

Webinar

# Beyond the headlines: Shaping Interreg's stories together.

Eva Martínez, Rosa Escamilla | Interact | 03.04.2025

Interact



Co-funded by  
the European Union  
Interreg



# We cooperate beyond borders to help Europe thrive

EXPLORE INTERREG



**We do this  
together**



**Almost 75% of the world's  
population over the age of 13+  
uses social media in some form**

Search Logistics ([searchlogistics.com](https://searchlogistics.com))

# Agenda

01

**Why your  
stories matter**

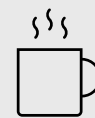
02

**Types of  
stories in  
Interreg.eu**

03

**What makes a  
story  
newsworthy:  
Deep down  
into examples**

**Break**



04

**Editorial  
process**

# Agenda

05

Group  
challenge

06

Wrap up

# Strategic Objectives



## Clearly establish Interreg's brand

Why, what and how



## Overview of programmes

Easy understanding of programmes and access to applicants to funding information.



## Relevance and impact

Showcase societal impact of Interreg in the territories

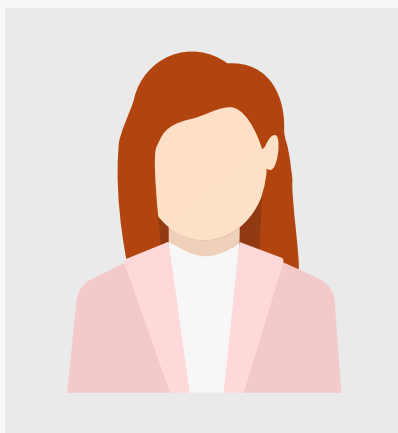


## Engage through storytelling

People and impact before numbers and stats.

# Target Audience Archetypes

## The Policymaker



### Represents (examples)

- Local, regional & national policy makers
- Committee of the Regions
- EU Parliament members

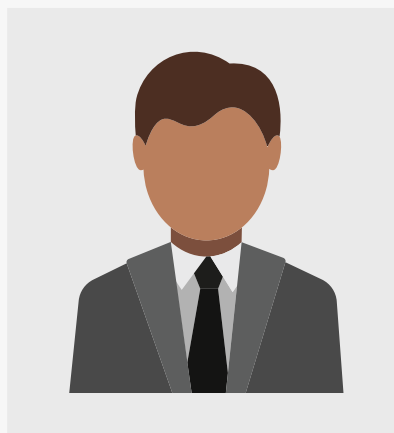
## The Decision maker



### Represents (examples)

- Ministries, national agencies, civil servants etc.
- Regional & national authorities

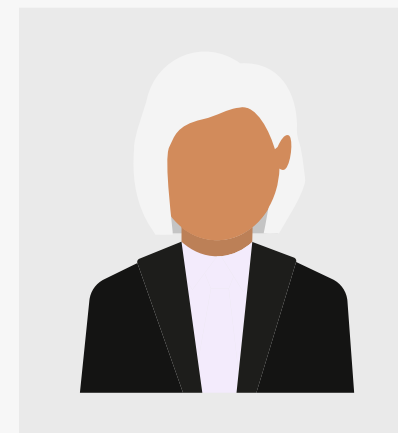
## The Potential applicant



### Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

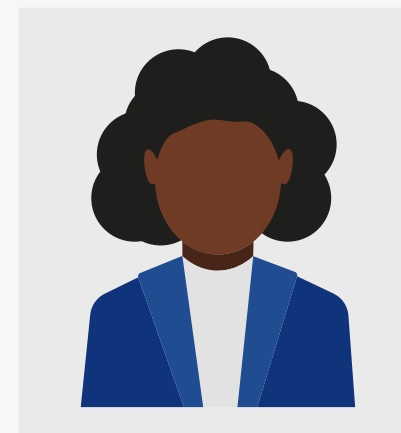
## The Beneficiary



### Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

## Staff working in Programme Joint Secretariats



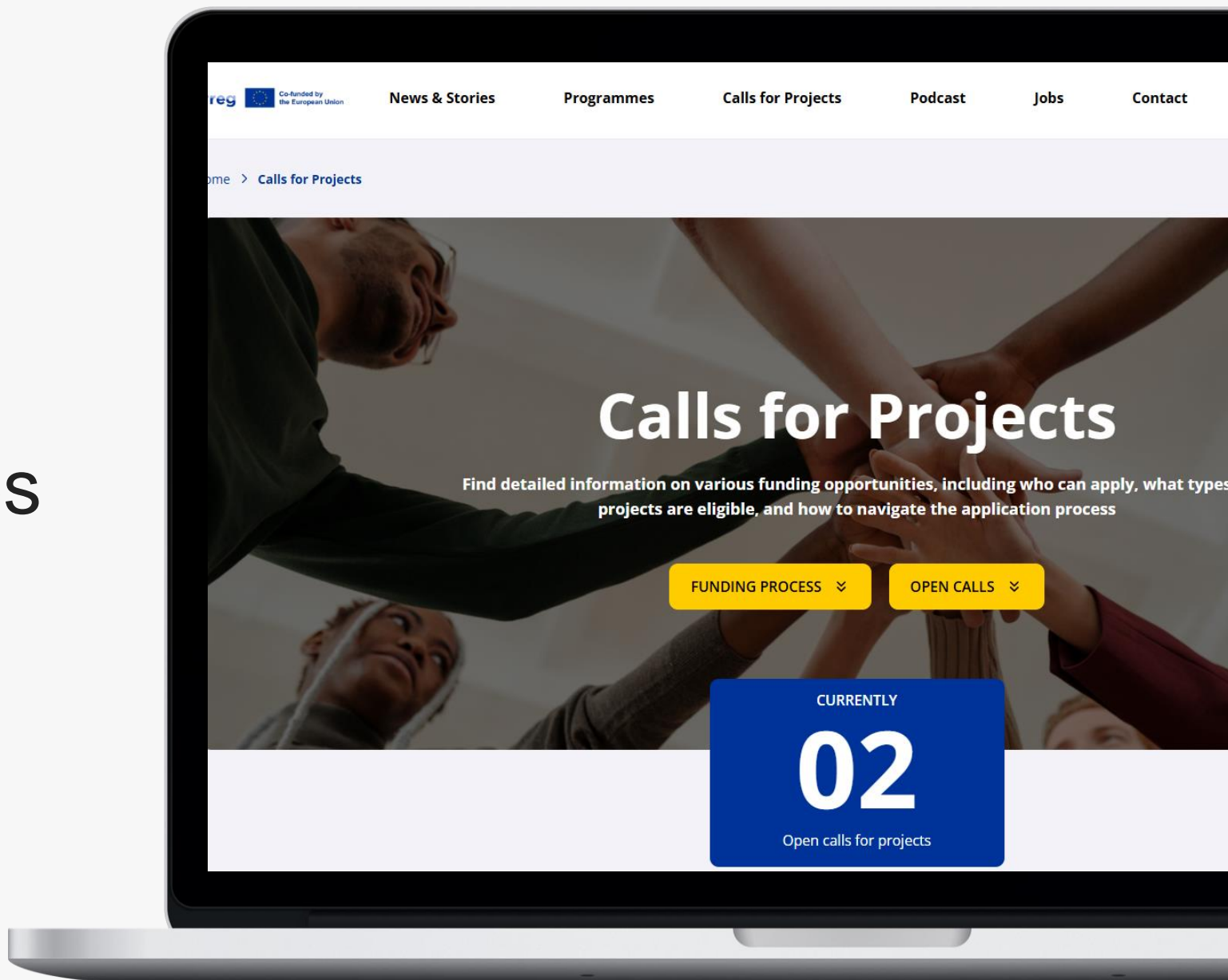
### Represents (examples)

- Joint Technical Secretariat
- Communication Managers
- Communication Officers
- Head of Joint Secretariat



# Most visited pages

1. Home
2. Programme pages
3. Jobs
4. Calls for projects
5. News&Stories



# Why your stories matter

## News & Stories

In this section we share the latest updates, inspiring stories and insights from our members. Stay informed and inspired!

