Synergy is what happens when one plus one equals TEN or a HUNDRED or even a THOUSAND! It's the profound result when two or more respectful human beings determine to go beyond their preconceived ideas to meet a great challenge.

Stephen Covey

Why to leverage AI in analysis of project data?

Programme perspective

The clear need of Interreg programmes for AI support in performing analyses related to projects manifested in 2023 and was reaffirmed after the first AI tools creation in 2024.

Even though programme management is reluctant in applying AI and often faces barriers in doing so, they have to address the fact that consultants are far more advanced and harvest the AI possibilities during application and project implementation, as well as ex-post programme activities.

More and more, programme experts see the benefit and the potential in using AI in simple analyses, planning of activities and data representation, which are the typical steps they take in this direction.

Source: Pixabay

Mainstreaming capitalization
with AI support

❖ Choosing a reference framework, like European values, EU goals 2030, programme indicators, etc.

❖ Testing different AI capabilities of interaction with programme information architecture

❖ Producing the right prompts for the right AIs - „test and fail" approach, but also integration with existing forms

❖ Checking the AI results and improving them - sample check at least

❖ Data representation with charts and diagrams

❖ Conclusions and potential further use of the results

Interact's support to mainstreaming AI analysis

In the period 2025 we have tested how Interact might address the support needs of programmes on four occasions. We have proposed a practical AI methodology to Interreg programmes, Interreg-IPA, IPA-IPA and mainstream programmes

Framework analysis with AI:

❏ Choosing a reference framework like European values, EU goals 2030, programme goals, etc.

❏ Use of available data – programme database or Keep.eu

Capitalisation with AI:

❏ Setting up the capitalisation method – a screening methodology for assessing the capitalisation potential of projects via summaries

❏ Defining the output framework

Contricution of projects
Towards a framework of topics

Communication topic

When organizing the capitalization exercise, one could choose a reference framework of topics, towards which projects could be assessed for their contribution. These could be anything: programme objectives, specific topics of a capitalisation call, but also, broader ones, such as the EU goals, European values or whatever framework needed.

The benefit of working within a reference framework is that all projects would be compared with standardaised measures and studied on equal footing to equally important topics.

What framework are we going to use today?

Integrated territorial development including establishment of formal cooperation structures, access to public services of general interest and tourism

Entrepreneurship

Innovation management in SMEs

Health care (innovation) and silver economy

Accessibility of peripheral areas including digital transport solutions, transport strategies and planning

Matching skills to labour market needs of regions in industrial and digital transition

Biodiversity conservation and recovery

Protection of ecosystems and sustainable management

Risk awareness, prevention and management such as for forest fires, floods, landslides and erosion

Climate change adaptation

Communication **topic**

In order to be successful, a capitalisation excercise needs a clear and easily understandable communication topic. The step of setting up this topic requires a basic project analysis, which can be done in many ways, but two of them stand out as simpler and not too resource-heavy:
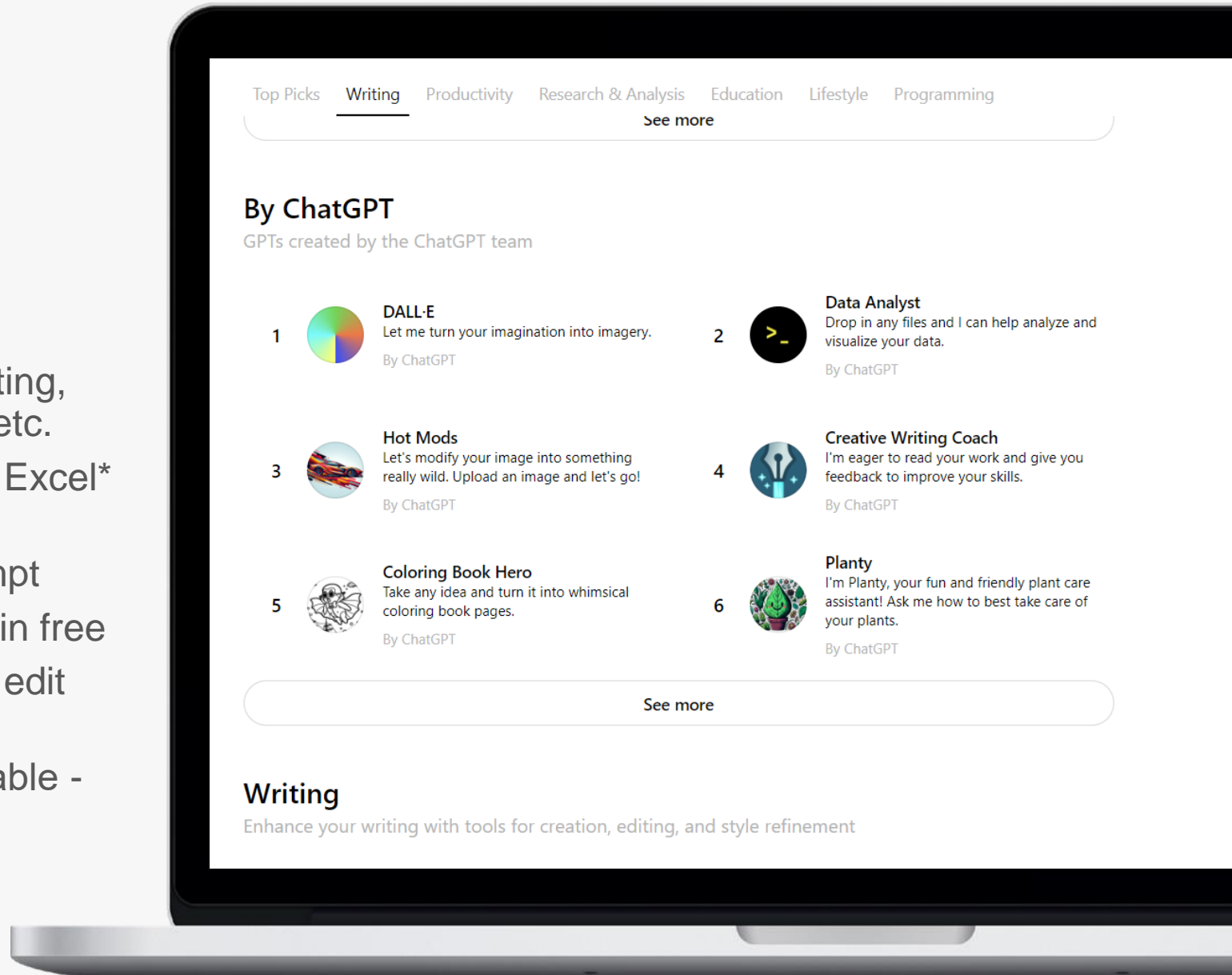
Brainstorming exercise:

❏ Gather a group of experts from different stages of the PMC

❏ Moderate their discussion

❏ Produce a list of direct and indirect contributions to European values

Applying analytical AI:

❏ Choose AI model that can operate with the information online

❏ Feed it with proper prompts

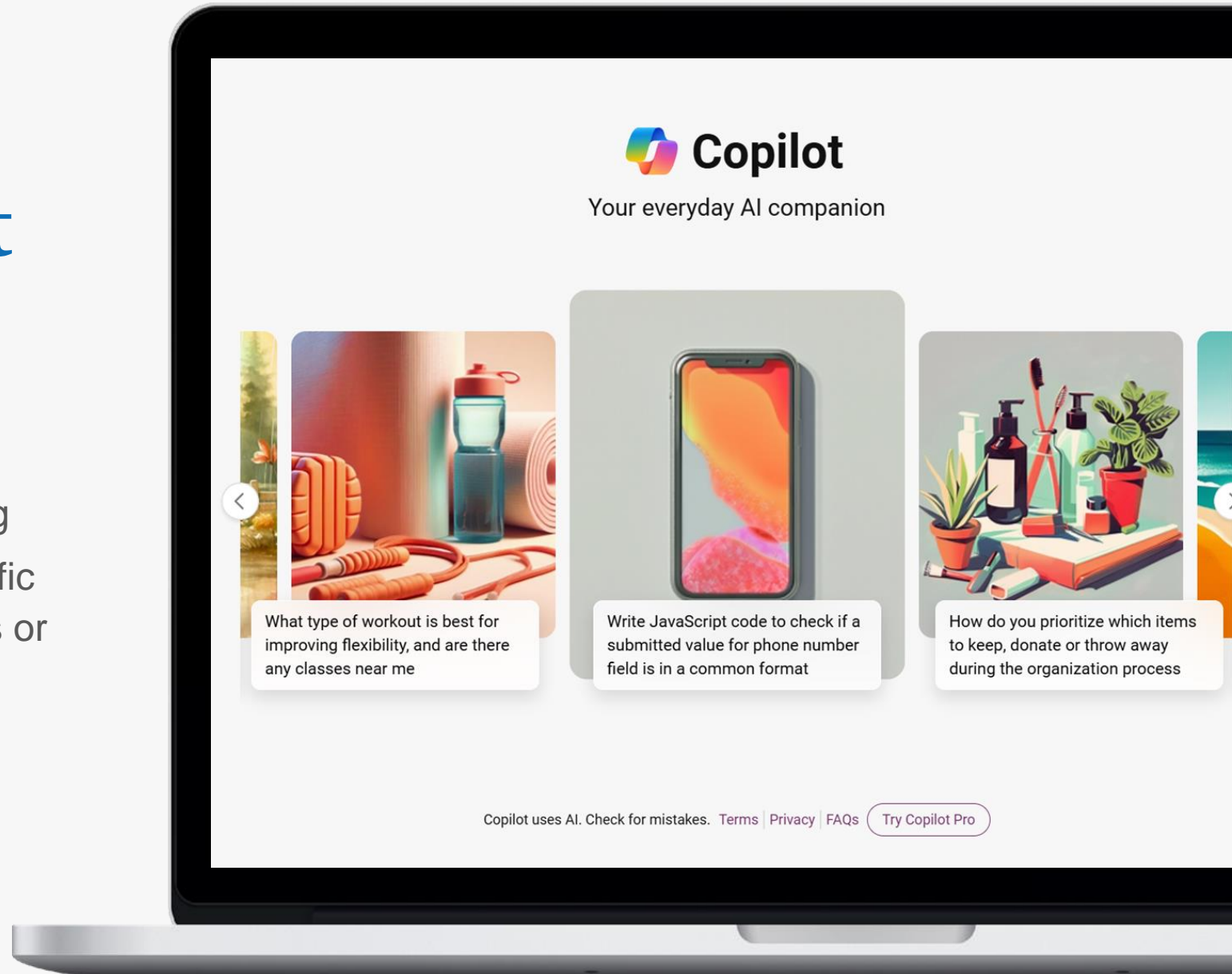❏ Review and, if necessary, modify the results

ChatGPT
by Open AI

➢ Advanced text analysis, writing, script, summarize, rewrite, etc.

