

Regional network meeting of programmes in Central and South-East Europe

A brief introduction to Generative AI for Interreg

Arkam Oğrak & Jose Almeida, 2 October 2025/Lecce

Interact



Co-funded by
the European Union
Interreg



AI won't take your job, but **someone who knows how to use AI might.**

anonymous online quote

Don't let fear hold you back

There are risks in use of every technology but the future of the innovation is in humans' hands.



What does **‘Generative AI’** generate?

Text

Articles, stories, poems, code, dialogue
Translation, paraphrasing
Chatbots

Image

Realistic images, including faces, artwork, landscapes, objects
Style transfer, inpainting/outpainting, blending, describing

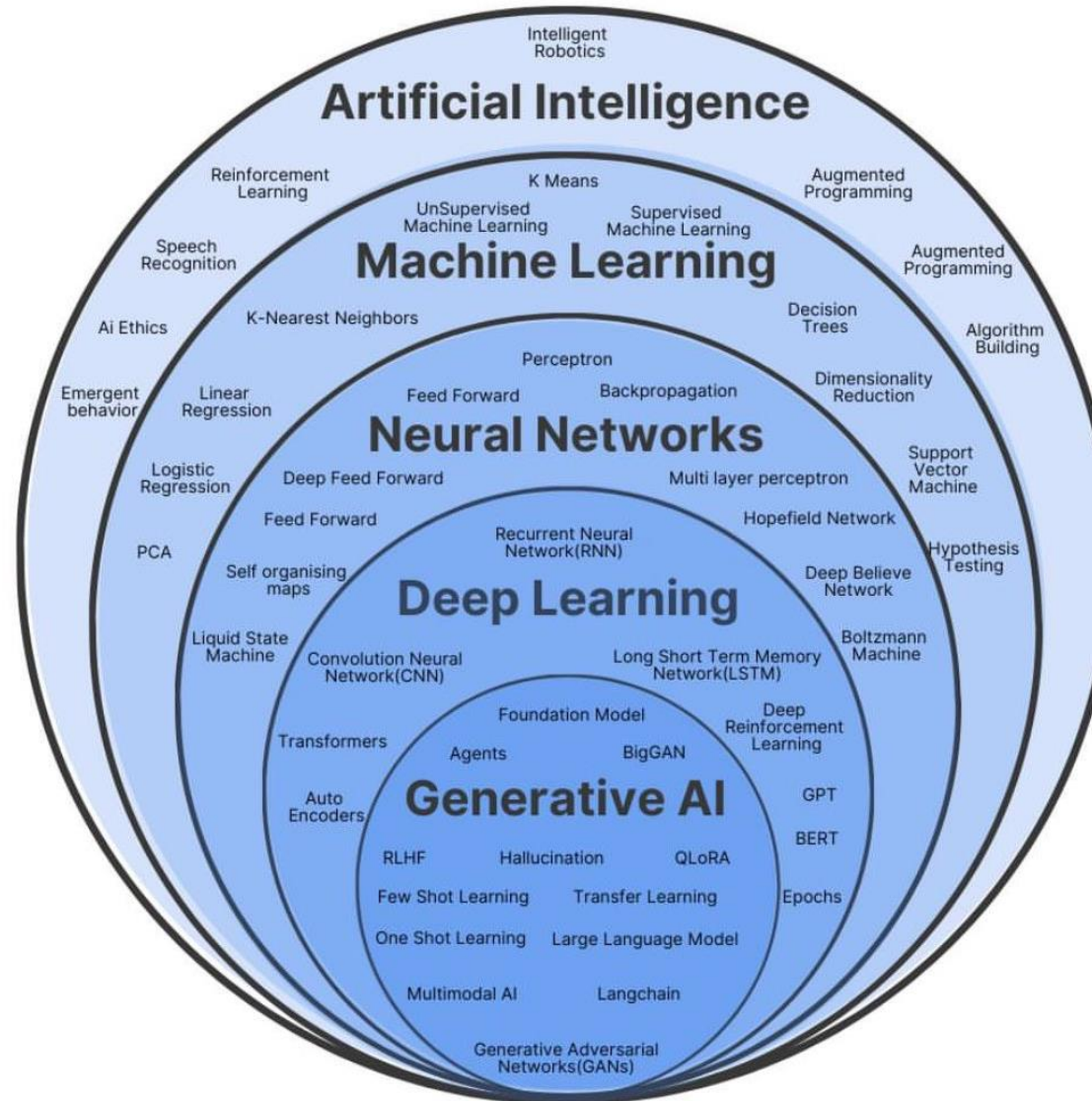
Media

Video, Audio, music, voice synthesis, sound effects, video voiceover, deepfake, summarization, synthesis, scene generation, Augmented reality (AR) and virtual reality (VR) content, etc



Generative AI doesn't only **'generate'**,
but it also **optimizes, modifies,**
analyses existing content.