EXPLORE LATEST ▾



**We envision a future where individuals from diverse backgrounds collaborate harmoniously, working together towards shared objectives and mutual understanding.**

**Author?**



**I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.**

**Author?**



**I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.**

**Martin Luther King**

# Types of stories in Interreg.eu

## News & Stories

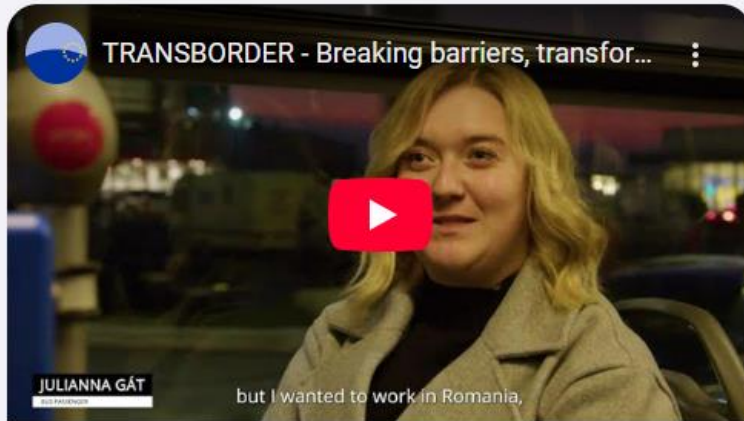
In this section we share the latest updates, inspiring stories and insights from o  
Stay informed and inspired!

EXPLORE LATEST ∨



# Watch Interreg in action

From farmers tackling climate change, to children recovering from war trauma and commuters crossing borders, our videos showcase the real-world impact of Interreg on communities across Europe.



## A bus bridging two countries

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



## Farming the future

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



## From war to welcome

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

# Documentary videos

## Definition

**Character-driven or topic-based storytelling** in a video format. Can be short (2-5 minutes) or long-form (10+ minutes).



## Choose the right character

Pick someone **directly impacted** by the project. Ensure they are **engaging on camera** and can communicate their experience authentically.



## Show, don't just tell

Capture **the before-and-after** impact of the project. Use **visual storytelling**—scenes of the person working, engaging in the community, or benefiting from the initiative.



## Keep the message clear

Align the personal story with **Interreg's larger mission**. Avoid too much jargon and focus on the human element.



## Call to action

Focus on timeless messaging rather than time-sensitive actions. Link to further details, reports, or upcoming events.



Home > News & Stories > Have your say: Shape the EU's next long-term budget (MFF) – Public consultation open until May 2025

NEWS

21 March 2025

# Have your say: Shape the EU's next long-term budget (MFF) – Public consultation open until May 2025

The European Commission has launched a public consultation to gather input on the EU's next long-term budget, the Multiannual Financial Framework (MFF), which will commence in 2028.

## News



### Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your social media or email.



# News

## Definition

**A concise, informative update** about a significant event, milestone, or development that is relevant to the **Interreg community, policymakers, and stakeholders.**



## Headline

Clear, informative, engaging and to the point.



## Lead paragraph (what, who, why)

Summarize the key information in 2-3 sentences.



## Key details (how, where, when)

Provide more context and specifics.



## Call to action

Link to further details, reports, or upcoming events.



**STORY** 20 February 2025

## Transforming elderly care in rural Italy with digital solutions

Italy is facing challenges with its aging population, particularly in rural areas where healthcare is harder to access. Interreg transnational projects like SI4CARE and PROCAREFUL are using technology such as telemedicine, wearable devices, and artificial intelligence to provide better care for elderly residents. By working with international partners, these initiatives are helping small communities improve healthcare for older adults and create solutions that can be used across Europe.

### Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your social media or email.



### Authors

Feature  
Story

# Feature stories

## Definition

A deeply researched, narrative-driven piece that explores a topic with **rich storytelling, context, and human interest**.

It provides **depth, analysis, and emotional engagement**, often using real-life examples, interviews, and visuals to illustrate its impact.



## Headline

Engaging and informative, highlighting the key theme.



## Lead paragraph (hook and context)

Start with a strong opening: a personal story, striking fact, or thought-provoking question. Briefly introduce the topic and why it matters.



## Background & context

Explain the broader issue or challenge. Why is this important for European cooperation, and how does Interreg fit into the picture? Provide more context and specifics.



## Main story (human element & impact)

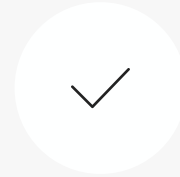
Bring in personal stories, interviews, and real-life examples to illustrate the project's impact.

# Feature stories

## Definition

A deeply researched, narrative-driven piece that explores a topic with **rich storytelling, context, and human interest**.

It provides **depth, analysis, and emotional engagement**, often using real-life examples, interviews, and visuals to illustrate its impact.



## Results & future outlook

Show measurable impacts and future potential.



## Call to action (make it evergreen and engaging)

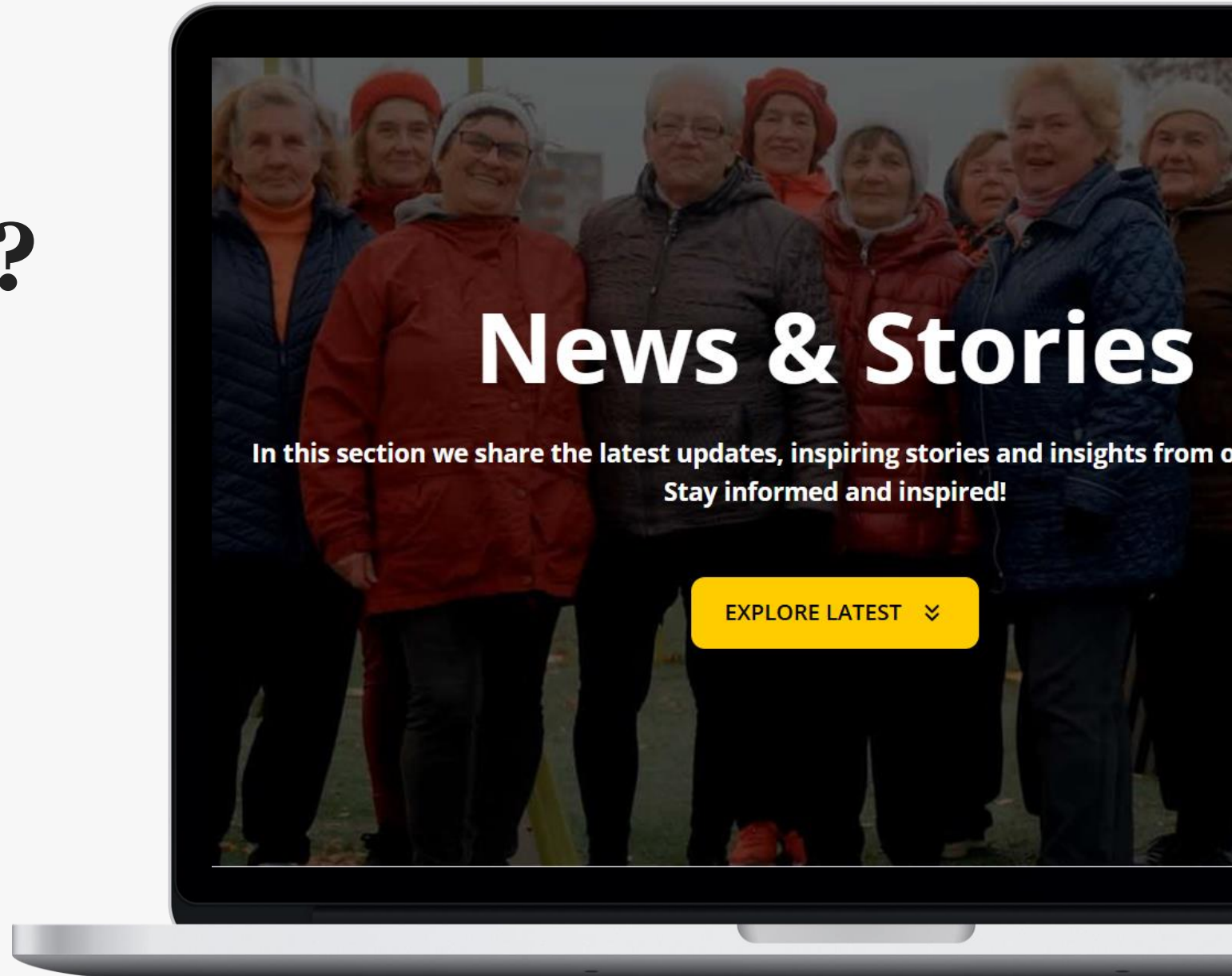
Encourage policymakers, stakeholders, or the community to explore related information.