➢ Understands images, PDF, Excel* and multiple languages

➢ Up to 4,000 words per prompt

➢ Limited number of prompts in free

➢ Generates images and can edit them

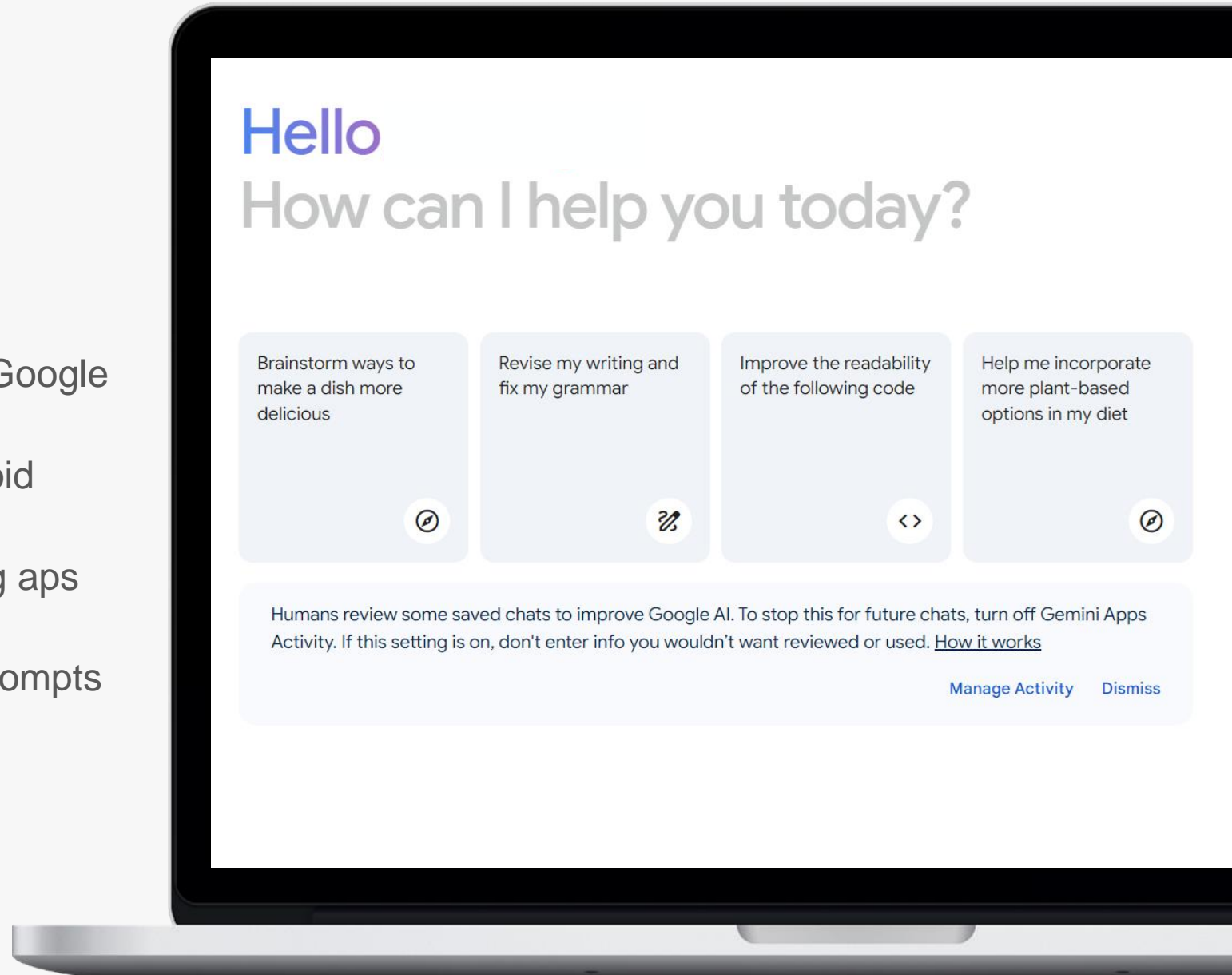➢ The are other „GPTs" available - Canva

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Copilot
by Microsoft

➢ Based on GPT 4

➢ Available in Edge browser

➢ Also includes Dall-E and Bing

➢ Great with text, with no specific limit for number of characters or prompts
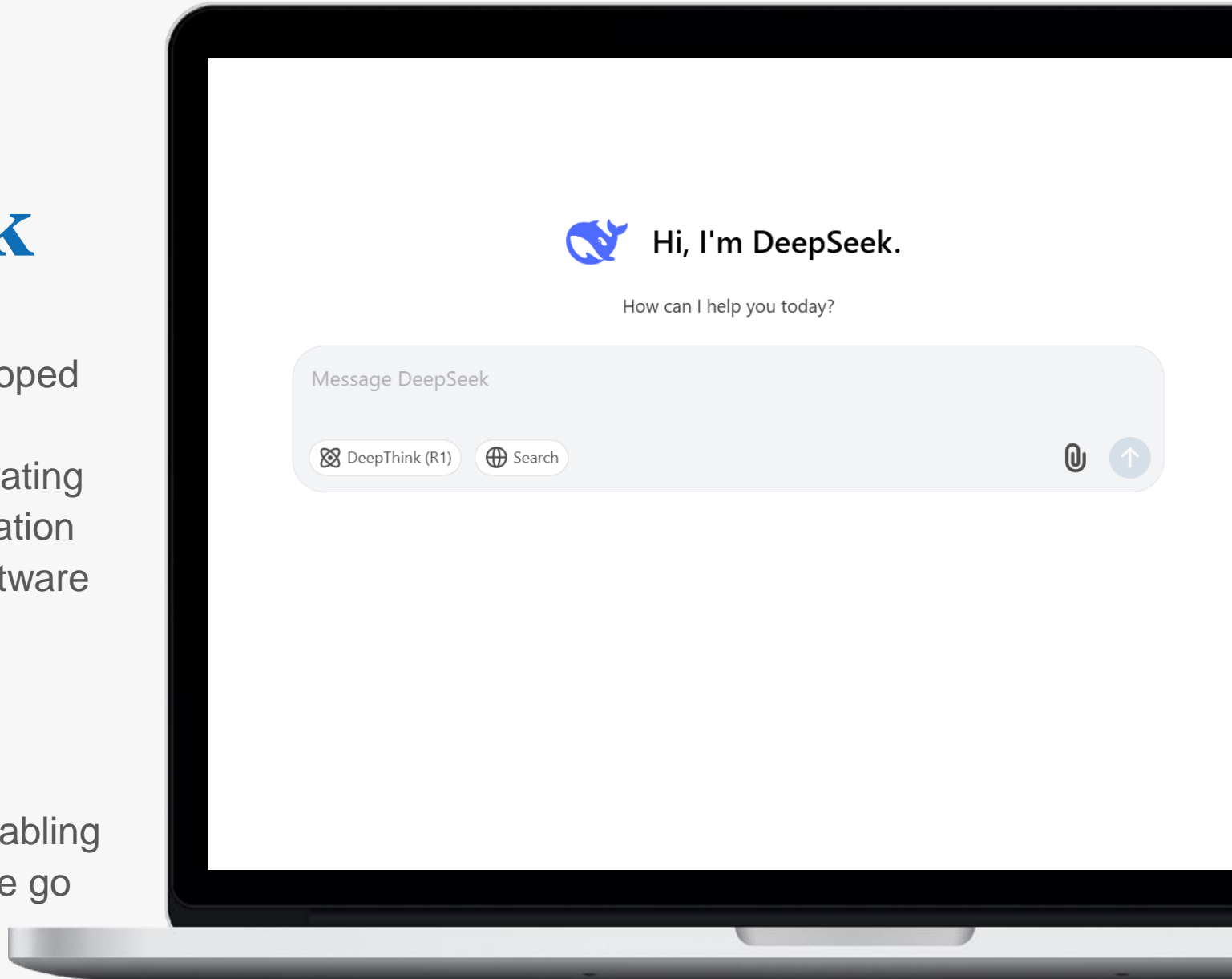
➢ Let's you make „agents"

Gemini
by Google

➢ Combines Google Bard and Google Deepmind

➢ Google is pushing it on Android devices

➢ Advanced on coding - making aps

➢ „Show drafts" feature

➢ No hard limit on number of prompts

Hello
How can I help you today?

| Brainstorm ways to make a dish more delicious | Revise my writing and fix my grammar | Improve the readability of the following code | Help me incorporate more plant-based options in my diet |

Humans review some saved chats to improve Google AI. To stop this for future chats, turn off Gemini Apps Activity. If this setting is on, don't enter info you wouldn't want reviewed or used. How it works

Manage Activity   Dismiss

Gemini
by Deep Seek

➤ Open-source AI model, developed by a Chinese startup in 2023

➤ Multimodal capabilities, integrating text, images, and code generation

➤ Specialized in AI-assisted software development

➤ Flexible API access, allowing businesses to integrate AI seamlessly

➤ Available as a mobile app, enabling AI-powered interactions on the go

Hi, I'm DeepSeek.

How can I help you today?

Message DeepSeek

DeepThink (R1)   Search

Prompt structure
Copilot AI – to set up the list

Prompt 1: Can you access the individual projects listed in this link: (*Programme database link*)

Prompt 2: Can you make a list of the links of individual projects - copy/paste the individual links?

Product 1: List with links of individual projects

Answer in chat

Prompt structure
Deep Seek AI
to bypass problems

Extract Links (Manual Workaround) If you share the HTML snippet (right-click → Inspect → copy the <div> containing projects), I can parse the links for you.

