

# Capitalisation and networking as tools against Climate Change

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EU Green Week, OPCC workshop on Climate Change  
in European Cross Border Regions – online session  
3 June 2022 | Zoom

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**“Work so hard that people think the aliens did it”**

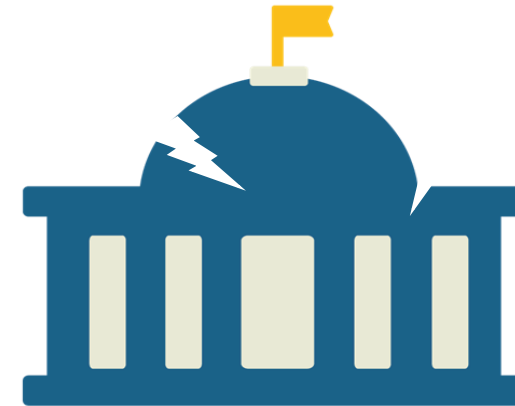


# Work smart - Capitalisation



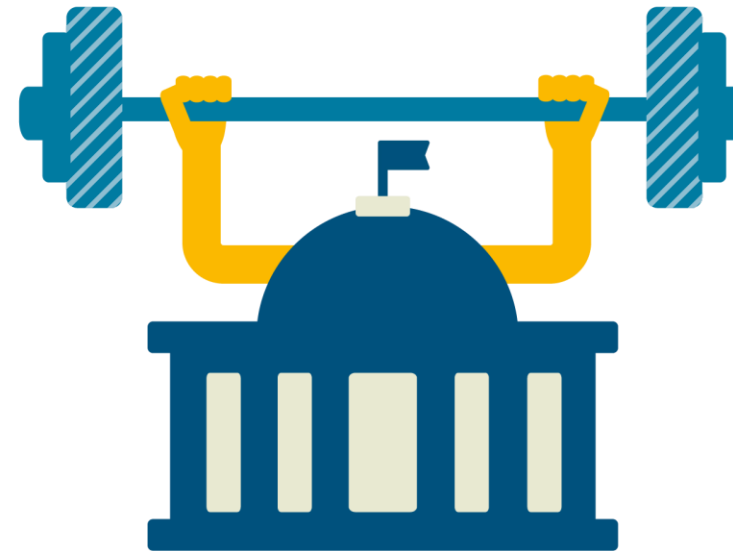
# A stupid project

- Narrow perspective
- Works in isolation
- Builds from scratch
- Results on local website
- A3 poster on the door
- Few people reached
- After closure, dies



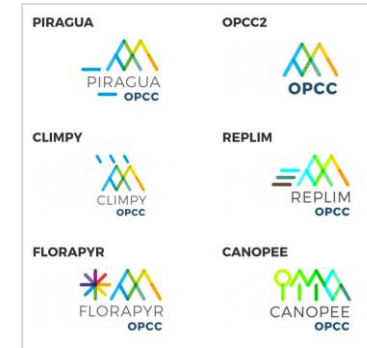
# A smart project

- Broad perspective and context
- Works with others
- Uses already available resources
- Shares info far and wide
- Targeted ads and social media
- Many right people reached
- After closure, lives on



# Smart Example – OPCC

- Involved entire region
- Europe-wide exchange
- Built research center from former border crossing
- Presented at the UN
- Consistent social media
- After closure, made 8 more
- POCTEFA, SUDOE, LIFE, Horizon2020 and Erasmus+



# Interact resources for working smart

1. [Library](#) on [interact-eu.net](#)
2. [KEEP.eu](#) database and [interreg.eu](#) stories
3. [Climate Change Network](#)
4. [Online course](#) on Capitalisation
5. [Interreg Slam](#) competition