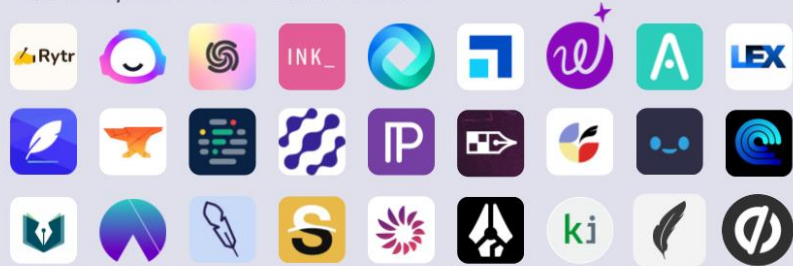
The World of Artificial Intelligence



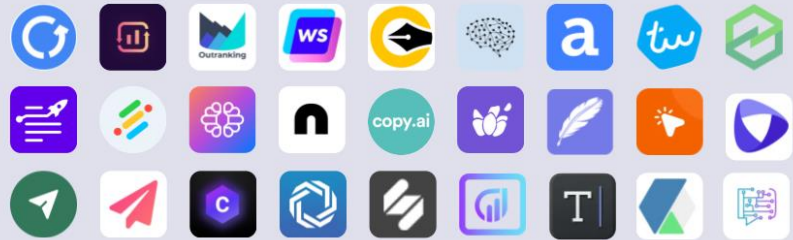
The Landscape

Linguistic Creativity

All-Purpose Text Generation



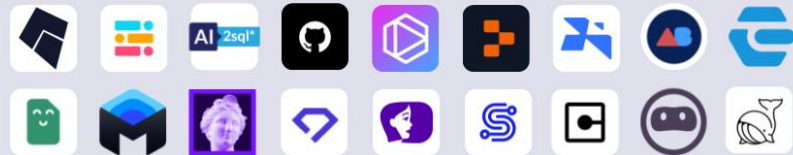
Marketing & Sales Copy



Text Optimization

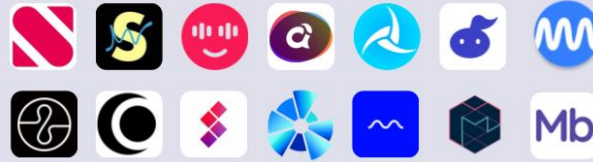


Coding & Web Development

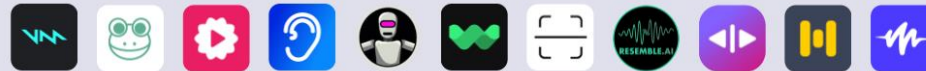


Musical Creativity

