

Intro to title

How to find a story from keep.eu data: a real-life case

Elisa Bertieri | Interact | 25.02.2025

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The starting point

Article on
Interreg.eu

Data from keep.eu: 15 hubs of intense cooperation

Top 5 hubs for
number of
projects

As listed in the Interreg.eu article (11.4.2024)

Do they fit
together?

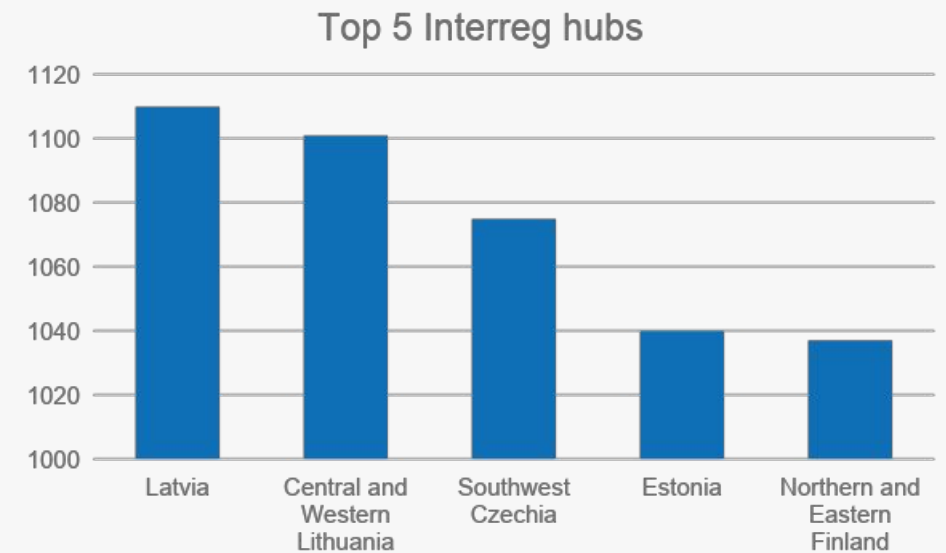
Partially -> cooperation frameworks and strategies ->
EUSBSR

Data source: keep.eu 09.04.2024

Top 5 hubs

Can they be grouped?

- Latvia
- Central and Western Lithuania
- Southwest Czechia
- Estonia
- Northern and Eastern Finland



*Data source keep.eu 09.04.2024

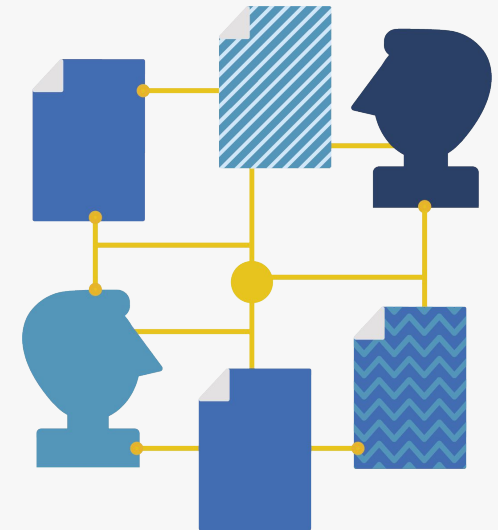
The new search: keep.eu statistic section

Keep.eu	Statistic section + entering the NUTS2 of the geographies in question
EUSBSR framework	4 geographies
3 major themes	SME and Entrepreneurship, Cultural heritage and Tourism.

The 4 hubs in numbers

Number of projects

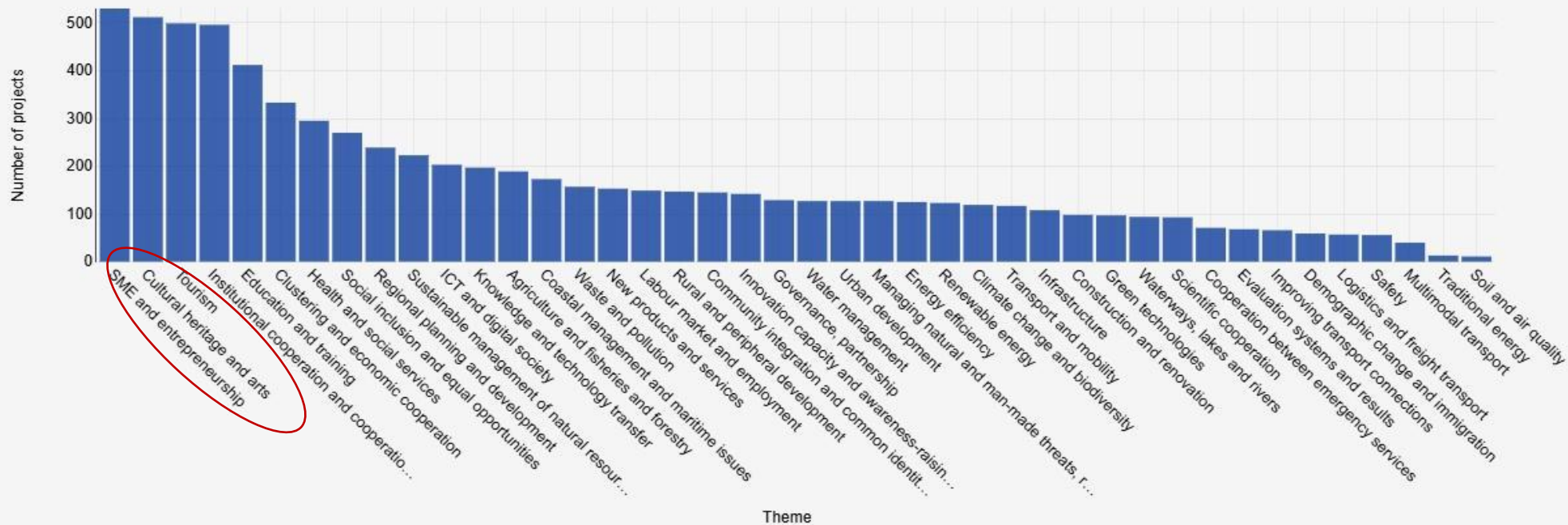
- Latvia -> 1,290
- Central and Western Lithuania -> 1,231
- Estonia -> 1,176
- Northern and Eastern Finland -> 1,113



