TakeUP

Create your road map to success

Interreg North Sea

Co-funded by the European Union

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THE JOURNEY BEGINS

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

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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.

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LET'S GO!

Morning

09:30	The journey begins
10:00	Why we travel
10:40	Coffee pit stop
11:00	Pack your bag
11:45	Lunch

Afternoon

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

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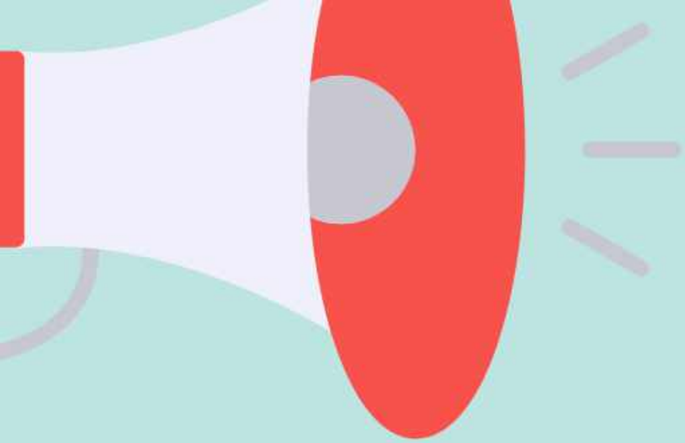

Key vocabulary

Capitalisation

Transfer & reuse of your work.

North Star

Your key 1-3 impacts.

Product

Outcomes that may be reused by others.

Takers

Takers may reuse your work.

End users

End users benefit from your work.

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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?

©Nadzin via Canva.com

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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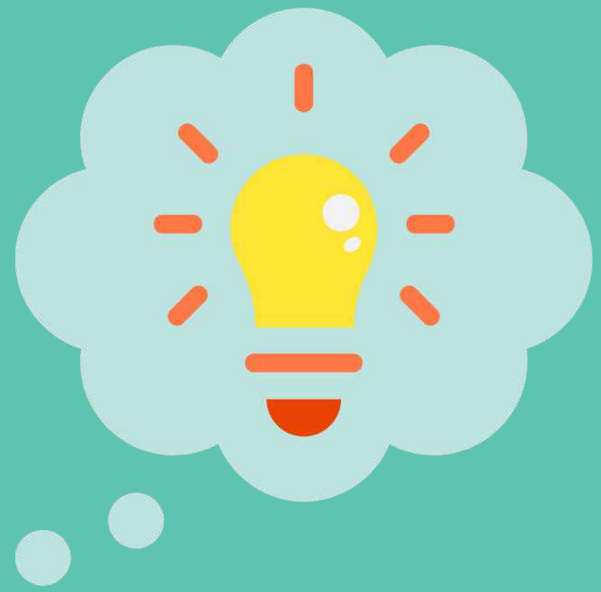
Sell a place - part 1

INDIVIDUAL WORK

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



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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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Capitalisation in Interreg

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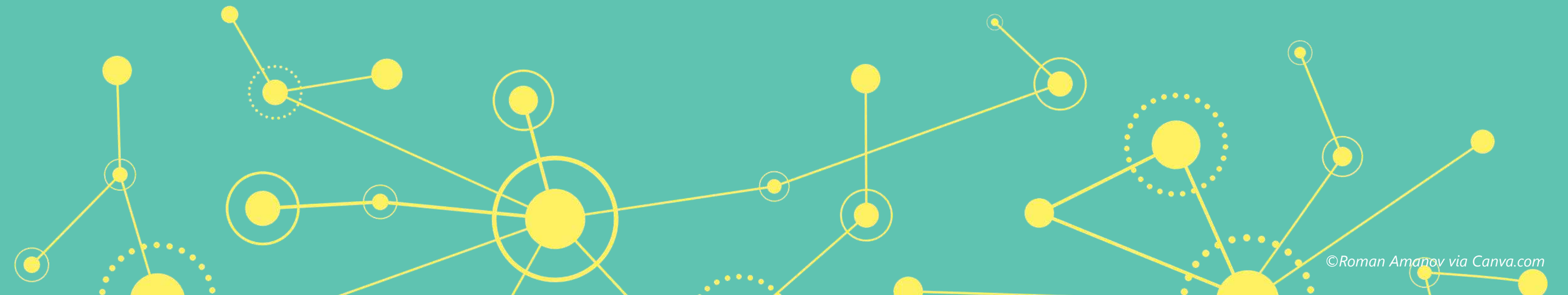
Capitalisation in Interreg