Sound & Music Generation

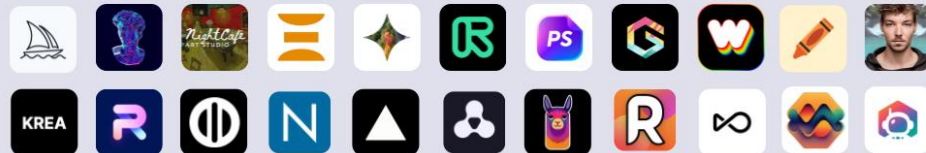


Voice Synthesis



Visual & Artistic Creativity

Image Generation



Video Generation



Design

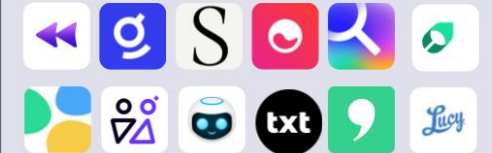


Scientific Creativity



Other

Knowledge Management & Search



Customer Support & Automation



Characters



Gaming



Characters

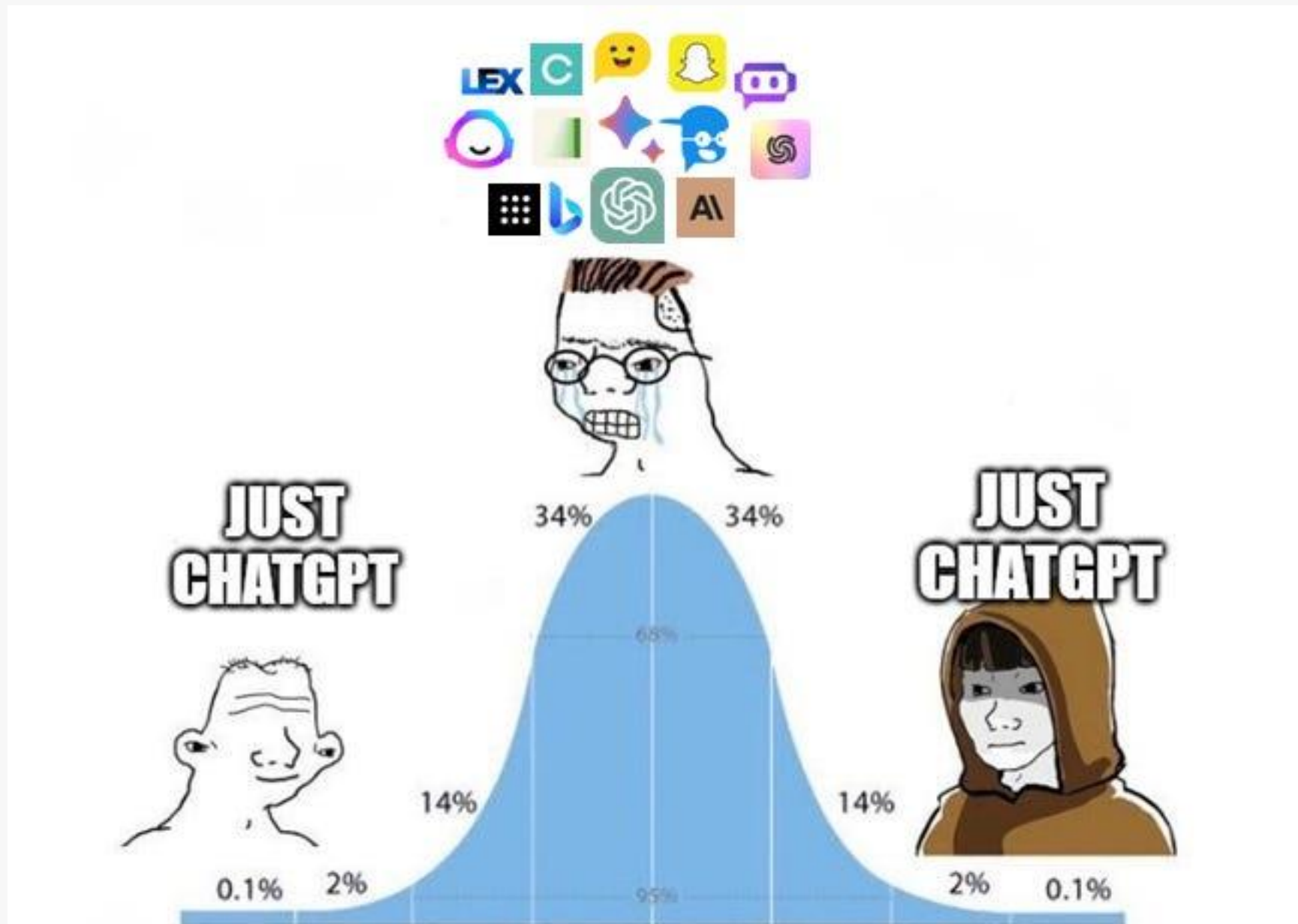