¹Data source keep.eu 17.2.2025

Insights from keep.eu

3 major themes



Looking at the projects: keep.eu projects and documents section

1st filter	Projects with partners from countries/regions
2nd filter	Thematic focus -> working specific thematic fields
Result	732 projects

The three most popular themes


Number of Projects

Search results: Projects and their documents

Click on any entry below to get to the full data on a project and its partners, or export the table below to Excel and get aggregated data on all projects, partners and calls.

 Export all project data from your search results to Excel

 Export list of all documents and their links from your search results to Excel

Download map image 

<https://keep.eu/projects/?hide-sidebar=true#search>

[How to shorten the URLs?](#)

Summary of search results

732 projects

1 121 documents

2 289 partners

3 047 partnerships

49 programmes

This summary reflects the data available in keep.eu. To understand how representative keep.eu is, please refer to Representativeness.

Summary of search options (2)

Selected funding Filters:

Lead partner Pohjois- ja Itä-Suomi

Lead partner [EE00] Eesti

Lead partner [LV00] Latvija

Lead partner [LT02] Vidurio ir vakarų Lie...

Selected thematic focus Filters:

Cultural heritage and arts

SME and entrepreneurship

Tourism

732
projects

Narrowing the search down to project topics

AI assistant

- Keep.eu Excel export -> focus on descriptions and SOs.
- Running the projects through an AI assistant to understand what kind of projects are implemented in each theme.



SME and Entrepreneurship

Under this theme

- Exploring regulatory processes and opportunities in new markets for the life science clusters in the Medtech and HealthTech,
- Digital tools e.g. AI-based technologies and cybersecurity solutions + collaboration between academia and SMEs.

Cultural Heritage

Under this theme

- Preserving and promoting UNESCO-recognized cultural heritage sites and events.
- Initiatives that support local artisans by providing training and creating platforms for showcasing and selling their crafts, thus preserving traditional skills and promoting cultural heritage.
- Development of cultural routes that connect historical and cultural sites across borders.

Tourism

Under this theme

- Making nature tourism sites accessible to all,
- Development of military heritage tourism products that include tours of historical military sites, creation of interactive exhibitions, and promotion of these sites through joint marketing efforts,
- Development of birdwatching trails and sensory gardens that attract nature enthusiasts and promote sustainable tourism practices.

Choosing a focus -> cultural Heritage

Keyword -> Unesco

Search results: Projects and their documents

Click on any entry below to get to the full data on a project and its partners, or export the table below to Excel and get aggregated data on all projects, partners and calls.



Export all project data from your search results to Excel



Export list of all documents and their links from your search results to Excel

Download map image



Copy page URL



Summary of search results

8 projects

57 documents

44 partners

44 partnerships

8 programmes

This summary reflects the data available in keep.eu. To understand how representative keep.eu is, please refer to Representativeness.

Summary of search options (3) ^

Selected project keywords field Filters:

UNESCO

Selected funding Filters:

Lead partner [EE00] Eesti

Lead partner [LV00] Latvija

Lead partner [FI10] Pohjois- ja Itä-Suomi

Lead partner [LT02] Vidurio ir vakarų Lie...

Selected thematic focus Filters:

Cultural heritage and arts

SME and entrepreneurship

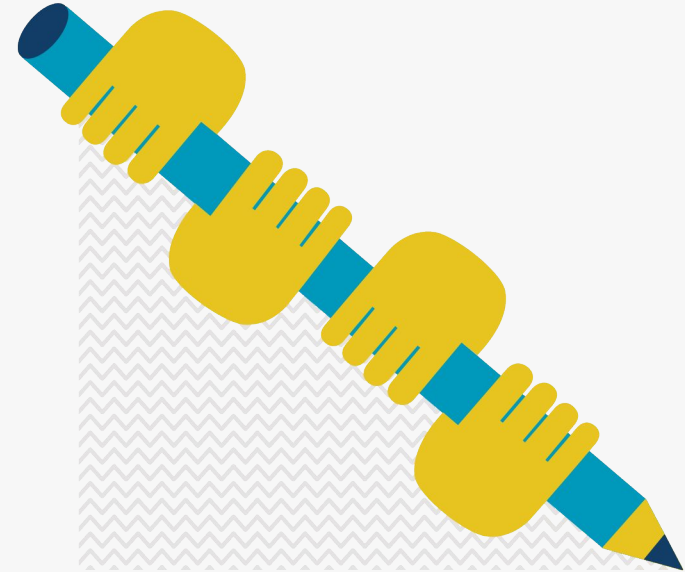
Tourism

8
projects

Are there any connections among the UNESCO sites?