Since I can't directly scrape the live website, I'll need you to provide the **HTML structure of the project listings:**
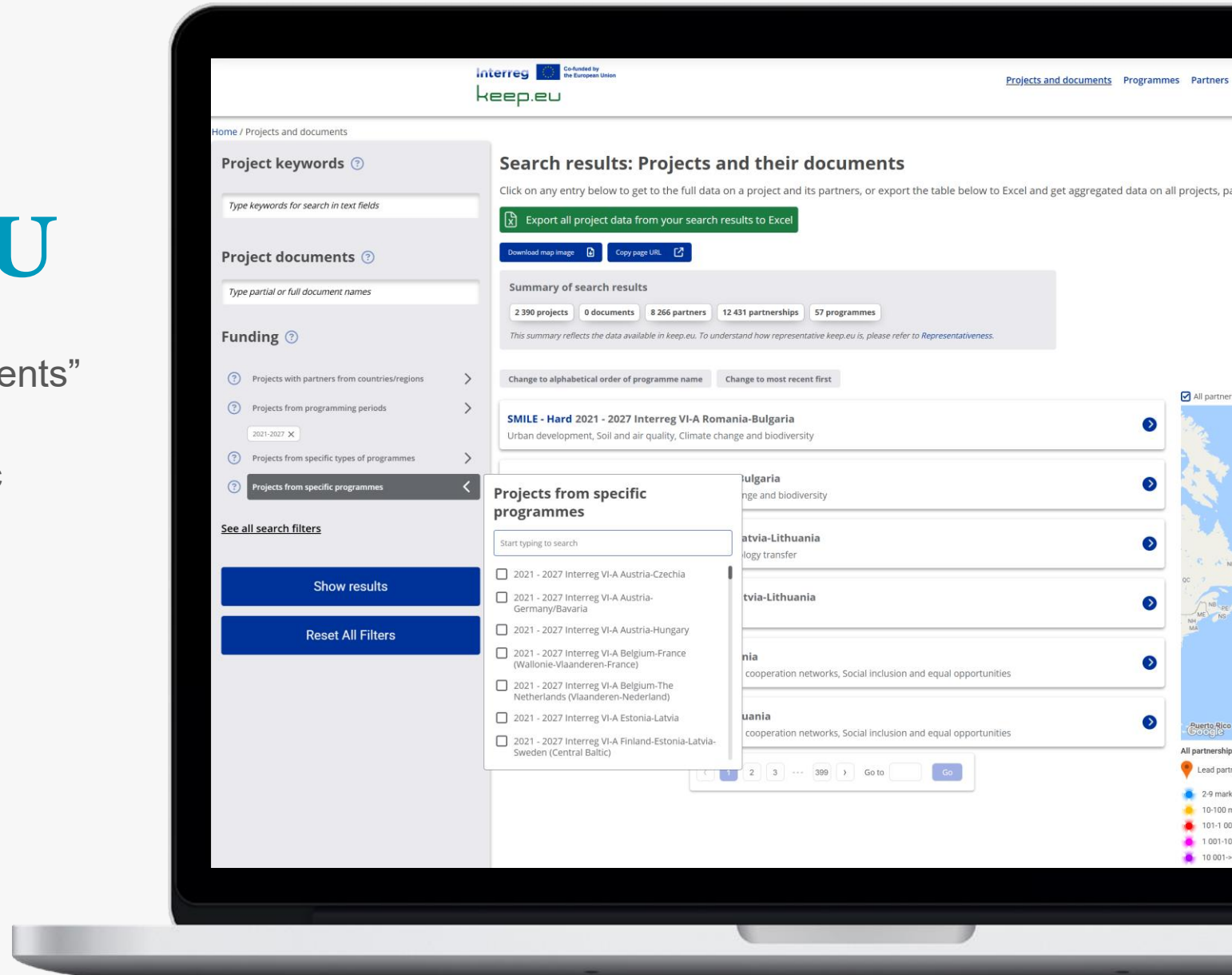
- Open Developer Tools: Right-click on the project list area → "Inspect" OR Press F12 or Ctrl+Shift+I (Windows) / Cmd+Opt+I (Mac)
- Find the Project Container: In the Elements tab, look for a <div> containing multiple cards
- Copy the HTML: Right-click on the container div → "Copy" → "Copy outerHTML" Paste it

Once you provide the **HTML snippet**: 1. Extract all project URLs 2. Format them properly with the full domain 3.Give you a clean list of all working links

Surprised?

Alternative: Use KEEP.EU

➢ Choose "Projects and documents" search option

➢ Option "Projects from specific programmes:"