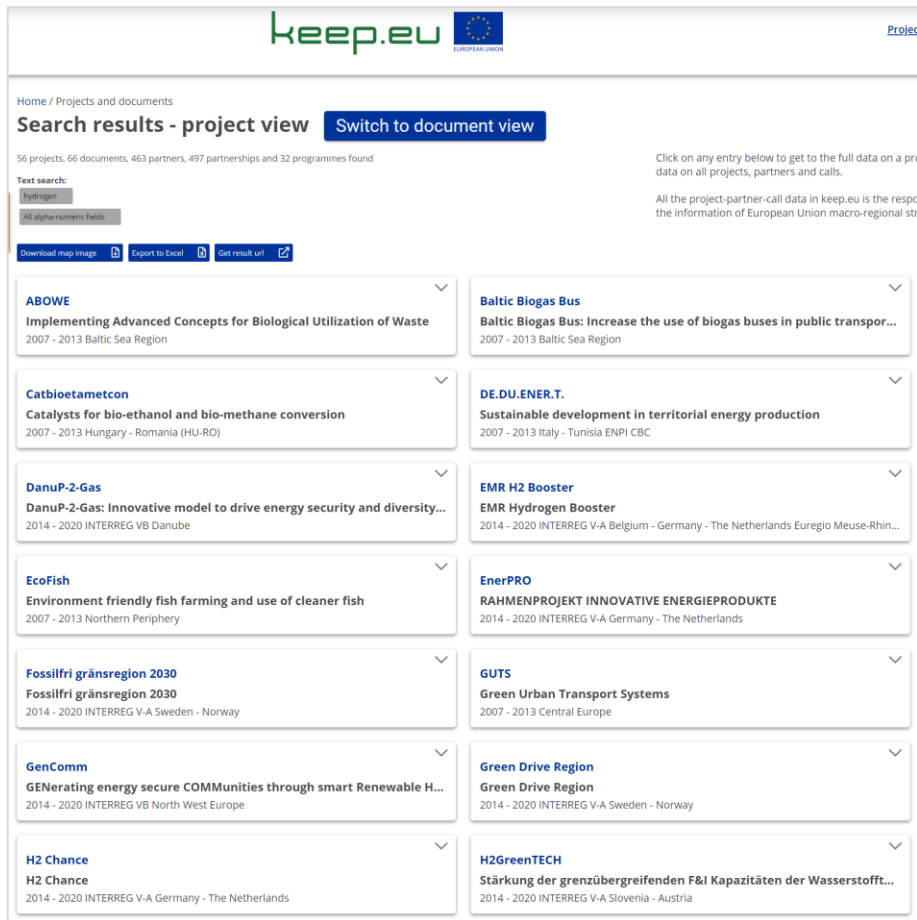
# 1. Library

- [www.interact-eu.net/library](http://www.interact-eu.net/library)
- Management Guide
- Capitalisation Toolkit
- Repository of best practices
- Presentations from trainings
- Videos