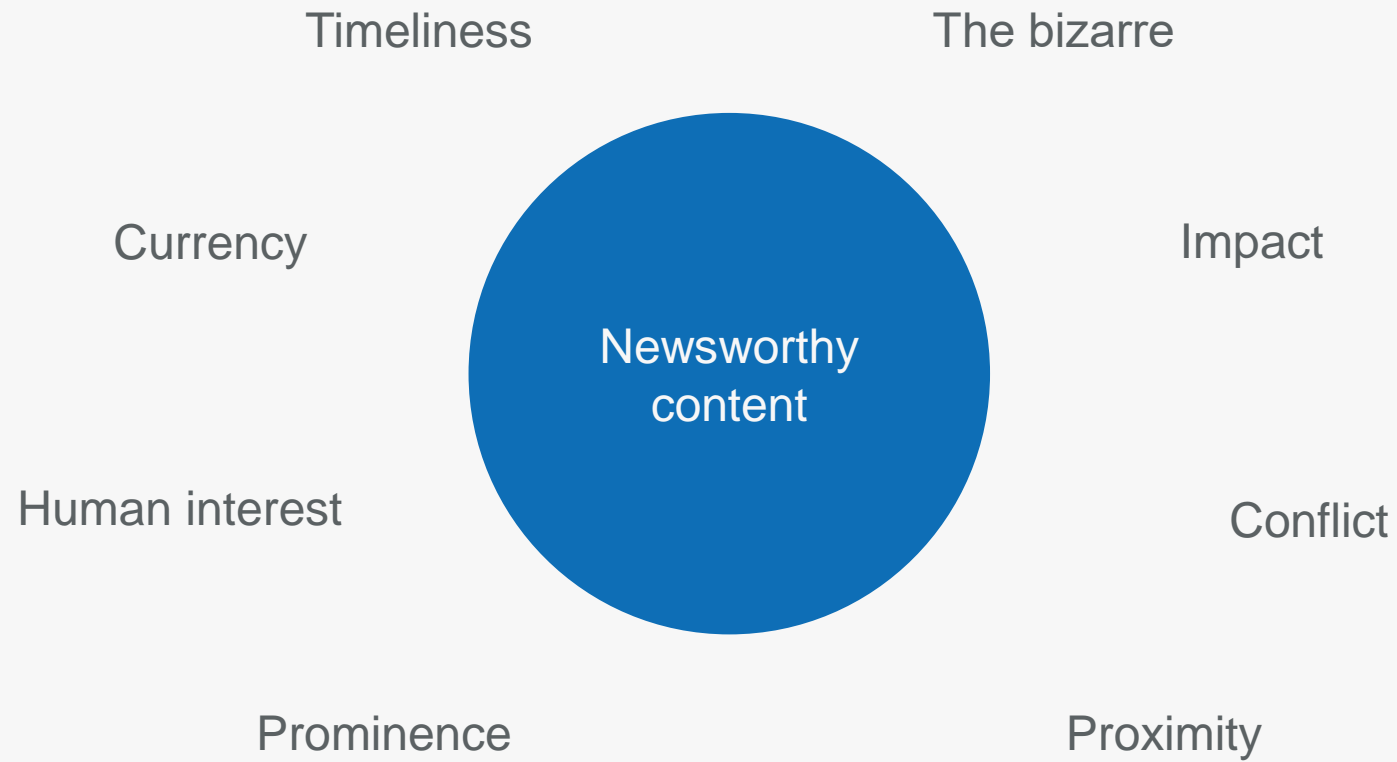
**Any  
questions?**





# What makes a story newsworthy?









# 1. Impact

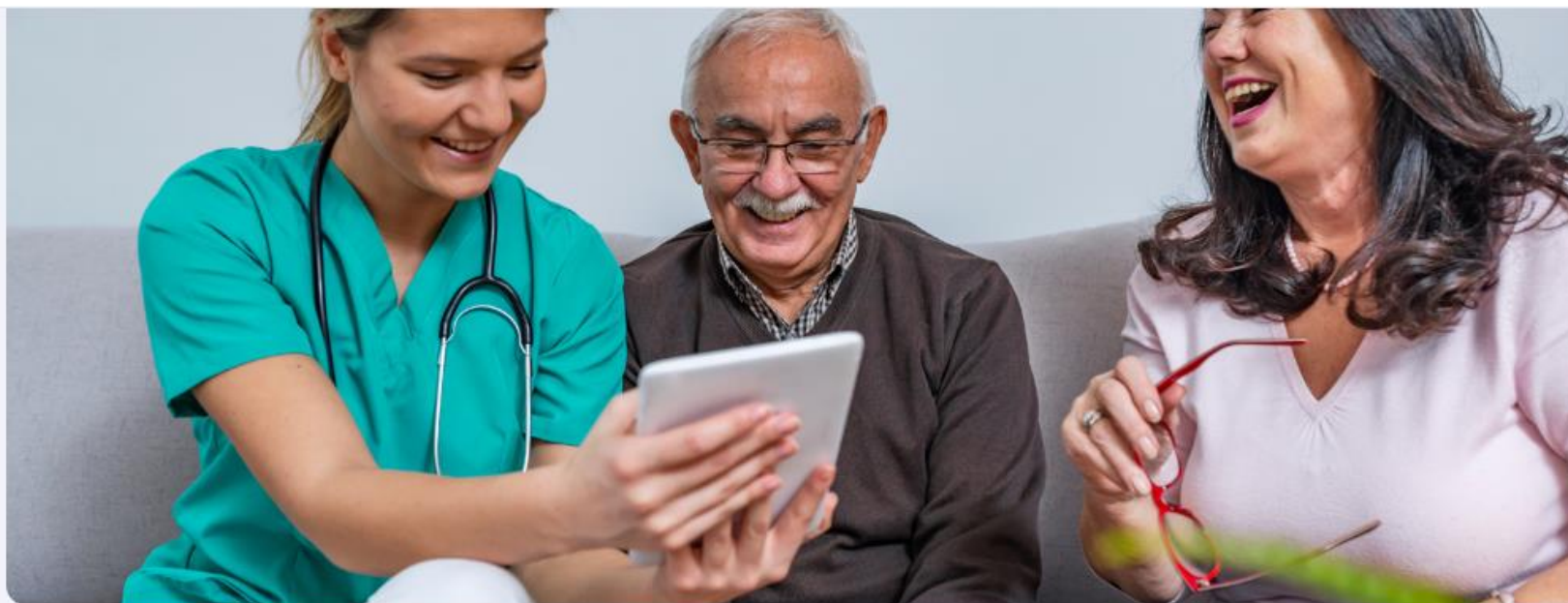
How will this affect my readers' lives?





The **impact** of a project is the **only thing** that matters.

Sigrid Melchior, correspondent in Brussels



STORY

20 February 2025

## Transforming elderly care in rural Italy with digital solutions

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### Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your social media or email.



