

Interreg Communication Network meeting – ICON 2025 Alicante

Communication Milestones

Interact and DG Regio team | 25.02.2025

Interact



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The new Interreg.eu is here.

Eva Martínez, Rosa Escamilla | Interact | 25.02.2025

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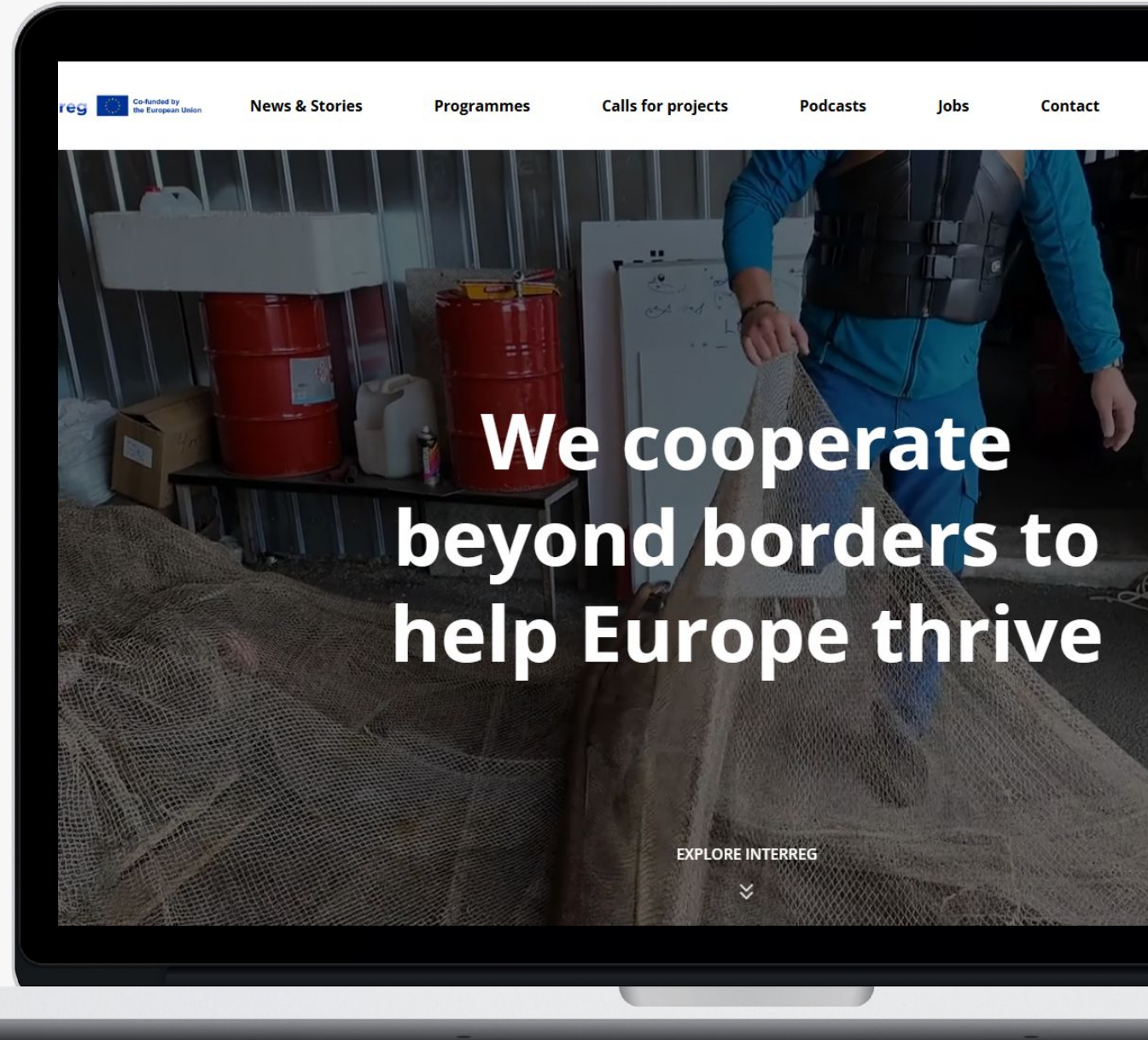
Interreg needs to speak with one, strong voice



We do this together



Focus in 2025



Watch Interreg in action

Explore the stories of people transformed by Interreg projects across Europe.



A bus bridging two countries

The story of Oradea (Romania) and Debrecen (Hungary) and how a bus route is uniting their communities across the border.

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Farming the future

Meet Joris Wisser, a Dutch apple farmer turning his soil into a climate ally, boosting fertility and fighting climate change by capturing CO2.

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From war to welcome

Jarek and Veronika, two children who fled Ukraine, find relief and a sense of belonging through art workshops in Poland.

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STORY

20 February 2025

Transforming elderly care in rural Italy with digital solutions



STORY

20 February 2025

Transnational cooperation brings new opportunities for women in forestry and migrant entrepreneurs in Germany

In the heart of Bavaria's forests, women are stepping into leadership roles in forestry like never before. In Freiburg, a Syrian chef's food truck is redefining culinary diversity. These stories reveal Germany's

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Found this article helpful or interesting?



What's **one great story** from your programme that deserves **more attention** and that you would like to see on **Interreg.eu**?

