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Taking Cooperation Forward Through Capitalisation

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CAPITALISATION IN OUR PROGRAMME

Why
We want to ensure the sustainability of project results and support their transfer

What
Capitalisation is a horizontal challenge related to knowledge management

How
The strategy and activities for capitalisation are embedded in evaluation and communication
CAPITALISATION STEP-BY-STEP

Collection
- Output library with project results on programme website
- Monitoring of result indicators
- KEEP database linked to eMS

Analysis
- Impact study
  - Thematic aggregation
  - Project mid-term reviews
Communication
- Joint **branding** for higher visibility
- Support and **training** of projects on communication activities
  - **Storytelling** campaign
    #cooperationiscentral

Coordination
- **Crossfertilisation** among funded projects (and also applicants)
- **Exchange** of results in platforms, events and databases of other institutions, e.g. EC and Interact
- **Connecting** projects with those from other funds and instruments such as Horizon2020 or MRS
COOPERATION IS CENTRAL
KEY MESSAGES

WHAT IS OUR STRATEGIC VALUE?
Transnational cooperation underpins EU Cohesion Policy and contributes to solving EU priority areas, including innovation, environment, energy, transport and social issues.

WE RECENTLY DISPARITIES
Transnational cooperation helps reduce regional disparities and enhance cohesion in specific territories.

WE BUILD TRUST BEYOND NATIONAL BORDERS
Transnational cooperation builds trust across borders and fosters European integration for a more competitive Europe.

WE ADDRESS STRATEGICALLY IMPORTANT ISSUES
Transnational cooperation helps stakeholders in macro-regional strategies to work together in projects.

WHAT ARE OUR IMPACTS?
Transnational cooperation improves capacities for regional development related to innovation, CO2 reductions, natural and cultural resources as well as transport and mobility.

WE DEVELOP NEW IDEAS BY SHARING EXPERIENCES
We deliver transborder cohesion. Our most important results are rooted in shared experiences. We develop new solutions and enhance capacities.

WE HELP TO MAKE BETTER USE OF LIMITED RESOURCES
We enable our regions and cities to make better use of their limited resources.

WE SOLVE CHALLENGES BEYOND BORDERS
We help regions and cities to jointly work on challenges that go beyond borders.

WE HELP REGIONS TO OFFER BETTER SERVICES FOR ALL
We help public authorities to offer better services for citizens and companies.

WE DELIVER ATTRACTIVE RESULTS FOR CITIES
Through working closely together, our projects deliver visible results for cities and regions across central Europe.

WE TRIGGER BIG INVESTMENTS INTO OUR FUTURE
We are an innovative catalyst that triggers further public and private investment and accelerates urban and regional development.

WE HELP IMPROVE POLICY MAKING IN REGIONS AND CITIES
We improve policy-making and facilitate change in regions and cities. We therefore have a long-term impact.
Pioneering transition

Many cities in Central Europe are marked by a socialist past. High-rise buildings and abandoned industrial zones are often seen as obstacles to development. But there are creative ways to use this heritage. The Museum of Socialist Curiosities in Brno, a small town of Austria, attracts visitors from all over the world. The museum and its permanent exhibition are the result of cooperation in our Erasmus+ project. Around 100 iconic items were collected with support from the local community. Today, the museum also hosts company events and buildings and school visits.

By the way, do you know who the promoter was? Anarco from Chile isn’t the answer because the volunteer is in the museum.

Project website: https://www.coworkers.eu/

Helping start-ups to get financed

Kamilé and Kamilé, a Slovak start-up that offers a unique milk alternative without additives, made primarily from cashew nuts, yeast, rice, and coconut sugar. On top of great taste, Kamilé promises to boost your immune system, lower your cholesterol, as well as to break those sugar cravings. With the support of our cooperation project, Kamilé ran a successful campaign on the crowdfunding platform KICKSTARTER. All in all, the project supported entrepreneurs in seven central European countries and helped them take advantage of the crowdfunding phenomenon.

Read the interview with Kamilé Founder Marko Bendla and find out how they prepared their crowdfunding campaign.

Project website: www.intermag-central.eu/nesafundament

Reducing food waste

Millions of tons of food are thrown away every year in Central Europe. Re-using or donating food is one of the key methods to change this. Based on strategies developed with other partners in the STREFAUDA project, the Federation of Polish Food Banks increased food donations in Warsaw by 45% in a pilot action. On a relatively small scale the project thus showed the way forward for regions and cities across central Europe.

Read more about how food donations were collected from 215 shops and 185 restaurants.

Project website: www.intermag-central.eu/strefoowa

Motivating young entrepreneurs

Can young entrepreneurs boost regional growth and deliver change? Yes, they can! Our CERIECON project helps them to formulate and sell their creative ideas. Building on cooperation and mutual exchange, entrepreneurs get new inspirations, training and coaching. They have diverse ideas ranging from application that helps bakery to sell their remaining food to social marketing for small sport clubs.

Watch the video from their start-up contest to find out more.

Project website: www.intermag-central.eu/tomrecon
MULTI-CHANNEL STRATEGY

Story blog on programme website

Facebook

Coordination with project activities

Events

YouTube

Twitter

LinkedIn
#EURegionsWeek online consultation: check out the Top 20 session proposals

The closing of the online consultation on the session proposals was 27 April. 4440 participants indicated their preferences among the received proposals. Take a look at the 20 most popular sessions. And congratulations if you are one of them!

The online consultation is not a selection process as, in parallel, the organisers assessed and selected the sessions, based on the quality of the proposals and on the criteria of the event guidelines. Even if a session is one of the 20 most popular sessions, this does not mean that the session is selected for the official programme.

Stay tuned for the results of the selection procedure of regional partnerships and sessions at the Square that will be announced on 4 May.

1. #cooperationcentral: Why Central Europe needs cooperation more than ever - Interreg CENTRAL EUROPE

2. The green economy as a development opportunity for EU islands - Green islands for sustainable cohesion policy (Regional partnership)

3. Six City Strategy (GALLa): Recipes for Happy Citizens and Thriving Businesses - Six City Strategy Office
Help us to capitalise and share on social media why...

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