Reading the descriptions

2 Projects developing the Struve Arc



Narrowing the question

Keyword
change

From UNESCO to STRUVE

Same
thematic filter

- Cultural Heritage and Arts
- Struve

3 Projects

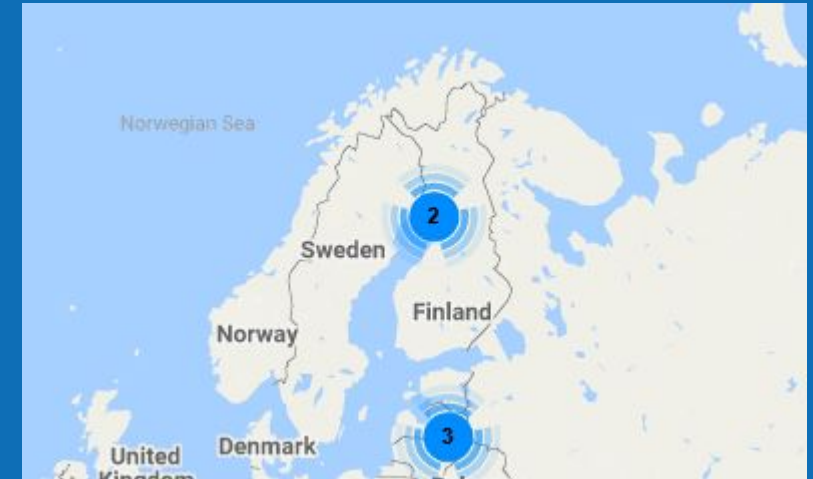
- Maailmanperintö Struven ketjun pohjoiset osat
- Struven ketju Pohjoinen, esiselvitys

Interreg cooperation along the Struve Arc

3 projects, 2 programmes

. 2014 - 2020 INTERREG V-A Sweden - Finland - Norway (Nord)

. 2014 - 2020 INTERREG V-A Latvia - Lithuania



Don't KEEP your stories for yourself

Data visualization on Social Media

Rosa Escamilla | Interact | 25.02.2025

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Visual elements such as **charts and infographics** enhance the interpretation of information and **increases user engagement on social media platforms.**