Discuss in pairs – 2 minutes

Webinar – 3 April

Beyond the headlines: Shaping Interreg's stories together

Regis
ter
here:



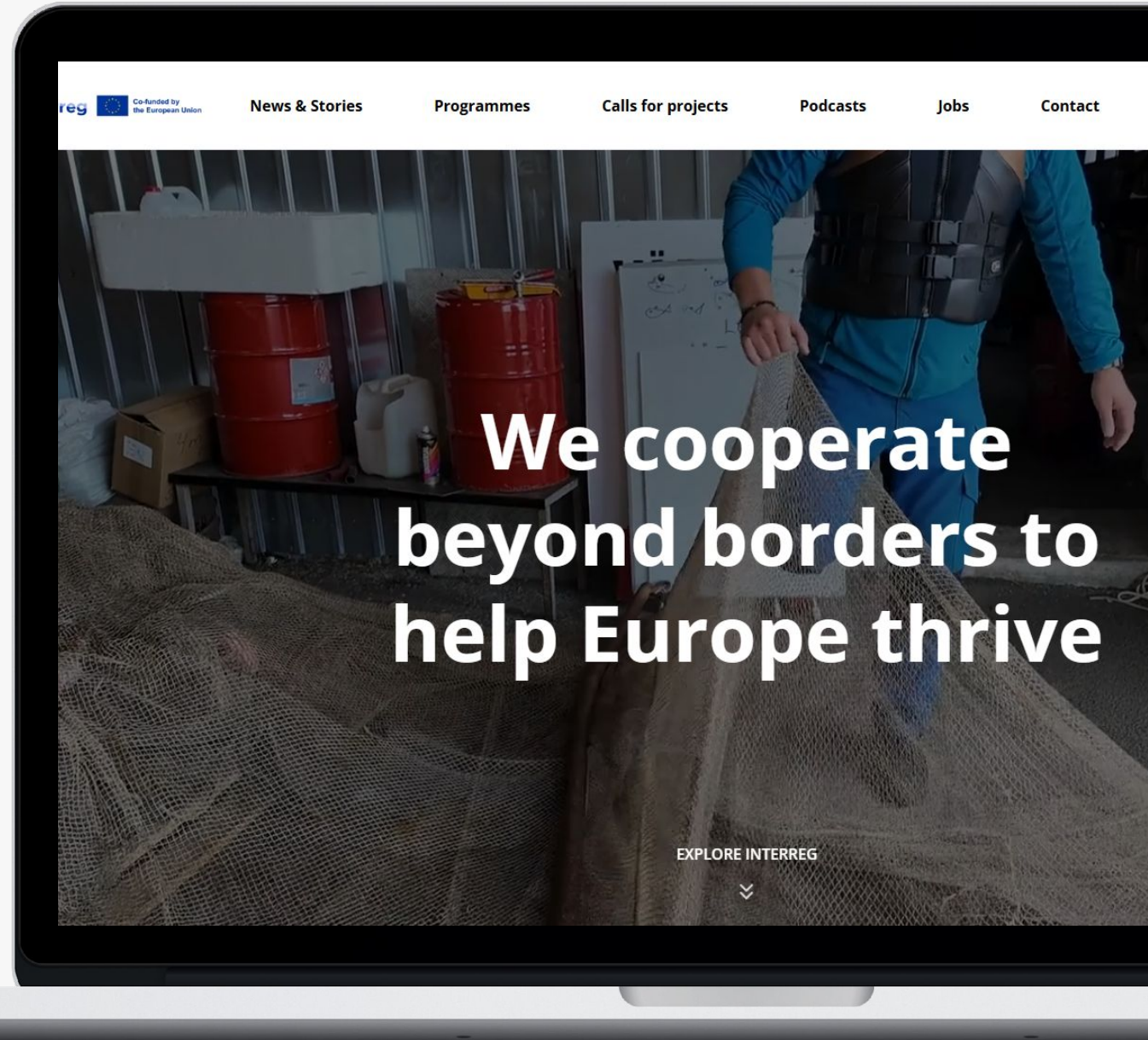
We will be asking for:

Full stories
from you

Quick ideas that
we develop further

You can send us anytime:

