

TakeUP

Create your road map to success





THE JOURNEY BEGINS

Find and follow your North Star!
Ready for an adventure?

Objectives

- What is the start to the journey to project's success?
- What are the essentials that you need to pack in order to turn this into success?
- Who can help you on this journey/ who needs to know you are on this journey and how can you make sure they stay with you until the end?



LET'S GO!



Morning

Plenary sessions

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

Afternoon

Breakout sessions

- 12:45 Invite others to join
- 13:45 Help fellow travellers
- 14:40 Coffee break
- 15:00 Build your crew

Plenary sessions

- 16:00 Go the extra mile
- 17:00 Goodbye & good luck



Key vocabulary

Capitalisation	Transfer and reuse of your project's work.
Product	Anything your project produces that can be transferred and reused, creating a wider impact.
Takers	Organisations who may adopt and reuse your work.
North Star	The key 1-3 impacts your project expects to have. Must reflect the objective in your project application.



EXERCISE TIME

If you had a month off,
would you rather go to...



EXERCISE TIME

How do you like to relax?



EXERCISE TIME

Where in the world
would you go?





WHY WE TRAVEL

What is the goal and purpose of this journey?

EXERCISE TIME

Sell a place - part 1

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



EXERCISE TIME

Sell a place - part 2

Convince your neighbour to visit your favourite place.
(Your neighbour seems to be a bit difficult to be convinced though.)



Capitalisation in Interreg



Capitalisation in Interreg

Transfer and reuse of
knowledge generated by
Interreg projects



Capitalisation process



Transfer
to new
places





Transfer
to new
sectors

Capitalisation in time

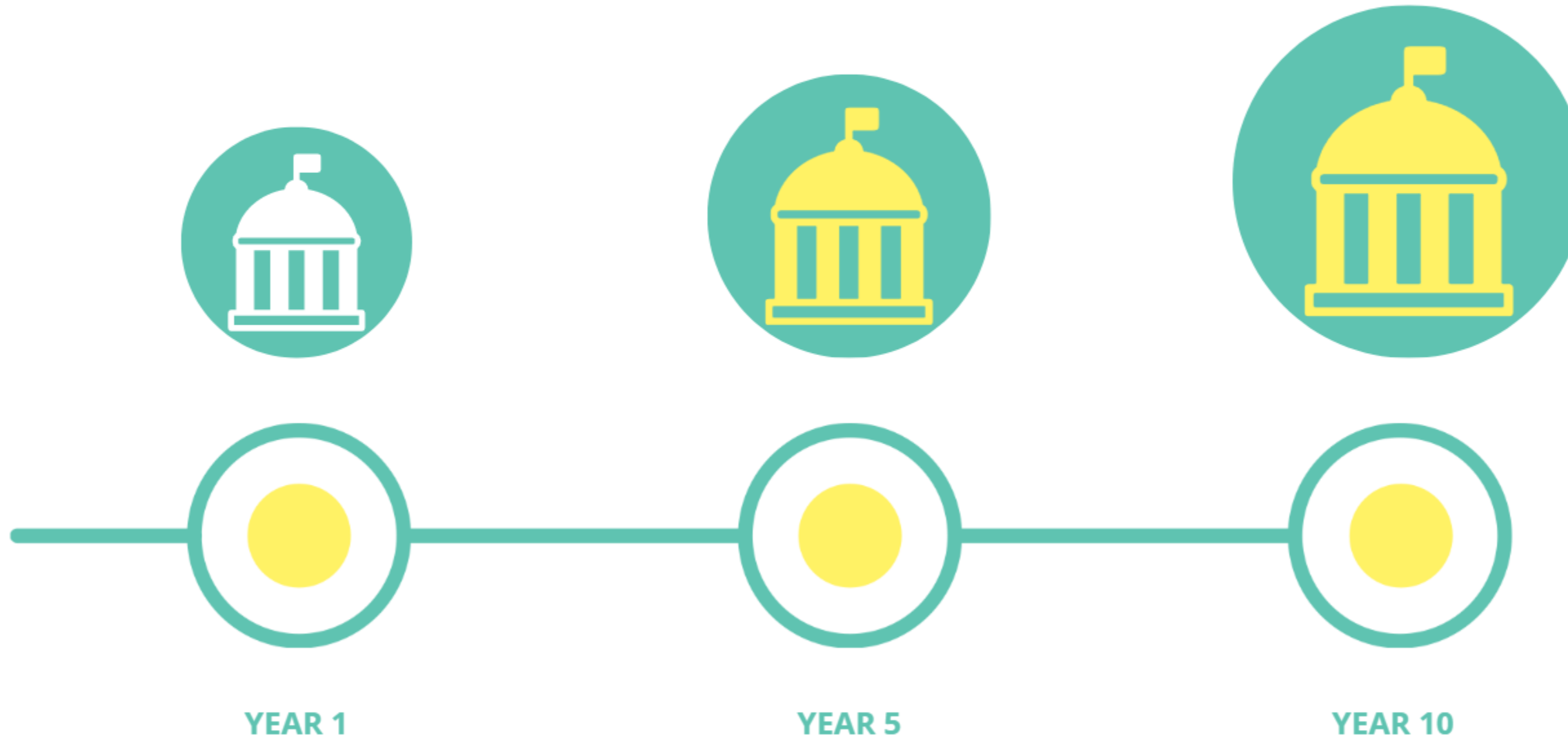


TABLE DISCUSSION

Why care about capitalisation?