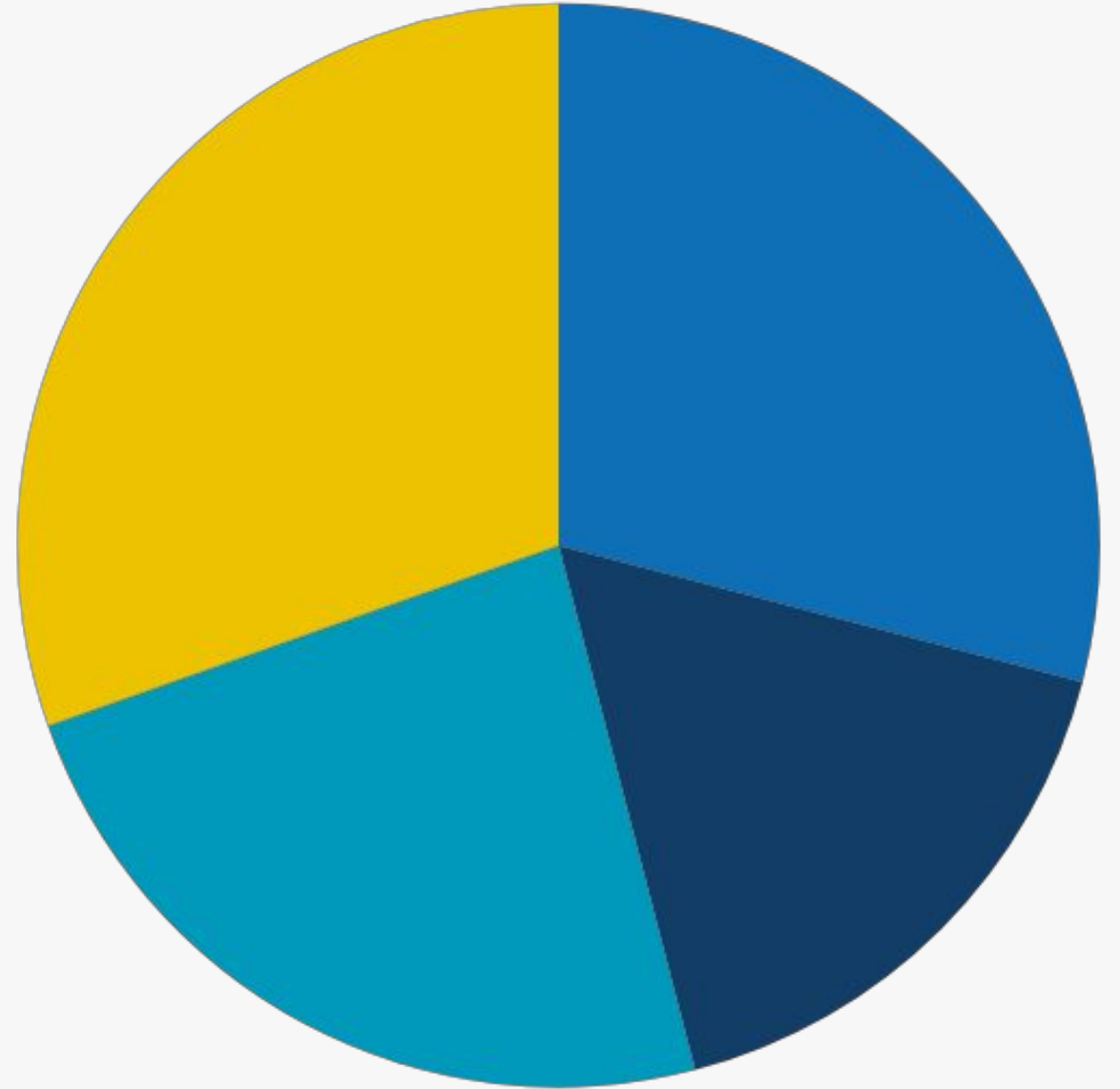
ResearchGate



Infographics can improve engagement on Twitter **by up to 150%.**

Sprout Social

**And what if we
leverage our
resources for
that?**



Keep.eu - extraction of graphs



Let's go to keep.eu to the statistics section



Keep.eu - extraction of graphs

[About keep.eu](#) [FAQ](#) [Languages](#) [News and updates](#)[Contact](#) [Login](#) [Register](#)[Projects and documents](#) [Programmes](#) [Partners](#) [Countries and regions](#) [Statistics](#) [Representativeness](#) | [Calls for projects](#)[Home](#) / [Statistics](#)

Statistics

Here we can extract the figures we need

Get the exact figures that you need

...

Statistics is where the data in keep.eu is converted into numbers. It is divided into four pages. The page that you view at any given moment is marked below in blue and underlined. All tables and charts, and the underlying raw data, are meant to be tailored to your needs. Use the filters on the left to get the exact information that you need. Then export the data to a spreadsheet or the table or chart as an image (select your option from the three vertical dots, on the upper right-hand corner of each table and chart).

Filters

[RESET FILTERS](#)

Programming periods

PROGRAMMING PERIODS

Programmes

325

with projects in keep.eu

Projects

28,899

Partnerships

134,595

Themes

42

out of 42

Budget

11,981,418,484.57

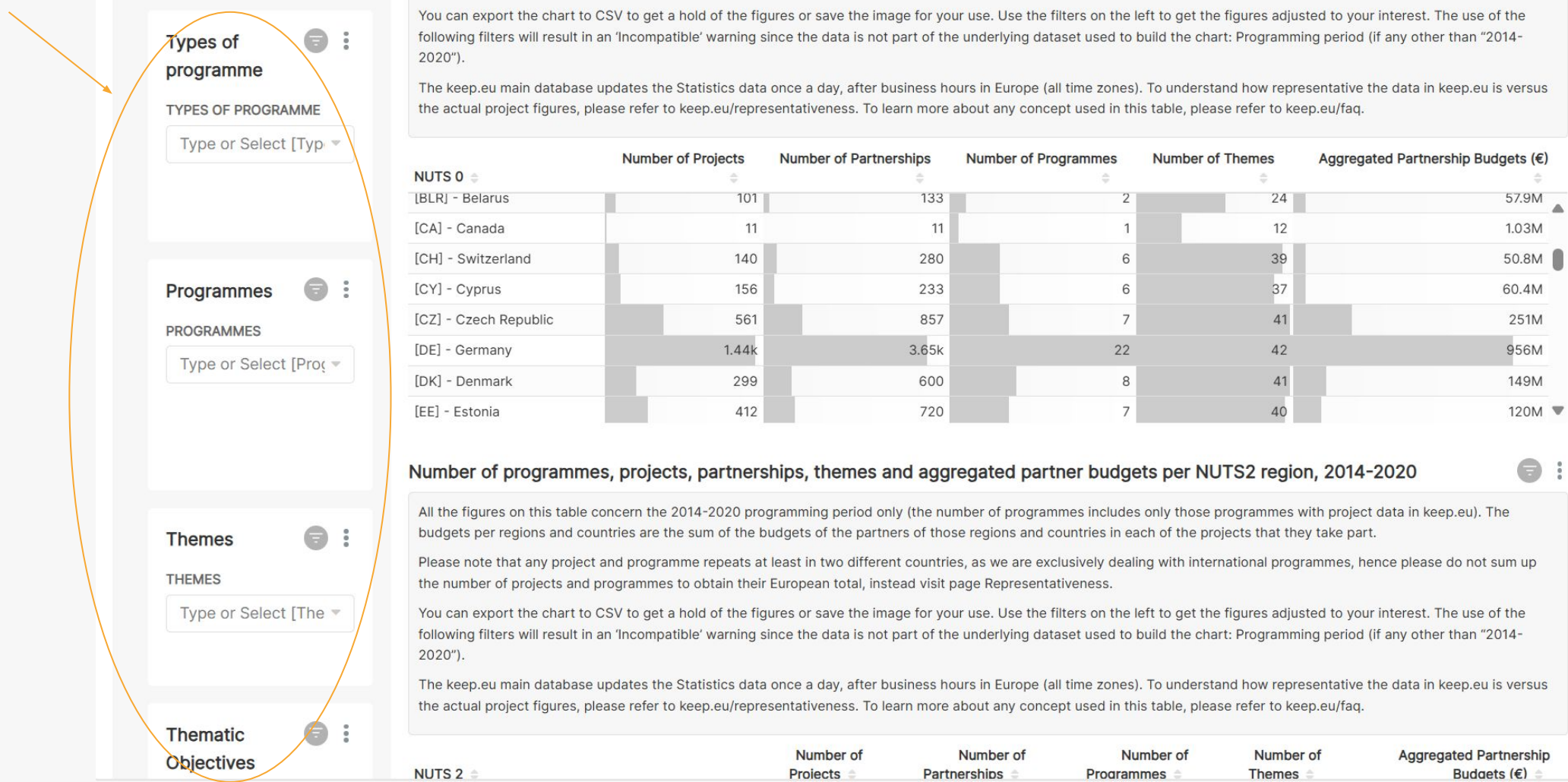
(€) for 2014 – 2020

Overall figures

[Figures per population and area](#)[Cooperation among countries and regions](#)[Other interesting charts](#)