### Authors



Watch SI4CARE project's video to see how they have transformed healthcare

Impact

**'Our patients now feel a sense of reassurance. Even though they live far from hospitals, they know help is close at hand if needed.'**

**Dr. Francesco Esposito**  
Rural medical doctor in Miglierina

Dr. Francesco Esposito, a dedicated rural doctor in Miglierina, has witnessed first-hand the transformative impact of the SI4CARE project. Collaborating with the University of Ljubljana and partners from across the Adriatic-Ionian region, he and



# We also share that impact on our social media channels



**Interreg**  
4.662 seguidores  
2 semanas • 🌐

Transforming elderly care in rural Italy with digital solutions IT 🇮🇹 🧑🏻

Accessing healthcare in remote villages can be a challenge, but Interreg is changing that. Through cross-border and transnational cooperation, innovative digital solutions are transforming elderly care in Italy and beyond.

- ♦ SI4CARE - Telemedicine for Isolated Villages from [Interreg ADRIAN Programme](#)  
📍 Reventino-Savuto, Calabria  
With some villages having as few as 255 residents, healthcare access is limited. SI4CARE introduced telemedicine and wearable sensors, allowing doctors to monitor patients remotely. Dr. Francesco Esposito, a rural doctor in Miglierina, sees the impact: "Even though they live far from hospitals, they know help is close at hand."
- Beyond telemedicine: Inspired by SI4CARE, Miglierina (pop. 720) is now building a dementia care center, proving that small communities can lead major healthcare innovations.
- ♦ PROCAREFUL - AI-Powered Home Care from [Interreg CENTRAL EUROPE Programme](#)  
📍 Silea, Treviso  
With an aging population, PROCAREFUL is introducing a hybrid home care model, using AI to detect early signs of cognitive decline. Caregiver Mara Murador explains: "This collaboration makes our work more efficient and sustainable".
- 🌐 From Calabria to Treviso, and across Europe, Interreg cooperation is shaping the future of elderly care. Because no one should be left behind.

Read the complete article here: <https://lnkd.in/djHNW6AX>

[#InterregImpact](#) [#SocialEuropeWithInterreg](#) [#InterregItaly](#)

Mostrar traducción



## 2. Timeliness

How new is what you are telling me?



Home > News & Stories > Have your say: Shape the EU's next long-term budget (MFF) – Public consultation open until May 2025

NEWS

21 March 2025

# Have your say: Shape the EU's next long-term budget (MFF) – Public consultation open until May 2025

The European Commission has launched a public consultation to gather input on the EU's next long-term budget, the Multiannual Financial Framework (MFF), which will commence in 2028.

## Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your social media or email.







STORY

07 March 2025

## How Interreg strengthens eastern EU regions after Russia's invasion of Ukraine

Cooperation across borders was once part of daily life for communities along the EU's eastern border. Regions in Finland, Estonia, Latvia, Lithuania, and Poland had long-standing ties with their Russian and Belarusian neighbours through trade, tourism, and cultural exchanges, supported by Interreg-funded projects. However, Russia's full-scale invasion of Ukraine in February 2022 abruptly ended these connections. Borders closed, cooperation ceased, and communities faced an uncertain future.

### Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your  
social media or email.

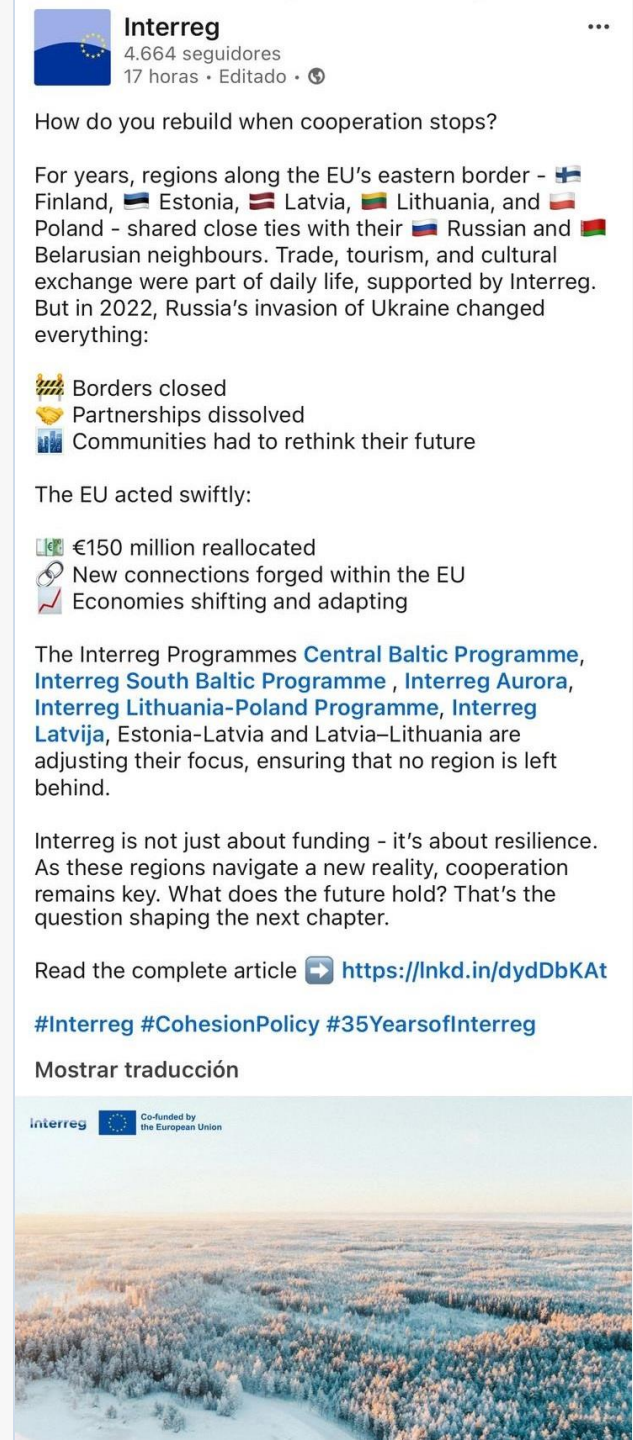


### Authors




# On social media we emphasise that key info and make it understandable

- Engaging title
- Emphasises key info
- Emojis
- Employ bullet points for clarity
- Incorporate numerical figures
- Call to action to read all the info




# Live event broadcasting









**Interreg**  
4.667 seguidores  
6 días • Editado •

Good morning from Gorizia-Nova Gorica! We are officially at [#InterregGO!](#) The conference kicks off with high-level speakers highlighting the power of ... más

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227

1 comentario · 13 veces compartido

# Quick reaction to relevant happenings



**Europe in my region**  
30 October 2024 ·

**EU Supports Flood Recovery Efforts in Germany and Italy**

The European Union Solidarity Fund is stepping up to help Germany and Italy recover from the severe floods that struck in May and June 2024. 💧

This funding proposal is a response to requests from both countries, who submitted damage assessments for their regions.

