# Maximising Value in Interreg
# Capitalisation pathways

Interreg IPA ADRION Capitalisation event

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# The role of Interreg Programmes & Projects in Capitalisation

# A shared responsibility

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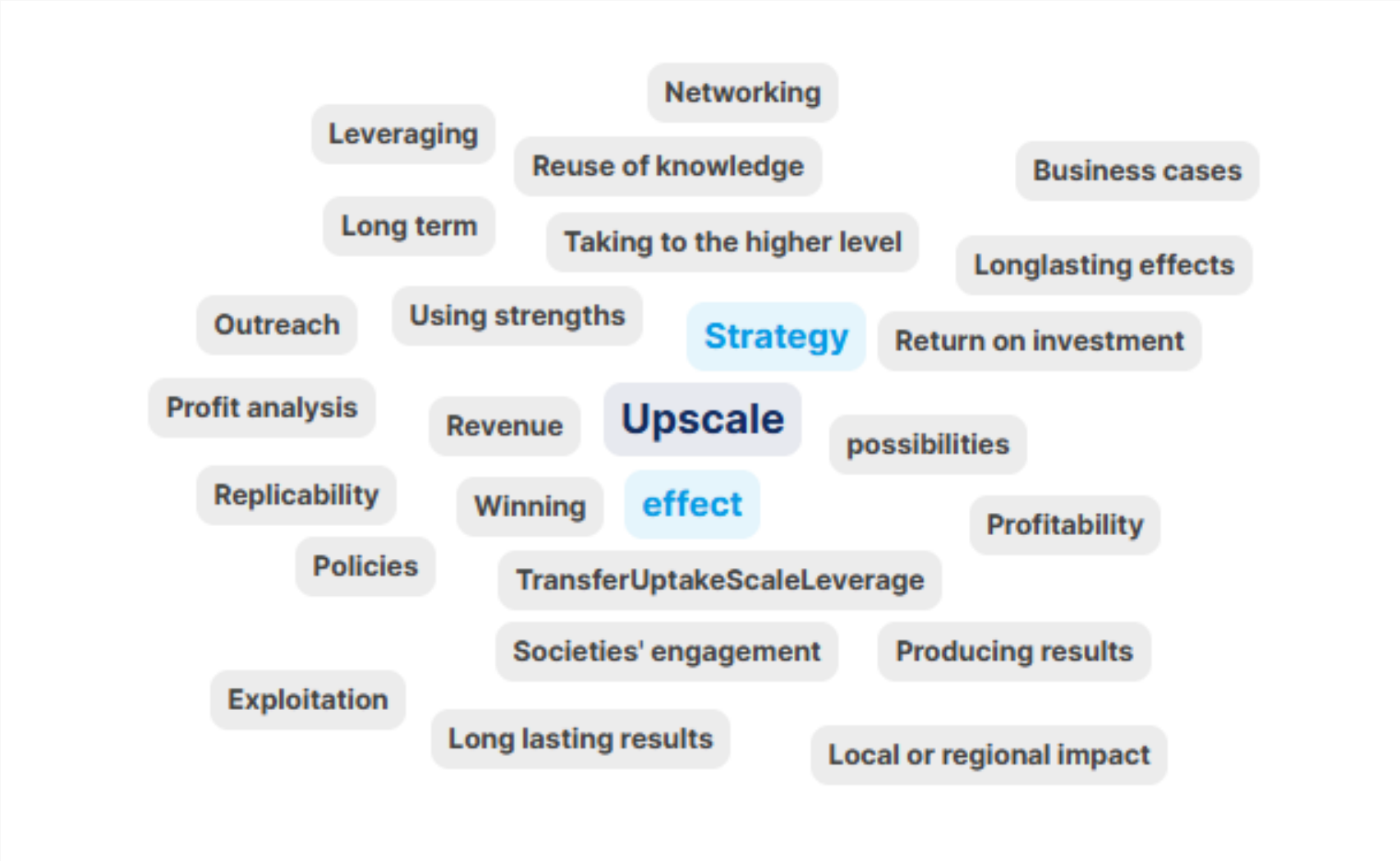
# Taking on the Capitalisation Challenge

# I asked Interreg projects…
# When you hear the word ‘capitalisation’ in the Interreg context, what comes to mind?



# Why this Capitalisation Workshop

## PROGRAMME

**Needs to demonstrate results, impact and EU added value**

From funded projects to a credible story of what cooperation changes

## CAPITALISATION

**connects both needs**

supporting uptake beyond the project lifecycle

## PROJECTS

**Need to make results visible, useful and sustainable**

From deliverables to something others can adopt, adapt or reuse

**Turning local results into shared Interreg value**

# Capitalisation in Interreg

## Transfer and reuse of knowledge generated by Interreg projects

# What can be transferred and reused?

Strategy

Business model

Digital platform

Innovative Concept

Training

Policy brief

Action plan

Scientific method

Mobile App

Blueprint

Use case

Specific solution

# The bigger picture

## 1 RESULT

What is the main achievement of your project?
What have you produced?

## 2 IMPACT

Is there any positive effect?

## 3 CHANGE

Has something changed?
Any long-term, lasting influence?

**The aim is not only to produce something, but to enable positive change that lasts**

# What is, and is not, an impact?

## IMPACT

**Positive, meaningful CHANGE**

Not an activity, an award or a number on its own

### Impact is not (just) numbers

Numbers can support the story, but they do not describe the change.

### It is about positive, meaningful change

What improved, for whom, and why does it matter?

### It also needs other components

Takers, end-users, scale, time … and the way change is achieved.

# Interreg example: WARM HOMES

Turning an output statement into an impact statement

## Challenge

Households struggle to access energy renovation support

## Project result

**A tested one-stop-shop model for municipalities**

**IMPACT STATEMENT**

To reduce household energy poverty **(POSITIVE CHANGE)**, the project equips 25 municipalities **(TAKERS)** with a tested one-stop-shop model **(HOW)**, helping 2,000 vulnerable households **(END-USERS / SCALE)** access renovation support within three years **(WHEN)**.

- **POSITIVE CHANGE**
- **HOW**
- **TAKERS**
- **END-USERS**
- **WHEN**

# The Project's role

What each project can do to make capitalisation real

1

**Make visible**

Clear messages for (non)-experts

2

**Connect**

Link results to wider challenges

3

**Share**

Feed results actively to the programme

4

**Sustain**

Plan what lives on after the project

5

**Cluster**

Your tool to make it happen!

# Cooperation works

**Grazie! Hvala! Ευχαριστώ! Faleminderit! Благодарам!**

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