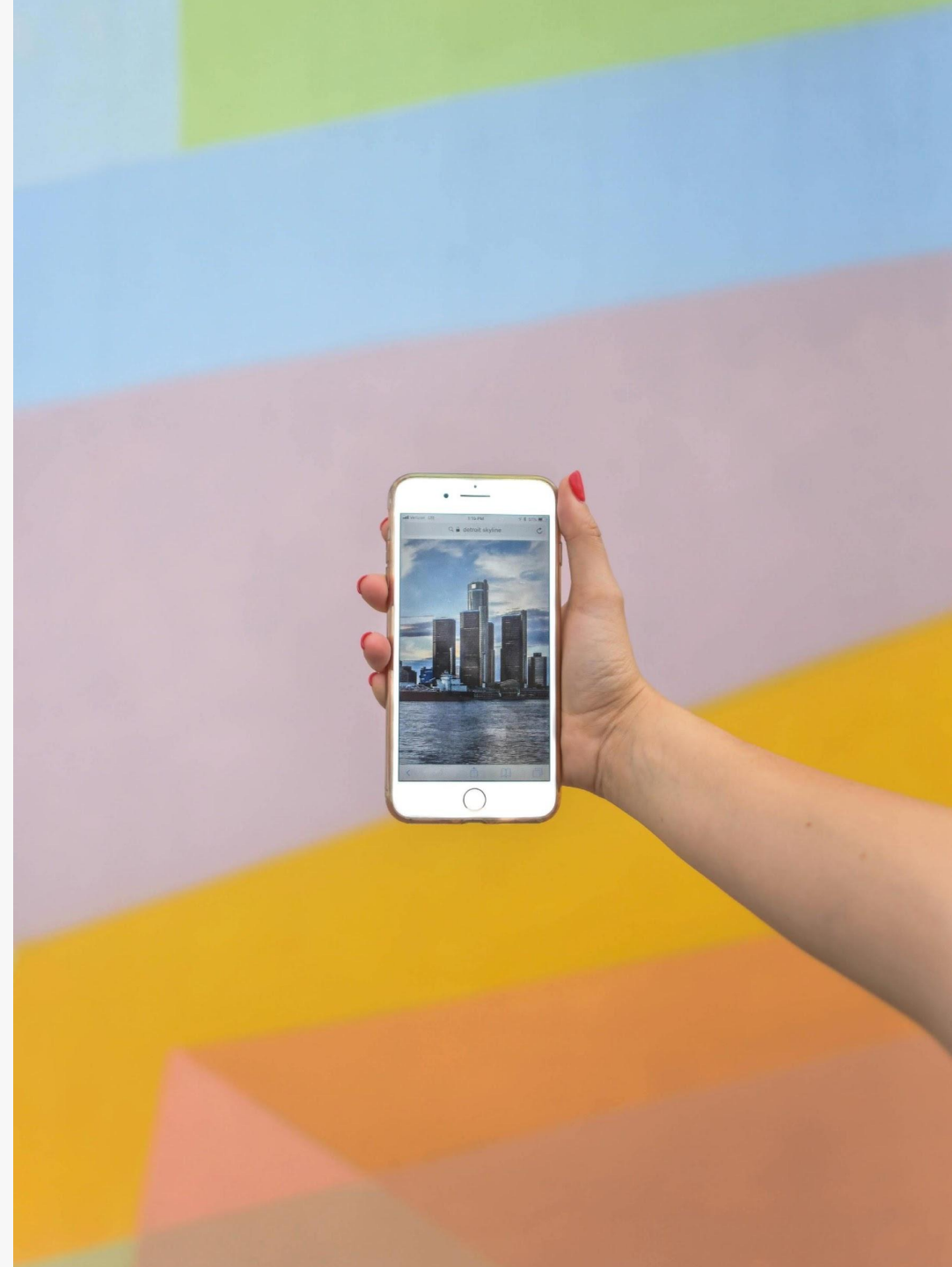
- Success stories
- News
- Jobs
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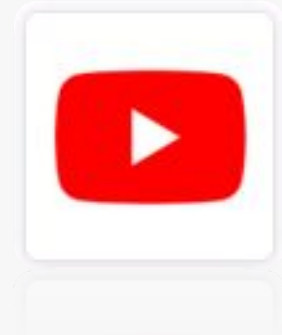
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With a broad vision to join new platforms!



Calendar INFORM EU 2025

- Key events for 2025
 - Online training sessions
 - Communication labs
 - Major events
 - Plenaries
- Shared in INFORM EU network Teams-channel







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Inform EU Training "Designing presentations"





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26 Su		26 We		26 We		26 Sa		26 Mo	22	26 Th	Inform EU Training "Results of the Eurobarometer on Cities"
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28 Tu		28 Fr		28 Fr		28 Mo		28 We	18	28 Sa	
29 We		29 Sa		29 Sa		29 Tu		29 Th	Ascension Day	29 Su	
30 Th	Inform EU Communication Lab Financial sanctions (Paris/Ile-de-France)	30 Su		30 Su		30 We		30 Fr		30 Mo	27
31 Fr		31 Mo		31 Mo	14			31 Sa			

16 Mo	 <p>Inform EU 8th Plenary Meeting Tallinn (Estonia)</p>
17 Tu	
18 We	



January		February		March		April		May		June	
1 We	New Year's Day	1 Sa		1 Sa		1 Tu	Meeting of national communication coordinators Vienna (Austria)	1 Th	Labour Day	1 Su	
2 Th		2 Su		2 Su		2 We		2 Fr		2 Mo	23
3 Fr		3 Mo	6	3 Mo	10	3 Th		3 Sa		3 Tu	
4 Sa		4 Tu		4 Tu		4 Fr		4 Su		4 We	
5 Su		5 We		5 We		5 Sa	Inform EU Social Meeting (Brussels) & EU Social Forum	5 Mo	19	5 Th	
6 Mo	2	6 Th	Inform EU Training "Project storytelling"	6 Th		6 Su	EU Social Forum (5-6 March, Brussels)	6 Tu		6 Fr	
7 Tu		7 Fr		7 Fr		7 Mo		7 We	15	7 Sa	
8 We		8 Sa		8 Sa		8 Tu	Inform EU Training "Social media service - Canva"	8 Th		8 Su	PENTECOTE
9 Th		9 Su		9 Su		9 We		9 Fr	EUROPE DAY 	9 Mo	Whit Monday 24
10 Fr		10 Mo	REGIOSTARS 2025 - Start of the application period ↓	10 Mo	11	10 Th		10 Sa		10 Tu	
11 Sa		11 Tu	Inform EU Training "Comms of Financial Instruments"	11 Tu		11 Fr	Inform EU Training "Plan writing"	11 Su		11 We	
12 Su		12 We		12 We		12 Sa		12 Mo	20	12 Th	
13 Mo	3	13 Th		13 Th		13 Su		13 Tu		13 Fr	
14 Tu		14 Fr		14 Fr		14 Mo		14 We	16	14 Sa	
15 We		15 Sa		15 Sa		15 Tu		15 Th		15 Su	
16 Th		16 Su		16 Su		16 We		16 Fr		16 Mo	
17 Fr		17 Mo	8	17 Mo	12	17 Th	Maundy Thursday	17 Sa		17 Tu	Inform EU 8th Plenary Meeting Tallinn (Estonia)
18 Sa		18 Tu		18 Tu		18 Fr	Good Friday	18 Su		18 We	
19 Su		19 We		19 We		19 Sa	EASTER	19 Mo	21	19 Th	Cities Forum (17-19 June, Krakow)
20 Mo	4	20 Th	Inform EU Training "How to apply for the REGIOSTARS?"	20 Th		20 Su	Easter Sunday	20 Tu	REGIOSTARS 2025 - Deadline for applications! ↑	20 Fr	
21 Tu		21 Fr		21 Fr		21 Mo	Easter Monday	21 We	17	21 Sa	
22 We		22 Sa		22 Sa		22 Tu		22 Th		22 Su	Inform EU Training "Media relations"
23 Th	Inform EU Training "Trustworthy public comms"	23 Su		23 Su		23 We		23 Fr		23 Mo	26
24 Fr		24 Mo	9	24 Mo	13	24 Th		24 Sa		24 Tu	
25 Sa		25 Tu	ICON - Interreg Communication Network meeting 2025 (Alicante)	25 Tu		25 Fr		25 Su			
26 Su		26 We		26 We		26 Sa		26 Mo			
27 Mo	5	27 Th		27 Th		27 Su	Interreg GO! Annual Meeting (Gorizia/Nova Gorica)	27 Tu			
28 Tu		28 Fr		28 Fr		28 Mo		28 We	18		
29 We				29 Sa		29 Tu		29 Th	Ascension Day	29 Su	
30 Th	Inform EU Communication Lab Financial sanctions (Paris/Ile-de-France)			30 Su		30 We		30 Fr		30 Mo	27
31 Fr				31 Mo	14			31 Sa			

