



1



2

OBJECTIVES

1. You know where to start your journey.
2. You know what to bring on the journey.
3. You know how to get key stakeholders on board.



3

LET'S GO!



Morning

- 09:30 The journey begins
- 10:00 Why we travel
- 10:40 Coffee break
- 11:00 Pack your bags
- 11:45 Lunch break


Afternoon

- 12:45 Invite takers to join
- 13:45 Lead the way
- 14:40 Coffee break
- 15:00 Build your crew
- 16:00 Go the extra mile



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Key vocabulary

Capitalisation	North Star	Product
Transfer & reuse of your work.	Your key 1-3 impacts.	Outcomes that may be reused by others.
Takers	End users	
Takers may reuse your work.	End users benefit from your work.	

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5

Who's on the crew today?

TABLE GROUP EXERCISE

Present:

1. Your name
2. Your project's name
3. Your project in a nutshell (2-3 sentences)



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**If you had a month off,
what type of environment would you choose?**



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How would you relax?



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Where in the world would you go?



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WHY WE TRAVEL

What is the goal and purpose of this journey?

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Sell a place - part 1

INDIVIDUAL WORK

- What is your favourite place in the North Sea Region?
- How would you "sell" the idea of going there to another person?



11

Sell a place - part 2

WORK IN PAIRS

- Convince your neighbour to visit your favourite place.

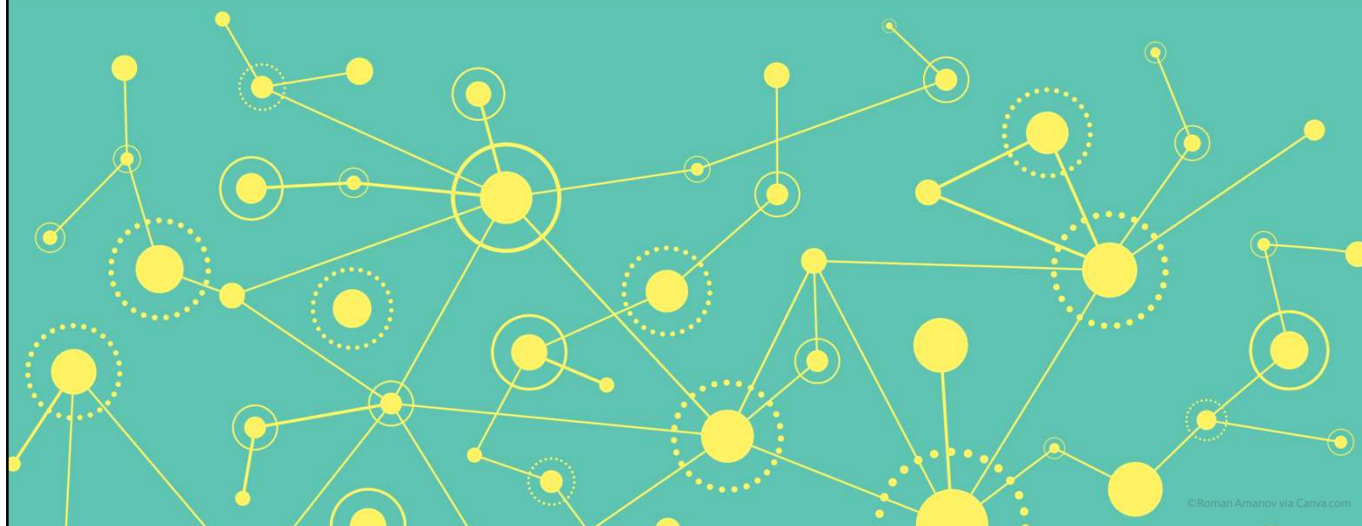
(Your neighbour might be a bit difficult to convince though.)



