

In 2019-2021, thanks to the project Epicah, the **Cross-border Programme Italy-France Maritime 2014-2020** succeed to improve its management by implementing the change in the process of capitalization of the Programme.

The capitalization as a process was already previewed by the IT-FR Maritime Programme in its previous programming period (2007-2013). However, there were some lacks in this process, highlighted by EPICAH in the SWOT analysis. The good practices of EPICAH partners, acquired during the interregional learning activities, demonstrated that creation of integrated products, systems and offers, as well as cross-border tourism strategies can be facilitated by combining different projects (cultural, business, tourism...) in a network, which then requires to be guided and supported in the process of development of coordinated synergies. The lesson learned helped ASEV (the Italian partner of Epicah) to formulate an idea on how to improve effectiveness of the programme management by facilitating and enhancing dialogue and connections between different projects and sectors of the Programme in order to foster joint strategies for development, and creation of complimentary tourism offers.

The capitalisation meetings implemented in 2019-2020 among the representatives of two poles of the Programme: 'Sustainable tourism' and 'Conservation, protection and development of natural and cultural heritage' not only permitted to identify possible capitalization actions, economies of scale among the ongoing projects, and possible re-use of the projects' products, but also helped to develop a methodology for guided capitalization in order to offer a possibility to other poles of the Programme to activate the capitalization. By the end of 2021 all six poles of the Programme were involved in the capitalisation process following the proposed methodology. As a result of this policy change, the ongoing projects are improved; the impact of finalised projects is valorised and maximised; inefficient use of the Programme resources is reduced thanks to both re-use of the outputs of other projects (either ongoing or those already ended) by the ongoing projects, and an encouragement of networking and collaboration between ongoing projects on the topics of common interest.

Moreover, in 2020 the MA designed and published a call for expression of interest aimed, among other, at financing the capitalization activities and projects dedicated to the development of integrated products (like a common tourist brand of the Maritime area for eco-tourism products). Therefore, the residuals of the Programme (underspending reported by the previous projects) can now be used efficiently, what also previews encouragement of capitalization processes in different areas of the Programme.