26 Th	Inform EU Training "Results of the Eurobarometer on Cities"
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The European wide search for the best cohesion policy projects in 2025 has begun

Deadline to apply 20 May 2025



All information and material

Applications to be submitted via EU survey

Editable visuals available on Canva

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Contact:



#Interreg

Interreg GO!



GECT
EZTS
GO

GO! 2025
NOVA GORIZIA - GORIZIA

interreg

Co-funded by
the European Union

Programme:

27-28 March, Gorizia- Nova Gorica, European Cross-Border Capital of Culture 2025

https://ec.europa.eu/regional_policy/whats-new/conferences/interreg-annual-event-2025_en

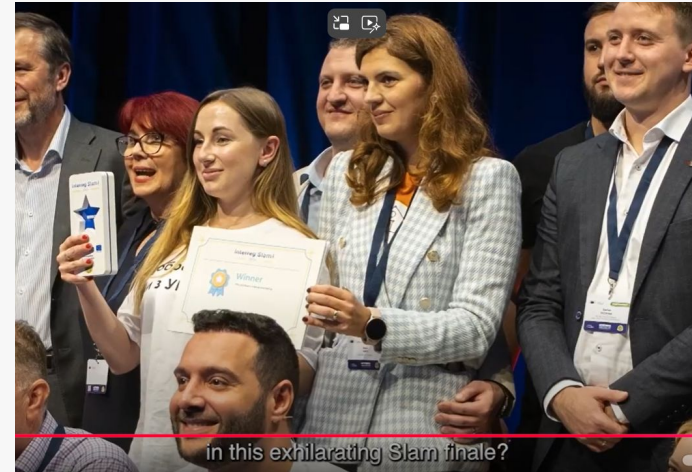
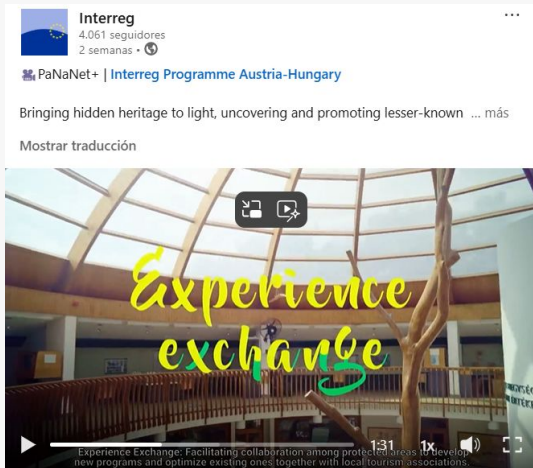
Contact:

Interreg Project Slam

Annual European communication **competition** to show the **impact of INTERREG** programmes and projects on **social media** and on **stage**



Interreg Slam, a decade celebrating impact



Justice without Borders | Interreg Rhin Supérieur
Offering legal support to residents of the German-French border region, this project helps people navigate complex legal systems, with a bilingual team providing accessible...



PaNaNet+ | Interreg Programme Austria-Hungary
This initiative uncovers and promotes lesser-known heritage sites across the Austria-Hungary border, highlighting the region's hidden cultural and natural...



Pallium | Interreg Italia Svizzera
Pallium is improving palliative care for terminally ill patients in remote areas, ensuring that patients and their families have access to quality care and support.



SMALL | Interreg North Sea Programme
Promoting industry in urban transportation, SMALL focuses on making shared mobility solutions like bikes and scooters accessible to everyone, including children...



Prosper BSR | Interreg Baltic Sea Region
Working across Lithuania, Latvia, Poland, and Germany, Prosper BSR aims to integrate refugees and immigrants into local labor markets, strengthening economies and...



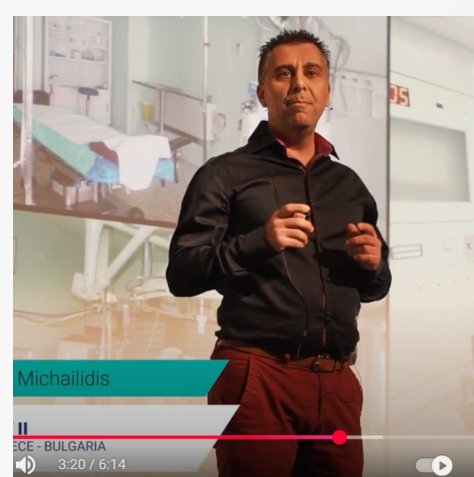
SpeEd-2 Labour Market | Interreg NEXT Romania
This project is focused on modernizing special education and improving teacher training, ensuring that children with disabilities in the Suceava-Chernivtsi area have bett...



