

3rd Feedback seminar -mainstreaming – transfer - liaising -
February 04th 2022, Videoconference
10.00 am – 12.00 am GMT Paris, Madrid

Welcome and update on background

After a quick reminder on the submission of the programme an outlook on the [first call on governance](#) was given.

The topic of the workshop was summarised as “Transfer of project results and outputs between project partners and outside of the project community; Mainstreaming of project results into programmes and strategies including liaising activities with stakeholders supporting transfer and mainstreaming activities.”

Experiences from Panoramed WP9 Mainstreaming

In an introduction was mentioned that Panoramed had a whole work package dedicated to mainstreaming. In the first phase horizontal projects (HP) were building up communities and processing the results, while transfer and mainstreaming were in the center of activities of the second generation of HPs. Here Panoramed supported HP's and strategic projects (SP) with its experience of mainstreaming from the governance side, which is an example of what will be expected from upcoming governance projects for the next period. It includes flexibility and also the option to adapt and adjust the workplan on the way.

The mainstreaming WP leader summarised the approach:



What is mainstreaming?

A process aimed at:

- Improving the sharing of projects' outputs and results with other partners in other regions, other countries, other programmes...
- Improving the quality and impact of projects, in particular to influence public policies

What added value for project partners?

- To be more visible, to have wider audience and better results
- To increase projects capacities by taking part in regional, national, transnational networks and communities



Who is concerned by mainstreaming ?

givers

- **Projects producing highly valuable and replicable outputs** ("modular projects") – Production of knowledge, technical tools, services, methods, processes...
- **Projects dedicated to animate, share and promote these outputs** ("Governance projects" – *Thematic Community and institutional dialogue projects*) – actions such as events, seminars, workshops, communication activities

takers

- **Any operational or institutional partner** willing to be informed or to take part in a mainstreaming/sharing process





What to keep in mind for an effective mainstreaming ?

- **Modular projects must be committed to a mainstreaming/transfer approach** (willingness and capacity (time, budget...) to share experience and outputs produced by each project...)
- **Projects must be sensitised to networking and community building process** (to take part to networking/exchanging activities beyond projects partnerships)
- **The smooth implementation of the process must be ensured with mid-long term perspectives** (animation, role of communities, networking and "governance projects"), and preferably with technical and financial support. The context of the taker needs to be considered in this perspective.



Indicative methodological framework

- **Communication is key for mainstreaming/transferring activities**
– to work closely with communication managers
- **Not all outputs have the same mainstreaming/transferring potential** – To be targeted and focused with realistic objectives
- **The mobilisation of target groups (Takers) require time and adaptability.** Networks, communities play a key role to mobilise them
- **Importance of well structured implementation and monitoring process** (roadmaps, transfer plans...)



Concrete steps for 2021-2027

- **Use existing knowledge and documents** (Joint secretariat, Horizontal and Strategic project partners, Factsheets + INTERACT programme...)
- **Get closer, formally or informally, to existing networks and communities**
- **Identify lead partners and partners for future projects**
- ...

In a first feedback round a question raised the clarification of the difference between Mainstreaming and Transferring/capitalizing.

It was answered in the sense that capitalization was one of the first, more general terms used for quite different actions, starting from the basics like the identification of the outputs, the creation of a library and show what has been produced, while transfer more concretely refers to the fact of how to help partners to use tools developed by first user partners. Mainstreaming is a still more ambitious concept: translate the projects' outputs into policies.

Another feedback contribution suggested that target groups should also be 'givers' - contributing to project scoping at the application stage. It also emphasized the importance to involve stakeholders from the beginning, even if they are not project partners.

A question concerning the construction of potential partnerships was referred to the following testimonials and the applicant seminar scheduled for 10/02.

The JS added to this that governance projects will support thematic projects for the mainstreaming process, while for transfer projects the interaction with taker-partners is decisive. The number of partners and skills needed will depend on the type of project. The role of National Contact Points and the [results amplification strategy](#) for the mainstreaming process was highlighted. Performant stakeholders should spread the results beyond the projects. The guidance given by the result amplification strategy is of particular interest for the future governance projects.

The added value of the participation of local and regional authorities has been confirmed by the JS.

How have potential “takers” of project results been identified?

Testimonial by Blue Growth Community:

The project started in 2016 and the second phase, in 2019. During the current phase the community is composed by 4 modular and 3 strategic projects. The project's plan was to set up an advisory board mainly composed by associated partners and externals and after the identification of transferable tools, set up thematic working groups - the first one for marine and renewable energies. The working groups were encouraged to use the existing “marina platform”, already used by several projects and programmes. However, the experience was not that successful – even if some experts had registered, the interaction was difficult. Takers of results were then identified through the CPMR (project partner)-

intermediterranean-commission network. Information meetings on the identified tools were organised with quite high interest.

Also, the importance for stakeholders to have sessions in their national languages should be mentioned. Then a transfer training event was organised to trigger the commitment for the mainly territorial stakeholders to uptake the tools. This step however was much more complicated, as obstacles for implementation e.g. lack of resources or lack of time became apparent. Some time passed for appropriation and re-adaptation of the approach: We realised that in order to transfer the tools successfully and to mainstream them, we must appropriate them ourselves. Thus, one project partner (PP) is in the process of adoption of the Blue Crowdfunding tool, another PP works himself with the tool for the set-up of a maritime cluster. The first experience of this new approach is encouraging – as both PP are in touch with stakeholders preparing the transfer of these tools.

