

A new chapter for collaboration, communication and impact

# The revamped Interreg.eu website and social media.

Eva Martínez, Rosa Escamilla, Elisa Bertieri, Alejandro Nievas | Interact | 10.12.2024

**Interact**



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# Agenda

01

Walk through  
some of the  
new  
Interreg.eu  
features

02

How to  
review and  
refine your  
programme's  
content

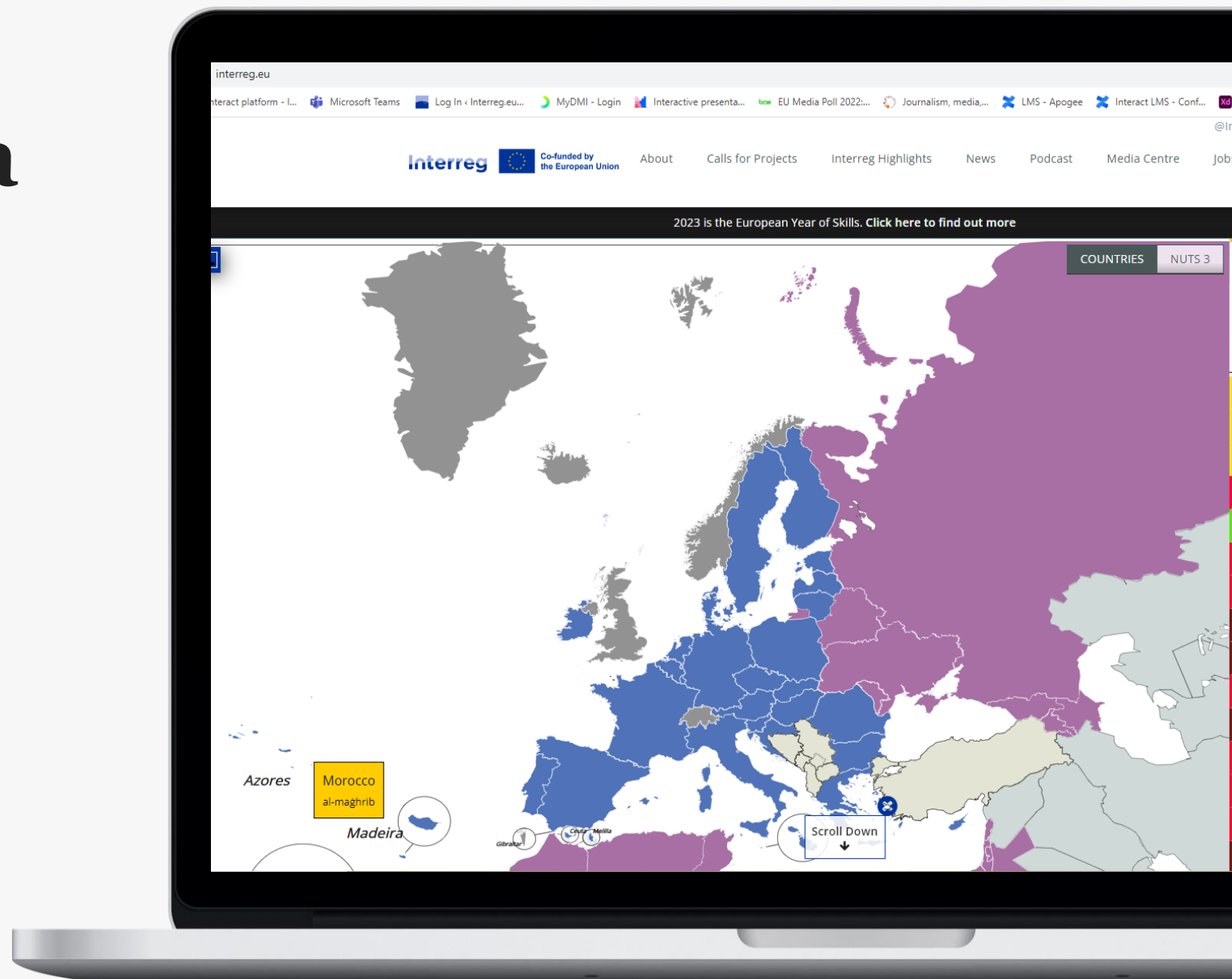
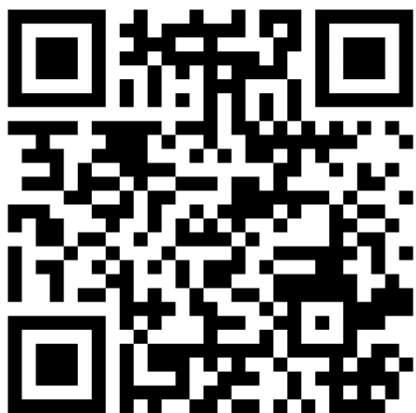
03

Stories and  
campaigns  
for 2025

04

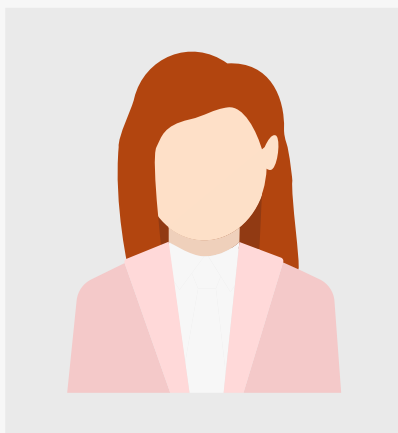
Timeline and  
next steps

# Ready for a quiz?



# Target Audience Archetypes

## The Policy maker



### Represents (examples)

- Local, regional & national policy makers
- Committee of the Regions
- EU Parliament members