2024-2025:
The Storytelling selection process begins

39 APPLICATIONS
18 INTERREG PROGRAMMES

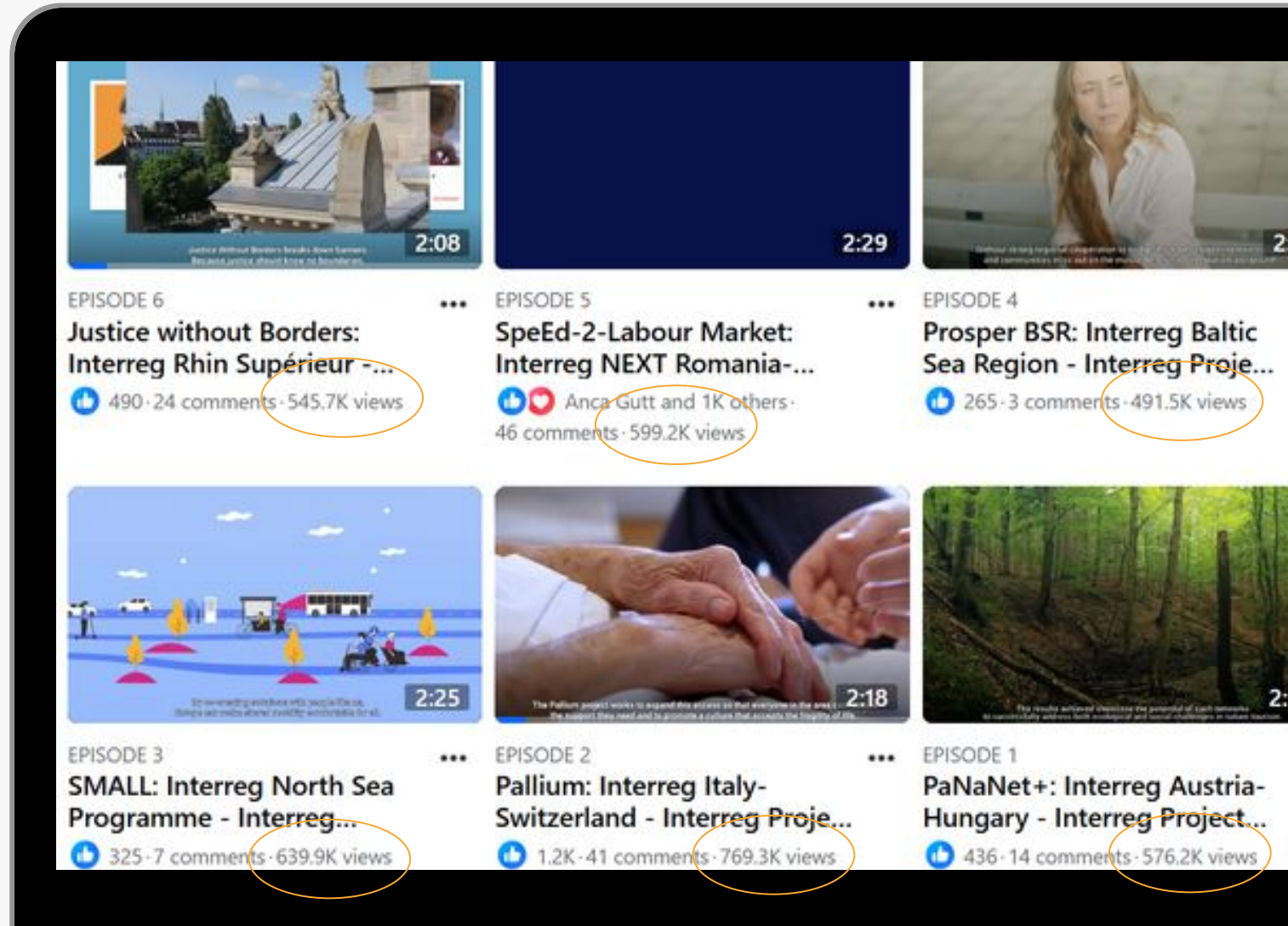
Interreg Slam



Social Media Competition 2024-2025

So far, more than **6 million** reached!

You can still **vote for your favorite** (until February 28)!!



Grand finale

- At **INTERREG GO!**
- March 27, 2025.
- With an audience of over 500 people.
- **High visibility** on VIP level
- Perform with **support from professional actor**
- It will be streamed live on Facebook.



Interreg Knowledge Fair 2025

First week of November 2025 (3-7 November)

Two days:

