

# How to make an OSI promotion strategy that works for you


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OSI?

A communication  
opportunity



The image shows the interior of a large, historic building with a high, vaulted glass and steel roof. The space is filled with natural light. On the left, there are white columns and a staircase. On the right, there are large windows and a balcony with a decorative metal railing. In the center, there is a blue rectangular box containing white text. The floor is made of light-colored tiles, and there are several pendant lights hanging from the ceiling.

# A guiding legal framework



As part of something bigger





Borgerapp



Language & country

Start early &  
think ahead





Meaningful events





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Build lasting  
results





OK, but when the  
projects are  
*just not sexy?*





EC has your back



# Collaboration with the Commission

## Communication Officer of Programme

- Understand Operations of Strategic Importance.
- Engage with project leaders and partners for visibility planning.
- Upload project details to SFC2021 with clear language
- Ensure event presence with EU flag, Interreg branding, and list social media of beneficiaries.
- Compile local media contacts and prepare press releases with beneficiaries.

## Regio Interreg Unit Responsibilities

- Handle invitations and assess Regio/Geo Unit attendance.
- Inform EC representations/delegations in concerned countries.
- If absent, arrange recorded interventions and collaborate on press releases.
- Publish event information on the European Commission web and distribute press releases to EC delegations.







