



# Communication Country Team - Interreg



*10 December 2024*

# Agenda

1. Operations of Strategic Importance - follow up of the letter & how it works in practice in DG REGIO
2. New European Bauhaus
3. Summary of INFORMEU in Seville
4. 2014-2020 closure
5. InterregGO!

# Operations of Strategic Importance

# Operations of strategic importance



## Communication operations of strategic importance in 2021-2027: a practical toolbox

- A support tool covering relevant operations of strategic importance provisions
- Translations to all EU languages

# Operations of strategic importance – SFC2021

Two modules in SFC2021 under “Visibility, transparency and communication”:

- Information of selected operation of strategic importance
- Invitation
- So far from Interreg:
  - ✓ 53 fiches of OSI selected
  - ✓ 12 invitations to OSI related event

# Operations of strategic importance – letter

- Responsibility of Member State, MA/JS and beneficiary to highlight the EU support
- EC will capitalize on those visibility activities
- Format: event, campaign, inauguration, visit, competition, workshop
- Important:
  - ✓ communication officer proactively pre-cook with the beneficiary OSI communication strategy
  - ✓ EU flag on site / EU emoticon-emblem in social media
  - ✓ press note
  - ✓ close cooperation with local media
  - ✓ invitation
  - ✓ #CohesionPolicy #Interreg

# New European Bauhaus

# New European Bauhaus

**What:** initiative of the European Union to make homes, public buildings, environment projects, open spaces, neighborhoods, cities more aesthetic, sustainable, and inclusive.

**More info:** [https://new-european-bauhaus.europa.eu/index\\_en](https://new-european-bauhaus.europa.eu/index_en)

## For action:

- monitor 2021-2027 projects to provide high resolution and social media friendly pictures. Pictures to be taken by beneficiaries, Communication officers or MA/JS colleagues going on 'road trips' or on-spot visits
- provide social media accounts of beneficiaries

# New European Bauhaus examples:

## Interreg Danube Region

- RurALL
- Culinary Trail
- NONA – New gOvernance for New spAcesEurope

## Interreg Europe

- NEBA
- PICOBELLO

## Interreg EuroMed

- URWAN: “Urban Regenerative Water Avant-garde(N)”
- BauNOW
- Bauhaus4MED

## Interreg Alpine Space

- COOLALPS
- SmartCommUnity
- FRACTAL

## Interreg Baltic Sea Region


- BSR Cultural Pearls
- KidsLikeUs
- Liveability: Designing public services for resilient neighbourhoods
- CCI4Change
- CCC: Creative Circular Cities


## Interreg Northern Periphery and Arctic


- Bauhaus Goes North

# New European Bauhaus



## Example: Interreg Alpine Space


**New European Bauhaus**

22,370 followers  
2mo • Edited • 


 Building a Smarter Future for Alpine Regions

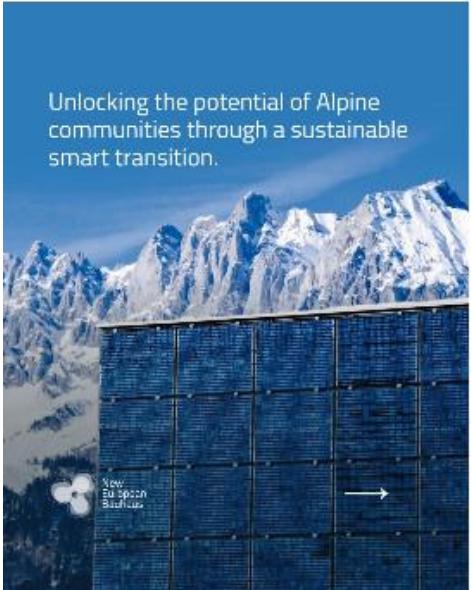
Rural and mountain areas often face depopulation and economic stagnation due to a lack of digital infrastructure. The SmartCommUnity project, led by the University of Ljubljana and co-financed by the EU (Interreg Alpine Space 2021-2027), is set to reverse this trend by bringing innovative digital solutions to Alpine communities, making them more attractive for both living and working.

Through close collaboration with the European Strategy for the Alpine Region (EUSALP), the project aims to build the capacity of Alpine areas, providing them with the digital tools and  skills they need for a smart transition. These tools will help local communities develop sustainable and resilient solutions, with an emphasis on community involvement and sustainability, aligning with the  New European Bauhaus initiative.

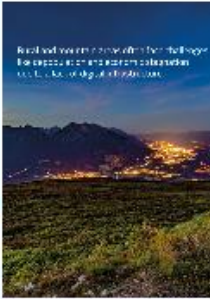
SmartCommUnity pioneers innovative solutions, such as gamification and civic tech, to foster local engagement and  networking. By showcasing the success of these efforts, the project hopes to inspire other Alpine areas to adopt a smarter, greener approach and encourage policymakers at all levels to embrace the vision of a forward-looking Alpine community.

[#NewEuropeanBauhaus](#) [#EUinMyRegion](#) [#Interreg](#)


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Unlocking the potential of Alpine communities through a sustainable smart transition.



Realised smart solutions for the Alpine region mean better living and working conditions.