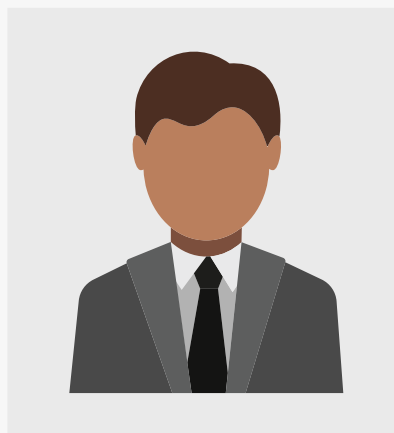
## The Decision maker



### Represents (examples)

- Ministries, national agencies, civil servants etc.
- Regional & national authorities

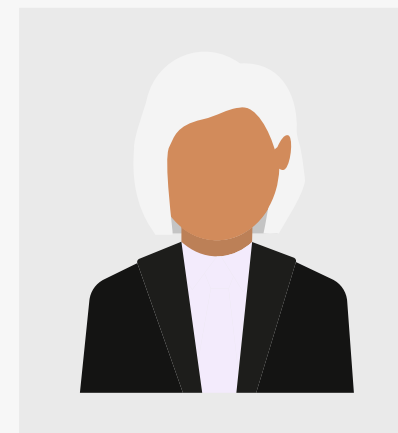
## The Potential applicant



### Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

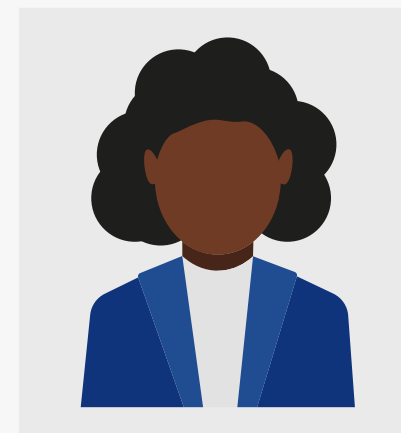
## The Beneficiary



### Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

## Staff working in Programme Joint Secretariats



### Represents (examples)

- Joint Technical Secretariat
- Communication Managers
- Communication Officers
- Head of Joint Secretariat

# Strategic Objectives



## Clearly establish Interreg's brand

Why, what and how



## Relevance and impact

Showcase societal impact of Interreg in the territories



## Overview of programmes

Easy understanding of programmes and access to applicants to funding information.



## Engage through storytelling

People and impact before numbers and stats.

# Content Principles



## Complexity fit for outsiders

Easy to understand, limited jargon.



## Impact aspect

All content should contain some evidence of impact.



## Humanised

Put a face on impact with testimonials, interviews, images.



## Emotional storytelling

Fewer descriptions and more impactful stories.

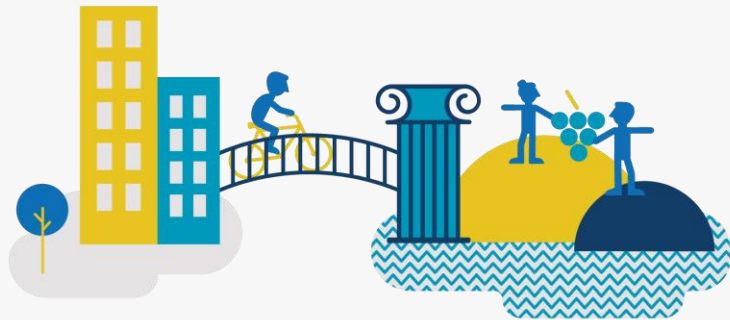


## Fit for re-communication

Understandable in 30 secs, enabling re-communication online and offline.