The aid package will support emergency and recovery efforts, including:

- 🔧 Repairing damaged infrastructure
- 🏰 Safeguarding cultural heritage
- 🧹 Clean-up operations

Support amounts:

- 🇩🇪 €112.07 million for Germany (Bavaria & Baden-Württemberg)
- 🇮🇹 €3.96 million for Italy (Valle d'Aosta)

This will help communities rebuild and prepare for the future.  
[#EUFunded](#)

<https://ec.europa.eu/.../25-10-2024-commission-proposes...>

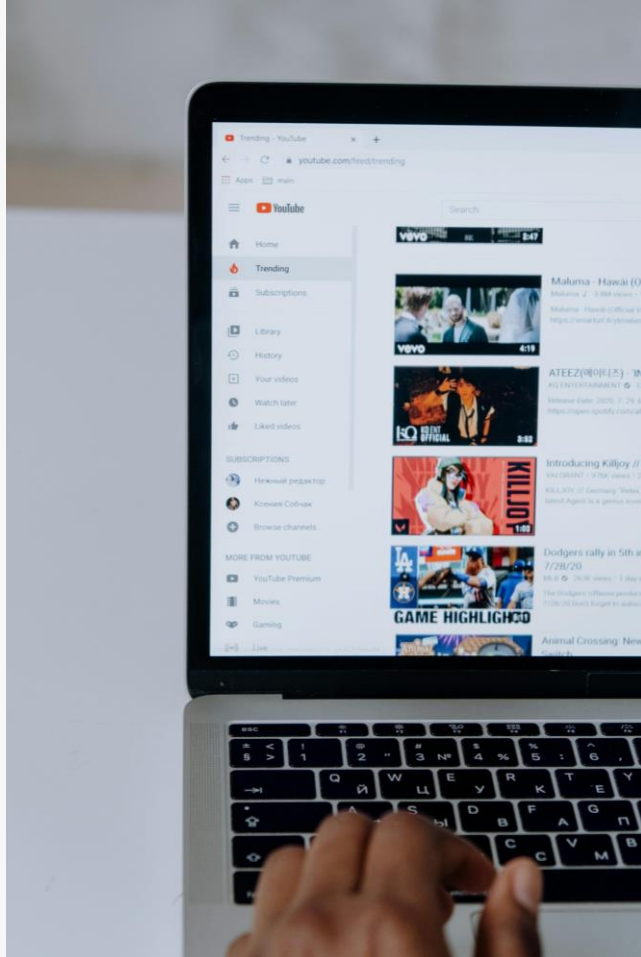


# World Days celebrations



## #Recycling Day

**Interreg** Climate Change and Risk network



# 3. Currency

## Is this trending?





STORY

26 March 2025

# Collaborating for water: Sustainable solutions across European borders

In the hills where Italy and Slovenia meet, wine has long been a cultural connection. But climate change is making it harder to keep vineyards healthy. Water shortages and unpredictable rainfall are putting the region's wine-making tradition at risk.

## Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your  
social media or email.



# Hashtags

## Benefits

- Enhance exposure
- Increase discovery
- Facilitate content research
- Help hashtag-driven campaigns and contests

## #Interregandme

 **interreg.eu** @Interreg\_eu · Aug 11, 2022

"I wanted to offer my pupils an Italian 🇮🇹 experience: visit our cross-border area, talk to native speakers...", says Vesna, primary school teacher in Slovenia 🇸🇮. 🗨️ [#interregandme](#) @InterregI TASLO



From [interreg.eu](#)

🗨️ 1 ❤️ 4 📊 📌 📤

## #InterregSlam

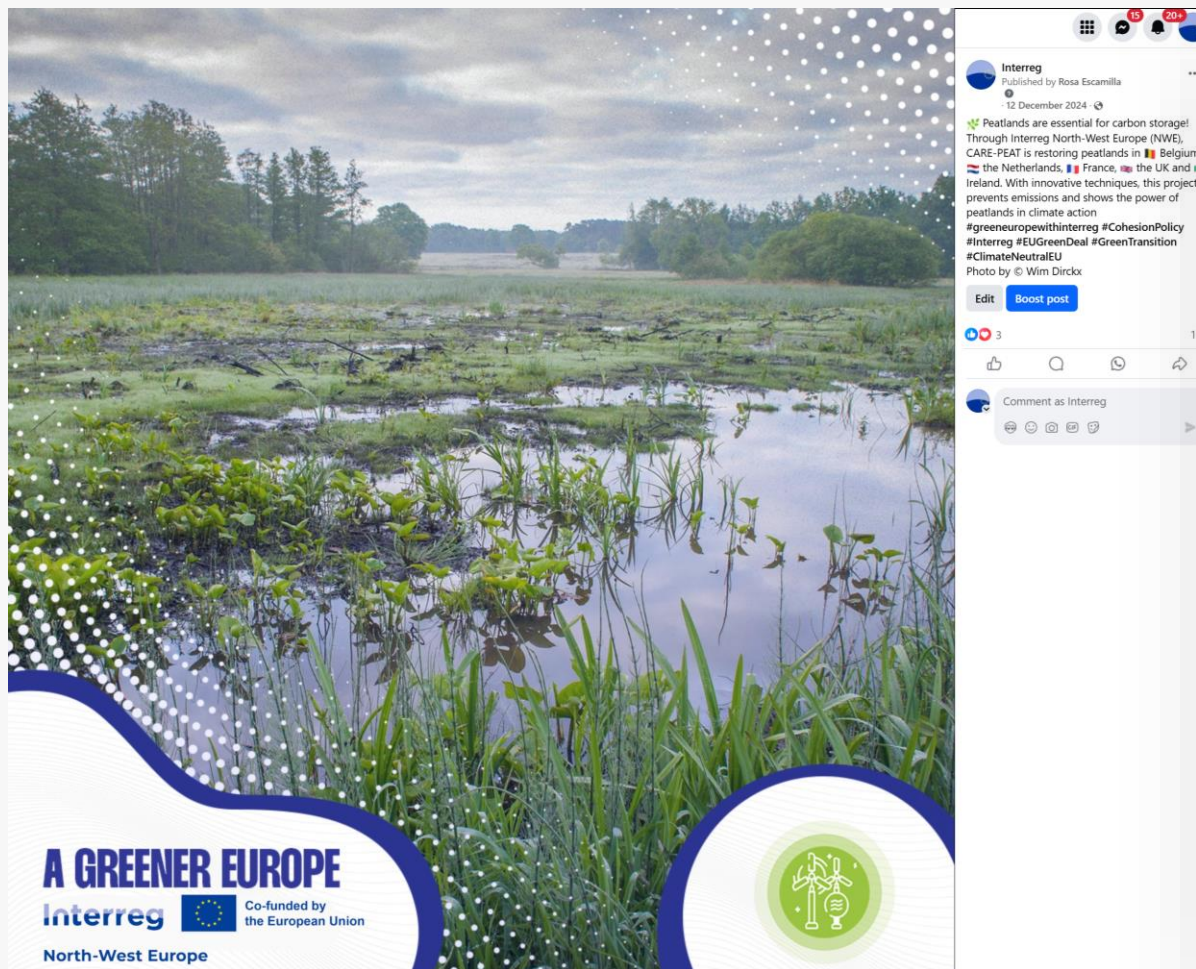
 **Interreg**  
Published by Rosa Escamilla  
· 27 March at 06:56 · 🌐

🏆 Today is the day 🏆 The Grand Finale of [#InterregSlam](#) 2024-2025 is happening from 15:00 to 17:00 CET.  
T... See more



▶ 0:08 / 0:39 ⚙️ ↗️ 📄 🔊

# #ClimateNeutralEU



# #EuropeDay







## 4. Prominence/ authority

Why are **you** telling me this?





Home > News & Stories > 'Disasters do not recognise administrative boundaries' – Dr. Nicola Tollin

STORY

26 March 2025

# 'Disasters do not recognise administrative boundaries' – Dr. Nicola Tollin

Effective disaster risk management (DRM) is essential to help European cities and prepare for increasingly frequent shocks and stresses. Climate-related events, such as repetitive devastating floods, heatwaves, and wildfires fires are becoming more common due to climate change. New geopolitical, technological, and health hazards equally enhance the need for effective disaster risk management within a multi-disaster approach.

## Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your social media or email.



# Third party advocate




Deutsch-dänische Kooperationen schaffen einen konkreten Mehrwert für uns alle! 😊



Interreg Deutschland-Danmark

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**Interreg**  
4.670 seguidores  
1 mes • 🌐

🚒 Accidents, fires and other disasters - what do we do?  
It may seem natural that the emergency response systems in Denmark and Germany work together when help is needed in the border region. ... más

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Interreg



Kofinanziert von  
der Europäischen Union  
Medfinansieret af  
Den Europæiske Union



WIR FÖRDERN ZUSAMMENHALT  
VI STØTTER SAMHØRIGHED

Deutschland – Danmark



A really tempting position. A great team to work with!