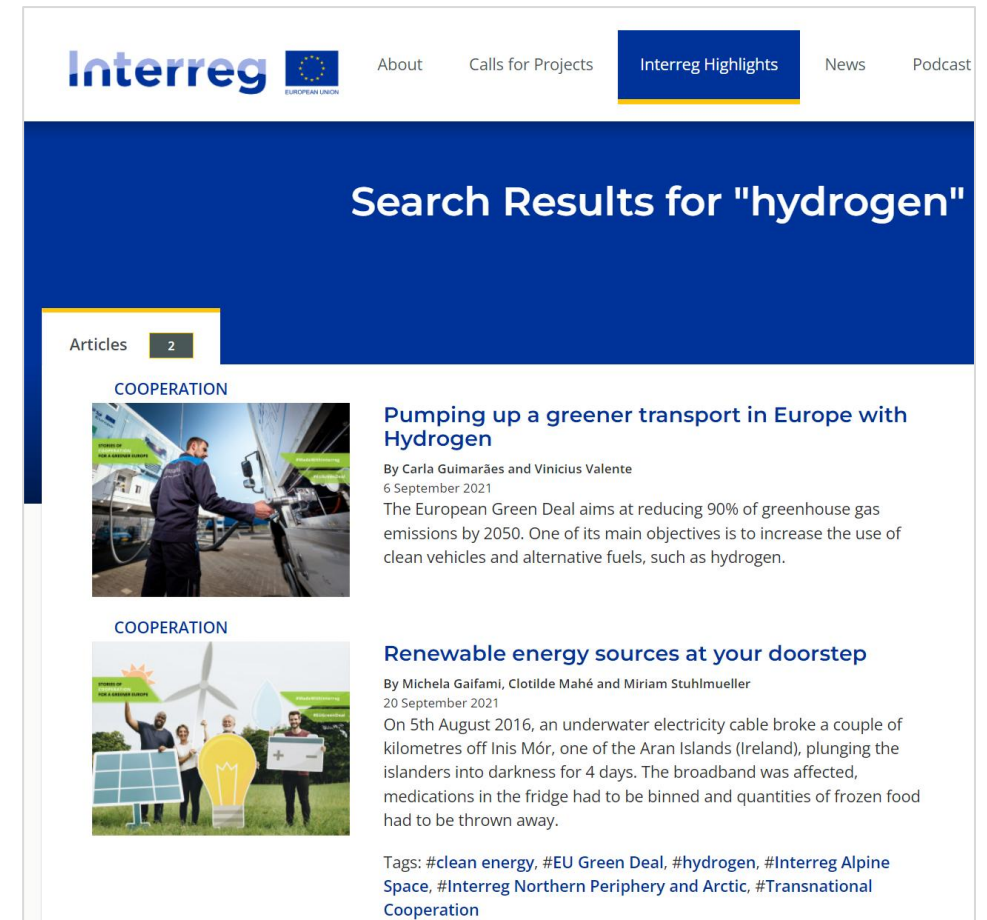


# 2. Keep.eu database and Interreg.eu stories



The screenshot shows the keep.eu website interface. At the top, there is a search bar with the text 'hydrogen' entered. Below the search bar, there are buttons for 'Download map image', 'Export to Excel', and 'Get result url'. The main content area displays a grid of project cards, each with a title, subtitle, and region information. The projects listed include:

- ABOWE**: Implementing Advanced Concepts for Biological Utilization of Waste (2007 - 2013 Baltic Sea Region)
- Baltic Biogas Bus**: Baltic Biogas Bus: Increase the use of biogas buses in public transport... (2007 - 2013 Baltic Sea Region)
- Catbioetametcon**: Catalysts for bio-ethanol and bio-methane conversion (2007 - 2013 Hungary - Romania (HU-RO))
- DE.DU.ENER.T.**: Sustainable development in territorial energy production (2007 - 2013 Italy - Tunisia ENPI CBC)
- DanuP-2-Gas**: DanuP-2-Gas: Innovative model to drive energy security and diversity... (2014 - 2020 INTERREG VB Danube)
- EMR H2 Booster**: EMR Hydrogen Booster (2014 - 2020 INTERREG V-A Belgium - Germany - The Netherlands Euregio Meuse-Rhin...)
- EcoFish**: Environment friendly fish farming and use of cleaner fish (2007 - 2013 Northern Periphery)
- EnerPRO**: RAHMENPROJEKT INNOVATIVE ENERGIEPRODUKTE (2014 - 2020 INTERREG V-A Germany - The Netherlands)
- Fossilfri gränsregion 2030**: Fossilfri gränsregion 2030 (2014 - 2020 INTERREG V-A Sweden - Norway)
- GUTS**: Green Urban Transport Systems (2007 - 2013 Central Europe)
- GenComm**: GENerating energy secure COMMunities through smart Renewable H... (2014 - 2020 INTERREG VB North West Europe)
- Green Drive Region**: Green Drive Region (2014 - 2020 INTERREG V-A Sweden - Norway)
- H2 Chance**: H2 Chance (2014 - 2020 INTERREG V-A Germany - The Netherlands)
- H2GreenTECH**: Stärkung der grenzübergreifenden F&I Kapazitäten der Wasserstoff... (2014 - 2020 INTERREG V-A Slovenia - Austria)



The screenshot shows the Interreg.eu website interface. At the top, there is a navigation menu with 'Interreg Highlights' selected. Below the navigation, there is a large blue banner with the text 'Search Results for "hydrogen"'. Underneath the banner, there is a section for 'Articles' with a count of '2'. The first article is titled 'Pumping up a greener transport in Europe with Hydrogen' and is categorized under 'COOPERATION'. The second article is titled 'Renewable energy sources at your doorstep' and is also categorized under 'COOPERATION'. The articles include author names, dates, and short summaries of the projects.