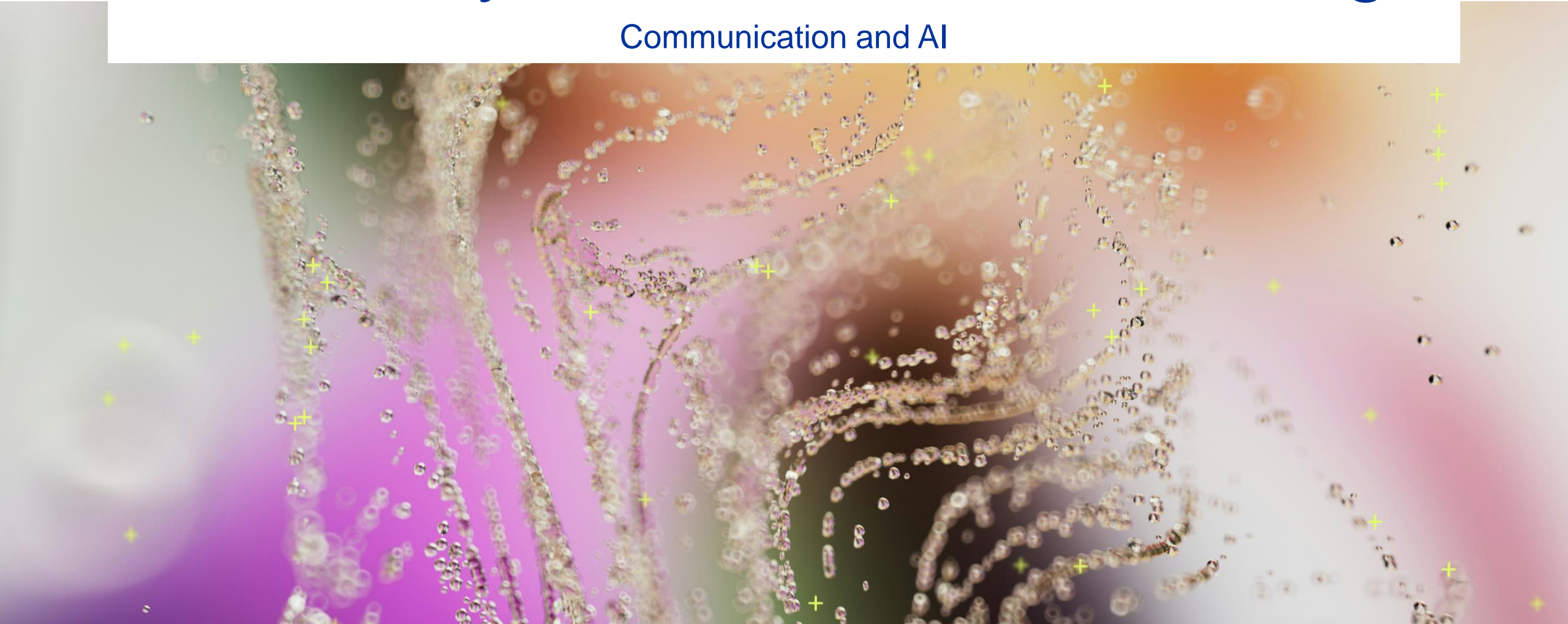
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European  
Commission

# Summary of the InformEU meeting

Communication and AI



## Theory

Benefits of AI

Concern and consequences

Are safeguards in place?

Role of the public sector

EU AI act

Parallel lectures

## Practice

AI can improve our work

- Communication strategies, press releases, trainings, public events, social media, messaging
- Task automation, workflow optimization, problem solving, custom applications

Market place of communication ideas

## Recommendations

Test and use AI

AI tool recommendations

Share experiences: “Weekly AI coffee”

“Made to stick”

All presentations are available: [https://ec.europa.eu/regional\\_policy/whats-new/conferences/inform-network/inform-20112024\\_en](https://ec.europa.eu/regional_policy/whats-new/conferences/inform-network/inform-20112024_en)



# Take-aways

- In order to **build long-lasting social acceptance of the EU of the citizens**, communication of the EU cofinanced (Interreg) projects should show the relationship between the project implemented and the development objectives of the European Union. Ask yourself: what was the reason that EU (Interreg) cofinances this particular local project?
- Encourage further professionalization of the communication officers to create valuable and attractive content
- Give prominent role to visibility issues: put communication on the agenda not as last point of the agenda or under AOB.

# 2014-2020 closure

# 2014-2020 closure campaign

**Aggregated achievements of your respective programmes** which the Commission would then transform into visuals, articles and share.

[https://ec.europa.eu/regional\\_policy/whats-new/newsroom/10-01-2024-the-festive-closure-2014-2020-event-of-the-interreg-estonia-eu-external-border-programme-in-mooste-estonia-celebrated-achievements-and-new-beginnings\\_en](https://ec.europa.eu/regional_policy/whats-new/newsroom/10-01-2024-the-festive-closure-2014-2020-event-of-the-interreg-estonia-eu-external-border-programme-in-mooste-estonia-celebrated-achievements-and-new-beginnings_en)

## **First 2014-2020 closure event: Interreg Estonia - EU external border programme**

On 28 August 2024, the Interreg Estonia - EU External Border Programme celebrated the successful closure of the 2014-2020 programming period. The event, titled "Chapter Complete: Celebrating Endings and New Beginnings," took place in Mooste, Estonia. The gathering brought together beneficiaries, partners and EU institutions representatives.

[more](#)



# InterregGO!

# InterregGO!

Participation limited to 3 representatives for Managing Authority / Joint Secretariat, remaining places assigned by invitation only.

Therefore, the purpose would be to:

- ✓ Inform that InterregGO! is taking place
- ✓ It's a harvesting event for Interreg post 2027 consultations
- ✓ Encourage: "Have your say, participate in the ongoing consultation in your area!"
- ✓ Results will be announced in March 2025 at the InterregGO! event
- ✓ Link to the event website: [Inforegio - Interreg GO 2025 \(europa.eu\)](https://info-regio.europa.eu/interreg-go-2025)

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