# Social Media landscape in the EU

**448** million  
citizens



**27** Member  
States



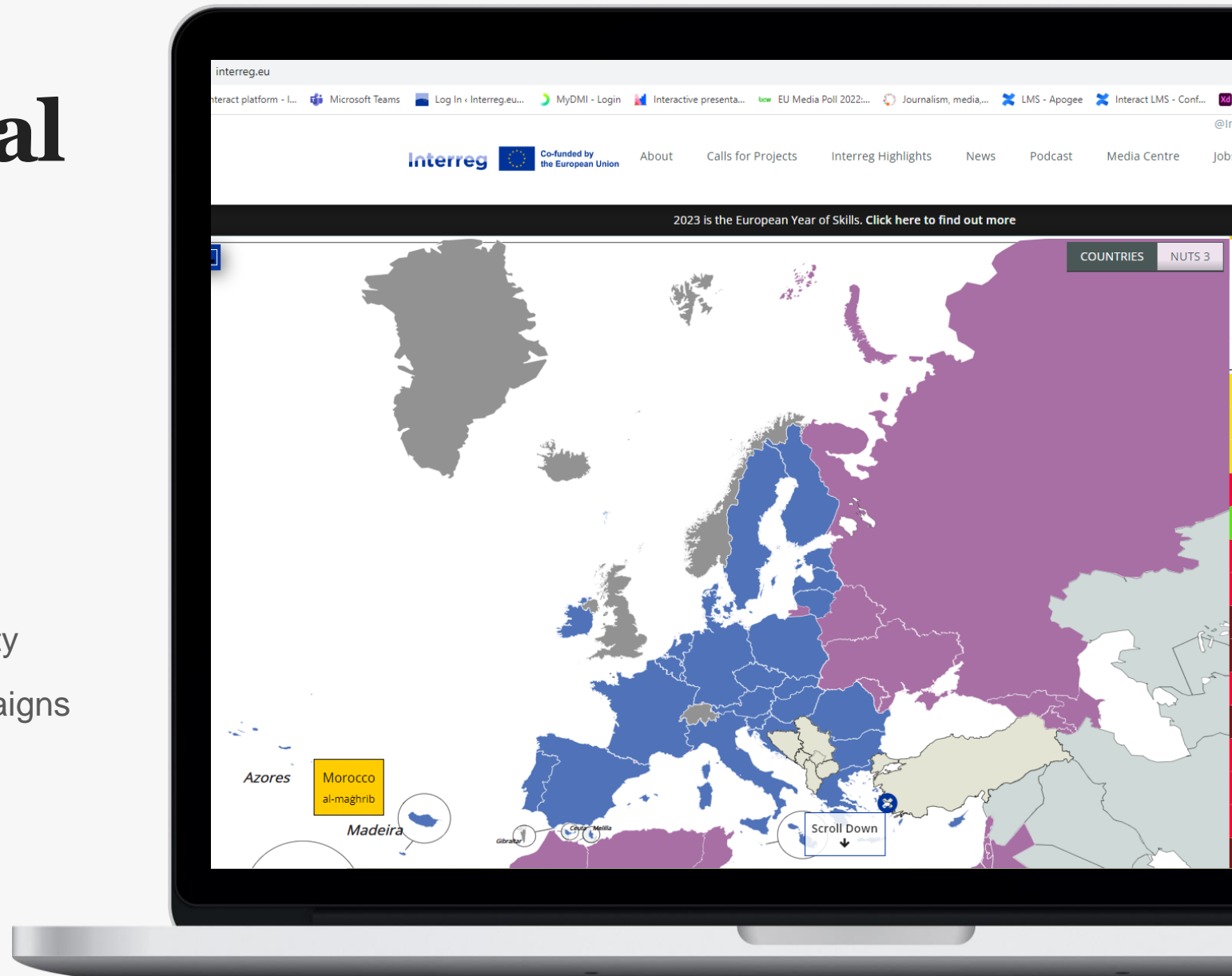
**24** Official  
languages



# Interreg.eu Social Media Channels

Managed by Interact and fueled by the **collaborative work of all Interreg programmes**, our channels serve as:

- The voice of the entire Interreg community
- The window to our communication campaigns





# Where are we represented?



@Interreg



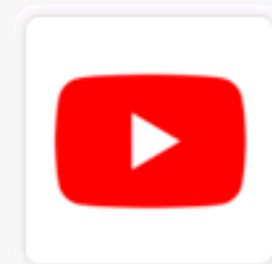
@Interreg



@Interreg\_eu



@Interreg\_eu



@Interreg\_eu

With a broad vision to join new platforms!

# How the use of media has reached 100 million users



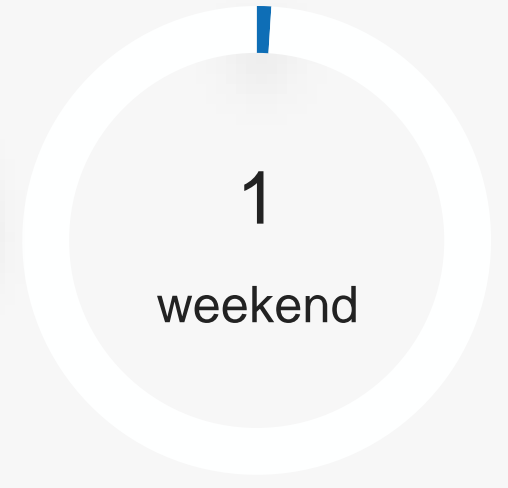
**The press**



**Radio**



**Television**



**Threads**

# Some of our most recent key figures

# LinkedIn

The average monthly follower growth rate on LinkedIn from the account's launch in September 2023 to December 2024 is approximately **66%**

**Interreg**  
3.413 seguidores  
1 semana • Editado •

The **Interreg Atlantic Area** has launched its third **#call**, allocating approximately 43 million euros to support transnational cooperation projects. Key themes of this call include: ... más

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**Interreg Atlantic Area** Co-funded by the European Union

**Call 3 Preview  
3 Thematic Priorities**

From November 25th  
To February 14th

[www.atlanticarea.eu](http://www.atlanticarea.eu)

**Interreg**  
3.413 seguidores  
1 semana • Editado •

Today, on **#MediterraneanDay**, we extend our congratulations to Dubravka Šuica, the new Commissioner for the Mediterranean, and celebrate the work of the 17 Interreg programmes making the Mediterranean greener, more ... más

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2 más

**Interreg**  
3.413 seguidores  
1 semana • Editado •

It's Black Friday ♥ and **Interact Programme** and DG REGIO, European Commission, bring you a special offer for Interreg communication experts: Two events in ... más

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**BLACK FRIDAY**

**2 IN 1**

**JOINT WEBINAR ON TWO TOPICS**

**Interreg**  
3.413 seguidores  
3 semanas • Editado •

How can wooden blocks fight ocean plastic?

