

Capitalisation of projects' results



SME
development



Sustainable
tourism



Green
technologies



Sustainable
transport



Skilled
labour force



Cooperation
capacity building



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What is capitalisation?

- CAPITALISATION = re-use of knowledge
- We call it CAPITALISATION if PROJECTS RESULTS are:

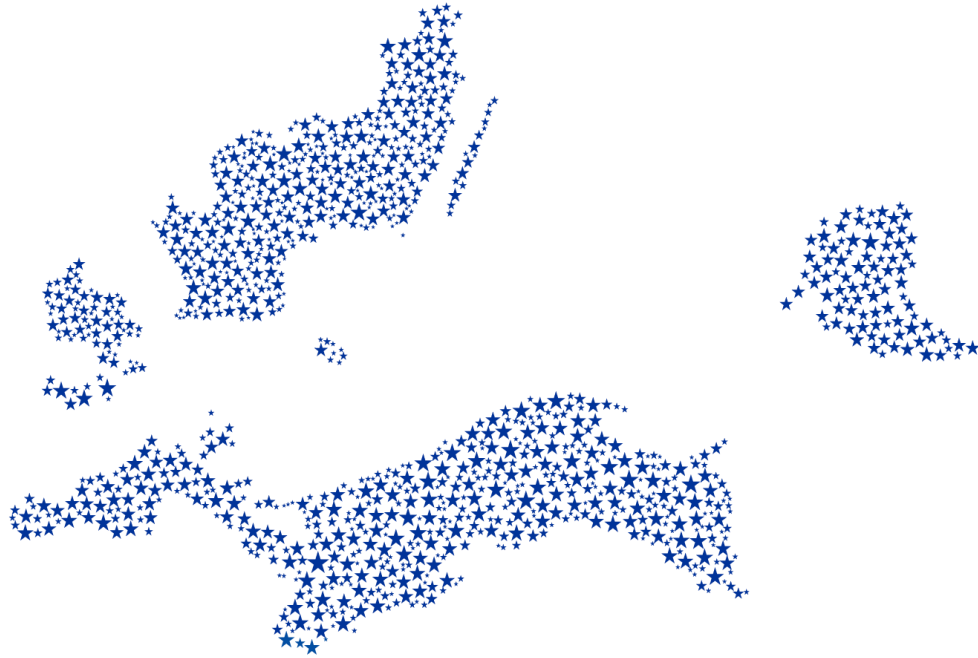


Why is capitalisation important?

- General: **Increases visibility** of projects, programmes and EU funds as a financial source (e.g. Interreg funds).
- **Generates new ideas** and helps future projects – new projects can be designed on the base of other projects' knowledge and experience, on already available research studies, and documents.
- **More effective networking** – sharing specific expertise and relevant knowledge within thematic fields (platforms, clusters).
- Projects can increase their **quality, sustainability and durability** of their results.

How can we communicate projects' results?

- Special section on programme's or project's website with:
 - ✓ videos
 - ✓ storybooks, brochures, training materials, presentations for downloading
 - ✓ links to press releases, articles, interviews with project partners/end users
- Storytelling (problem – solution – how it worked – proof it works)
- Social Media channels
- Networking platforms and clusters



Thank you!

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