Discuss why capitalisation would matter in your projects.



Workbook time



Coffee pit stop





PACK YOUR BAG

What are the essentials for your North Star expedition?





Workbook time



TABLE EXERCISE

Pitch your product

Which of the "products" listed in your application could create the most positive impact ?

Note your answer on a card and place the card in the hat.



Lunch break





Invite others to join

Who else might want to come along?



Know your takers

The sharper your focus,
the higher your chance of success!



Engaging early on



What attracts their interest?



Who can act as multipliers?



Can you involve them directly?



Understand your takers



Do you know:

...Where your takers hang out?

...Where they get their info?

...What their challenges and frustrations are?

...What their goals and priorities are right now?



Understand your takers



- ...What is their preferred form of communication?
- ...Which phrases and lingo do they use?
- ...What is their budget?
- ...What does a day in their life look like?
- ...What makes them happy?



Workbook time



TABLE EXERCISE

Know and engage your takers

- 1 List the key taker groups for each of your project's 2-3 main products. Share within the group.
- 2 The group selects 3 taker groups to work with together.
- 3 The group shares successful approaches to engage with the 3 selected taker groups.



REFLECTIONS

Knowing & engaging with takers



Workbook time





Help fellow travellers

Guide and encourage them to go all the way



Essential 5

Build your case

How can you create confidence in the benefits of your product?

How can you gather strong proof points?





PARTRIDGE project North Sea Region @PARTRIDGE_NSR · Jun 9



To demonstrate the effect of our project approach, we walked the equivalent distance from Brussels to Baghdad to monitor the breeding birds at our demo and ref sites. [@fbuner](#) summarised the key results in this [@GWCTScience](#) article. Paper will be submitted later this year.

PARTRIDGE - monitoring breeding songbirds

Background

The PARTRIDGE project, led by the GWCT, was funded by the UK Government from 2016 to 2021 with 11 European partners in an extensive region (Belgium, Denmark, England, Germany, the Netherlands and Sweden). The project aims to increase the sustainability and resilience of farmland in the North Sea Region by 2030. It does this by supporting farmers to adopt practices that improve the environment and support the rural economy.

During the PARTRIDGE project, we monitored the breeding success of 10 farmland songbirds in 2021. The project has high-quality evidence on the PARTRIDGE approach and its impact on the environment and the rural economy. It also provides a model for other regions to follow.

Breeding success was measured using a well-established method (clutch size, hatching success, fledging success). At each of the 10 demonstration and reference sites, we surveyed 10 farms with a mix of different farm types. The sites were selected to represent the range of farm types in the region.

Results of the breeding success of 10 farmland songbirds were compared between the 10 demonstration and reference sites using their common names: European Golden Plover, Meadow Pipit, Fieldfare, Song Sparrow, Wren, Wren Tit, Cuckoo, Chaffinch, and Robin.



© GWCT/Partridge Project



© GWCT/Partridge Project

Key findings: 1. Across all 10 demonstration sites, the PARTRIDGE approach led to a 10% increase in the number of birds that successfully fledged. 2. The increase was most significant for the European Golden Plover and Meadow Pipit. 3. The increase was also significant for the Fieldfare and Song Sparrow. 4. The increase was not significant for the Wren, Wren Tit, Cuckoo, Chaffinch, and Robin.

Key Findings

- Across all 10 demonstration sites, the PARTRIDGE approach led to a 10% increase in the number of birds that successfully fledged.
- The increase was most significant for the European Golden Plover and Meadow Pipit.
- The increase was also significant for the Fieldfare and Song Sparrow.
- The increase was not significant for the Wren, Wren Tit, Cuckoo, Chaffinch, and Robin.

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PARTRIDGE project North Sea Region

Following

1,365 Tweets

and [#wildlife](#) co-exist. [@jsloothaak](#)



Essential 6

Wrap your work

How can you best present your work to create interest in your product?