- Implementation in current period
- Focus on the future

Location: TBC



Interreg Cooperation Day 2025



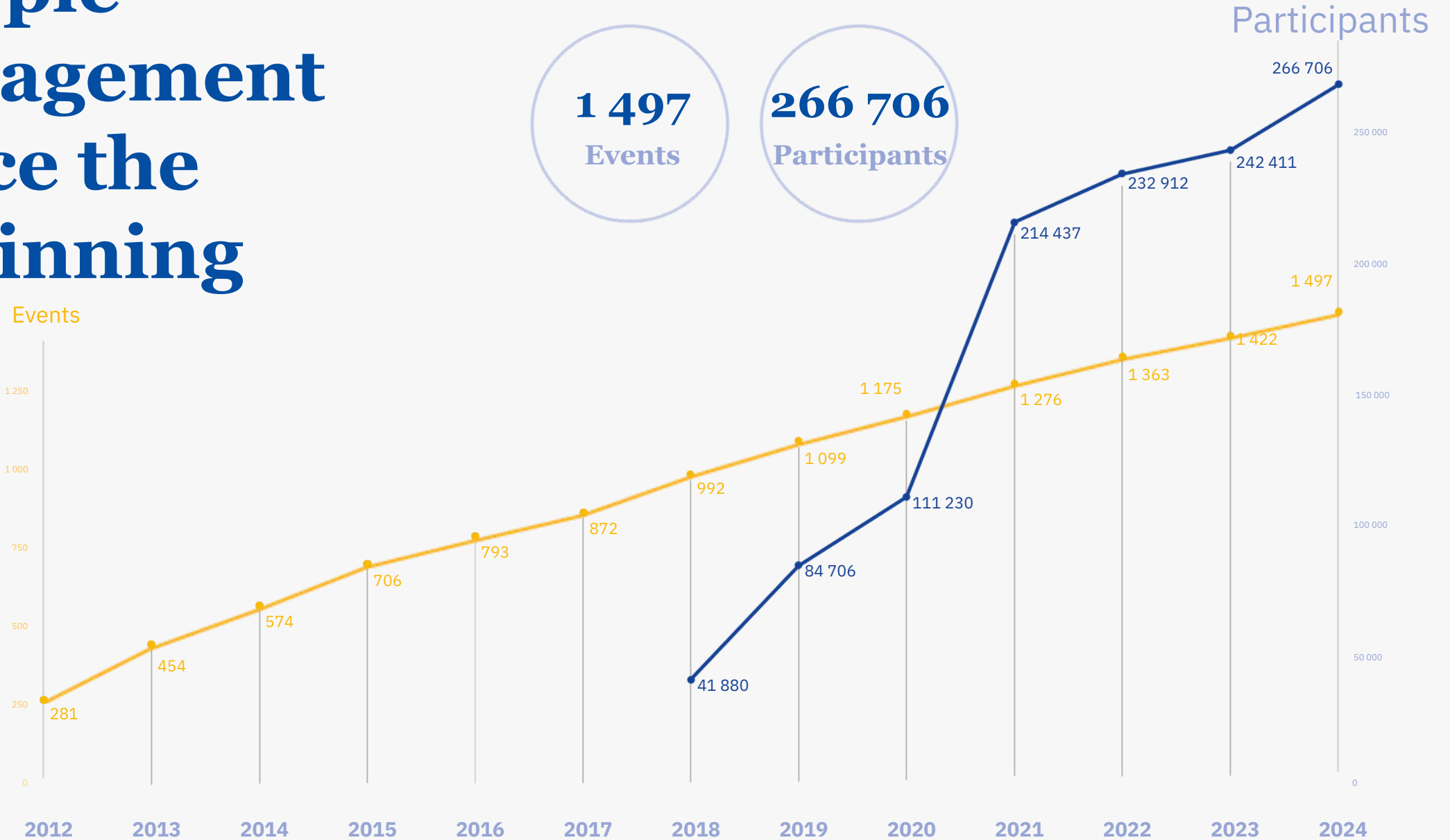
Now more than ever, bringing us closer to citizens