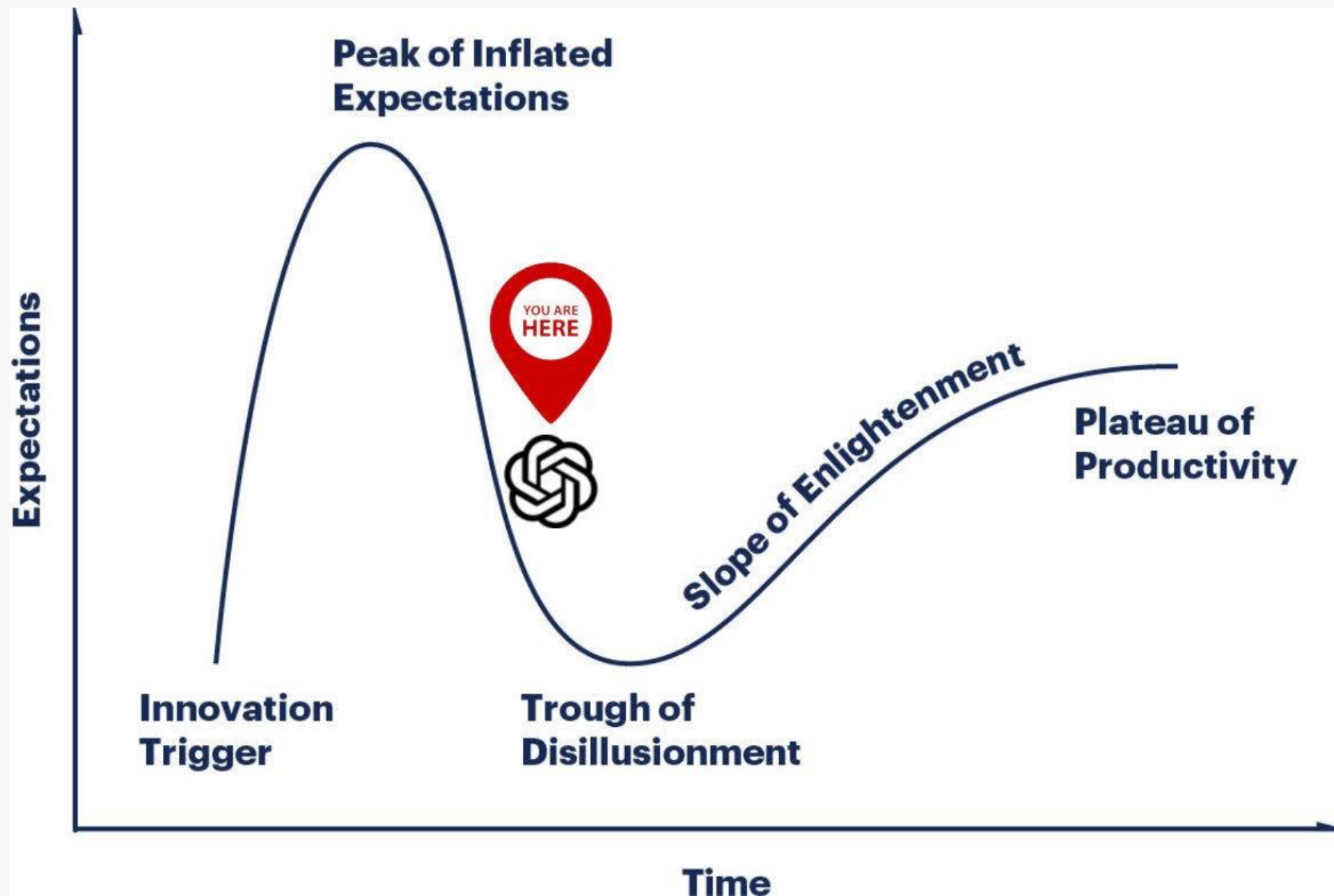
Erotica



Market Intelligence





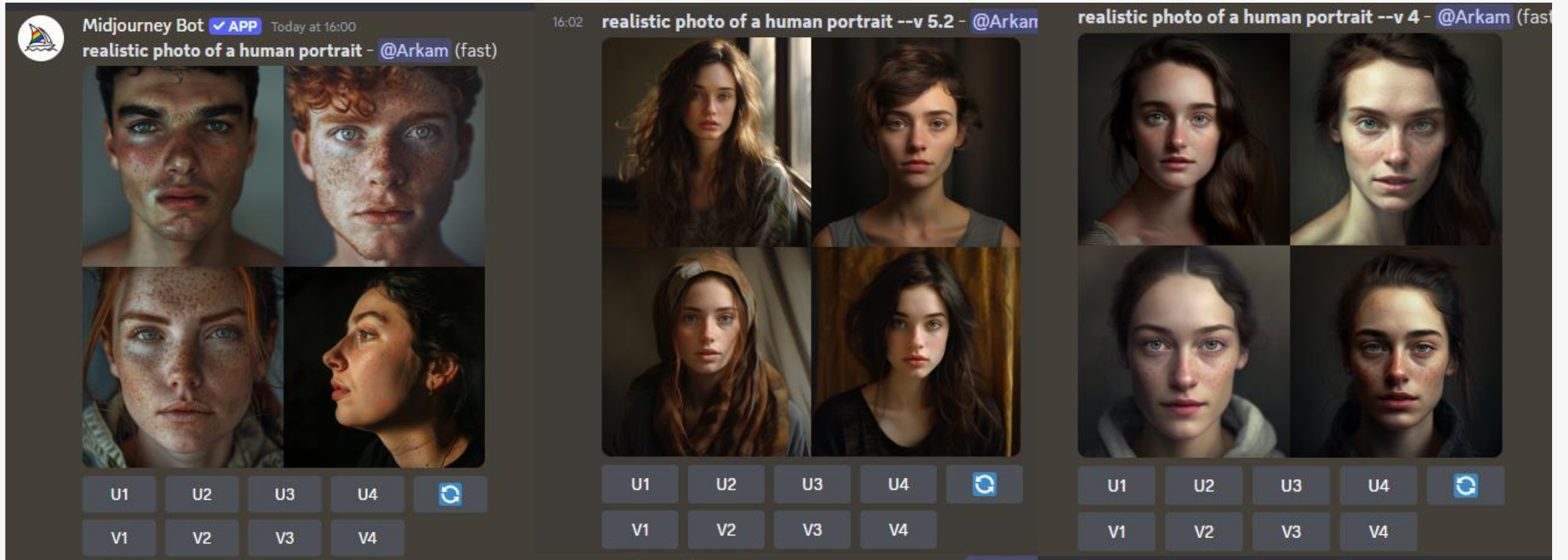


The AI jargon

- Prompt engineering, prompting, prompt injection
- Diversity fine tuning
- AI hallucination
- Deep learning, machine learning, neural networks
- Grounding
- AGI: Artificial General Intelligence
- ASI: Artificial Super Intelligence
- Each field is creating its own jargon