Transfer and reuse of knowledge generated by Interreg projects



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Transfer to new places

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Transfer to new sectors

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Impact over time

YEAR

1

5

10

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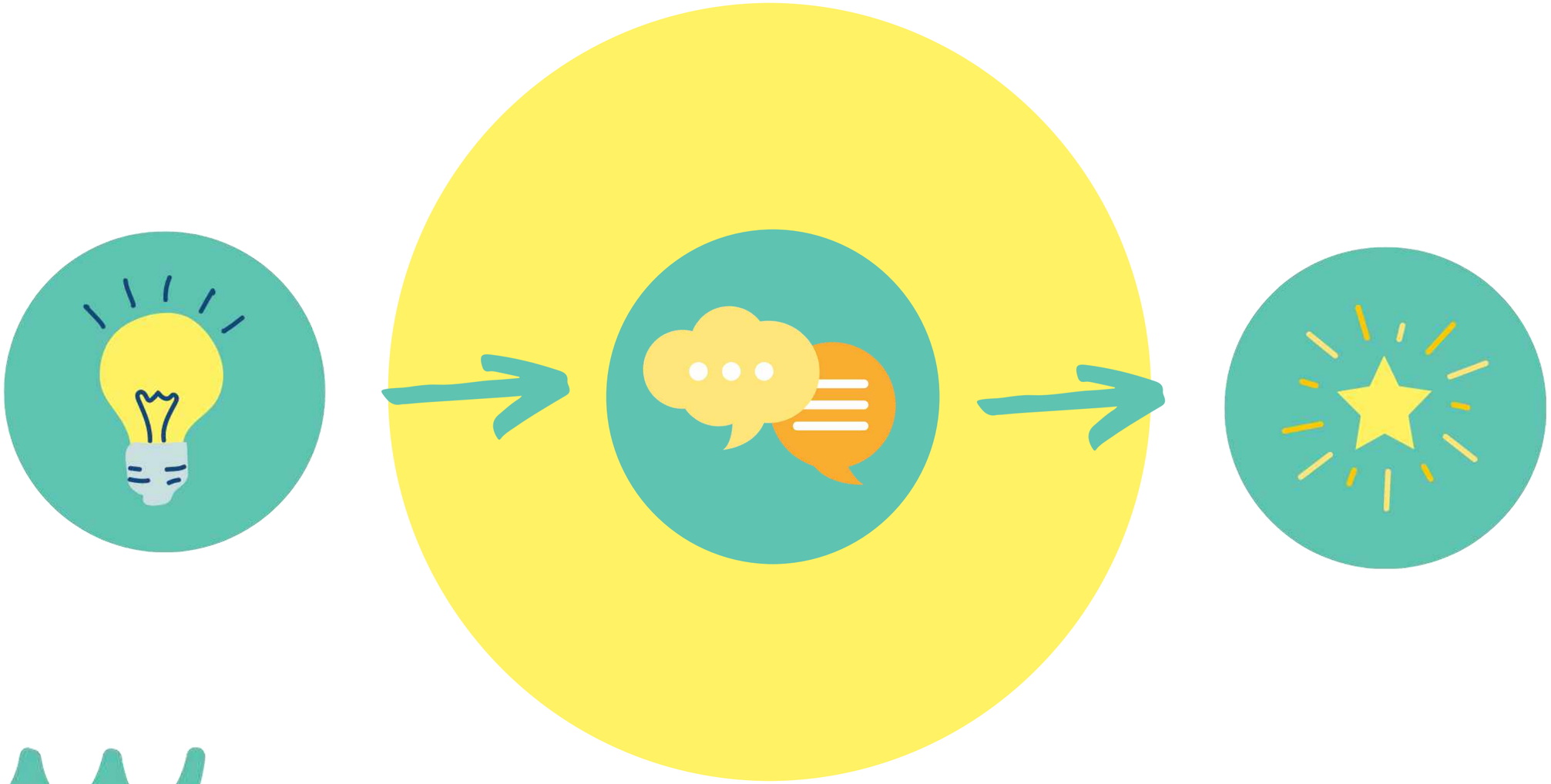
Capitalisation process



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7 Help your takers along

1 Define your impact

6 Wrap your work

7 essentials

2 Identify relevant work

5 Build your case

4 Engage with takers

3 Know your takers

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Why care about capitalisation?