**Articles** 2

**COOPERATION**

**Pumping up a greener transport in Europe with Hydrogen**  
By Carla Guimarães and Vinicius Valente  
6 September 2021  
The European Green Deal aims at reducing 90% of greenhouse gas emissions by 2050. One of its main objectives is to increase the use of clean vehicles and alternative fuels, such as hydrogen.

**COOPERATION**

**Renewable energy sources at your doorstep**  
By Michela Gaifami, Clotilde Mahé and Miriam Stuhlmüller  
20 September 2021  
On 5th August 2016, an underwater electricity cable broke a couple of kilometres off Inis Mór, one of the Aran Islands (Ireland), plunging the islanders into darkness for 4 days. The broadband was affected, medications in the fridge had to be binned and quantities of frozen food had to be thrown away.

Tags: #clean energy, #EU Green Deal, #hydrogen, #Interreg Alpine Space, #Interreg Northern Periphery and Arctic, #Transnational Cooperation

# 3. Climate Change network

- Great results in 2014-2020
- Plans to grow in 2021-2027
- “Greener Europe” network\*
- E-book, videos, project visits, trainings
- Representation on an international level



# 4. Online courses

- Capitalisation - coming soon
- Digital Storytelling
- How to lobby for your results
- Making your writing work
- Communication for beginners
- Etc.

 <p><b>10 common mistakes in digital communication</b> Estimated Time: 2 hours</p>	 <p><b>Digital storytelling</b> Estimated Time: 1 hour</p>	 <p><b>E-mail newsletters</b> Estimated Time: 1 hour</p>	 <p><b>Inter-programme capacity and competence</b> Estimated Time: 8-10 hours</p>	 <p><b>Interreg programme management 2014-2020 for beginners</b> Estimated Time: 7-8 hours</p>	 <p><b>Introduction to designing presentations</b> Estimated Time: 45 minutes</p>
 <p><b>Evaluation made easy</b> Estimated Time: 24 - 30 hours</p>	 <p><b>Evaluation: what to consider for a good start to 2020+</b> Estimated Time: 4 hours</p>	 <p><b>Facebook for Interreg</b> Estimated Time: 1 hour</p>	 <p><b>Introduction to facilitation skills</b> Estimated Time: 45 minutes</p>	 <p><b>LinkedIn for Interreg</b> Estimated Time: 1 hour</p>	 <p><b>Making your writing work</b> Estimated Time: 1 hour</p>
 <p><b>Google Analytics</b> Estimated Time: 45 minutes</p>	 <p><b>How to lobby for your Interreg results?</b> Estimated Time: 1 hour 30 minutes</p>	 <p><b>Instagram for Interreg</b> Estimated Time: 1 hour 30 minutes</p>	 <p><b>Novelties in Interreg VI revealed</b> Estimated Time: 7 hours</p>	 <p><b>Online interactions and Internet trolls</b> Estimated Time: 35 minutes</p>	 <p><b>Programme communication for beginners</b> Estimated Time: 5 hours</p>

# 5. Interreg Slam – apply by 6 June

**400.000+**

people reached

**27.000+**

likes / shares & comments

**152**

competitors in 2021

**20**

different programmes





# Resources summary

1. Digital library: [expert publications](#)
2. Keep.eu + Interreg.eu: database + inspiration
3. Thematic network: [community and networking](#)
4. Online course: [practical knowledge](#)
5. Interreg Slam: [visibility, coaching, video](#)



# Cooperation works

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All materials will be available on:

[www.interact-eu.net](http://www.interact-eu.net)