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**Interreg**  
4.670 seguidores  
2 meses • 🌐

New job opportunity! [Interreg CENTRAL EUROPE Programme](#) is hiring a Programme Officer in innovation! This role involves assessing and monitoring projects while supporting applicants and beneficiaries in EU-funded ... más

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Interreg  
CENTRAL EUROPE



Co-funded by  
the European Union

## WE'RE HIRING!

Programme Officer  
Thematic Area "Innovation"  
(m/f/d)



Almudena Ortega Sierra • 1er

Communication Officer at #EUCooperation Programme Interreg Spain-Por...

2 semanas • 🌐

Europe was born to prevent neighbours from fighting. #Interreg helps them work together instead.

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**Interreg**  
4.670 seguidores  
2 semanas • 🌐

Ever wondered what Interreg is? 🤖 Hit play and find out how cooperation shapes Europe! ... más

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## 5. Proximity

Does this story matter to my audience?



[Home](#) > [News & Stories](#) > [Improving maternity care across borders: 'We were proud of what we had learned' – Dr. Alenka Zavrtanik Čelan](#)

STORY

26 March 2025

# Improving **maternity care** across borders: 'We were proud of what we had learned' – Dr. Alenka Zavrtanik Čelan

Dr. Alenka Zavrtanik Čelan, a specialist in gynaecology and obstetrics with three decades of experience is the Head of the Gynaecology and Obstetrics Department at General Hospital Šempeter pri Gorici, a regional hospital serving the Goriška region. Located in Slovenia's westernmost region, the hospital serves the sparsely populated **Goriška region, including remote mountain communities.**

## Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your  
social media or email.



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 commitment to building inclusive communities through collaboration


## Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your social media or email.









# Map and tag the pertinent accounts



 **Interreg**  
Published by Rosa Escamilla  
· 28 November 2024 ·

Today, on [#MediterraneanDay](#), we extend our congratulations to [Dubravka Suica](#), the new Commissioner for the Mediterranean, and celebrate the work of the 17 Interreg programmes making the Mediterranean greener, more innovative and socially connected.

[#MedLAB](#) group ([Interact Programme](#), [Interreg TESIM NEXT](#)), a platform fostering synergies across EU funds in the Mediterranean, highlights the real progress from programmes through a variety of projects:

Through external cooperation, initiatives like [#NAWAMED](#) from [Interreg NEXT MED Programme](#) are transforming water use in schools and public buildings in  by implementing nature-based solutions. Additionally, the [#MedEcoSur](#) project is renovating university buildings for energy efficiency in , reducing emissions and promoting sustainability across the region.

In transnational cooperation, projects like [#COMPOSE](#) from [Interreg Euro-MED Programme](#) are empowering communities across  to reduce their carbon footprints by introducing sustainable energy solutions. Meanwhile, [#Local4Green](#) supports local authorities in  to define fiscal policies that promote renewable energy and environmental responsibility.

Finally, in cross-border cooperation, projects like [#IRRIGAVIT](#) from [Interreg Italy-Slovenia](#) are helping  winemakers address drought through sustainable irrigation practices, while ECO2SMART aims to preserve biodiversity in  through the Payment for Ecosystem Services (PES) model, protecting natural sites and supporting climate change adaptation.

A huge thank you to all the Interreg programmes shaping the Mediterranean: [Thematic Interreg Adrion](#), [Interreg IPA Croatia-Bosnia and Herzegovina-Montenegro](#), [Interreg Euro-MED Programme](#), [Interreg Greece - Albania](#), [Interreg Greece - Bulgaria](#), [Interreg VA Greece Cyprus 2014 2020](#), [Interreg VI-A Bulgaria - North Macedonia Programme](#), [Interreg IPA South Adriatic](#), [Interreg Italy-Croatia Programme](#), [Interreg Maritime - Marittimo](#), [Interreg Greece-Italy](#), [Interreg V-A Italia Malta](#), [Interreg Italy-Slovenia](#), [Interreg Italy-Tunisia](#), [Interreg Poctefa](#), [Interreg Sudoe Programme](#), [Interreg NEXT MED Programme](#)







## 6. The unexpected

Is there anything unexpected about this story?

Man has bacon and eggs for breakfast  
but the bacon is made from human flesh



STORY

01 November 2021

# Divers, fishermen and drones in the frontline to protect coastal areas

Climate change is changing the environment as much as the lifestyle of people living in coastal areas. With a combination of community, resourcefulness, and innovation two Interreg projects put creative solutions forward.

## Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your  
social media or email.





Interreg ha compartido esto



## Interreg Baltic Sea Region

3.963 seguidores

2 meses • 🌐

We are great at [#Interreg](#) at efficiently using the money to jointly develop solutions and roll them out across the [#BSR](#) region. Easy to say, right? ... más

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**4 euros\* for your favourite Barista or**

**Public spaces tailor-made for the elderly, youth, and people with special needs.**

\* spent per person living in the region within 7 years.

**Interreg. This is how we do it transnationally.**

**Interreg**  
Baltic Sea Region

 Co-funded by the European Union



Interreg  
Publicar para Cualquiera

🥕 Carrot salad with a twist! Carrot salad with sugar kelp.

Ingredients for 2 servings:

3 carrots

7 g sugar kelp

2 tbsp raw nut butter (almond or peanut butter or mixed)

1-2 tbsp soy sauce

Juice of ½ lemon

Rinse the sugar kelp well under cold water, chop and soak in cold water for 10 minutes. Grate the carrots. Mix the nutmeg, soy sauce, lemon juice and water in a blender to a creamy sauce and pour over the grated carrots. Stir in the sugar kelp and sprinkle the sesame seeds over the salad. Enjoy immediately or leave to marinate in the fridge. 🍴 Bon appétit!

@AlgaeFood is a 3-year [#Interreg](#) project between German and Danish partners to put more regional algae on the menu. It will achieve this through cooking courses, workshops with local communities and businesses, as well as training teachers to use algae in the classroom. 🌟 Read more about the project here: <https://www.sdu.dk/en/om-fakulteterne/naturvidenskab/nyheder-2023/algaefood>



**ALGAE FOOD**

**CARROT SALAD... with kelp!**

[Editar](#)



## 7. Conflict

What are the different sides of this issue?





[Home](#) > [News & Stories](#) > [How regions are removing obstacles to cooperation](#)

STORY

26 March 2025

# How regions are removing obstacles to cooperation

Languages, cultural mindsets, lack of trust, legal frameworks, administrative systems are common barriers to effective cooperation between regions and countries. Local and regional actors need to assess those challenges before designing or implementing new services that can improve the quality of life of citizens in a given territory.

## Share Article

Found this article helpful or interesting?  
Spread the word by sharing it on your  
social media or email.







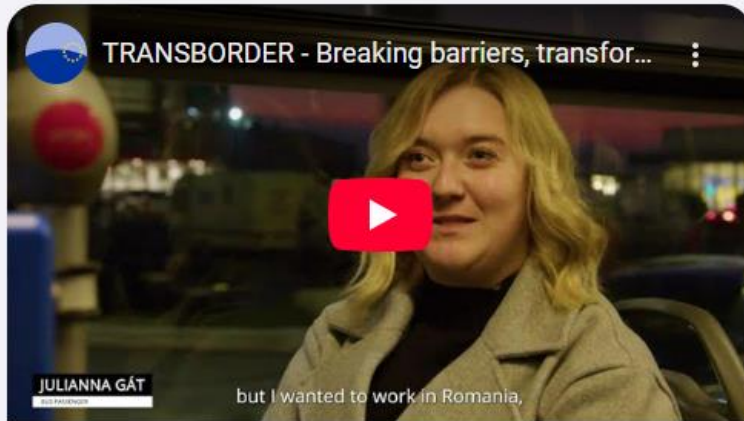
## 8. Human interest

Are there compelling characters impacted by this story?



