

Interreg Smarter Europe (PO1) Network Meeting

# Communicating PO1

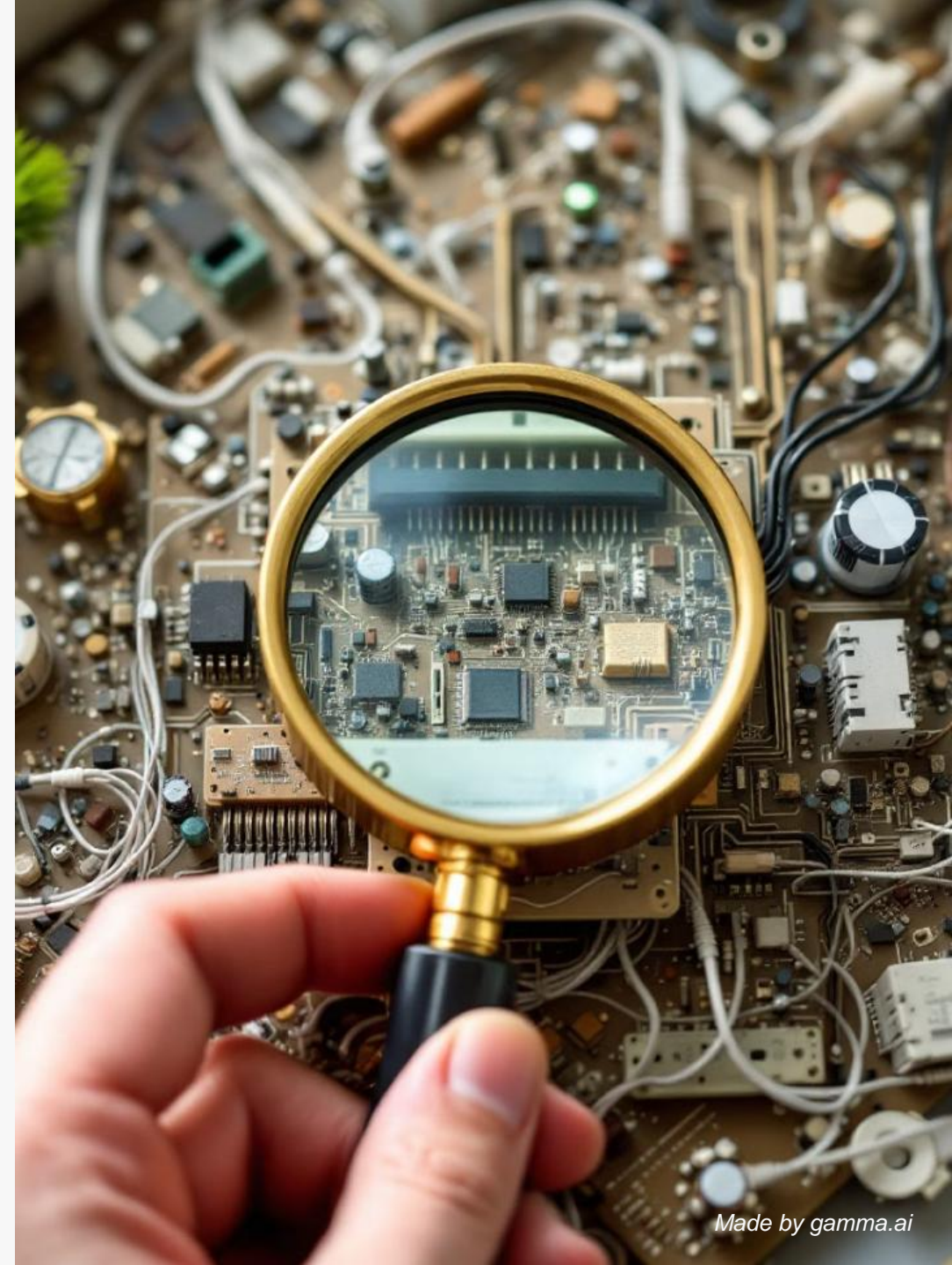
Interact | 29.01.2025

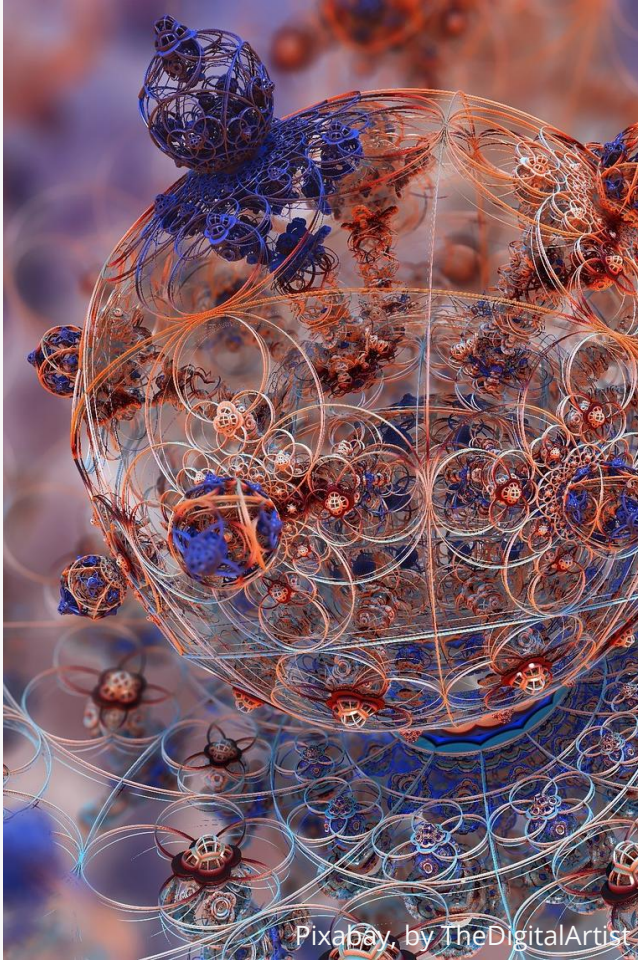
**Interact**



Co-funded by  
the European Union  
Interreg

# Is communicating innovation in Interreg a challenge?





# Breaking the fear of complexity



## New approach

Let's embrace simplicity, avoid overcomplication



## Focus on impact

Real-world benefits, relatable stories



## Engaging communication

Connecting with audiences



# Choose your format

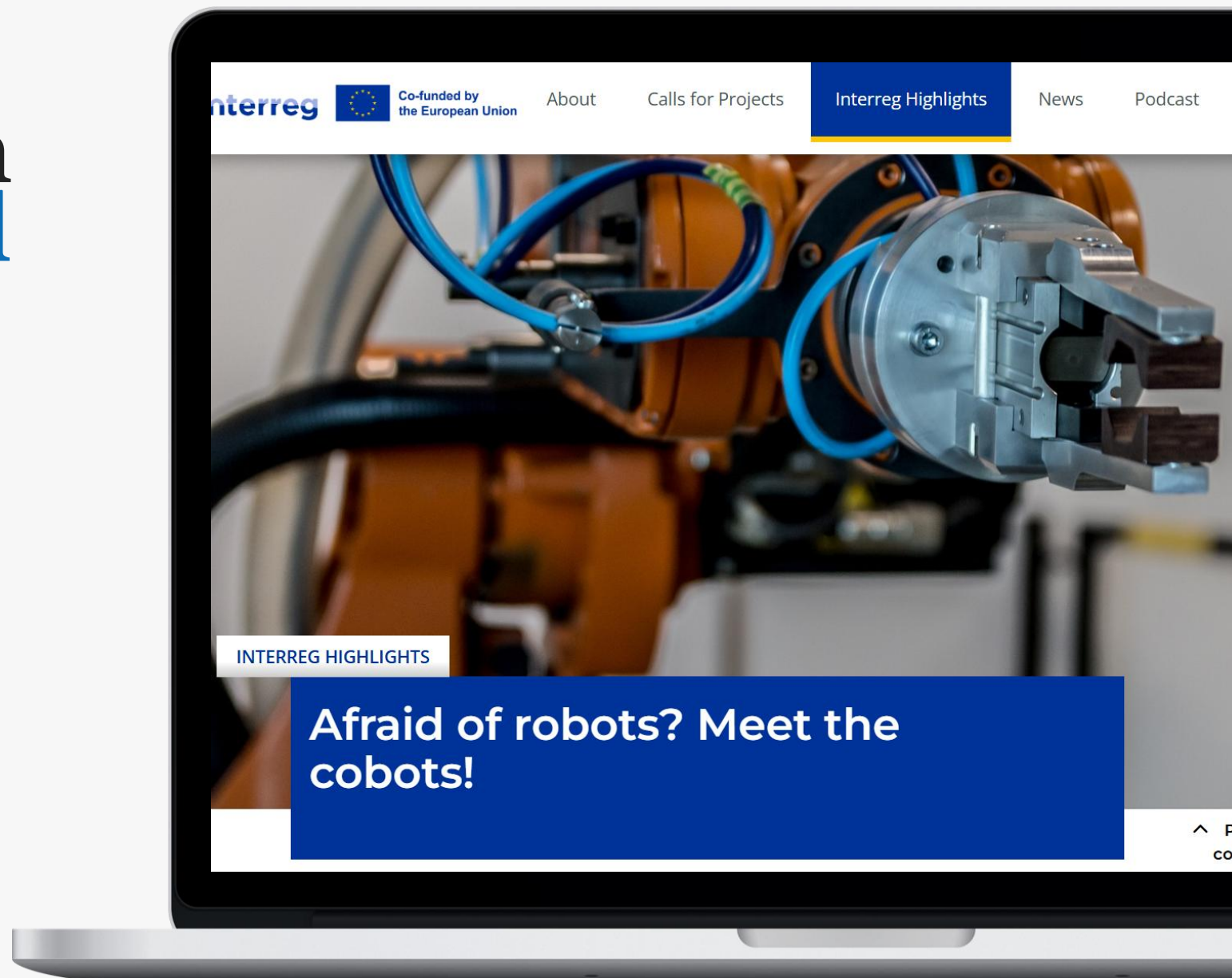
Match the format to your audience

Diversify tools to reach different groups

Personalise messages



# Articles on traditional or digital media



# Define a clear and engaging narrative

Focus on value

Simplify messaging

Showcase results

Address concerns

Share your challenges



INTERREG HIGHLIGHTS

## Afraid of robots? Meet the cobots!

Automation at the workplace is often perceived as a threat to jobs and can generate fear among workers. But what if technology, rather than replacing human beings, helped them with repetitive and potentially harmful tasks? Employees and robots working hand-in-hand, this is what cobots – collaborative robot(ic)s – are all about.