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12

Capitalisation in Interreg



13

Capitalisation in Interreg

Transfer and reuse of
knowledge generated by
Interreg projects



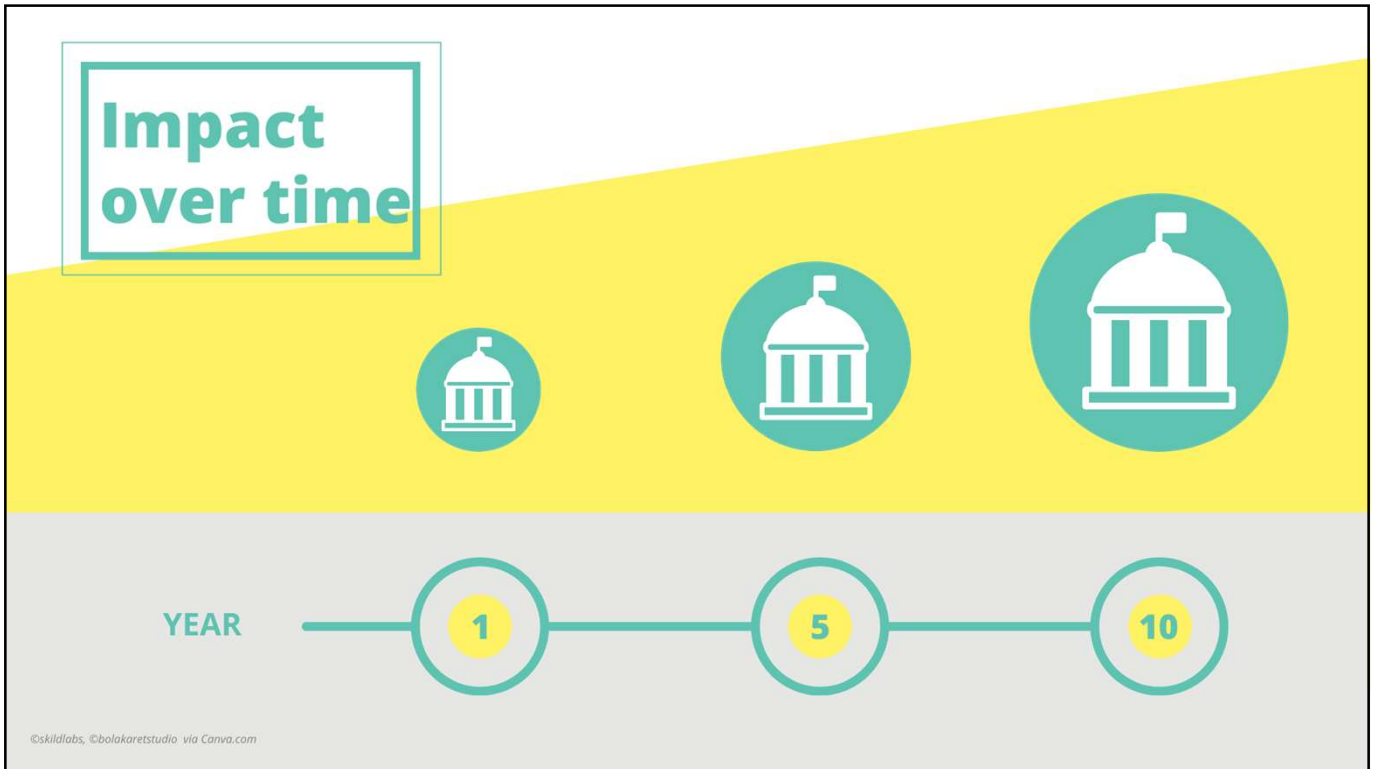
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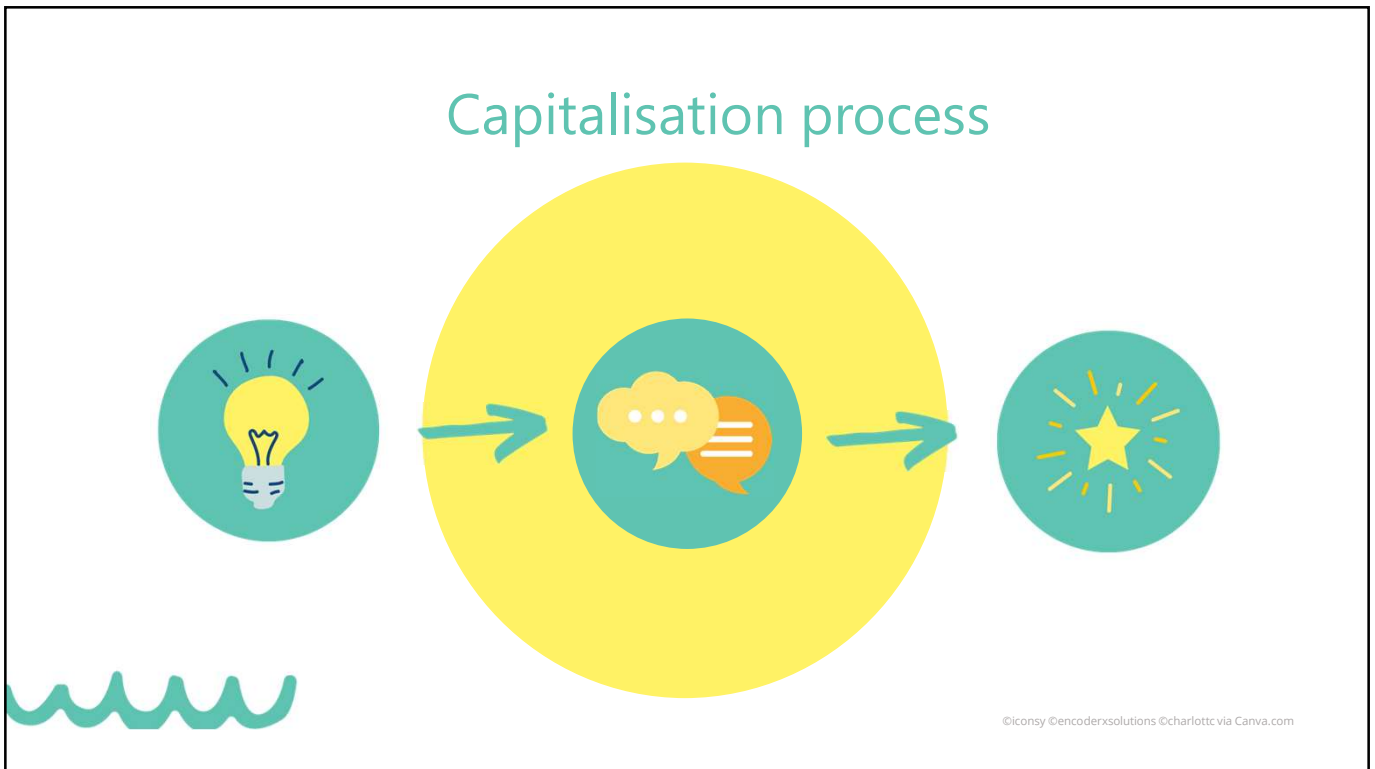
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18