➢ Choose your programme

Prompt structure
Gemini AI – to do the analysis

Prompt 3: I will give you a list/table of projects and will instruct you how to analyze them: (*List* or *Table*)
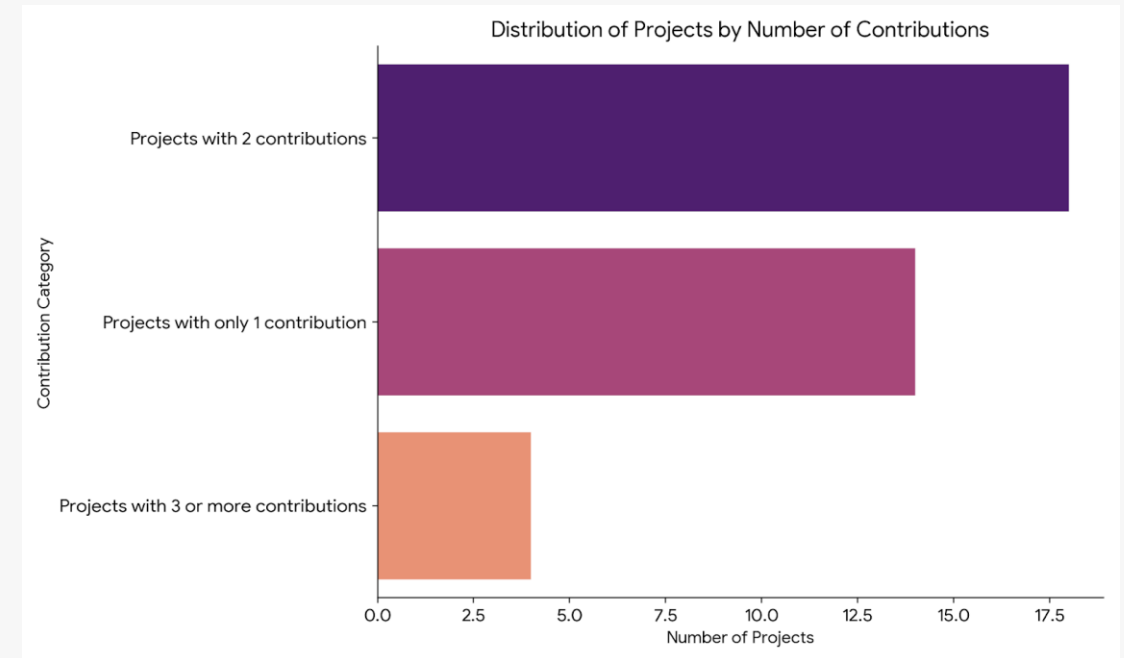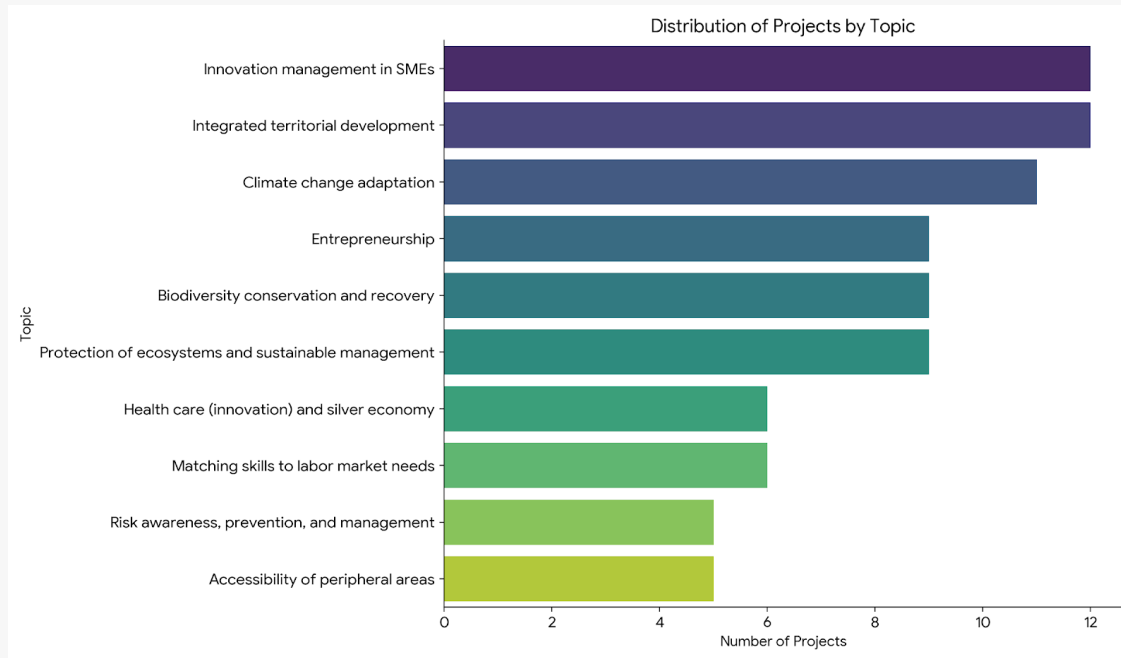
Prompt 4: Analyze the descriptions of projects from the perspective of their contribution to the topics: Innovation management in SMEs; Health care (innovation) and silver economy; Entrepreneurship; Matching skills to labour market needs of regions in industrial and digital transition; Risk awareness, prevention and management such as for forest fires, floods, landslides and erosion; Climate change adaptation; Biodiversity conservation and recovery; Protection of ecosystems and sustainable management; Accessibility of peripheral areas including digital transport solutions, transport strategies and planning; Integrated territorial development including establishment of formal cooperation structures, access to public services of general interest and tourism.
Include the results of the analysis in a table with the following columns: Project acronym; Topics with contribution; Project outputs (contributing to the topic)