Every year, millions of tonnes of plastic pollute our oceans, harming m...

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**The drift of change: Tackling ocean plastic one block at a time • Interreg.eu**  
interreg.eu

Nebojsa Nikolic y 16 personas más

Recomendar Comentar

Comentar como Interreg...

**Interreg**  
3.413 seguidores  
1 mes • Editado •

Is it possible for Interreg to organise a cross-border half marathon? 🏃 Absolutely! As part of the Drau-Drava Run project, the half marathon took place, running from Dravograd si to Lavamünd AT ... más

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**Interreg**  
3.413 seguidores  
1 semana • Editado •

t 27 Harvesting Event

days to reflect on the future of Interreg and explore proposals on seven key topics driving cooperation across Europe. Together, we're sowing ideas for ... más

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**Interreg**  
1.335 seguidores  
1 mes • Editado •

European Parliament calls for a strong territorial agenda linked to **#Interreg**

The Parliament has approved a report about the implementation of territorial development and its application in the **#TerritorialAgenda2030**.

**Interreg**  
3.413 seguidores  
3 semanas • Editado •

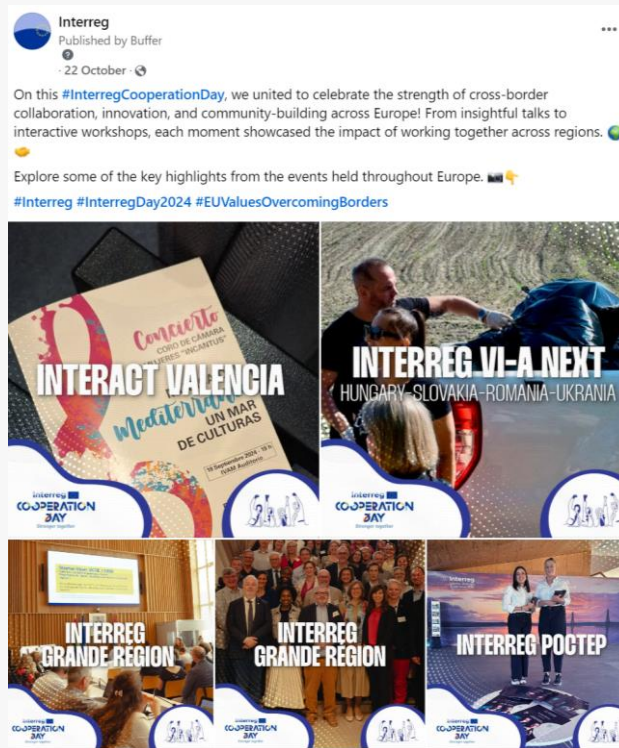
This year, we celebrated the power of EU cooperation like never before **#InterregDay2024**. With over 70 activities across 22 countries, the Interreg spirit extended beyond borders, cultures and even continents! ... más

Mostrar traducción

# Facebook

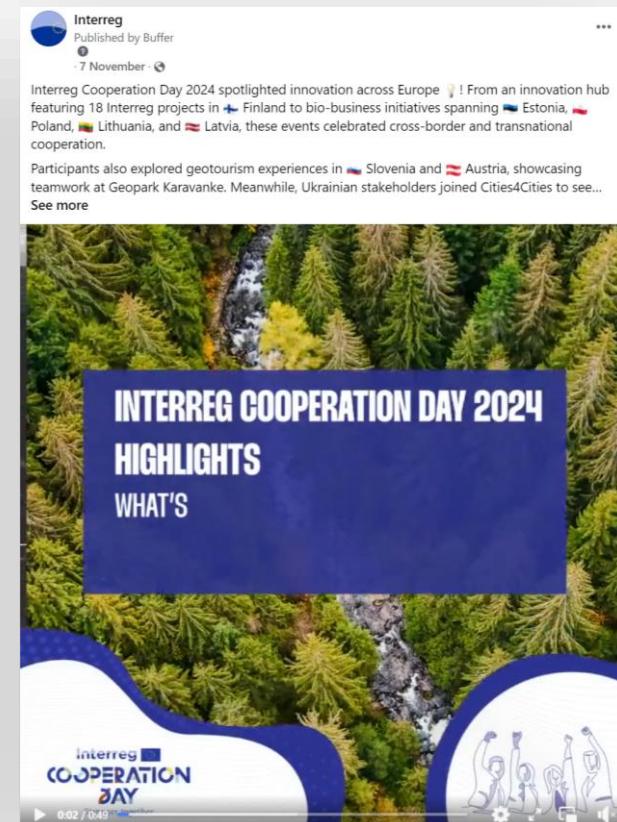
With over **17K followers**, reach is on the rise.