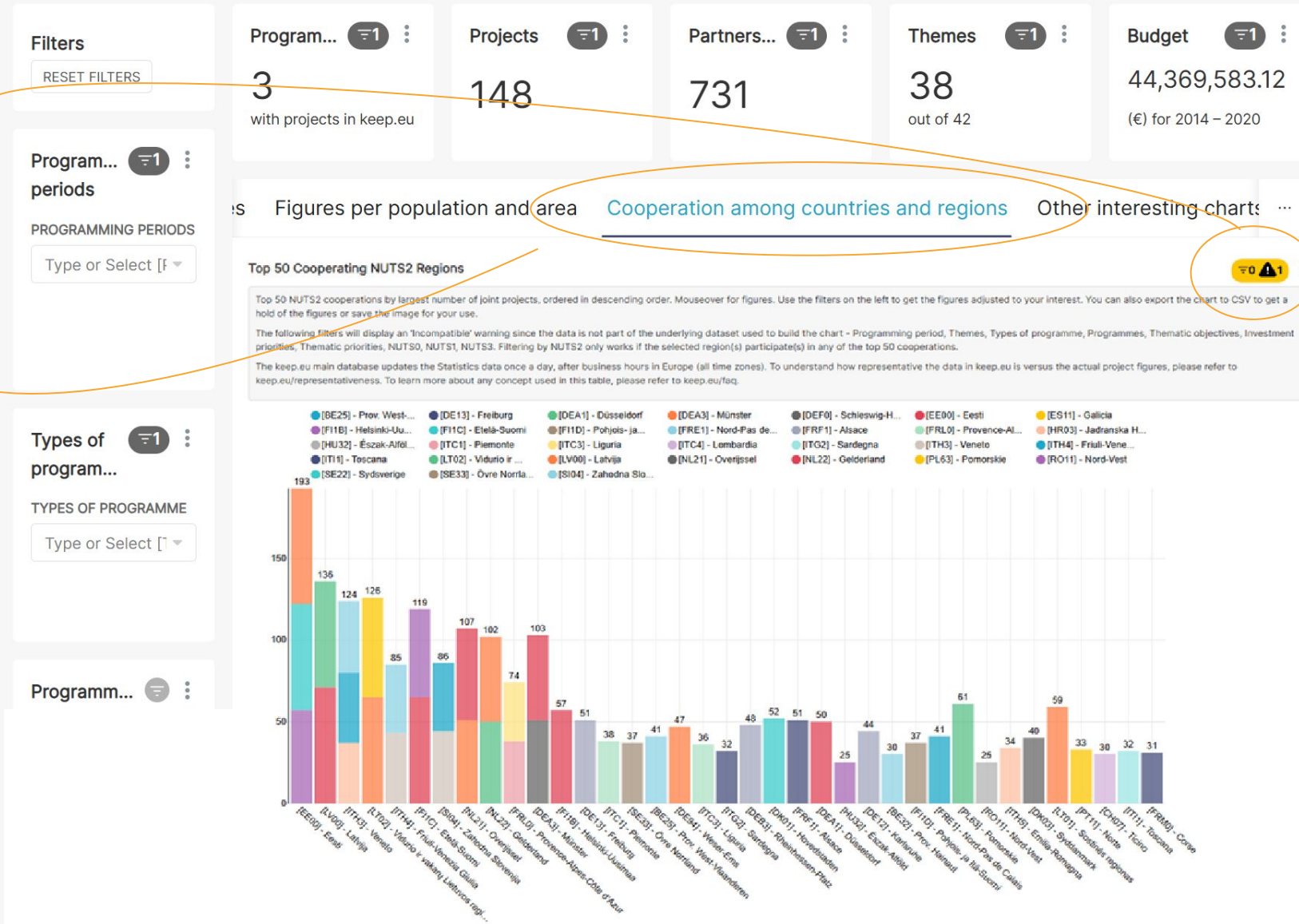
Keep.eu - extraction of graphs

We look for the filters. For example, we can go to the programmes filter and select ours (individual by programming period).

