

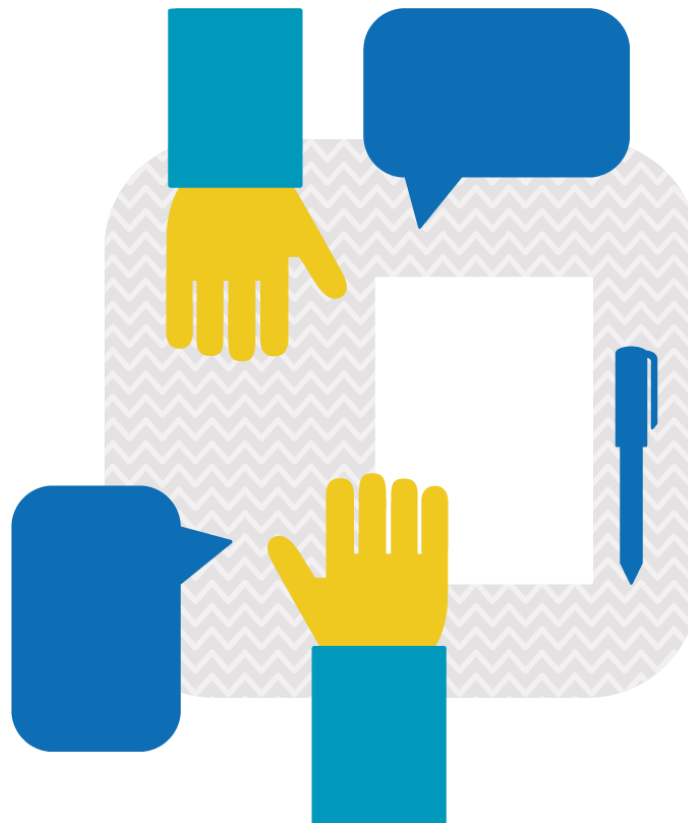
# CAP-COM: Making the most out of your project results



18-19 June 2025

Agenda

Strasbourg | France





## **CAP-COM: How to make the most out of project results?**

**18-19 June 2025**

Strasbourg | France

### **Outline**

Now more than ever, capitalisation is an essential topic to the Interreg programmes. How to support projects with the dissemination and uptake of their results? How to make sure those results have a long-lasting and visible impact? Which other challenges do the programmes face when it comes to capitalisation? This new edition of our Cap Com event will address those questions, allow active discussion and exchange of practices to overcome those difficulties.

This one day and a half workshop will also provide participants with practical tools and techniques to make the most out of their resources and be able to capitalise and communicate with what they already have.

This new edition is mainly targeting CBC programmes, in particular programme management and communication experts with little to no experience in the field of capitalisation.

### **Objectives**

As in the previous CAP-COM events, the objective of this workshop is to foster knowledge exchange and collaboration among programme officers, both in charge of communication and programme management, raising doubts or issues on capitalisation topics and overcoming them by sharing experiences and potential solutions together.

Through these dynamic sessions, we aim to address common challenges, encourage you to make the most of capitalisation and communication tools that you have on hand, and feel inspired to put new practices into action.



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### **Day One**

**Wednesday, 18 June 2025**

**08.45 – 09.15**

Registration

**09.15 – 09.30**

#### **Welcome**

*Interact CAP-COM team*

**09.30 – 10.00**

#### **Introduction**

- Capitalisation recap
- Objectives of the workshop
- Agenda
- Barriers to capitalisation

Objectives of the session: clarifying what capitalisation consists of, identifying the main barriers and beliefs about capitalisation among CBC programmes, and highlighting the link between capitalisation and communication.

**10.00 – 11.00**

#### **Pathway to capitalisation: the theory**

- Looking at project results
- Capitalisation approach in project implementation
- Roles and responsibilities for capitalisation
- Key considerations

Objectives of the session: getting familiar with the key notions of capitalisation, building on results, integration at every stage of programme and project implementation, and who does what.

**11.00 – 11.20**

#### **Coffee-break**

**11.20 – 12.00**

#### **Pathway to capitalisation: the practice**

- Capitalisation approaches in CBC: examples and lessons learned
- Capitalisation call for awareness, result transfer and clustering
- Capitalisation events for project beneficiaries and other examples
- Other practices
- Q&A, open discussion

Objectives of the session: sharing approaches, practices, inspiring examples and tips, making capitalisation relevant at CBC level.

**12.00 – 12.30**

#### **Enhancing your project data**

- Result selection and visibility
- KEEP.eu as a tool to support capitalisation



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Objective of the session: supporting programmes to put their project results in the spotlight.

**12.30 – 13.30**

**Lunch break**

**13.30 – 13.45**

**Reconnecting exercise**

**13.45 – 15.00**

**Communication: when & how to join forces?**

- How communication can support capitalisation efforts
- Removing barriers and rethinking communication strategies
- Going back to project results: turning outputs into stories
- Guidelines and resources

Objective of the session: providing insights into how communication can be a driver for capitalisation, with practical tips and examples.