GROUP WORK

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

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What is an impact?

A POSITIVE CHANGE ARISING FROM YOUR PROJECT.

- Reduced problem
- Enhanced situation
- Improved governance

...in line with your project objective.

What is not an impact?

ANYTHING THAT IS NOT A POSITIVE CHANGE.

- Activities
- Awards & publicity
- Slogans & taglines

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

Charlottc via Canva.com

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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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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Coffee pit stop

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PACK YOUR BAG

What are the essentials for your North Star expedition?

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What can be transferred and reused?

Strategy

Business model

Digital platform

Innovative Concept

Training

Policy brief

Action plan

Scientific method

Mobile App

Blueprint

Use case

Specific solution

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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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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Lunch time

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Invite takers to join

Who might want to come along?

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7 essentials

7 Help your takers along

1 Define your future impact

2 Identify relevant work

3 Know your takers

4 Engage with takers

5 Build your case

6 Wrap your work

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Who are your takers?

Who might find your work useful?

Can you subdivide each group?

Are there geographic differences?

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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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LEAD THE WAY

Encourage your takers to carry on

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7 Help your takers along

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2 Identify relevant work

7 essentials

5 Build your case

3 Know your takers

4 Engage with takers

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Build your case

Collect proof points:

- Facts & figures
- Use cases
- Testimonials

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Example: SMARTGREEN

ZERO-EMISSION GREENHOUSE

Transfer & upscaling during the project

Erling Fløistad / NIBIO

Example: BEGIN

Calculating the benefits & spinoffs

€45 million
saved flood impacts

€473 million
added social & health benefits

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

Image: BEGIN

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

Wrap your work

How can you present your work in an attractive way?

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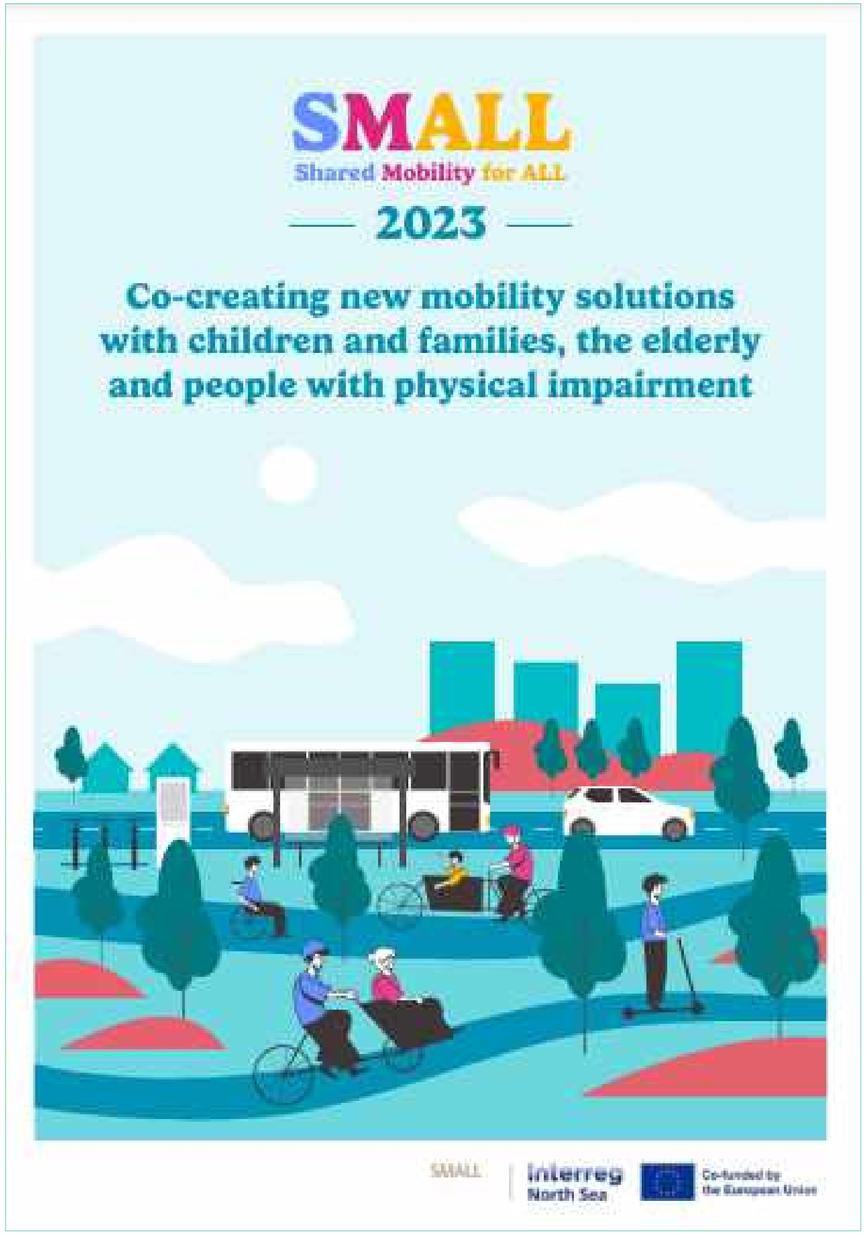
Example: LIKE!