# Catchy style on website description & Social Media



## Website description

# NEW TECHNOLOGIES FOR BREAKING FOREVER CHEMICALS - PFAS

## NeTo-PFAS

The broad use of products containing per- and poly-fluoroalkyl substances (PFAS) has led to the global contamination of the environment, including soil and water. PFAS are synthetic chemicals that are extremely difficult to break down, thus new technologies are needed to eliminate these persistent chemicals in the environment.

The main objective of the Interreg Aurora funded project NeTo-PFAS is to create a sustainable and cost-effective solution for managing PFAS-contaminated groundwater that can be applied on site at the source of contamination. To address this issue, the project will build on earlier achievements and continue developing solutions to break down PFAS in soil and groundwater. The collaborative efforts of researchers in Norway, Sweden, and Finland will be undertaken by combining complementary expertise in organic chemistry, electro-oxidative and biological degradation techniques of environmental pollutants. The project has the potential to lead to the discovery of new microbial species capable of more efficiently biodegrading PFAS.

## Social Media publications



Interreg

Did you know? Forever chemicals like #PFAS are polluting our environment and are hard to break down.

The NeTo-PFAS project from [Interreg Aurora](#) is finding smarter, sustainable ways to clean up contaminated groundwater 🌱🔬 Researchers in Norway, Sweden, and Finland are teaming up to tackle this challenge!

Read more here ➡ <https://www.interregaurora.eu/approved-projects/neto-pfas/>

#Interreg #CohesionPolicy Europe in my region



INTERREGAURORA.EU

NeTo-PFAS - Interreg Aurora

The broad use of products containing per- and poly-fluoroalkyl substances (PFAS) has led to t...





**Why not leverage **European-wide campaigns** to streamline our efforts and amplify our impact?**

**Interact tip**

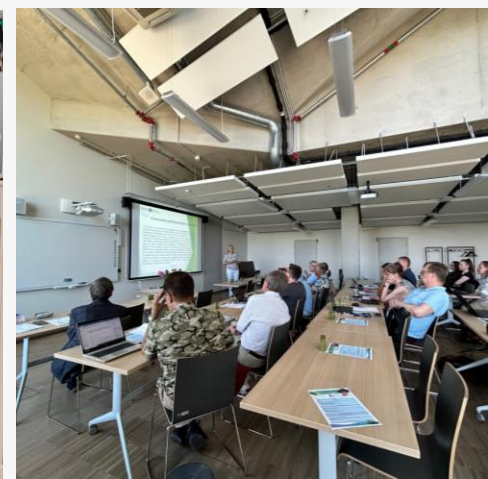
# Interreg Cooperation Day

## Open Doors event with 18 Interreg Projects

- 9 Interreg Aurora projects
- 6 Interreg Northern Periphery & Arctic projects
- 3 Interreg Baltic Sea Region projects



The ambition was to attract as many businesses as possible in the area to visit and find out how to benefit from the fruitful cooperation



# Interreg Project Slam

Share real use cases

Inspiring examples

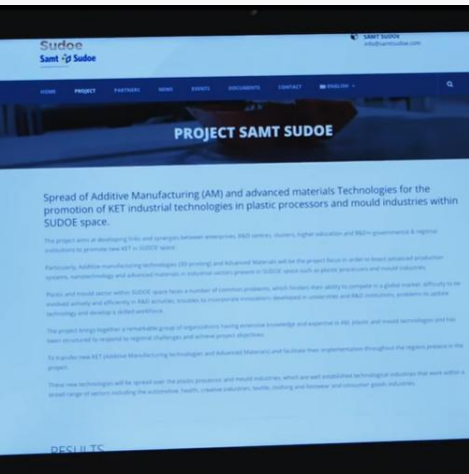
Use testimonials





# Bring it to life with examples and Testimonials

(<https://fb.watch/xIW-vq1XU5/>)





# Passion drives success



This is a real nuclear fusion reactor prototype, in a research center built by an [#Interreg](#) project in Seville, Spain. You may notice it's a negative triangularity spherical Tokamak model. 🤖 In plain language, this technology can use 2.5 grams of material to produce the same amount of energy as 28 tons of coal. We were allowed to visit the control room as well and the scientists demonstrated one of the experiments live. This is the best project visit I have ever been to and I was proud that our EU funds are supporting it.

❤️ EU

Mostrar traducción





# About the **Thematic Community**





# Join forces on promotion

- Representation at external **events**
- Joint **Social media** promotion
- Series of **articles** at [interreg.eu](http://interreg.eu)
- **35 Years of Interreg**
- Infographic **Site**