Diversity fine tuning

+Machine learning bias



AI hallucination



Known AI concerns

Environmental



Property rights



Misuse & privacy



Reliability



Text tools (LLMs)

[ChatGPT](#): All-round assistant, custom GPTs for different needs



[Microsoft Copilot](#): Based on Chat GPT + Bing search



[Google Gemini](#): Strong in search, research and coding



[Claude AI](#): Focused on safe and natural conversation



[TextCortex](#): AI hub, persona, GDPR, EU hosted



[Resoomer](#): Summarize and analyze argumentative texts



[Hemingway editor](#): Improve readability, colour coded guide



Text-to-image tools

[Midjourney](#): Realistic, artistic generations

[Dall-E](#) (OpenAI): Generations through 'natural language' prompts

[Stable Diffusion](#): Open source, base model for many tools on the market

[Gemini](#) (Google), [Co-pilot](#) (Microsoft): Combined with LLMs

[Runway ML](#): Versatile use, text to image, text to video, editing, etc

[Leonardo](#), [Nightcafe](#), **etc**: Versatile use, switch between models

...and many more popping up

Powerful tools with good free plans:

[Freepik](#), [Reve](#), [Gemini](#), [Google AI Studio](#) (also video), [Flux](#)



Midjourney (r)Evolution



v1, Feb 2022

Prompt: Latvian farmer with a gigantic pumpkin, realistic photo --v

v7, Apr 2025

Text-to-video tools

[Sora](#) (OpenAI): High-quality, text-to-video prompts, focusing on coherence, realism, and complex scene interactions.

[Veo](#) (Google): Ultra-realistic, character-driven videos with lifelike detail, cinematic storytelling and visual quality

[Runway](#): Versatile use, camera movements, scene transitions, rapid iteration across creative styles.

[Kling](#): Diverse perspectives and camera angles for image-to-video and text-to-video, cinematic touch, strong motion consistency.

[Hunyuan](#): Precision video generation, strong control over structure, motion, clarity in long-form content.

[Hailuo](#): Multilingual and culturally nuanced video generation

[Luma Ray](#): Text-to-Video, Image-to-Video, audio, and control capabilities

[Flux](#): High-speed generation and real-time editing features

[Pika Labs](#): Specializes in stylized, animated, and imaginative video generation, ideal for creators, influencers, and short-form content.

[Wan](#) (Alibaba): Combines generative models with e-commerce-focused applications, enabling product visualization, ads, and branded content generation.

&more...

Will Smith eating Spaghetti



March 2023



January 2025

Music/sound generators

Popular ones:

[Suno](#)

[Mureka](#)

[Udio](#)

[Canva](#)

[Link](#)

for steps
and more
examples

SUNO V4

*We ignite
Our hearts collide
Electric sparks
A perfect symphony
In the dark
Our love comes alive
We ignite
Our hearts collide*

⚡ Mureka 01

*We ignite
Our hearts collide
Electric sparks
A perfect symphony
In the dark
Our love comes alive*

Voice cloning



Uberdruck

Third party tools:

[Nim.video](#): multiple models for video generation, editing, and collaborative workflows.

[Krea](#): Real-time canvas, control over styles, compositions, and model selection.

[Flora](#): AI assistant tailored for storytelling and content planning—ideal for creators developing video scripts, narratives, or character arcs with generative support.

[Luna AI](#): text-to-video & image-to-video models, model comparison, frame-by-frame editing

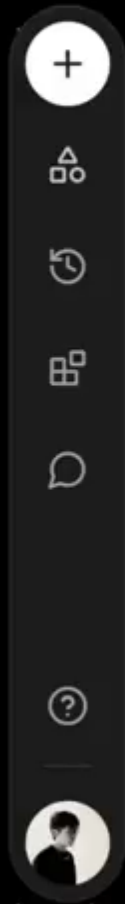
[Channel 42](#): episodic content creation, character animation, voiceovers, narrative structure

[Freepik](#): Kling for video + multiple image models + advanced upscaler

[Rendernet](#), [Twin](#), [NEX](#), [HeyGen](#): Helps generate AI characters interacting with the product image you upload—ideal for marketing, ecommerce, and product showcases.

&more...

Gemini + Kling on Flora



CHANEL HAIR PRODUCT



IMAGE

~10s

[Learn about Image Blocks](#)

Try to...

[Upload an image](#)

[Combine images into a video](#)

[Turn an image into a video](#)

[Ask a question about an image](#)

Try "A whimsical illustration of a fairy tale castle"

Image to video (Real image + Runway)



Prompt: the woman on the right grabs and raises the chair and hits the man on the left. the man blocks the hit and both persons disappear into the projector screen in the background.