Product 2: Table with analysis

Example of results – table with analysis

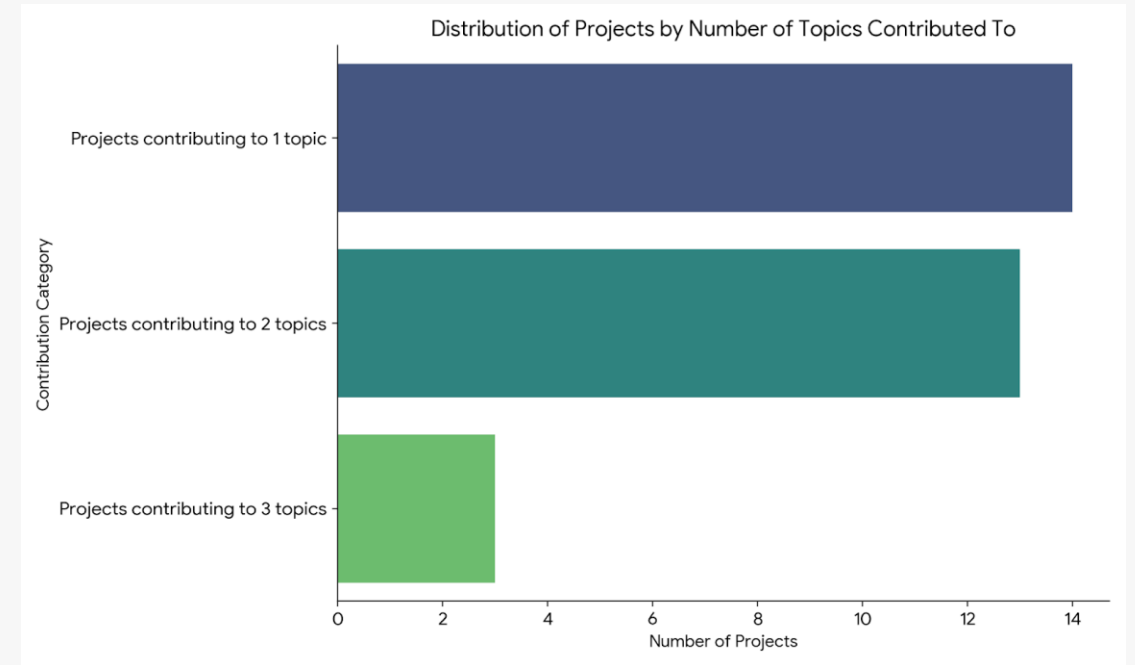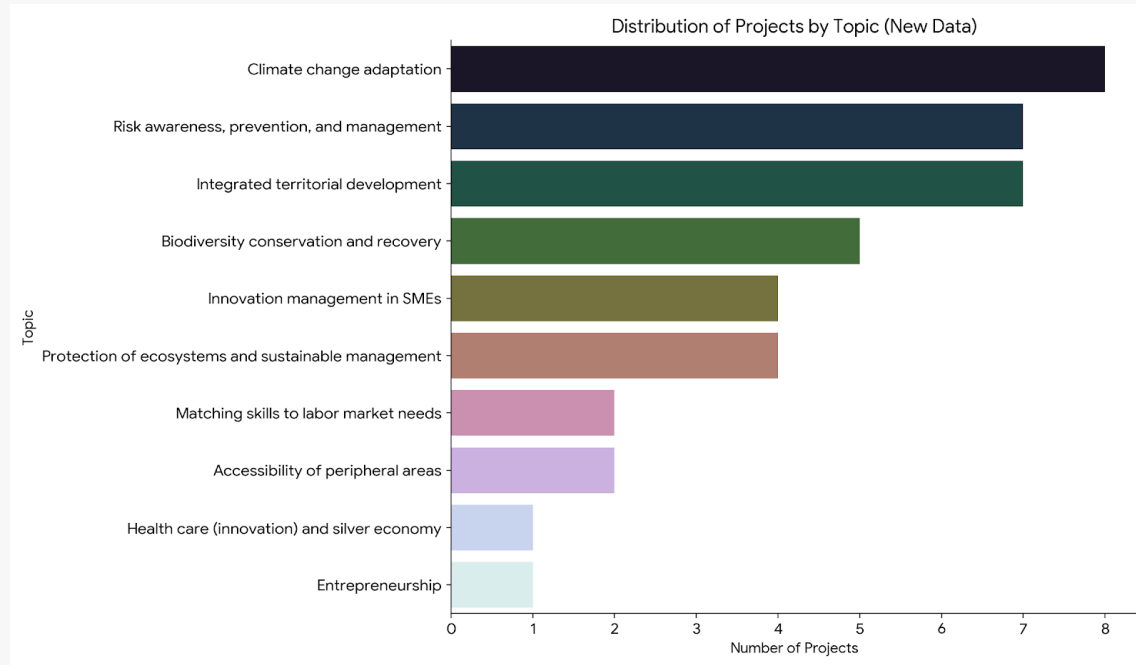| Project Acronym	Topics with Contribution	Project Outputs (Corresponding to Each Topic)
ACCURE	Health care (innovation)	Development of a 3D-printed in vitro skin model for drug testing and wound healing
AI Catalyst for SMEs	Innovation management in SMEs	AI Readiness Radar for assessing AI maturity in companies
	Entrepreneurship	AI training module for managers to support AI-driven decision-making
	Matching skills to labor market needs	Development of AI tools for SMEs to enhance workforce capabilities
AT-CZ OPEN LABS	Matching skills to labor market needs	Establishment of a network of educational laboratories for STEM learning
	Integrated territorial development	Creation of cross-border thematic camps and science education initiatives
AXIMEIA	Innovation management in SMEs	Case studies on advanced X-ray imaging for industrial applications, improving non-destructive testing
AquaCycle	Climate change adaptation	Optimization of water use in aquaculture systems
	Protection of ecosystems and sustainable management	Circular economy approach to effluent water reutilization
Bio2AgroFood	Innovation management in SMEs	R&D partnership for regional SMEs to develop bioactive compounds from microalgae
	Biodiversity conservation	Creation of new biostimulants/biocides for improving crop sustainability
BioReMo	Biodiversity conservation and recovery	Development of a biodiversity monitoring concept for protected areas
	Risk awareness, prevention, and management	Creation of a geodatabase for species and habitat tracking to prevent biodiversity loss