Magazines
sharing insights
& inspiration

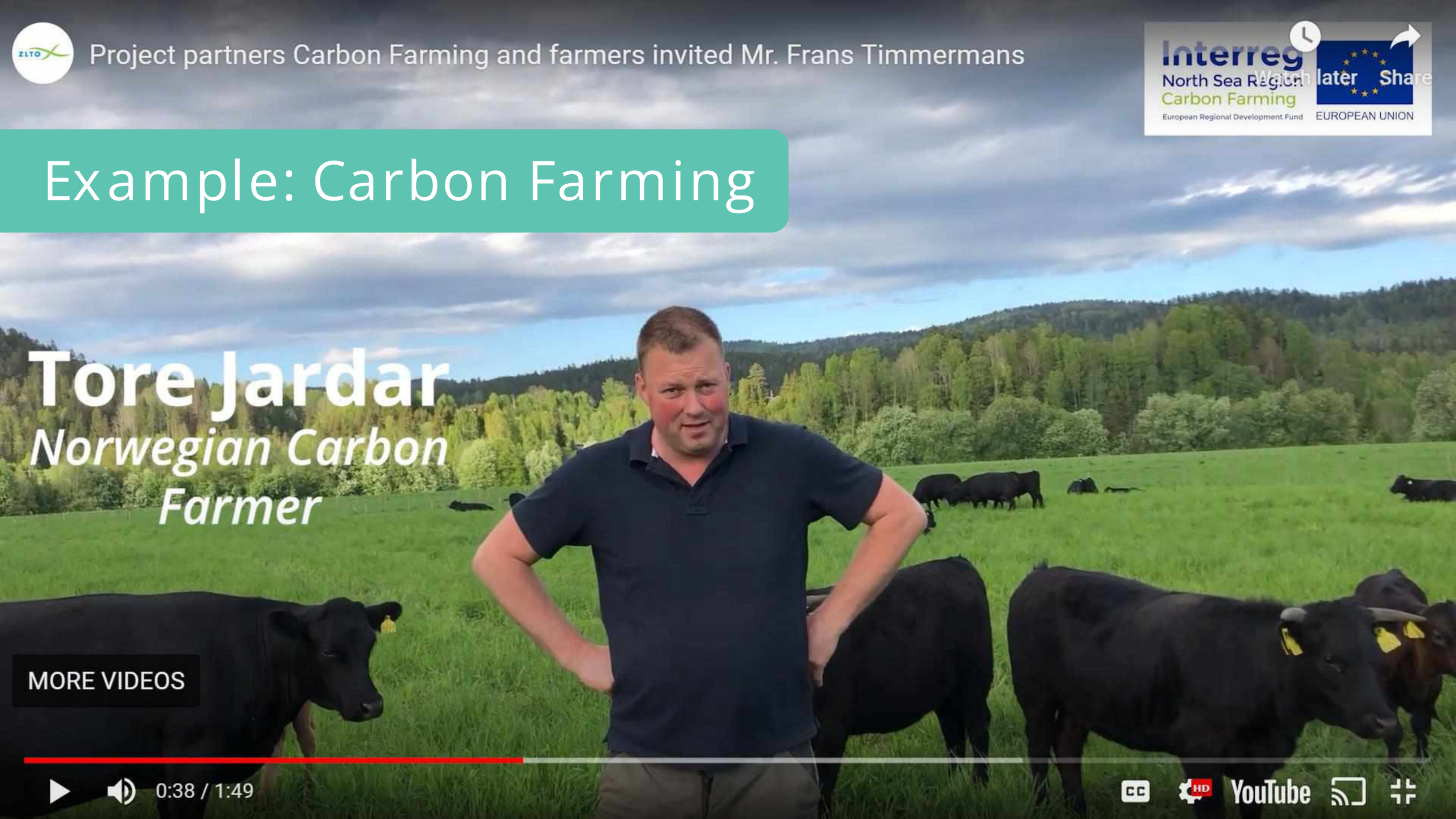
Example: SMALL

Annual report
with a twist



Example: CUPIDO