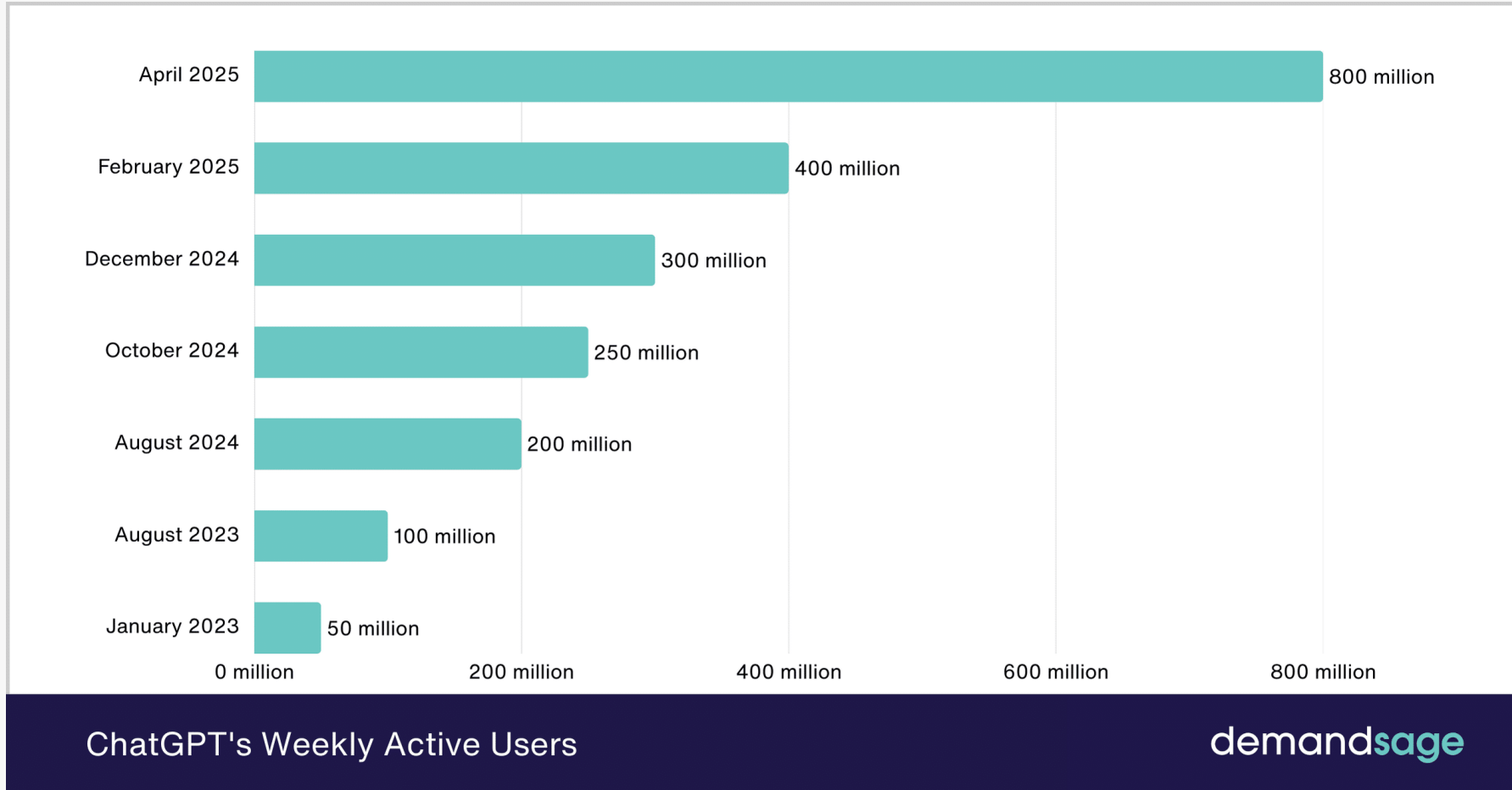
Our AI support

Type of support	Description	Status	In future
1. Certified trainings	Comprehensive training on the use of AI for different programme management tasks. So far solely focused on communication.	2 cohorts for certified training 'Generative AI for Interreg communication' completed, 54 programme officers certified.	Continuation of CTs on communication, possible expansion into other areas.
2. Exclusive AI events	One-off events focusing on the use of AI in Interreg where Interact provides overview and facilitates exchanges among programmes.	An exclusive AI-communication webinar delivered.	November 2025: Workshop on the (general) use of AI in Interreg programmes. December 2025: Informative AI webinar for MRS's.
3. AI sessions under relevant events	AI sessions or interventions under various Interact events.	- At least a dozen sessions are delivered under events such as IKF, ICON, CAP&COM, support events for beneficiaries, other Interact events. - AI-finance session – InterFIN, May 2025	Continuation of AI interventions in relevant Interact events, with increased focus on programme expertise sharing.
4. Support to EU Commission	Interact supports the EC at specific networking and training events with its expertise as needed.	- AI-communication sessions led by Interact delivered under two INFORM EU network meetings (May, Nov 2024) - AI-communication webinar for ESF+ communication experts (Sep 2024) - Interventions under INFORM EU online trainings.	Support to EC to continue as needed and requested.