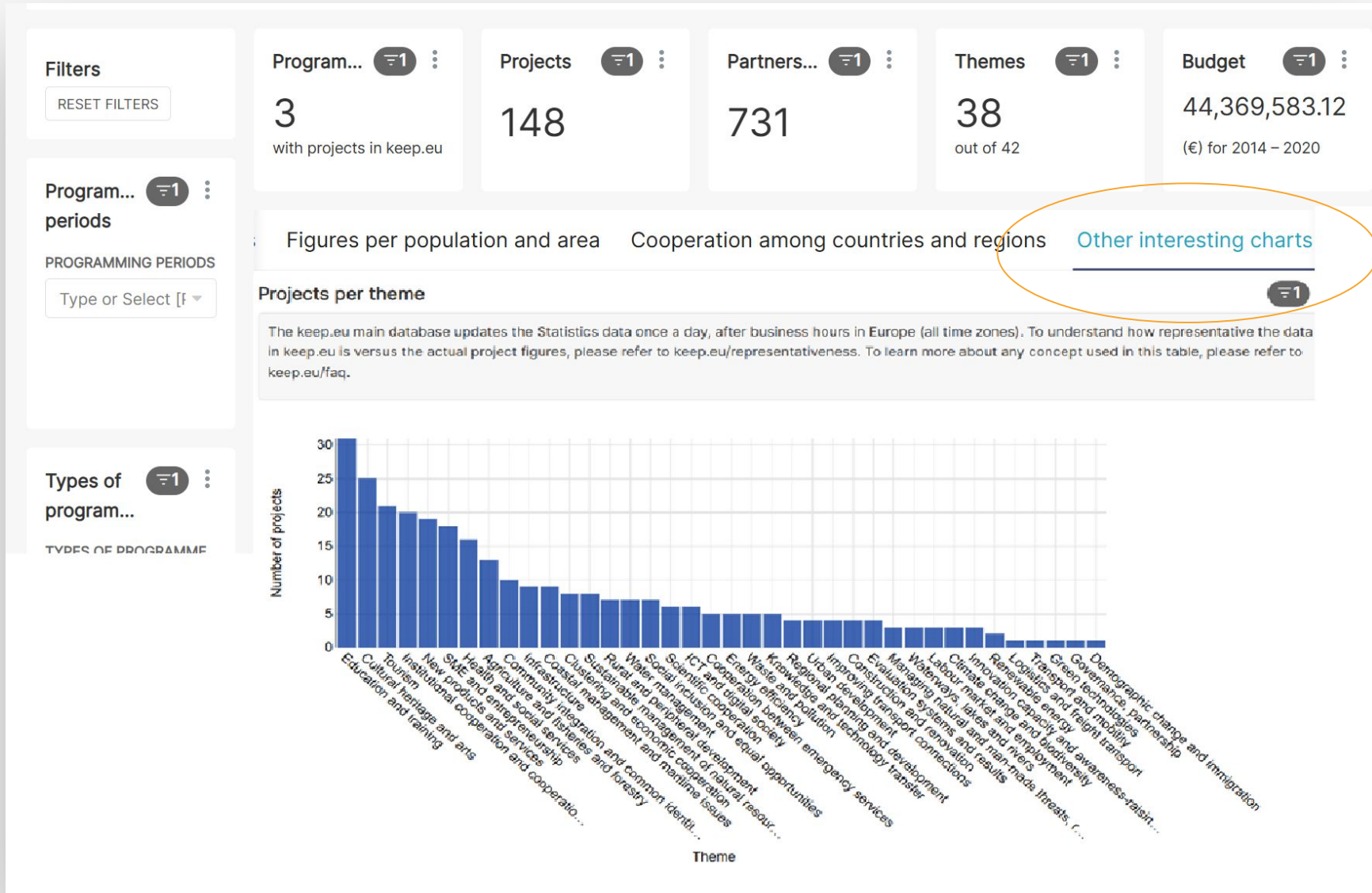


Keep.eu - extraction of graphs

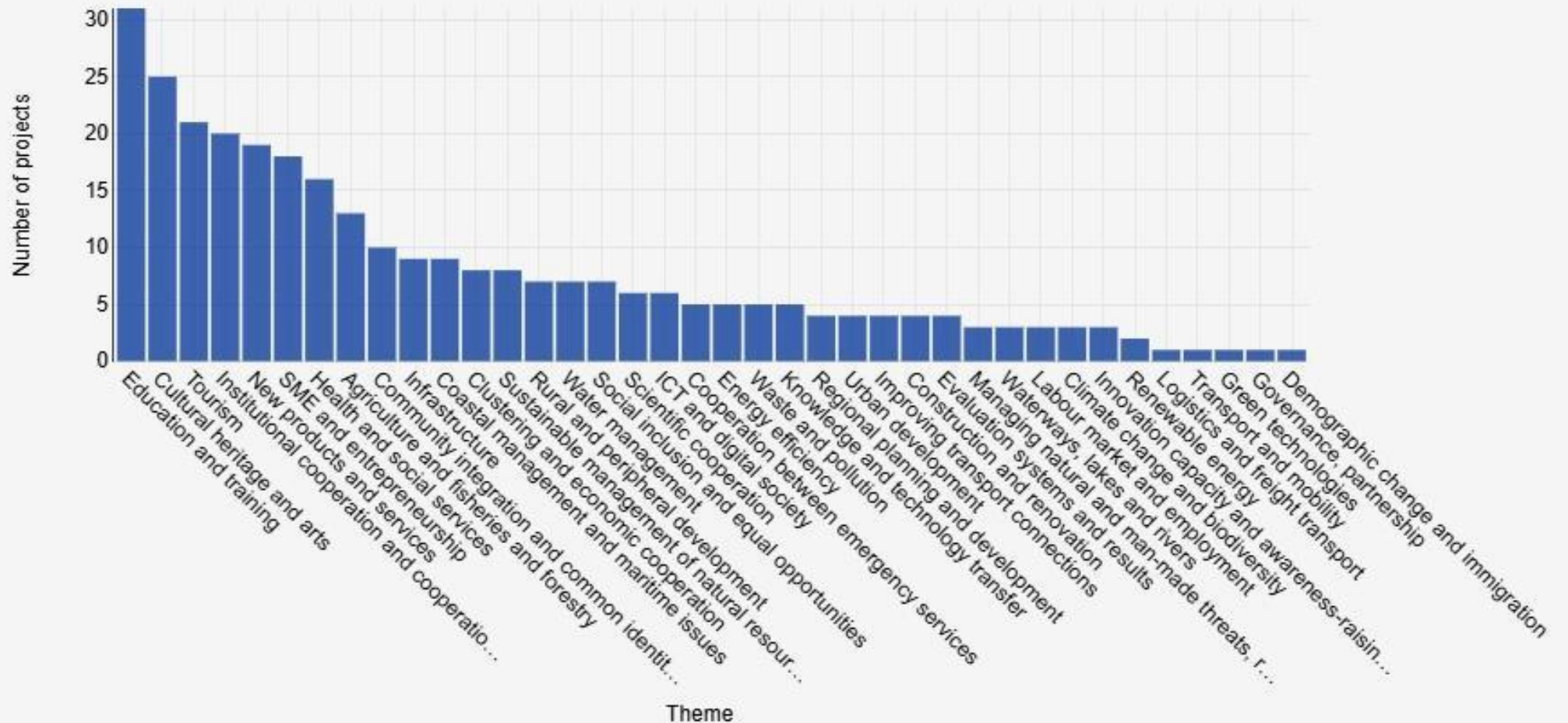
With the results at hand, you can download all the infographics. Explore the different sections and charts.