Citizens' commitment to the EU project

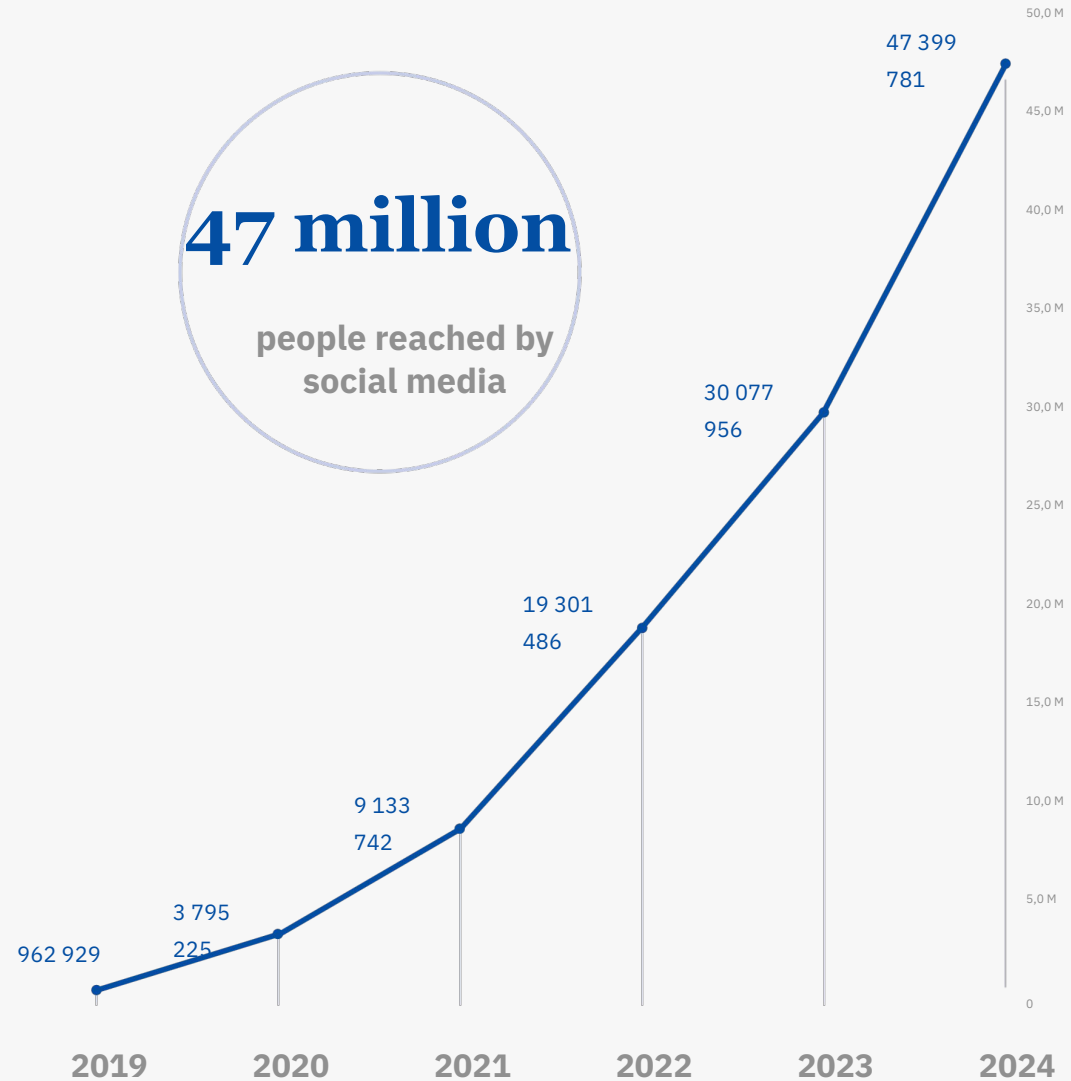


People engagement since the beginning



The power of collective action

Million people reached



Theme

35 years of Interreg

Let's celebrate the anniversary with our regions!

- Show your citizens how, thanks to Interreg funds, your regions have evolved and transformed over the past 35 years
- Engage local projects to organise events!
- Challenge: **35 years of Interreg, 30 countries celebrating IC Day**



What to expect in the coming months

- **Kick-off webinar** - get ready to launch!
- **Guide + factsheet 2025** - everything you need to know, all in one place.
- **Promotional video** - customisable for your event
- **New visual materials** - fresh designs to boost your outreach.

January

February

March

April

May

June

July

August

September

October

November

December

What to expect in the coming months

- **Webinar:** Tips for optimal media communication
- **Site at Interreg.eu:** Your events go live on our official website!
- Establish presence on **social media**

January

February

March

April

May

June

July

August

September

October

November

December

What to expect in the coming months

- **Paid promotional campaign** on social media
- **Request previous services** - Request all materials launched in previous months (visuals, promo video, website article, etc.).
- We start with the **local events celebration!**