**2.774.631** organic reach



## Interreg Day 2024 campaign

**11.845.844** paid reach

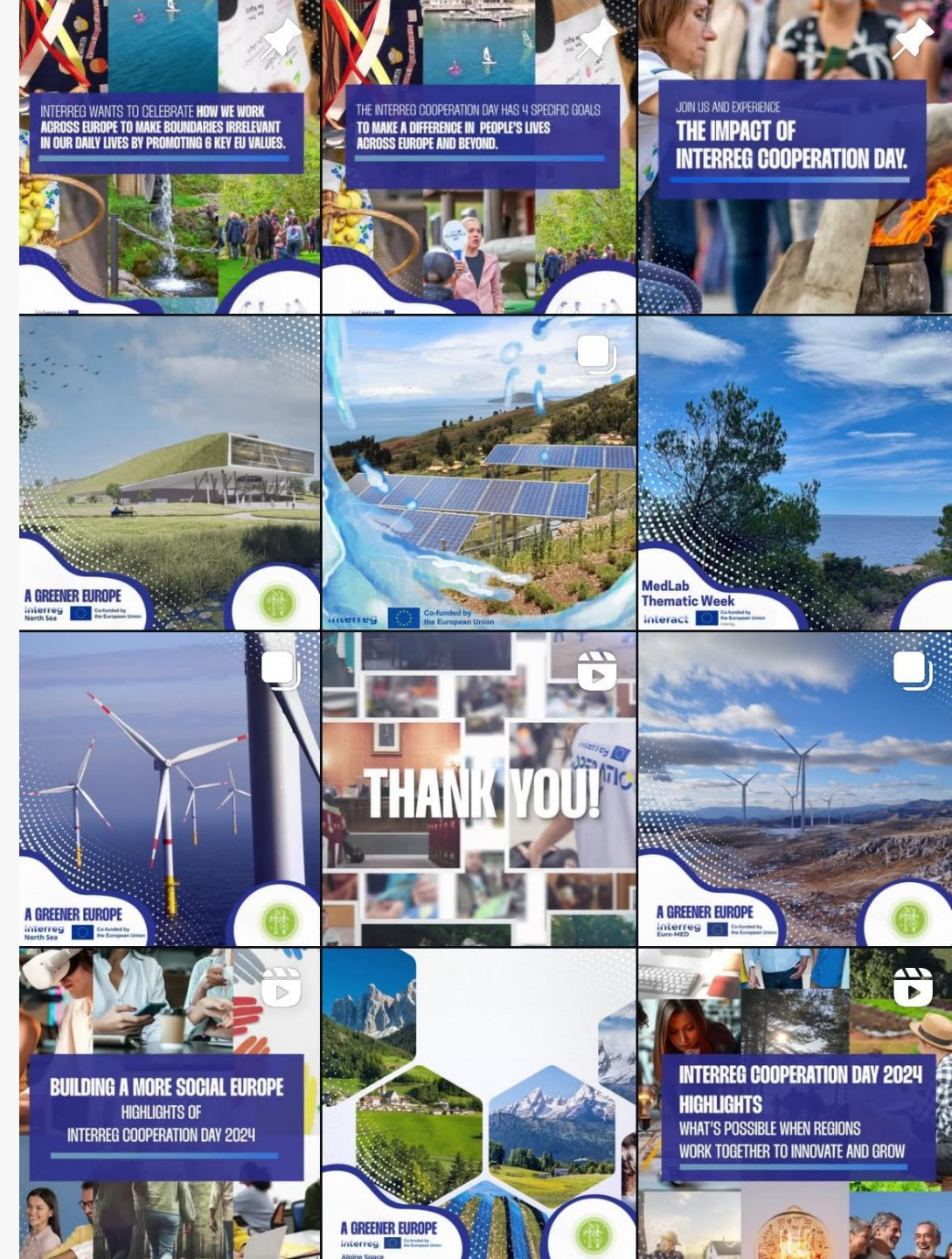




# Instagram

A safe bet for younger audiences.

