 3 – Exploring synergies with the relevant EU Missions in Horizon Europe	-	3
Number of dedicated uses of the Partnersearch Platform tool for spreading project outcomes	-	30
Feeding the library tool	All ADRION granted projects	All IPA ADRION granted projects

Measures to encourage projects to participate to thematic clusters are proposed

Indicative budget



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	2025	2026	2027	2028	TOTAL (VAT included)
A: APPROVED BUDGET FOR PLANNED ACTIVITIES					
Update, and maintenance of the IPA ADRION web site, projects web sites, Partnersearch Platform, and projects library	29.913,80	13.186,80	16.762,80		59.863,40
Capitalization event		14.640,00	15.860,00	15.860*	30.500,00
				TOTAL A	90.363,40
B: PROPOSED ADDITIONAL ACTIVITIES					
(IN CASE THE CORE TA BUDGET IS REVISED): Thematic experts (4)		13.300,00	13.300,00	13.300,00	39.900,00
Thematic experts travel & accommodation (3 travels/expert) EUR 800/each (800X4X3)					9.600
				TOTAL B	49.500
				TOTAL (A+B)	139.863,40



*It is proposed to change the originally planned event on training/advocacy in 2027 into a new capitalization event and to shift to the year 2028.

Financial support from other CBC programmes participating in the activities is also envisaged

Experts' contribution



- contribute to the **preparation, animation and moderation of the planned events** (online and in person)
- participate in the **coordination meetings with the other programmes** (in case of pilot 1)
- **collect, elaborate and synthesize key deliverables, identify the main projects outcomes** relevant for the capitalization, produce internal notes, articles, and short essays for dissemination
- **Provide material to be published** on the Programme's communication channels
- Contribute to **collect key relevant indicators and related evidence** (see chapter 5)
- **Liaise with the JS project officers, JS Content lead and head of the JS.**

Thematic expert	Clusters to coordinate	Total number of projects
No 1 thematic expert	Cluster 1 - SMEs green transition and digital innovation Cluster 2 - Blue economy innovation	14
No 1 thematic expert	Cluster 3 – Disaster risks prevention and mitigation Cluster 4 - Climate change adaptation and resilience Cluster 5 - Circular economy and waste management	20
No 1 thematic expert	Cluster 6 – Biodiversity and Natural MARINE Habitat Conservation Cluster 7 - Biodiversity and Natural TERRESTRIAL Habitat Conservation Cluster 8 - Water pollution in marine and river environments	19
No 1 thematic expert	Cluster 9 – Carbon neutral city transport Cluster 10 - Energy efficiency of low carbon port systems	14

Provisional calendar



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activities - indicative timeline	2025				2026				2027				2028			
Approval of the capitalization strategy and work plan				★												
1. Highlight the role of territoriality in the region																
1.1 Definition of clusters (topics)	-----															
1.2 Invitation of IA projects to adhere to the initiative and preliminary meetings with the projects (online)					-----											
1.3 Cluster update (following the approval of 2nd call projects)																
1.4 Organisation of clusters events (in case pilot 1 is approved, see below 1.9) - online meetings not tracked							★				★				★	
1.5 Elaboration of reports/notes for MC (once in view of MC meeting)								●				●			●	
1.6 Feeding and update of IPA ADRION tools to capitalize projects' outcomes (website, platform, library)	-----															
<i>Pilot 1 – Cluster activities and engagement of the CBC programmes of the Adriatic-Ionian area</i>																
1.8 Involvement of IPA ADRION CBC programmes in capitalization activities and coordination meetings					-----											
1.9 Organisation of clusters events in cooperation with the other CBC programmes (same events in persons as proposed in 1.4)							☆				☆				☆	
<i>Pilot 2 – Widening the clusters scope – matchmaking offer and demand</i>																
1.10 Involvement of the IPA ADRION STEP strategic project for the identification of potential receivers stakeholders					-----											
1.11 Matchmaking events (demand-offer) - organized in cooperation with STEP								★				★				
2. Disseminate, exchange, and valorise IPA ADRION support to EUSAIR																
2.1 Regular update of granted projects contribution to EUSAIR Action Plan and Flagships	-----															
2.2 Elaboration of the inventory of the granted projects grouped according to EUSAIR Action plan respective actions, and flagships				▲				▲								
2.3 Reporting to EUSAIR TSGs					-----											
3. Pave the way for future collaboration and synergies with other programmes and source of funding					-----											
<i>Pilot 3 – exploring synergies with the relevant EU Missions in Horizon Europe</i>					-----											
3.1 - collaboration with Mission Ocean to establish fruitful cooperation for the benefit of granted projects					-----											
<i>Pilot 4 – exploring synergies with the EC and other relevant stakeholders</i>					-----											
3.2 - identification of suitable contacts with relevant stakeholders for the promotion of the programme and its projects					-----											
4. Participation of IPA ADRION and its projects to capitalization initiatives organised by other programmes and promotion of existing tools	-----															
5. IPA ADRION tools to foster the promotion of projects results (feeding and update)					-----											