# Watch Interreg in action

From farmers tackling climate change, to children recovering from war trauma and commuters crossing borders, our videos showcase the real-world impact of Interreg on communities across Europe.



## A bus bridging two countries

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



## Farming the future

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

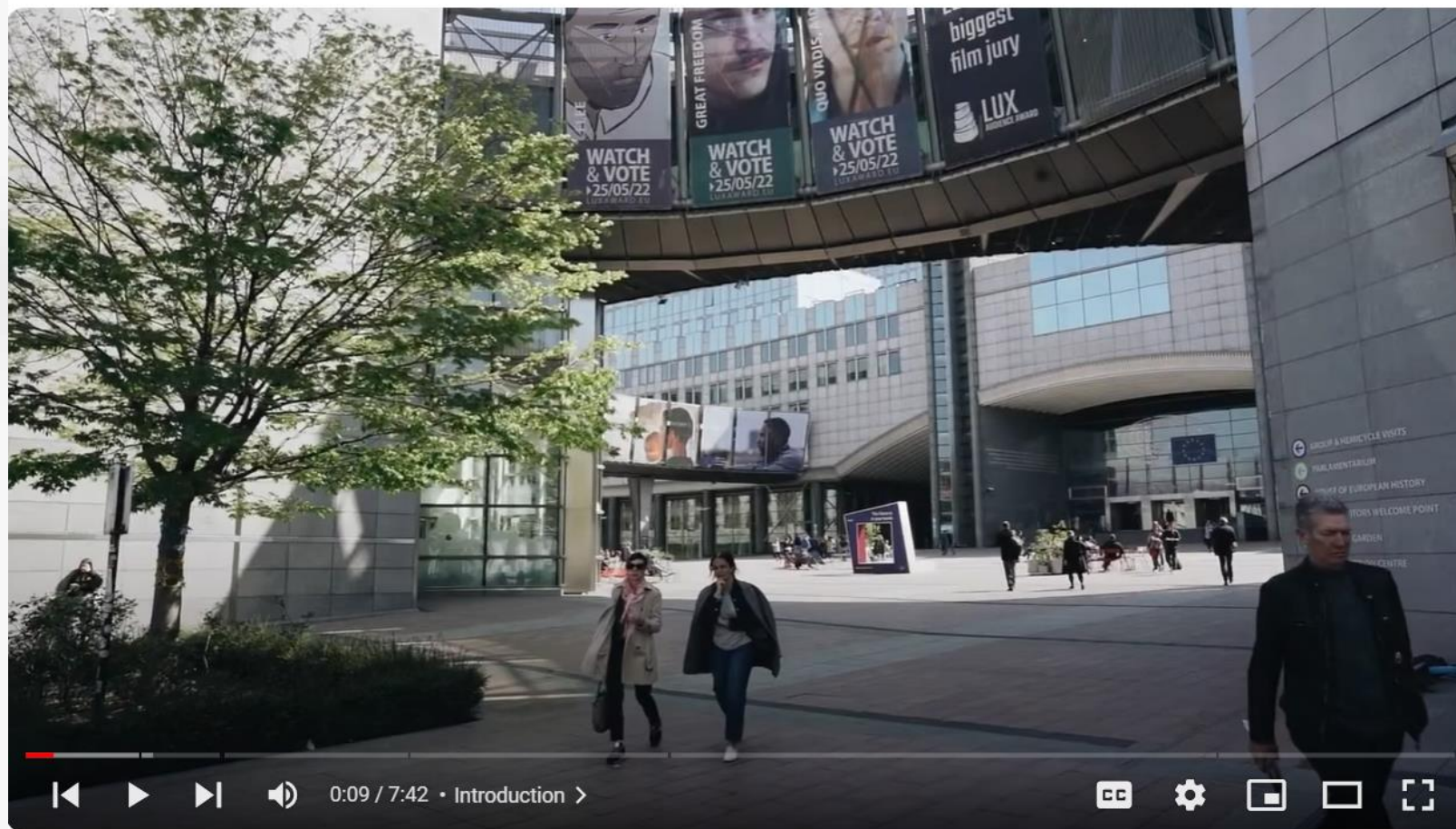


## From war to welcome

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



# Snackable content









How to attract EU media with Interreg stories? With Sigrid Melchior.

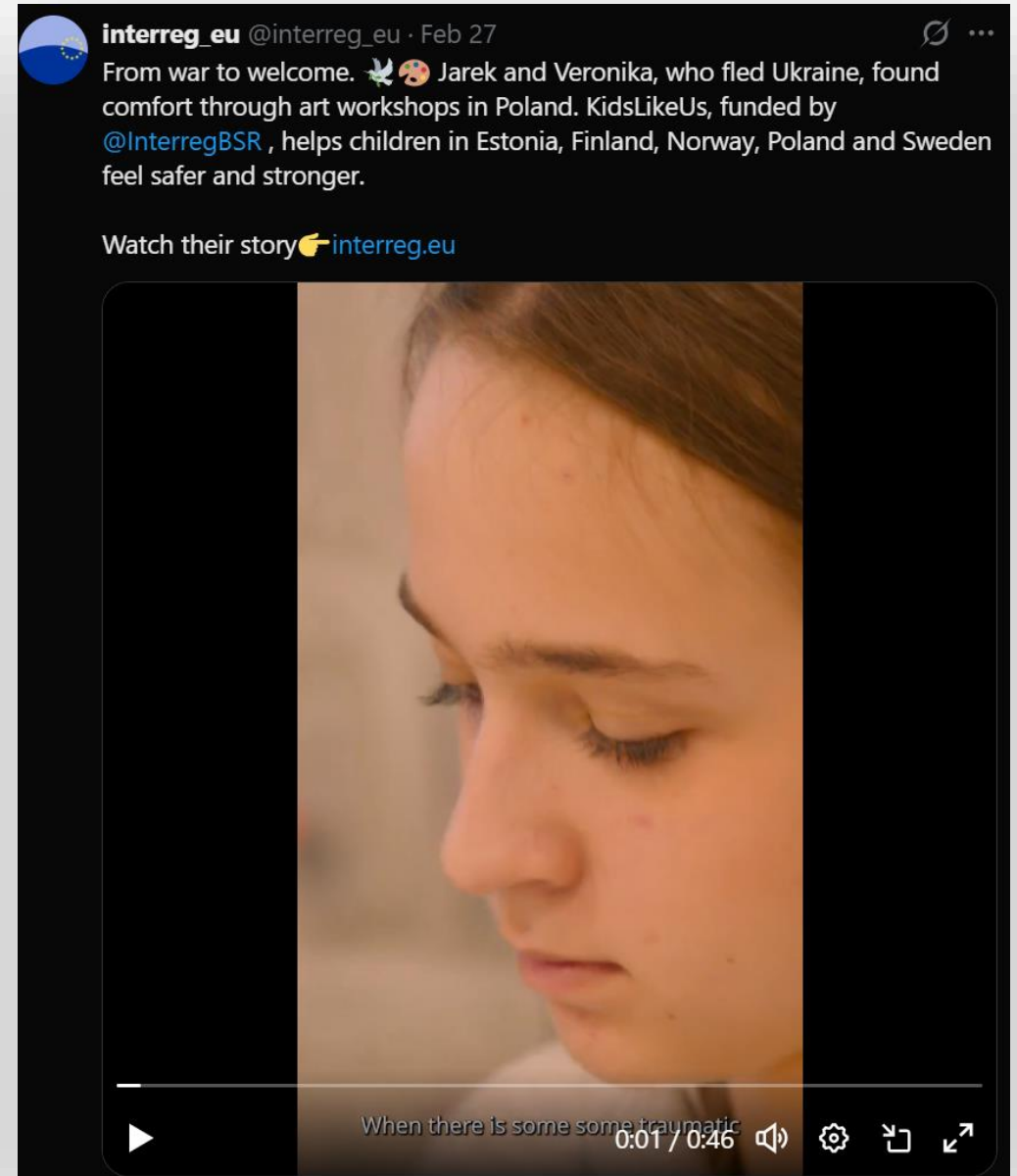
## How to attract EU media with Interr...