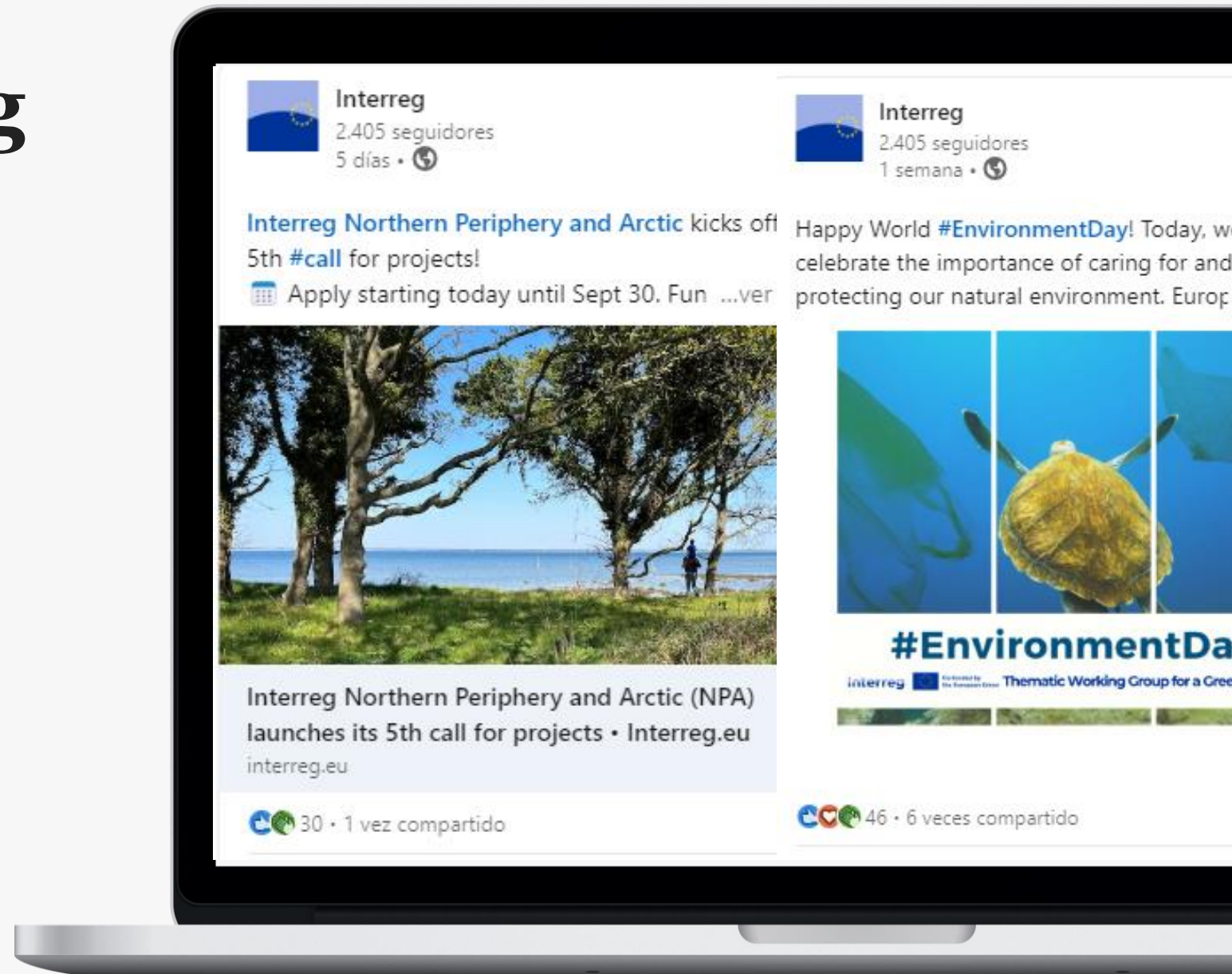
More than **40%** of our followers are between 18 and 34 years old.



# Keep sending us **content!**

[interregonline@interact.eu](mailto:interregonline@interact.eu)

- Articles and news
- Informative Campaigns
- Engaging videos
- Joint studies and reports
- Podcast
- Calls for Projects
- Open positions
- Big events



# New functionalities of Interreg.eu

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# Connection between keep.eu and Interreg.eu

Elisa Bertieri | Interact | 10.12.2024

**Interact**

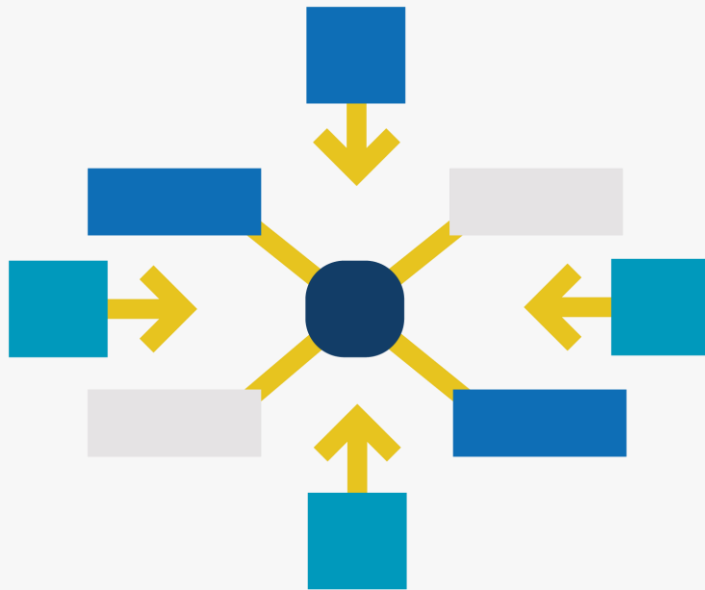


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Interreg

# Different platforms, strong connections

Keep.eu	Data oriented
Interreg.eu	Story oriented
Strong connections	Data from keep.eu available to Interreg.eu via API