**15.00 – 15.30**

**Communicating with what we have**

- Programme - project collaboration
- Programme testimonial: Interreg Romania-Hungary
- Q&A

Objectives of the session: reflecting on practical communication approaches, highlight programme-project cooperation, and draw lessons from real-life experience.

**15.30 – 15.50**

**Coffee break**

**15.50 – 16.45**

**Making the most out of your project results & within your resources**

- Mapping & engaging key stakeholders
- Effective tools
- Content repurposing
- Practical exercise

Objectives of the session: giving some tips for an effective communication to serve the capitalisation purpose, and tips to reach and engage relevant stakeholders

**16.45 – 17.00**

**Wrap up Day one**



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### **Day Two**

**Thursday, 19 June 2025**

**9.15 – 09.30**

**Reconnection**

**09.30 – 11.00**

**Time to practice**

- Practical exercise to implement and test what was shared on Day one

**11.00 – 11.20**

**Coffee break**

**11.20 – 12.00**

**Time to practice**

- Groups' feedback
- Open discussion

**12.00 – 12.30**

**The place of capitalisation in the future Interreg**

- Update from previous exchanges
- Recommendations for Post27
- Open discussion

Objectives of the session: based on group reflections, share views on how capitalisation should be considered/implemented in the next programming period.

**12.30 – 12.45**

**Capitalisation activities, tools and support from Interact**

**12.45 – 13.00**

**Final wrap up**

*Interact CAP-COM team*

**13.00 – 14.00**

**Farewell & networking lunch**



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### Practicalities

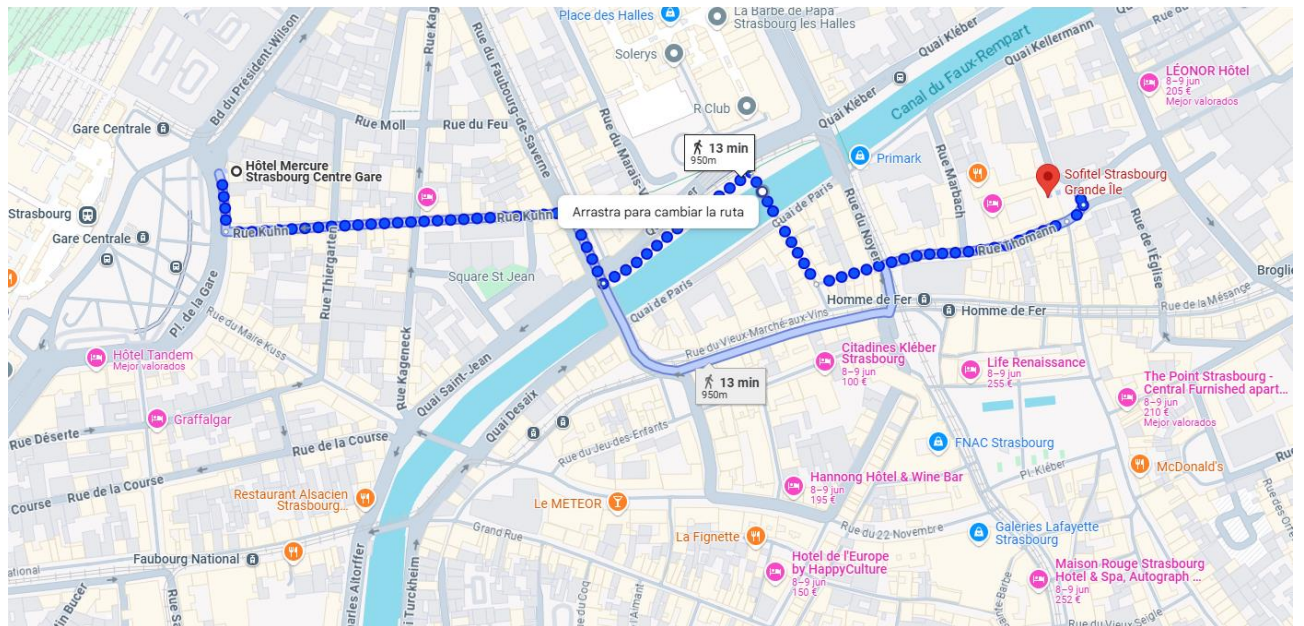
The event will be held in English, and no online participation is foreseen. Registration is compulsory.

### Venue

#### Sofitel Strasbourg Grande Île

4 Pl. Saint-Pierre-le-Jeune

67000 Strasbourg (France)



### Travel & Accommodation

Please note that participants are responsible for their own travel arrangements.

### Contact

Any question about the event, feel free to contact:

Kelly Zielniewski: [Kelly.zielniewski@interact.eu](mailto:Kelly.zielniewski@interact.eu) / +34 689 626044

We look forward to meeting you in Strasbourg!