AI for Interreg



Adoption..



Now...

Office productivity

- Translations
- Summarize documents
- Preparing meeting notes
- **Complex information retrieval:** Legislation, state aid, value for money...

Coming...

Assistance

- Support (via Chatbots)
- Application form analysis (Eligibility, costs,...)
- Programme monitoring (Results, spending,..)
- Data interpretation (Detection of new trends,)

Early adopters...

Example: Portugal

A.I. Funds Platform

- Internal platform to create custom AI chatbots.
- Bots trained on real programme data and guidance.
- Takes under 15 minutes to configure using internal documents.
- Used by Managing Authorities and Intermediate Bodies.
- Privacy respected – no use of public data models



Improves response times and supports digital skills

Example: CATE

Continuous Auditing based on Technological Evolution

- AI-based solution for Management verifications and Audit
- It processes reported expenses leaving only the non-trivial case for human intervention
- co-owned by the Flemish Audit Authority and Deloitte Belgium
- for Interreg Flanders-Netherlands Programme

Example: CATE

Benefits:

- Reduce costs and time between declaration and payment
- High transparency through a consistent approach and unbiased information extraction
- reducing risks through full population verification

AI for your daily work



Structure of a prompt

Based on the OpenAI prompting guide:
https://cookbook.openai.com/examples/gpt-5/gpt-5_prompting_guide

An Example Prompt Structure for Interreg

Role	You are a project monitoring expert evaluating EU-funded Interreg programmes. Your job is to compile performance data into structured, factual, and easy-to-understand summaries for internal stakeholders.
Task	Using the data below, produce a concise KPI dashboard summary comparing Region A and Region B for the Interreg cross-border renewable energy project.
Context	The project installed solar panels in schools across two neighbouring regions, reducing energy costs by 30% and inspiring students to learn about sustainability. Data (Q3 2025): Region A: 15 schools equipped, €180,000 saved, 1,500 students involved Region B: 12 schools equipped, €150,000 saved, 1,200 students involved Audience: programme managers, auditors, and EU policy-makers. They need a clear factual overview — no marketing language.
Step-by-Step Reasoning	1. Verify the data provided and do not invent new figures. 2. Calculate totals and percentages where applicable. 3. Compare Region A vs Region B outcomes. 4. Highlight any milestones achieved and deviations from targets.
Output Format	Produce one dashboard summary containing: • A headline sentence summarising overall project performance. • A 3-row table showing KPIs for Region A, Region B, and combined totals. • A short 2-sentence paragraph on key trends or differences between the regions.
Stop Conditions	Do not extrapolate beyond Q3 2025 data. Do not use hypothetical data or projections. Stop after producing the dashboard summary only.

Half-baked result – GPT5

Headline: The Interreg cross-border renewable energy project achieved Q3 2025 targets with strong participation across both regions.

KPI	Region A	Region B	Total
Schools equipped	15	12	27
Cost savings (€)	180,000	150,000	330,000
Students involved	1,500	1,200	2,700

Key Trends: Region A installed panels in more schools and achieved higher cost savings than Region B, with a proportional increase in student engagement. Combined results confirm a 30% energy cost reduction across all participating schools in both regions.