**Some data  
comes from  
keep.eu e.g.**



Specific objectives



Programme's website's url

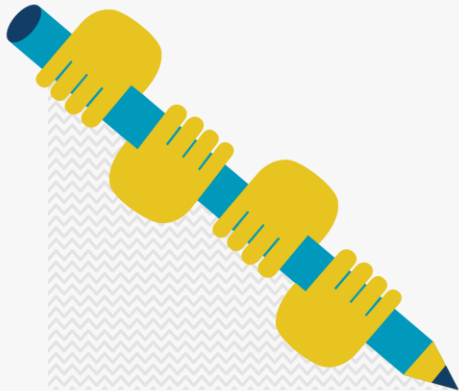


Number of projects



Call information

# Some data comes from you



Programme description



**Social Media handles**



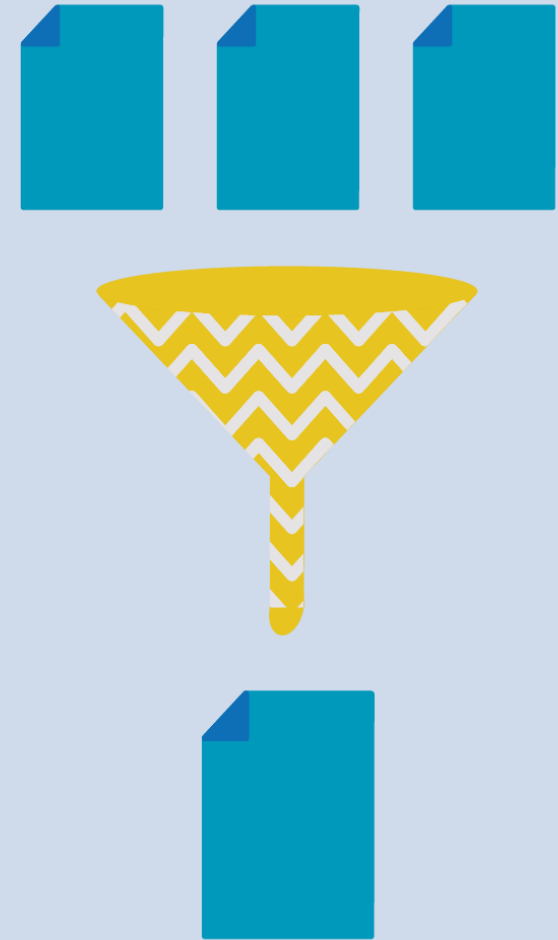
Overall ERDF already allocated to projects



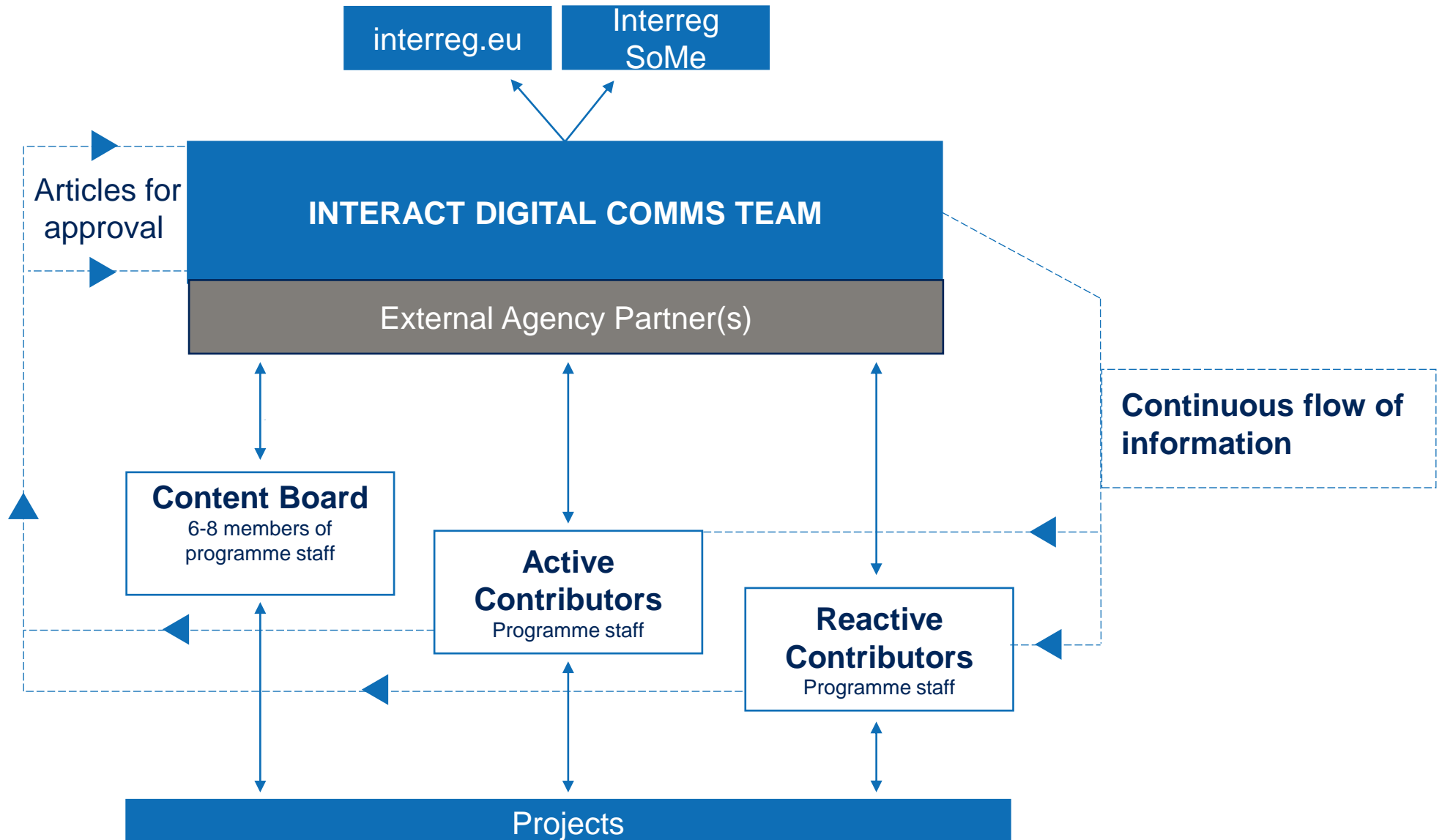
Overall ERDF still to be allocated to projects

# This is just the beginning

New developments and connections between keep.eu and Interreg.eu will come out next year.