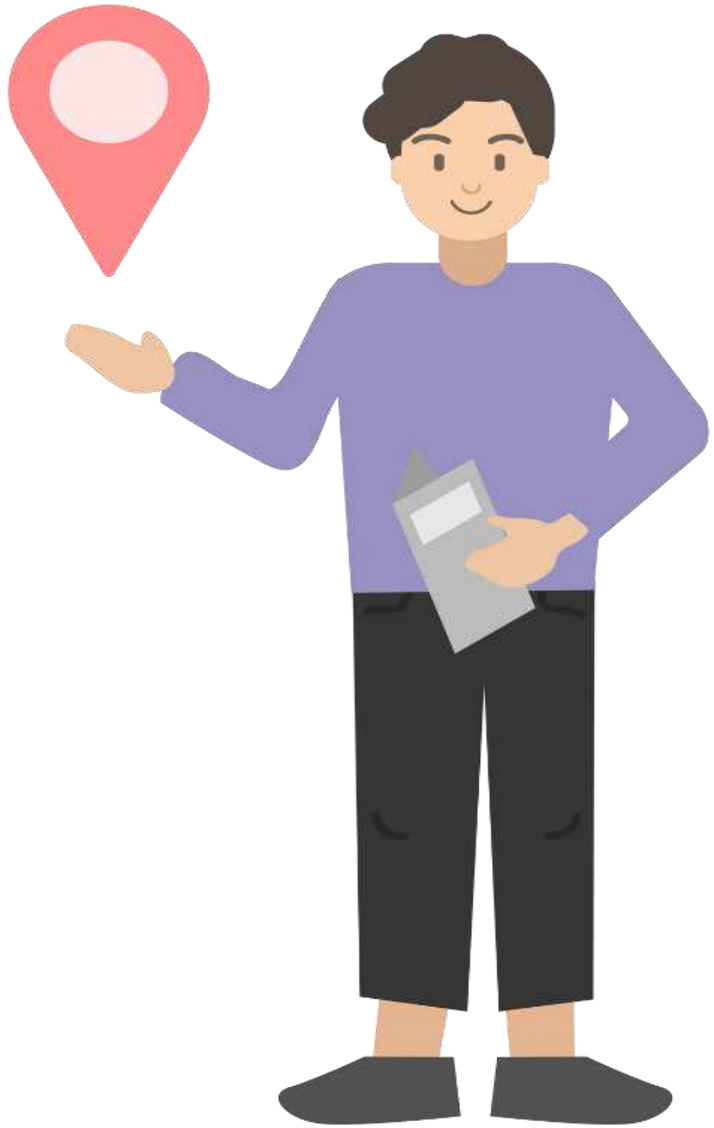
Example: Carbon Farming



Example: SalFar

Help your takers along

Do your takers find it hard to understand or use your product?