19

Why care about capitalisation?

GROUP WORK

Discuss the benefits of capitalisation for your project and for the partners.

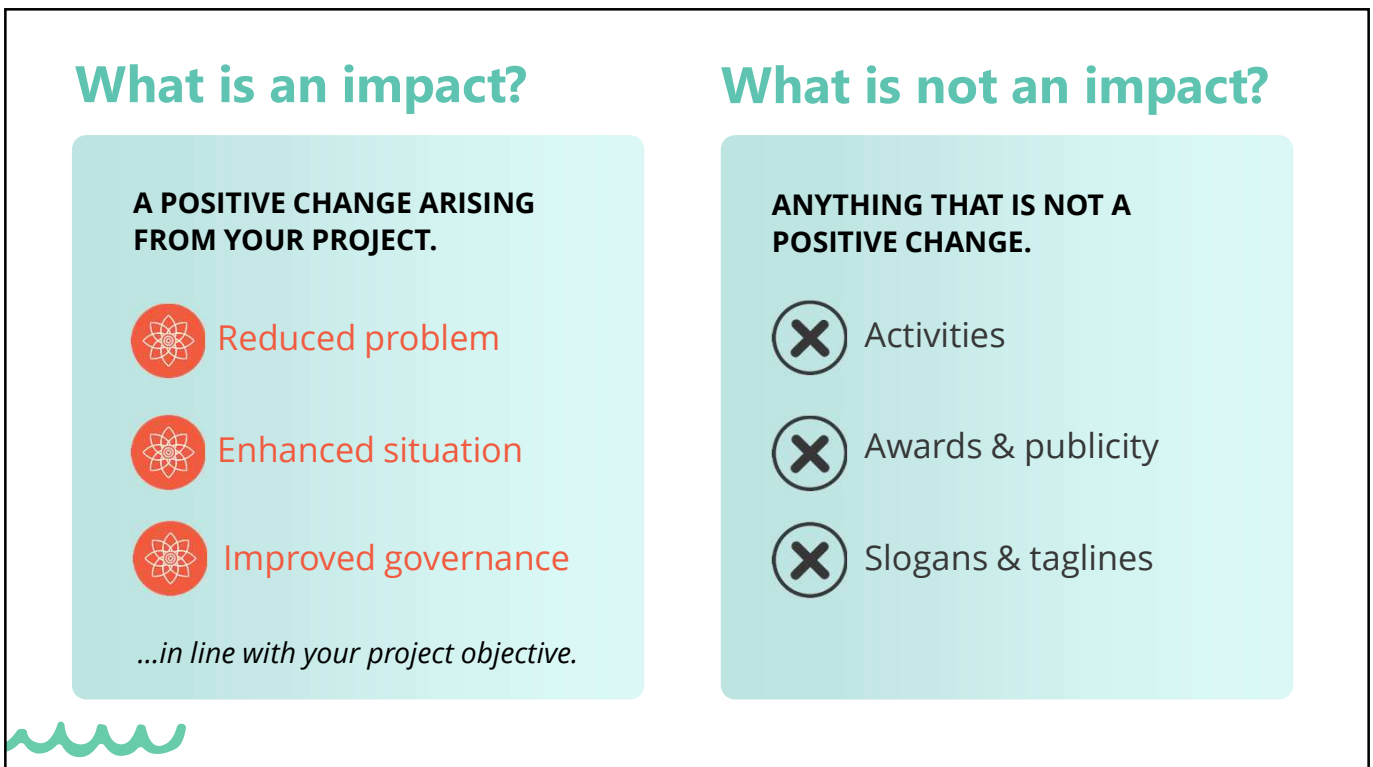


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20



21



22

Example: SUPER

To improve mental health care, we equip 300 IT specialists to involve vulnerable people in co-creating better digital tools.

POSITIVE CHANGE
HOW
TAKERS
END USERS
SCALE
WHEN



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23

Example: SUPER

To improve mental health care (POSITIVE CHANGE), we equip (HOW) 300 (SCALE) IT specialists (TAKERS) to involve vulnerable people (END USERS) in co-creating better digital tools.

POSITIVE CHANGE
HOW
TAKERS
END USERS
SCALE
WHEN



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24

Workbook time

Exercise A: Why we travel

- List your top 1-3 main impacts.
- Why is capitalisation important for your project?