Keep.eu - extraction of graphs



Projects per theme... And how do we quickly translate this into a social media post?



Magic Design

Canva

Home

Projects

Templates

Brand

Apps

Dream Lab

Create a design

Invite people

All templates

Work Kits

Photos

Graphics

Creators you follow

Starred content

Interreg Estonia-latvia Projects per theme

Canva Templates

All Filters

Category

Media

Brand

Magic Design

Generated for you using AI

Interreg Projects Across Borders

Instagram Post

1080 x 1080 px

Introducing Estonia-Latvia Projects: Inspiring Regional Cooperation

Your Story

1080 x 1920 px

Empowering Communities through Interreg Projects

Facebook Post

940 x 788 px

Building bridges through joint projects!

YouTube Thumbnail

Exploring Interreg Estonia-Latvia Projects Overview

YouTube Thumbnail

Interreg Estonia-Latvia Together for Progress

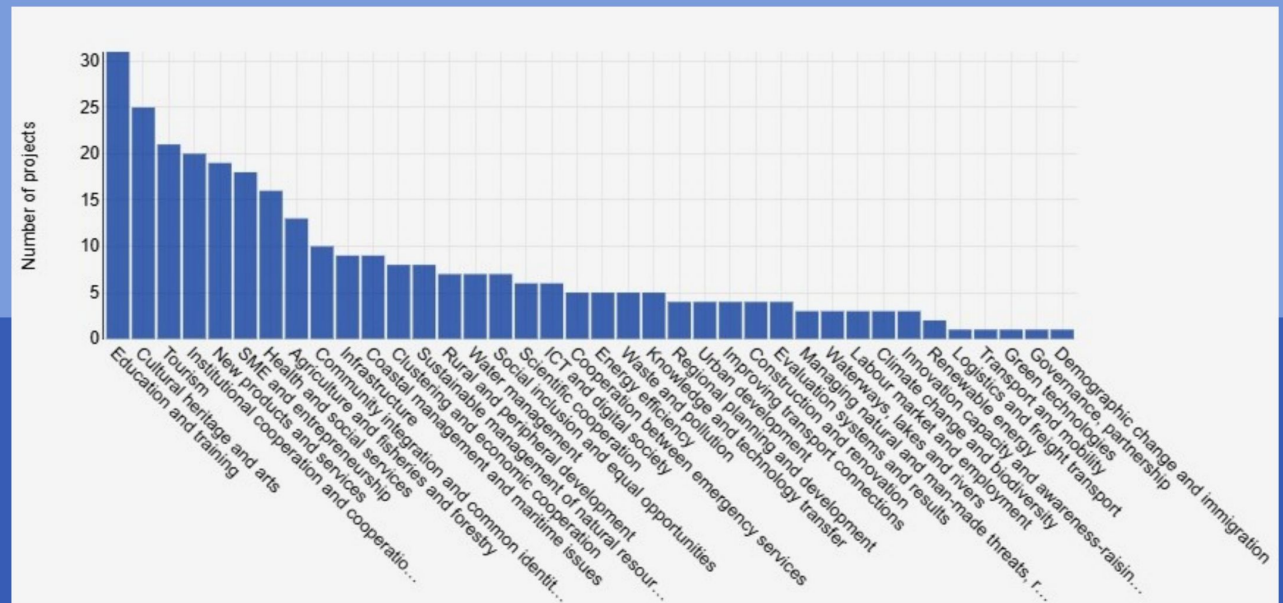
CONNECTING ESTONIA AND LATVIA TOGETHER

27

A source of inspiration to create your final product

148 Interreg projects in the last 18 years | Estonia-Latvia

WHICH THEMES MADE THE BIGGEST IMPACT?



Education & training



Cultural heritage & arts




Tourism



Interreg



Public ▼

 148 projects have fostered cross-border cooperation between Estonia and Latvia for the past 18 years!

The chart says it all - #Interreg projects from Estonia-Latvia Programme have tackled a wide range of themes in both countries.