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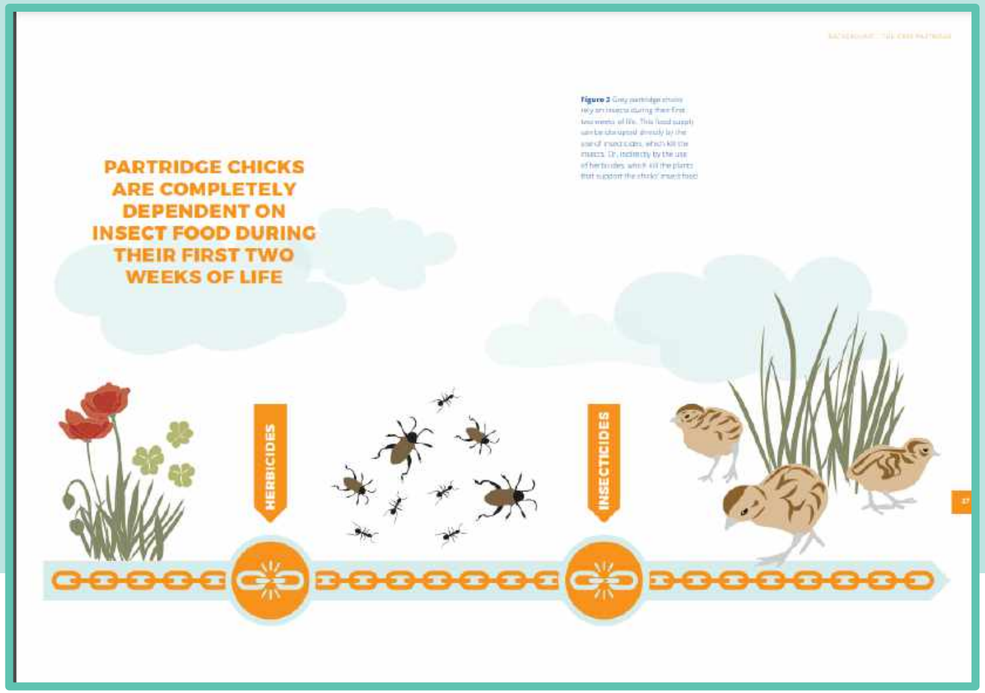
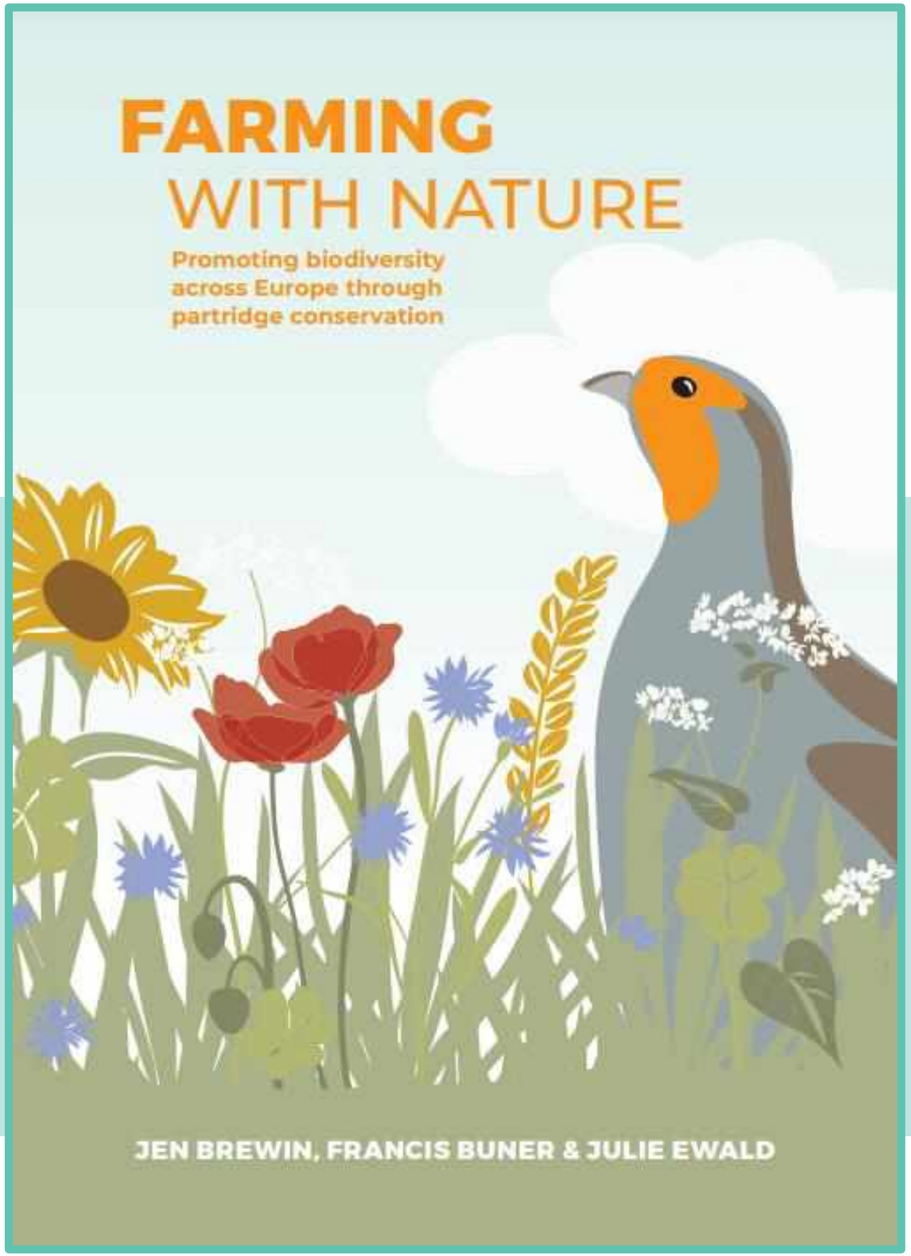
Example: PARTRIDGE