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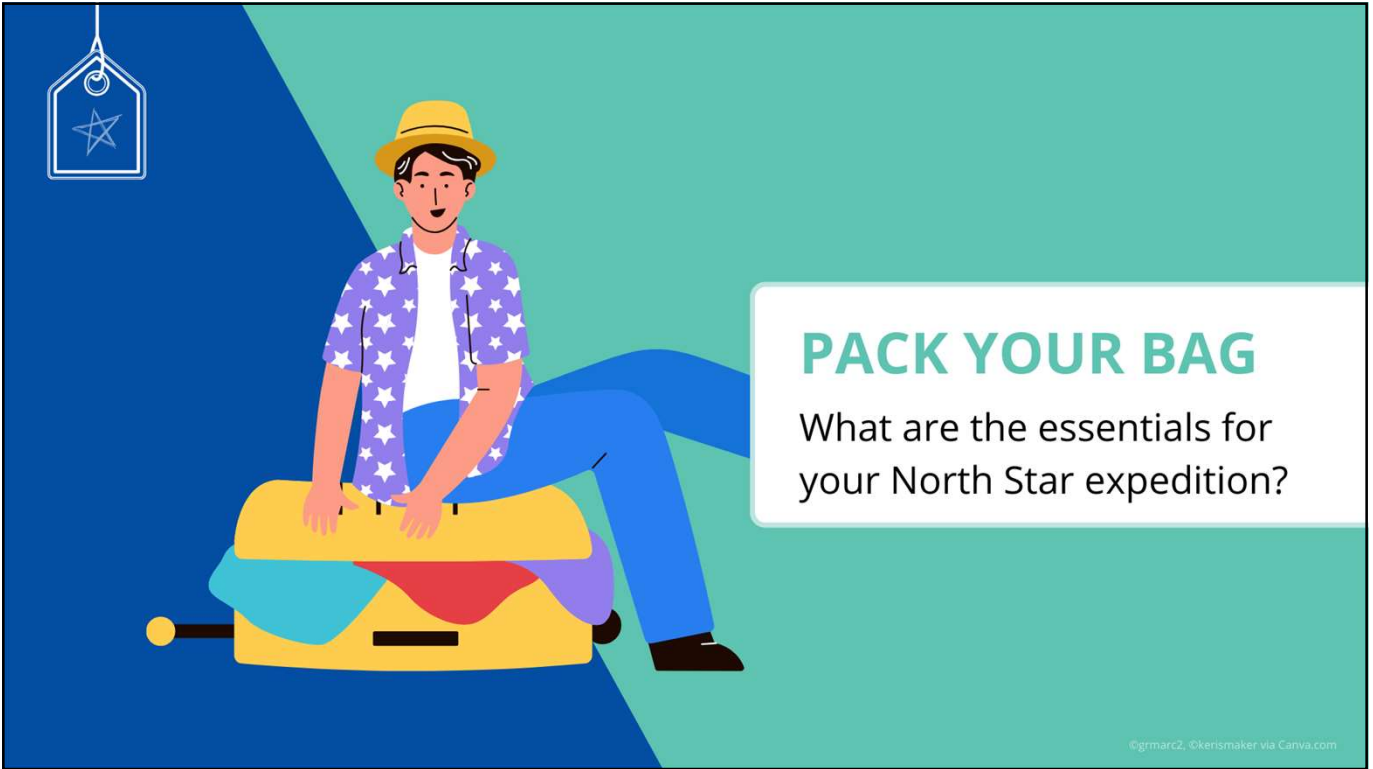
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Coffee pit stop



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PACK YOUR BAG

What are the essentials for your North Star expedition?