January

February

March

April

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December

CELEBRATIONS ACROSS EUROPE FOR

Interreg 

COOPERATION
DAY

January

February

March

April

May

June

July

August

September

October

November

December

Latest additions

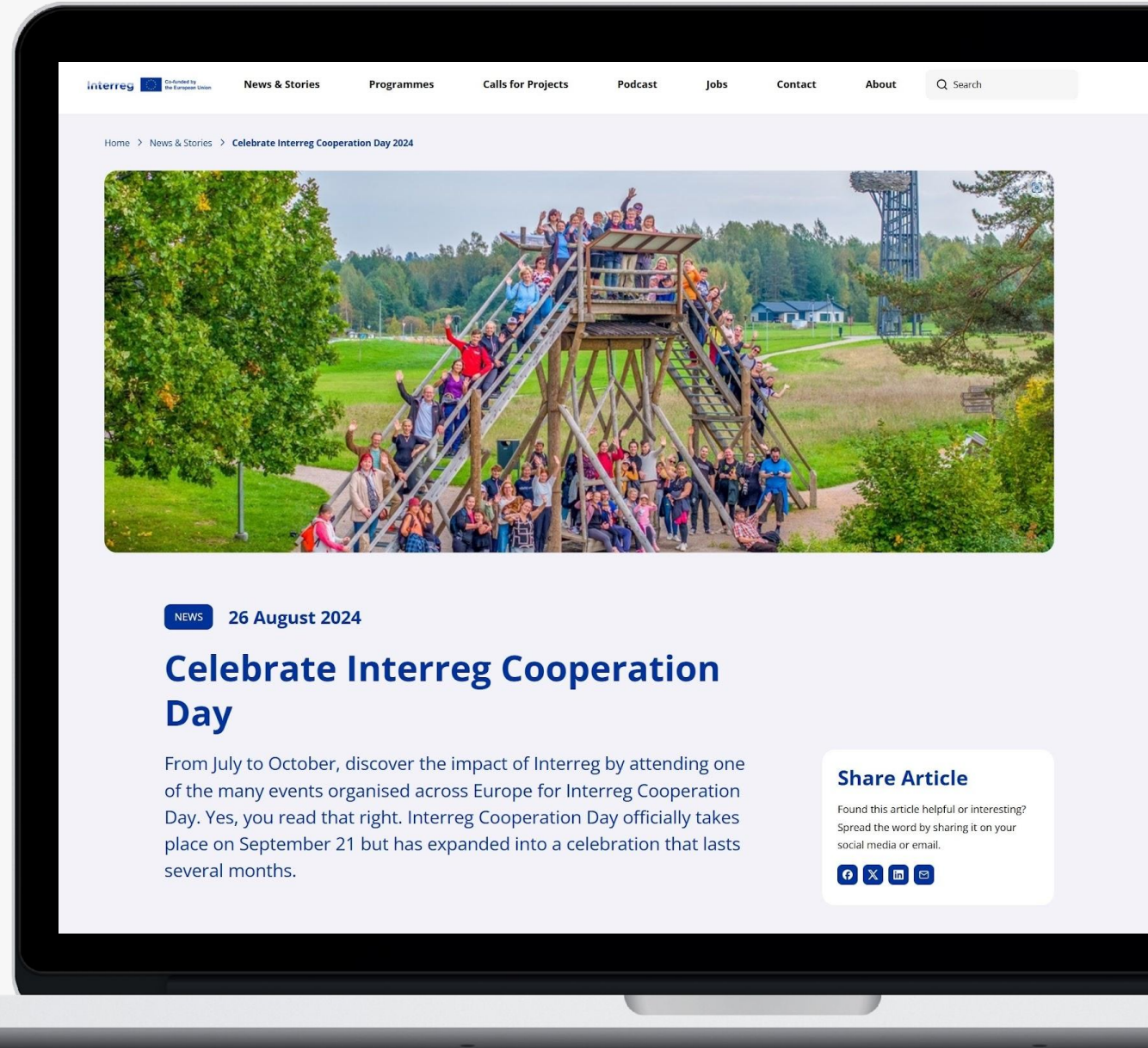
EU Cooperation activities pack

- Have you or your projects created **educational materials** (games, activities, etc.)?
- Let's use them in **Cooperation Day!**
- Repurpose these resources for use across programmes.
- Featured in the **guide** as best practices.
- We will explore the possibility of including them in the **EC Learning Corner!**



Latest additions Site for local events

Your events will be published to the international community on the new interreg.eu website. Our voice will be stronger, louder, brighter!



Europe's Day

Social media joint campaign

Europe Day is a fantastic opportunity for a collaborative social media campaign with all of you!

By using **#Interregforeveryone** and **#EuropeDay**, we can highlight the amazing stories of Interreg beneficiaries together.



What is Interact Academy?

Interact Academy is the home of our training services for the Interreg community, through **certified trainings** and **short courses**.

We use a **customised learning management system**, the **Interact Academy platform**.

The trainings are mainly for staff in **all Interreg programme bodies**.

academy.interact.eu







As I began my role with the Interreg Sweden-Norway programme, these certified trainings provided the **perfect foundation**. They empowered me with the tools and sharpened my skills in project management, assessment, coaching, and communication, allowing me to contribute meaningfully to our cross-border projects.

Marie B. Låte – Interreg Sweden-Norway

Interact Academy Certified trainings 2025



	January	February	March	April	May
 <p>Certified trainings with an in-person event</p>		7.2 – 7.3 Video-making in Interreg (Spain)	7.3 – 28.3 Interreg project management (Portugal)	4.4 – 9.5 Strategic approaches to Interreg programme management (Sweden)	7.5 – 24.5 Fundamentals of Interreg programme communication (Austria)
					23.5 – 20.6 Interreg project assessment, monitoring and verification (Estonia)
 <p>Online certified trainings</p>	24.1 – 27.2 Interreg evaluation practitioners	7.2 – 19.2 Interreg for beginners	3.3 – 30.4 SCOs foundations	3.4 – 17.4 Generative AI for Interreg communication	
			10.3 – 7.4 Interreg Management verifications	29.4 – 29.5 Interreg programme introduction	

Milestones Calendar

Event/campaign/milestone	When?	Where?	How can programmes take part?	Contact person
Social media video competition Interreg Slam	1 February	Facebook interreg.eu	https://www.facebook.com/watch/100064389384224/1576221430437141	Rosa
Interreg Portal Launch	20 February	Online	Follow Interact instructions	Eva, Rosa
ICON Meeting 2025	25-26 February	Alicante, Spain	https://www.interact.eu/events/196	Nebojsa, Rosa
Interreg GO!	27-28 March	Nova Gorizia	https://ec.europa.eu/regional_policy/whats-new/conferences/interreg-annual-event-2025_en	Kevin on Interact side
Interreg Slam Finale	27 March	Nova Gorizia	https://interreg.eu/interreg-project-slam-2024-2025/	Rosa, Nebojsa, Stoyan
Project communication toolkit v1 release	March/April	Interact website	Link will be available upon release	Arkam
Europe's Day social media joint campaign	9 May	Interreg Programmes social media channels	Instructions will be provided by email	Rosa
RegioStars applications deadline	20 May		https://ec.europa.eu/regional_policy/projects/regio-stars-awards_en	Maria Galewska/A2- D1-D2
INFORM EU Meeting Spring	June	Talinn, Estonia	Be part of INFORM EU Network	Maria Galewska/A2- D1-D2
EURegionsWeek	13- 15 October	Brussels	Follow event website: https://regions-and-cities.europa.eu	Maria Galewska/A2- D1-D2
Interreg Knowledge Fair	3-5 November	tbc	Stay tuned for news on Interact website	Kevin Fulcher
INFORM EU Meeting Autumn	November/December	Gdansk, Poland	Be part of INFORM EU Network	Maria Galewska/A2- D1-D2
Interact certified trainings (communication)				
Videomaking in Interreg	27-28 February	Alicante, Spain	https://academy.interact.eu/enrol/index.php?id=227	Nebo
Generative AI for Interreg communication	April	Online	Interact Academy (4 Webinars + 1 Assignment)	Arkam
Fundamentals of Interreg programme communication	21-22 May	Vienna, Austria	Registration is open (1 in person training, 2 webinars, 1 self paced course, 1 written test) https://academy.interact.eu/enrol/index.php?id=213	Arkam
Storytelling				Nebo
Social Media				Nebo

- Chapters are completely customizable; content is yours
- Does not replace your programme guidance but complements it
- Remove irrelevant info, add your own instructions, templates, links, visual examples, etc
- We can help you with additional images and icons upon demand
- First complete draft ready end of March - mid-April
- Planned chapters for v1: Communication Strategy, Events, Storytelling, Social Media, Newsletters, EU-wide campaigns, Media, Photography, Videos, Plain language
- More chapters in later releases
- Contact: Arkam & Rosa

Project Communication Toolkit

**Tips for Interreg project
communications**



Cooperation works

All materials will be available on:

[Interact connections / MC community](#)