Interact - 3 / 7



-  **How to attract EU media with Interreg stories**  
Interact
-  **teaser beatriz ríos 1080p**  
Interact
-  **How to attract EU media with Interreg stories? With Sigrid...**  
Interact
-  **How to attract EU media with Interreg stories? With Beatriz...**  
Interact
-  **Teaser Miriam Burgués**  
Interact
-  **How to attract EU media with Interreg stories? With Miriam...**  
Interact

# Recycle the videos into bite- sized pieces!



# Break



# Editorial process

## Send your idea

What is the story about?

## Send your draft and visuals

Word document & horizontal images:  
1920x1080px

## We edit together

In dialogue with you, we edit the text for clarity, flow and overall readability

## We publish

On the website and Social Media.

**Send  
your stories to:**

[interregonline@interact.eu](mailto:interregonline@interact.eu)



# Group challenge

- You will work in small groups for **15 minutes**
- Each group agrees on an **idea for a story** and writes a **4-sentence pitch** together.
- Each group selects **one person to present** the pitch to the whole group.

# Elements **to include in the** pitch



## **The hook:**

Start with an engaging fact, challenge, or emotional statement.



## **The problem:**

Briefly explain the issue.



## **The solution:**

Describe the Interreg project's/programme's role and actions to address the issue.



## **The impact:**

Highlight the real-world change it created.

# Example pitch (not a real project)

*Story Idea: AI-powered irrigation saves water for farmers across borders*

What if AI could save millions of liters of water and help farmers adapt to climate change? Interreg's **AquaSmart project** is doing just that, with **AI-driven irrigation systems** cutting water waste by **30%** in **Spain and Portugal**.

With **500+ farms benefiting**, this cross-border project is **boosting crop yields** and offering a **sustainable solution** to water shortages. Could this be the future of farming in Europe?

This story ties into **climate change, agriculture, and EU cooperation**—perfect for Interreg.eu's audience.



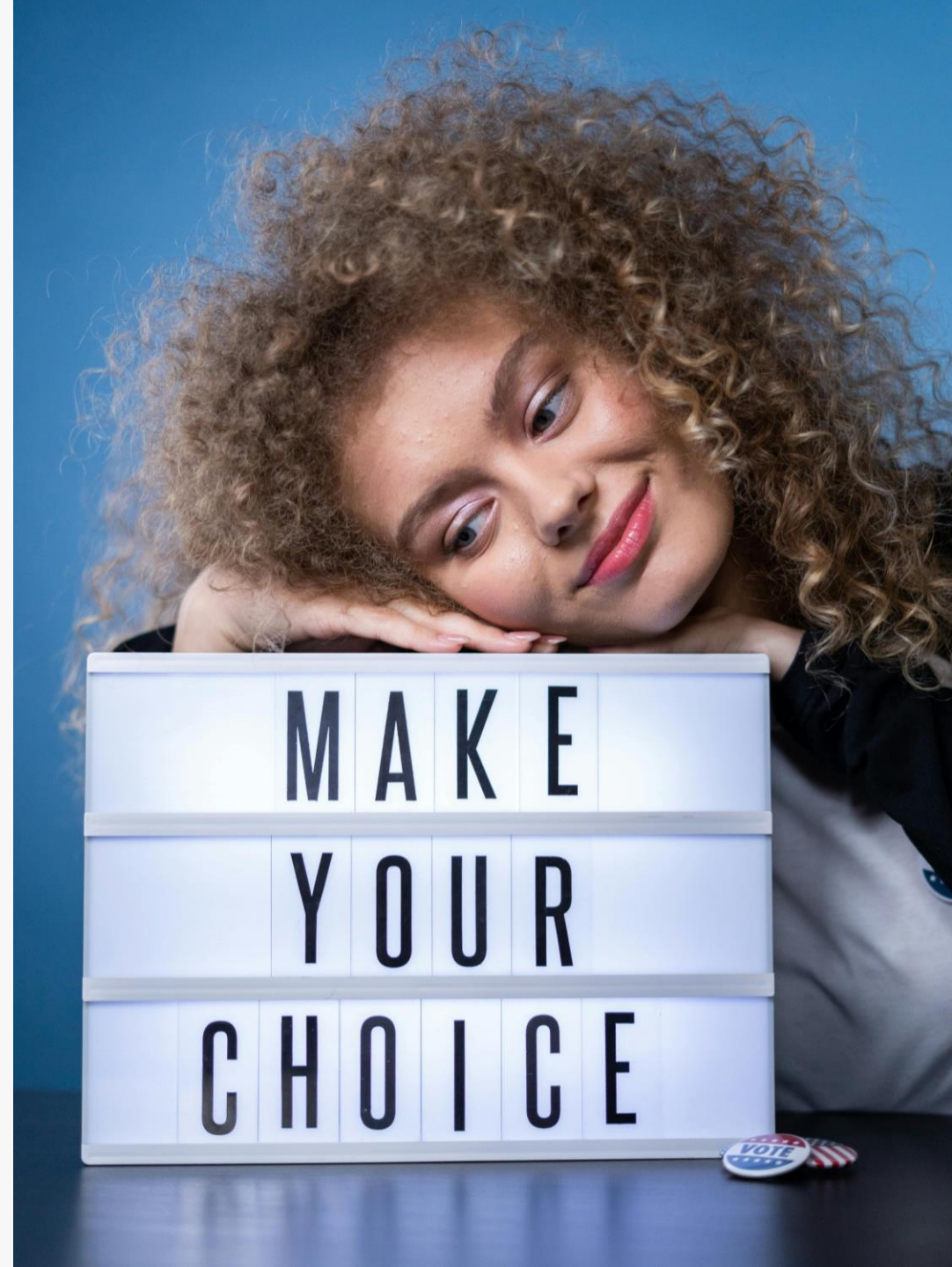
# **Share** your pitch in the chat:

The person you designated per group writes the  
**4-sentence pitch** in the chat.

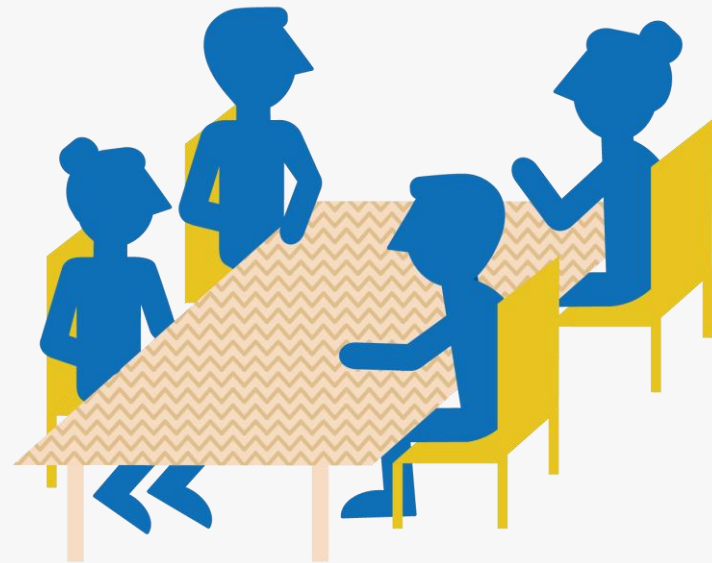


# Time to vote:

Use **reactions** (👍, ❤️) to vote for the most engaging pitch.



**Any  
questions?**



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With a broad vision to join new platforms!



# Thank you for being here!

Your opinion matters to us.

Please take a few minutes to provide us with feedback to help us improve our services.