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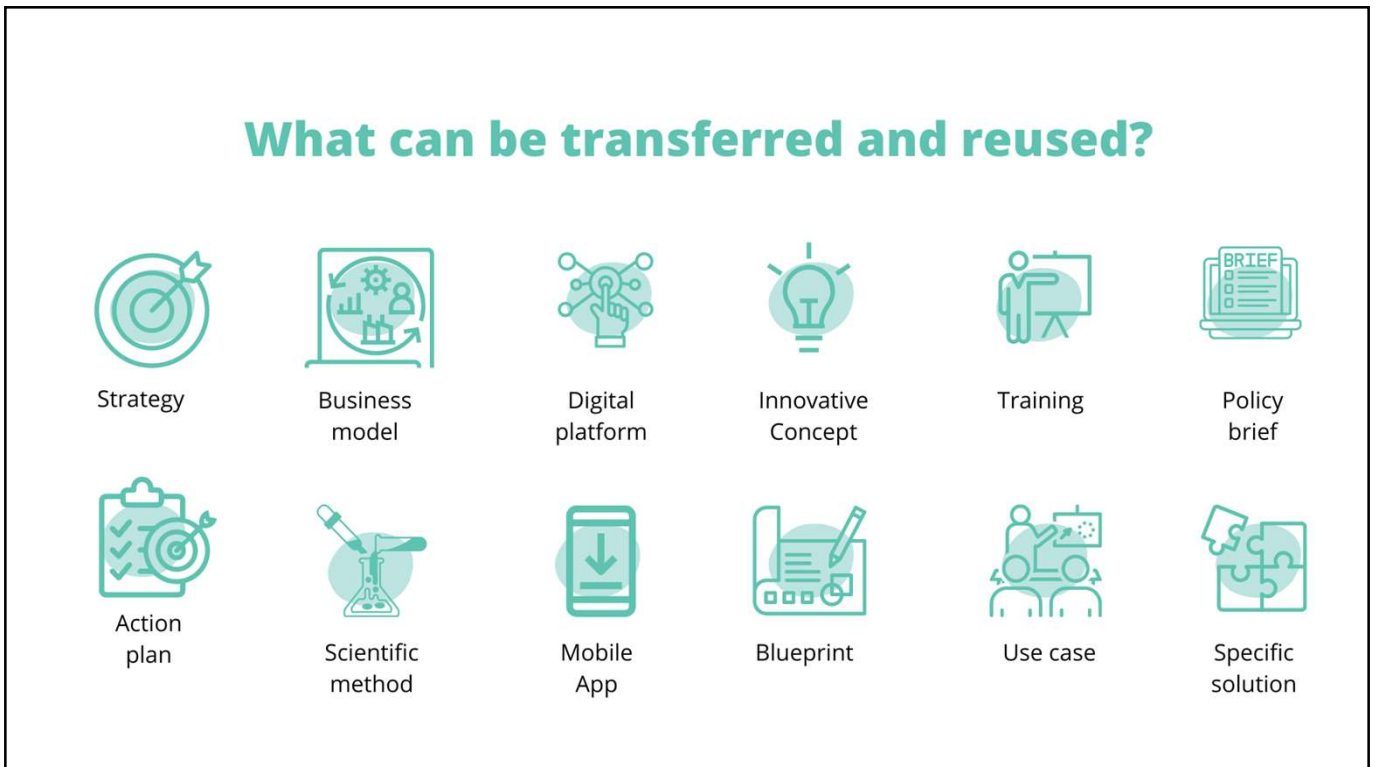


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29



30

Workbook time

Exercise B: Pack your bag

- Identify products that your project will produce.
- Consider the level of impact that each product may have.



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31

Pitch your product

GROUP EXERCISE

1. All participants note their top product on a card and put it into the hat.
2. The facilitator draws a card from the hat.
3. The owner of the selected card pitches their product to the group.
4. The group provides feedback on the pitch.



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32



33



34

Who are your takers?



Who might find your work useful?



Can you subdivide each group?



Are there geographic differences?



35

Understand your takers

Put yourself in their shoes...

- ...Where do they get their information?
- ...What is their preferred form of communication?
- ...What are their goals and priorities right now?
- ...What are their challenges and frustrations?
- ...***Why would they care about your product?***



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Workbook time

Exercise C: Invite takers to join - part I

Please fill in the first two columns:

- List your main products.
- List the main takers for each product.



