



Telling the story of **Interreg**, when it matters most

Tomasz Petrykowski | Interact

Maria Galewska | European Commission | Alicante | 25.02.2025

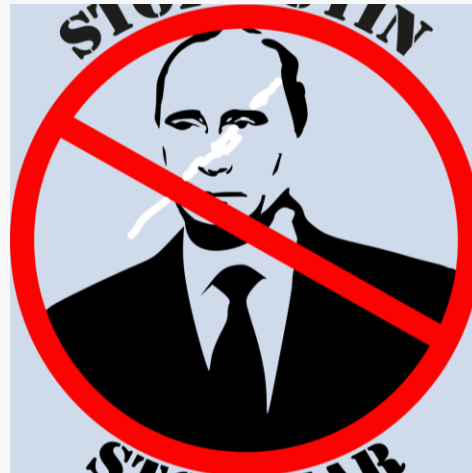
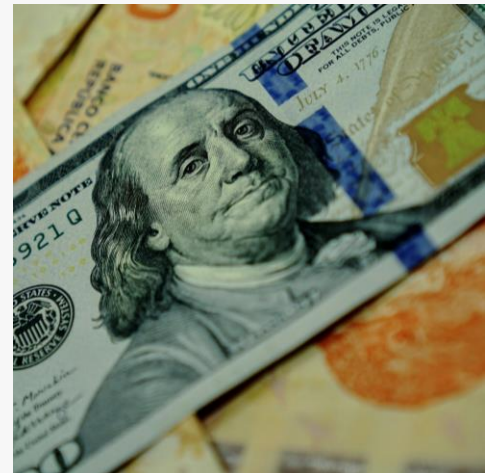
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Interreg

A compass for the New EU Political Agenda

Who would like to be VDL today?



New EU Political Priorities



From EU Strategic Agenda 2024 -2029

to

European Commission priorities 2024 -2029

to

Communication on MFF roadmap



European competitiveness



Geopolitical landscape, security, enlargement and migration



Single market, cohesion and growth policy



Climate risks and food security

MFF consultation I

Obejective

- Provide input to the EU financial direction both on content and operations

Format

- Survey

Timining

- 12.02 – 06.05



MFF consultation II

Target audience:

- EU institutions, national authorities and institutions, regional and local authorities,
- Recipients of EU funding incl. farmers, researchers, students etc.,
- Citizens,
- Businesses, SMEs and business associations,
- other stakeholders (non-exhaustive list): relevant civil society organisations, research/scientific community, academia, think tank, media, etc,
- International stakeholders.



MFF consultation III

Areas:

- Implementing EU Funds with Member States and regions
- EU's next long-term budget (MFF) EU funding for competitiveness,
- EU's next long-term budget (MFF) EU funding for external action,
- EU's next long-term budget (MFF) - EU funding for cross-border education, training and solidarity, youth, media, culture, and creative sectors, values, and civil society,
- EU's next long-term budget (MFF) - EU funding for civil protection, preparedness and response to crises,
- EU's next long-term budget (MFF) - EU funding for the single market, and cooperation between national authorities,
- EU's next long-term budget (MFF) - performance of the EU budget.



The winds of change

What we can sense:

- Centralisation of the agenda and the communication
 - Focus on key priorities and impact
 - Simplification
 - Flexibility
-
- **RRF vs Cohesion model**

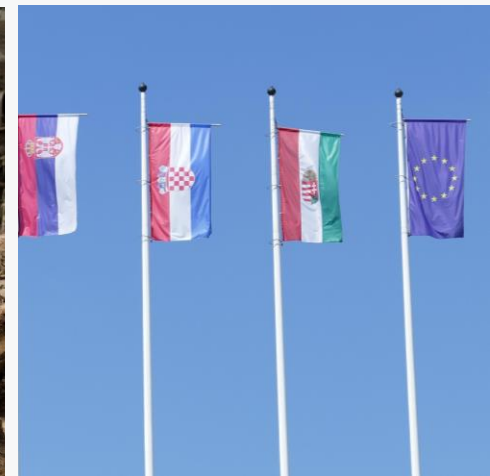


Where is Interreg in post 2027 debate?

- Seems that institutional stakeholders see the added value of Interreg
- Official communications on <https://www.interact-eu.net/programme-management/post-2027/future-regulatory-discussions> [interact.eu](https://www.interact-eu.net/programme-management/post-2027/future-regulatory-discussions)
 - **At this stage**
 - **Friends of Interreg anyway?**
- Can we be complacent ?
 - **Do unaware friends understand us?**
- Are we more important than the threats from Russia, China, US (?), rebuilding Ukraine, etc. when decisions will be taken?



Interreg and its strength





Interact post 2027 non-lobbying, non-campaign

Focus on Interreg level

Assuring Interreg awareness as the future debate progresses

No programme/strand focus

Institutional focus



European Parliament

REGI committee
Budget Committee

Regionally/locally anchored
Interreg stories



**European Committee
of the Regions**

Key stakeholders

Regionally/locally anchored
Interreg stories

MFF


Harvesting process
based input

**Stakeholder
mapping and
providing
inputs as we
progress**

Interact post 2027 non-lobbying, non-campaign




Cooperation can be complex;
our job is to make it easier.

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Jelena's role involves monitoring regulatory trends and policy developments essential for delivering Interact services in the current and upcoming financial periods, engaging with EU stakeholders and policy actors and advocating for Interact and Interreg. She also focuses on following up with the [Interact](#) and [Interreg post-2027](#) consultation processes, and [EGTC](#).

Since 2005, she has been involved in Interreg, including preparation and implementation of macro-regional strategies, serving as a DG REGIO programme manager and holding senior roles in Serbian administration, including State Secretary for financial management of IPA assistance.



Interreg post 2027 non-lobbying, non-campaign

It is all hands on deck



European Parliament

Know your MEP

Regionally/locally anchored
Interreg stories



European Committee
of the Regions

Know your Committee member

Regionally/locally anchored
Interreg stories

**MFF
consultation**

Interact webinar

Interreg flashmob:
Programme and project
inputs

**Keep Interact
informed**



Interreg post 2027 non-lobbying, non-campaign



Kevin Fulcher

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Harmonised branding, Programme own consultations

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European Parliament

'I had three MEPs, two were regularly in touch and I got on with very well. They really felt ignored (locally and nationally) so ways of feeling connected and showing the EU puts money into things near them is (usually) a winning strategy. Of course, selling cooperation and sharing our knowledge and expertise needs to be built into the messaging also.'



Thank you for your attention

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