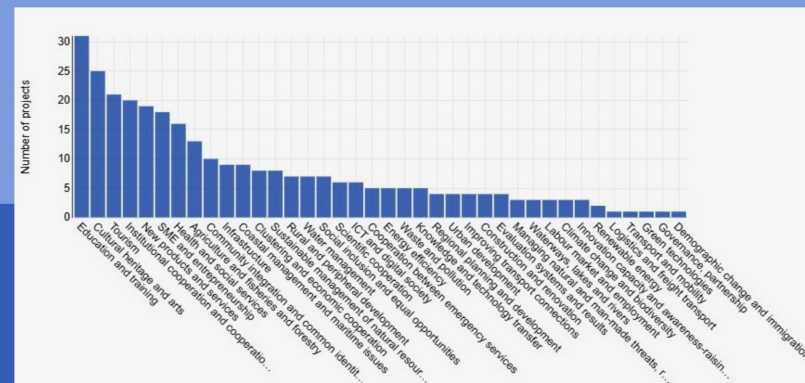
Among them, some stand out:

- ◆ Education & training leads the way
- ◆ Followed by cultural heritage & arts
- ◆ And tourism

Want to explore them all? Check out the full list here 🙌

148 Interreg projects in the last 18 years | Estonia-Latvia

WHICH THEMES MADE THE BIGGEST IMPACT?



Education & training



Cultural heritage & arts

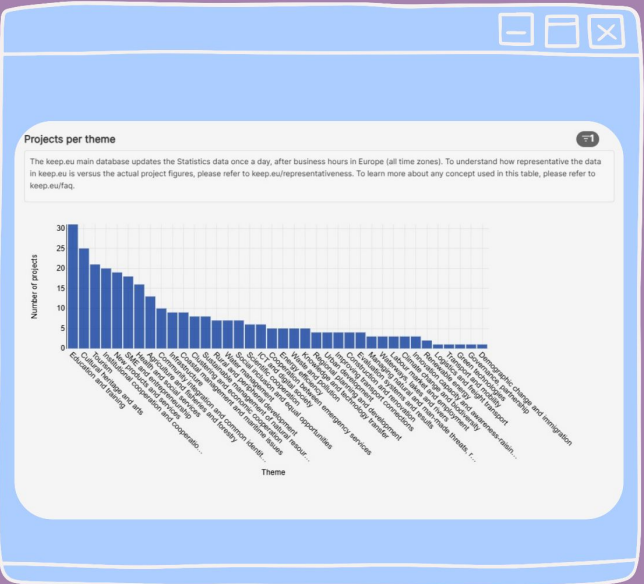


Tourism

A source of inspiration to create your final product

148 Interreg projects
in the last 18 years

Estonia-Latvia



Education & training

Cultural heritage & arts

Tourism

And if you already have that data (or similar) at your disposal, make use of free AI tools

Visme

Chart and interactive dashboard generator. AI suggests suitable visualizations based on your data. Free version with limited options.

Datawrapper

Creates interactive charts and maps. AI optimizes data presentation. Export in PNG, SVG, and HTML.

Canva

Offers templates for bar, line, pie charts, etc. AI suggests designs and improvements.

Grouping the hubs

Intense cooperation in the Baltic Sea Region

4 hubs of cooperation

Central and Western Lithuania

- Projects: 1,231
- Partnerships: 1,895

Northern and Eastern Finland

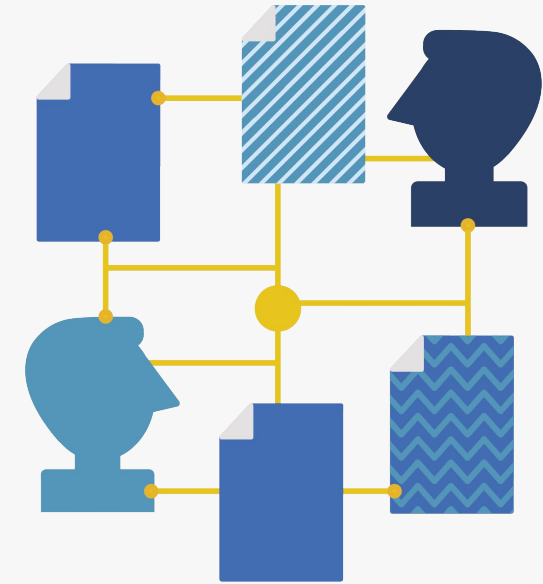
- Projects: 1,113
- Partnerships: 1,778

Estonia

- Projects: 1,176
- Partnerships: 2,088

Latvia

- Projects: 1,290
- Partnerships: 2,563



Cooperation summed together

- **Projects: 3,517**
- **Partnerships: 8,324**

AI designer in Visme: flyers and one-pagers

Interreg Cooperation Hub in the Baltic Sea



Cooperation Regions

Latvia, Central and Western Lithuania, Estonia, Northern and Eastern Finland are key partners in this initiative.



The cooperation has led to significant outcomes in regional development, with thousands of projects and partnerships established across the hubs.

Impact Analysis



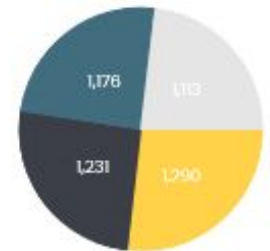
Number of projects completed across the four hubs



Active partnerships facilitating regional cooperation

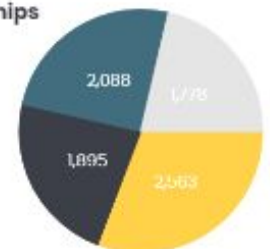
Key Statistics

Projects



- Latvia
- Central and Western Lithuania
- Estonia
- Northern and Eastern Finland

Partnerships



- Latvia
- Central and Western Lithuania
- Estonia
- Northern and Eastern Finland

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Cooperation works

All materials will be available on:

[Interact connections / MC community](#)