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Know & engage with takers

GROUP WORK

1. The group jointly selects 3 takers.
2. Discuss approaches to reaching each group and successfully engaging with them.



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Workbook time

Exercise C: Invite takers to join - part II

1. Please fill in the last two columns:
2. How can you make each taker aware of your project ?
3. Why would they be interested - what's in it for them? What is your main message to them?



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Lunch time



40



41



42

Build your case

Collect proof points:



Facts & figures



Case stories



Testimonials



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43

Example: BEGIN

Calculating the benefits



€45 million
saved flood impacts



€473 million
added social & health benefits



€1 billion
Master plans and investments
including the BEGIN approach.



Image: BEGIN

44

Example: TOPSOIL



The TOPSOIL project [...] forms a very important part of our political work. The data collected there provide an essential basis for our informed decisions.

- MEP Lena Düpont, Lower Saxony

45

Wrap your work

How can you present your work in an attractive way?



46

Example: CUPIDO

VIRTUAL REALITY TOOLKIT
CUPIDO: CULTURAL POWER. INSPIRE TO DEVELOP RURAL AREA

Interreg North Sea Region CUPIDO

HOME Exhibits Galleries Mapping Resources Archive About

47

Project partners Carbon Farming and farmers invited Mr. Frans Timmermans

Example: Carbon Farming

Tore Jardar
Norwegian Carbon Farmer

MORE VIDEOS

0:38 / 1:49

Interreg North Sea Region Carbon Farming European Regional Development Fund

Later Share EUROPEAN UNION


48



49

Help your takers along

What concerns are holding them back?



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The slide features a teal banner at the top left with the text "Help your takers along". Below this, the question "What concerns are holding them back?" is written in a dark font. To the right is an illustration of a person in a purple shirt and dark pants, holding a clipboard and pointing towards a red location pin icon. A teal wavy line is at the bottom left, and a small copyright notice "©Mechichi via Canva.com" is at the bottom right.

50

Understand takers' barriers

I don't know how to do it

It looks really difficult

It will be too expensive

It is not tailored to my situation

I don't know

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51

Lower the barriers

- 1**
OTHERS DO IT
Testimonials
Bring newbies & users together
- 2**
I KNOW HOW TO DO IT
Guides, toolkits, tutorials
- 3**
I DID IT
Training
Transfer consultations

52

Example: Data for all



Training video offering tips & examples of how to tackle the challenges.

53

Convince your takers

GROUP WORK

1. Note down one product and its top taker group.
2. Place the paper in the hat for a lottery draw.
3. The person behind the selected paper (giver) will try to convince the table facilitator ("fake taker") to adopt their product.
4. The rest of the group helps to win over the taker.



54

Workbook time

Exercise D: Lead the way

- Consider your key 1-3 takers.
- What are the key points to convince them to about your work? How would you present these points? How can you help takers overcome barriers?
- List the actions you could take.