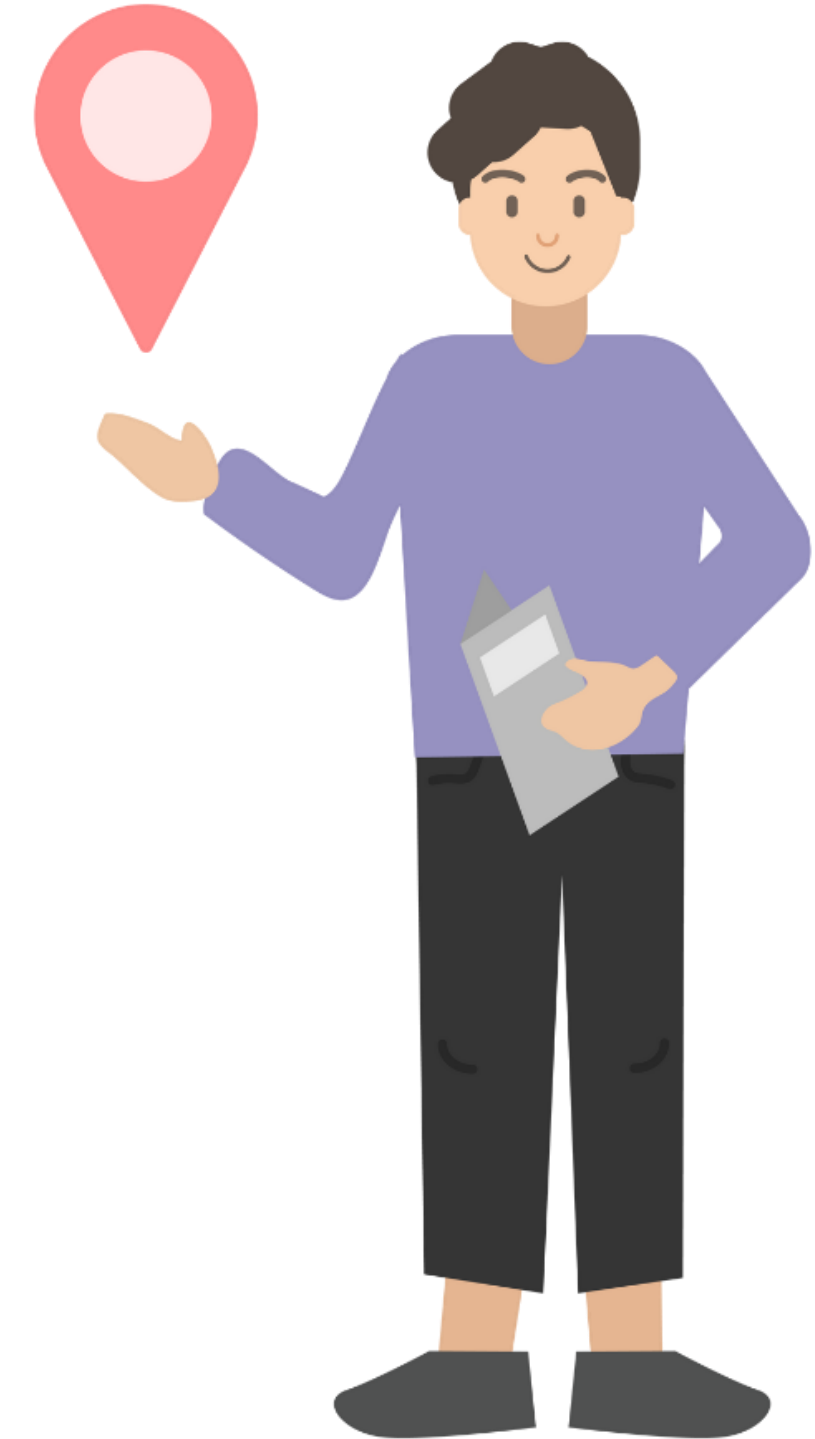


Essential 7

Help your takers along

Is it hard for your users to learn to use your product? Do they have the knowhow?

Can you support them and ease their path?



REFLECTIONS

Motivating takers to adopt and reuse your work



TABLE EXERCISE

Lottery: Convince your takers

- 1 Note down one product and one taker group for that product.
- 2 Place the paper in the hat for a lottery draw.



Workbook time



Coffee pit stop







Build your crew

Get your entire partnership
on board



TABLE EXERCISE

Idea generation round

1. The facilitator asks a question.
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 round the table.

TABLE EXERCISE

Idea generation round

Question 1: What are you doing or planning to do to bring capitalisation on your partnership's agenda?

Question 2: What will motivate partners to commit to capitalisation?



And now...

Inputs from experienced Interreg North Sea project people



Workbook time





Go the extra mile

Time to think about the next leg of your journey!

Back to square one: The impact challenge

SLIDO.COM: #TakeUP

Enter your single most important impact.
How would you present it to the takers?



Workbook time



How can we help on your next steps?



Before you go....

Make a pledge to yourself



And now....

EVALUATION TIME



Good luck on your journeys!



Interreg
North Sea



Co-funded by
the European Union