# Governance Model



# Content planned for 2025

**Interact**



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Interreg

# Faces of Interreg

**Meet the people behind Interreg and their work.**

A short-format series introducing people from the Interreg community and their work.

Designed to foster a stronger sense of belonging and connection.

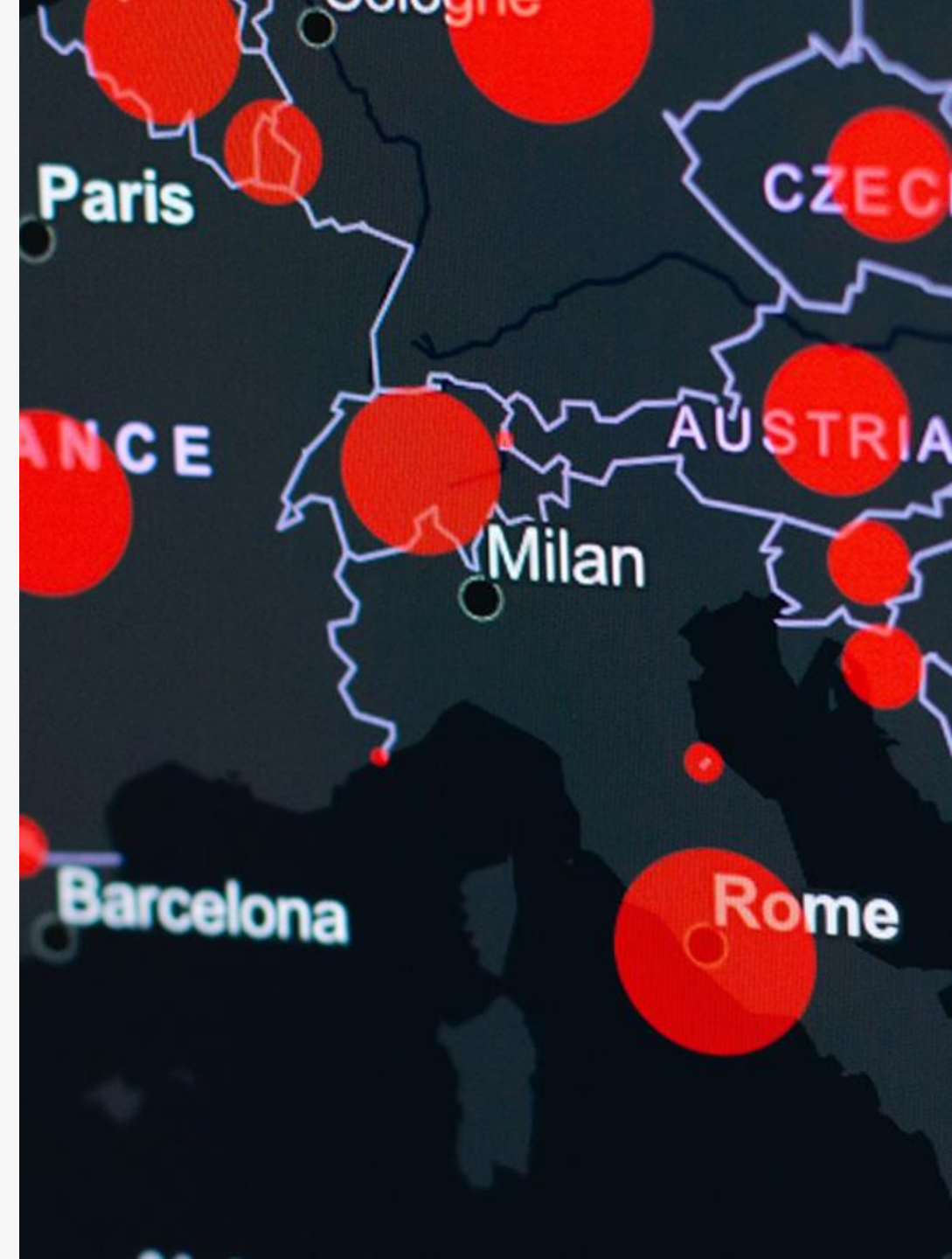




# Regions Profile

Discover the impact of projects in your region.

Showcasing the work of projects on regions to inform policymakers and inspire future applicants with real-world solutions.



# Interreg seen by first timers

Stories from people outside the Interreg bubble - like IVYs - discovering the programmes and projects for the first time and witnessing their impact.





# Interreg Slam 10 years campaign

Celebrating a decade anniversary by showcasing the best projects and videos from this exciting competition.

- This campaign will be integrated into the new [interreg.eu](https://interreg.eu) website and channels.





# Interreg Cooperation Day

Local events, an interactive map, and social media promotion showcasing the celebrations held across the continent and beyond for Cooperation Day on 21 September.

- This campaign will be integrated into the new [interreg.eu](https://interreg.eu) website and channels.





# Multichannel approach

## For capitalisation strategy...

The website will support various thematic weeks organised by EU institutions, showcasing how Interreg projects align with the focus of each event.

Connection with events.

# Timeframe for publication

- Development well on its way
- Content creation in full swing
- Launch foreseen in first quarter of 2025



**Send  
your stories to:**

[interregonline@interact.eu](mailto:interregonline@interact.eu)



**Floor is open  
for discussion**





# Cooperation works

**All materials will be available on:**

[Interact connections / MC community](#)