Booklet & guides





Example: ProCirc

Policy brief

CATCH

an Interreg North Sea Region project

Bigger leaps towards
climate adaptive worl

Adapt My City Tool

for cities in the North Sea Region

Example: HyTrEc2

Image: HyTrEc2

Building hydrogen competencies

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.

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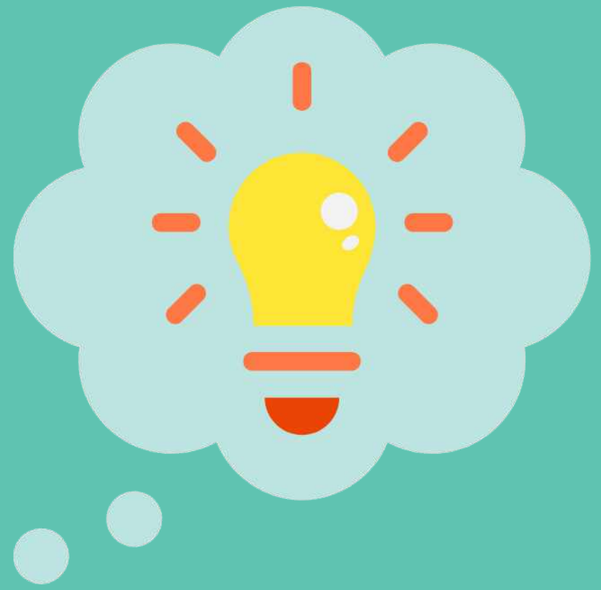
Help your takers

INDIVIDUAL WORK

- What are the main stumbling blocks for others to take up your work?

- How can you help them get past the hurdles?



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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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Coffee pit stop

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BUILD YOUR CREW

Get your whole partnership on board

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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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And now to something different...

Inputs from experienced Interreg North Sea project people

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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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GO THE EXTRA MILE

Time to think about the next leg of your journey!

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Your key takeaway

SLIDO.COM: #TakeUP

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

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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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And now....

EVALUATION TIME

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Before you go….

Make a pledge to yourself

©Wena Vega/Sketchify via Canva.com

Good luck on your journeys!

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