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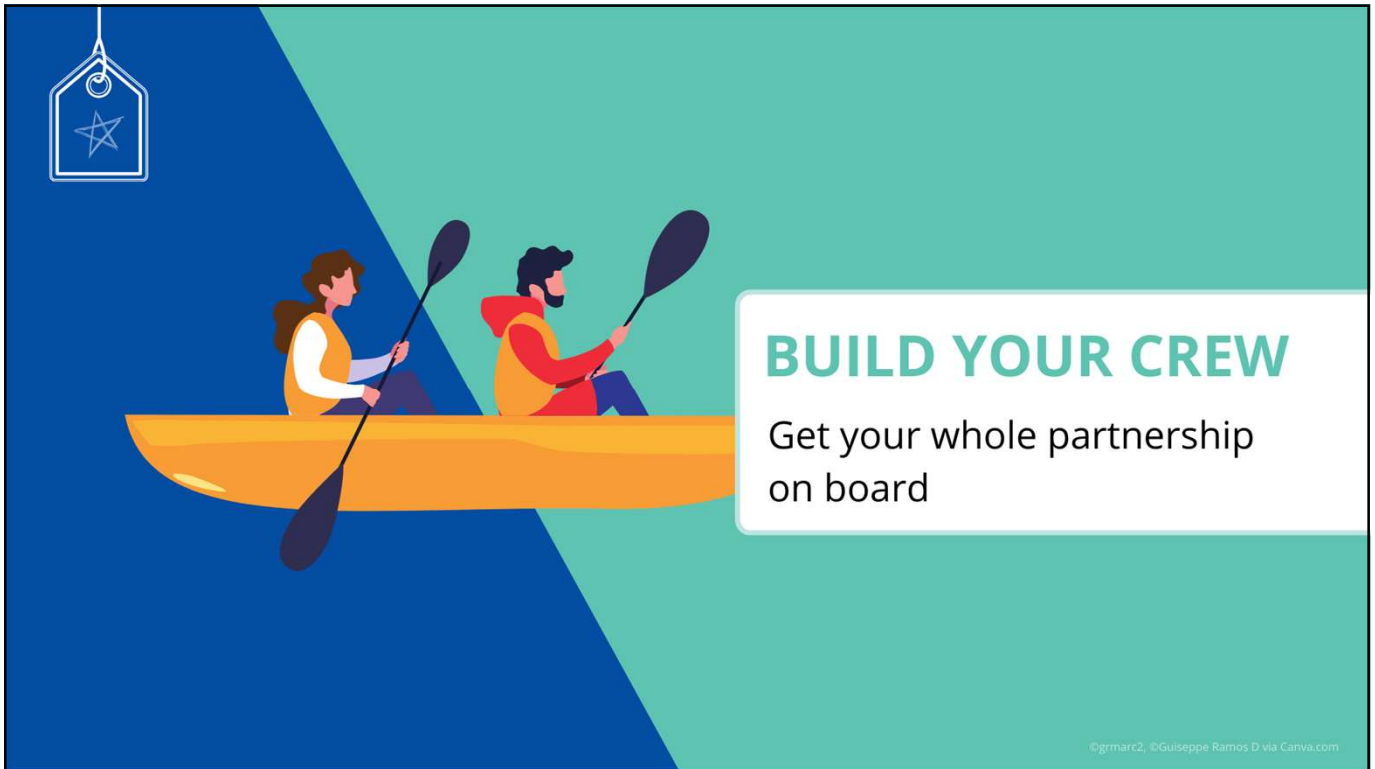
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Coffee pit stop



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56





57

Idea generation round

GROUP WORK

1. A question will be asked.
2. Reflect on possible answers.
3. One person shares one answer.
4. The next person comments: "What I really like about the idea is ... and on top of that ..."
5. Continue around the table.





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Idea generation round

GROUP WORK

Question:

What are you doing/ planning to do to bring capitalisation on your partnership´s agenda and engage everyone?



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59

And now to something different...

Inputs from experienced Interreg North Sea project people



Giuseppe Ramos D via Canva.com

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Workbook time

Exercise E: Build your crew

What are you doing/ planning to do to bring capitalisation on your partnership's agenda and engage everyone?



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A woman with brown hair, wearing a red long-sleeved shirt, is saluting with her right hand. Above her head is a white tag with a star inside. The background is split into a dark blue triangle on the left and a teal area on the right.

GO THE EXTRA MILE

Time to think about the next leg of your journey!

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62

Your key takeaway

SLIDO.COM: #TakeUP

What are the ideas or insights that you will bring back from this event?



63

Workbook time

Exercise F: Go the extra mile

- What are the next steps on your capitalisation journey?

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How can we help on your next steps?



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Before you go....

Make a pledge to yourself



66

Good luck on your journeys!



Interreg
North Sea



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