Testimonial by Green Growth Community

Our experience is linked to the thematic groups we created, which were connected to an identified common topic: circular economy. The identification of a common topic helped to focus the interest of potential takers. The project proceeded first with a mapping of relevant green growth policies, including strategies by different territorial authorities in the Mediterranean. This led to an outlook of the situation and the advancement of the different actors, providing in a further step a feedback on potential “takers” to contact (this analysis can be found on the [website](#)). Meetings with the authorities to assess, which regions were most prepared to take up transfer and mainstreaming processes, resulted in the identification of e.g. the autonomous community of Aragon. In a next step trainings and demonstrations on how to use the tools were organised together with the National Contact Point in Spain, so that the takers-stakeholders could have an idea on how to deploy the implementation in the targeted companies. A successful transfer opened the path to mainstreaming by upscaling the results to an institutional level. On a still higher scale, the Union for the Mediterranean has been very interested in the results and the project contributed with feedback on the implementation of the “[2030GreenerMed](#)” Agenda. A concluding observation is that networks and partners with good connections to Mediterranean initiatives could be considered key partners for the transfer and mainstreaming process.

Testimonial by Social and Creative community

Mainstreaming just started as until now the focus was mainly on transferring activities. As mainstreaming is a long process, it can exceed the project runtime.

Three phases could be identified: 1) From project results to potential applications, 2) From potential applications to real or realistic configurations of possible solutions 3) From tested applications to permanent configurations of the new solutions to have effects on the underlying policy actors, processes and services.

The goal is to create a collection of outputs to be mainstreamed at regional and national levels.

The following steps are identified to make the process concrete :

- Innovative policy templates have been developed
- a sort of representation of policy processes, on which there is the intention to intervene.

An additional working group has been established to identify the policy processes, the policy makers are interested in.

How can givers be motivated to participate in the transfer and mainstreaming process?

Testimonial by SMARTMED

The [smart tourism business model](#) was the most tangible and operational result to be transferred. The partners' commitment consisted of a permanent exchange process and provision of information for the different regions and countries involved in the project. Based on the inputs a need analysis was made for the Med regions that participate in the project. Engaging givers with the mentioned tool helps to build ownership of the results, thus motivating them to take part in transferring. Other developments concern an e-learning platform: Here training materials and activities help to transfer the knowledge about the business model.

Also, here the project relies on its philosophy of collaboration and involvement of all partners leading to ownership. The approach was completed by workshops and events. The e-learning platform has been created as a tool supposed to support the transfer of results after the end of the project.

Testimonial by the Sustainable Tourism Community (SusTour)

SusTour pointed out that with the number of outputs produced (action plans, models, methodology) there is consequently a diversity of tools. The givers' motivation depends on the type of giver (e.g. university, public authority) and the tool. As an example, SusTour experienced that in the case of givers linked to the academic world, further developing a methodology could be seen as a motivation. For public entities the giver motivation is more difficult to assess – here funding could be an important incentive. Another observation is that a solid vision on the use of outputs during or

after the projects can help the givers to commit to the project participation as they can design their strategies accordingly. So, it is important to establish the givers' motivation already during the application procedure. It is related to the long-term vision. To engage before the actual engagements. Givers should be involved and motivated since the application phase.

In that context JS recalled that the last call of the ongoing period was a specific call focusing on mainstreaming and transfer of results that were already tested to more potential beneficiaries and by this to enlarge the community of practice.

The subsequent feedback session addressed the following topics:

- The importance to clearly identify givers and policies from the beginning in order to have impact was emphasized. This could be achieved e.g. by a capacity building event
- Seminars and living labs are suggested to reach givers and involve them. BESTMED project referred to an experience that showed the importance of a platform for data management and collection and is now creating sustainable tourism observatories
- Blue Growth points out the systematic identification of initiatives on the target topic e.g. by mapping local policies and open consultations. This has contributed to involve policy makers even during the pandemic time and allowed to keep the mainstreaming activities alive.
- To this point Urban Transport Community (UTC) contributed with the experience of mapping of policy targets at EU, regional and local levels. Hereby it turned out that the local level was the most challenging. Moreover, a crossing exercise between EU policy targets and project outputs showed strong topics where the community could contribute with key messages.

JS summarised the feedback on Mainstreaming – Transfer and liaising activities.

Mainstreaming – Transfer - Liaising – some examples for activities

Build transfer and
mainstreaming communities
on top of existing
communities

Consider cost of implementation for
each tool and the operational needs
for its development and
maintenance.

close communication giver –
receiver: exchanges, workshops,
training

Mapping

**coordination
mechanisms/
PCG**

indications to modular projects
on how to prepare their projects
and result

define replicability conditions

Institutional dialogue projects
should identify potential
receivers and their priorities

With a final remark by SusTour that costs for transfer are comparatively low
the seminar was concluded.