Example of results – chart representation

Example of results – table with analysis

Project Acronym	Topics with Contribution	Project Outputs (Corresponding to Each Topic)
3EFISHING	Risk awareness, prevention, and management	Strategy to increase resilience to climate threats using Nature-Based Solutions
	Climate change adaptation	Characterization of pilot areas to address site-specific environmental risks
ADRIJOROUTES	Accessibility of peripheral areas	Development of ADRIJOROUTES to modify tourist flows and explore new cultural attractions
	Integrated territorial development	Creation of immersive cultural experiences and engagement with local port stakeholders
ADRINCLUSIVE	Health care (innovation) and silver economy	Creation of Europe's first guide on organizing vacations for people with dementia
	Integrated territorial development	Establishment of a cross-border tourism framework tailored for individuals with dementia
ALIENA	Biodiversity conservation and recovery	Development of a database cataloging non-indigenous species in the Adriatic Sea
	Risk awareness, prevention, and management	Reports on pilot areas to assess and mitigate ecological impacts of invasive species
ARCHAEODIGIT	Integrated territorial development	Joint methodology for preservation and valorization of archaeological sites using digital tools
ASPEH	Biodiversity conservation and recovery	Conservation plans for endangered species like Caretta caretta and Charadrius alexandrinus
	Risk awareness, prevention, and management	Transnational awareness campaign on species and habitat conservation
AWASTER	Innovation management in SMEs	Guidelines for establishing models aimed at early adoption of circular economy principles
	Protection of ecosystems and sustainable management	Regional analysis on waste management and strategies for sustainable resource use

Example of results – chart representation

How to assess the project's potential for capitalisation?

A screening methodology identify which project activities and outputs could contribute to the capitalisation topic framework

Are the project objectives targeting the capitalisation topics? Which one of them?

Which concrete project deliverables contribute to a specific topic and how much?

How many project deliverables contribute to a specific topic? (use numbers and key words)

AI Catalyst for SMEs

The Czech Republic and Austria are lagging behind in AI adoption, with less than 11% of businesses using AI by 2023. SMEs are struggling with uncertainty and limited resources. **The project aims to bridge the gap between research and practical use, providing solutions, key tools and ethical perspectives.**

Project outputs: jointly developing an **AI readiness radar** to measure the readiness of companies to implement AI. This tool will help analyze the openness and readiness of companies, especially SMEs and start-ups in the manufacturing sector, for AI applications with a focus on international trade, marketing, sales and exports. In addition, **AI training modules** will be developed to share knowledge and train managers. The project will create an **online knowledge base** with good examples from Austria and the Czech Republic that have successfully implemented AI. It will contain an overview of various AI applications and information on successful change processes. In addition, **co-creative workshops** with companies will be organized to improve this knowledge base. We invite companies and the interested public to participate in the AI Days. These activities will help provide information that can help companies create strong AI strategies. Last but not least, the establishment of **physical laboratories** at FH Upper Austria (Steyr, AT) and JVTP (České Budějovice, CZ) will allow presenting various AI applications and providing practical experience to companies, students and the public.

Screening for capitalisation potential

Are the project objectives targeting the capitalisation topics? Which one of them?

Matching skills to labour market needs
Entrepreneurship - AI training modules;
Innovation management in SMEs

Which concrete project deliverables contribute to a specific capitalisation topic and how much?

AI readiness radar to support self-assessment/training
AI training modules to train managers
Online knowledge base to showcase AI success stories
Co-creative workshops, **AI days** and **Physical labs** – to allow testing of AI

How many project deliverables contribute to a specific topic? (use numbers and key words)

6 project deliverables contribute to the topic:
(4) Matching skills to labour market needs - AI readiness radar, co-creative workshops, AI days, physical labs
(1) Entrepreneurship - AI training modules
(1) Innovation management in SMEs - online knowledge base

Interact

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Interreg

Thank you for being here!

la

Cooperation works

All materials will be available on:

Interact.eu/Library/6th Contact Point (NCP) network meeting

Want to discuss it? Join our MS Teams environment!

Portal.Interact.eu | Programme and Project Management

Disclaimer

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