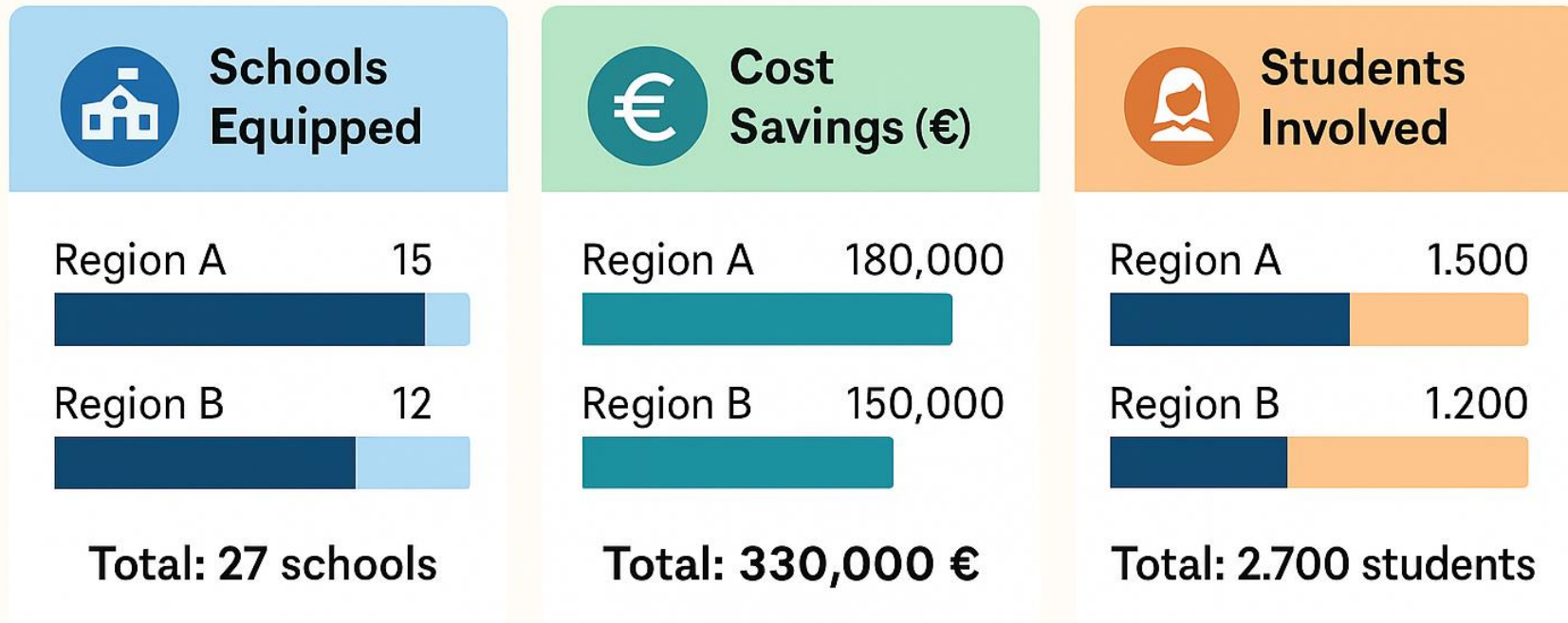


the result is great but i would like it to be visually appealing. can you give me 3 options for how you would visualise it? i will then pick one of them and ask you to do it.

Final result

INTERREG RENEWABLE ENERGY PROJECT – Q3 2025

Achieved 30% energy cost reduction across both regions



Region A leads slightly in all KPIs, while Region B maintains strong participation. Together they reach the 30% energy cost reduction target.

Gemini (By Google)

◆ Show thinking ▼

The project has successfully equipped 27 schools with solar panels, achieving €330,000 in energy cost savings and engaging 2,700 students as of Q3 2025.

KPI Dashboard: Cross-Border Renewable Energy Project (Q3 2025)

Region	Schools Equipped	Energy Savings (€)	Students Involved
Region A	15 (56%)	€180,000 (55%)	1,500 (56%)
Region B	12 (44%)	€150,000 (45%)	1,200 (44%)
Total	27	€330,000	2,700

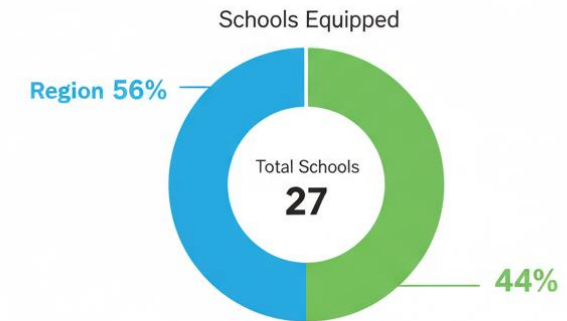
📄 Export to Sheets

Region A leads on all reported metrics, accounting for over half of the project's outputs in schools equipped, savings generated, and students engaged. The overall project milestone of a 30% reduction in energy costs has been achieved across all participating schools.



Project Success: Empowering Schools & Students!

Cross-Border Renewable Energy Project Performance (Q3 2025)



Region A

- 15 Schools Equipped
- €180,000 Energy Savings
- 1,500 Students Involved

Region B

- 12 Schools Equipped
- €150,000 Energy Savings
- 1,200 Students Involved

Key Trend: Region A leads across all metrics.

Project achieved 30% energy cost reduction

Claude Sonnet (By Anthropic)

Interreg Cross-Border Renewable Energy Project - KPI Dashboard Q3 2025

Overall Performance: The cross-border solar panel installation programme has equipped 27 schools across both regions, generating €330,000 in energy cost savings and engaging 2,700 students in sustainability education.

Key Performance Indicators

Metric	Region A	Region B	Combined Total
Schools Equipped	15	12	27
Energy Cost Savings (€)	€180,000	€150,000	€330,000
Students Engaged	1,500	1,200	2,700
Average Savings per School (€)	€12,000	€12,500	€12,222
Students per School (avg)	100	100	100

Regional Performance Analysis

Region A demonstrates higher absolute performance with 25% more schools equipped (15 vs 12) and proportionally higher energy savings and student engagement. Region B achieves marginally higher average savings per school (€12,500 vs €12,000), indicating efficient installation outcomes despite smaller scale implementation.

v2 • Latest

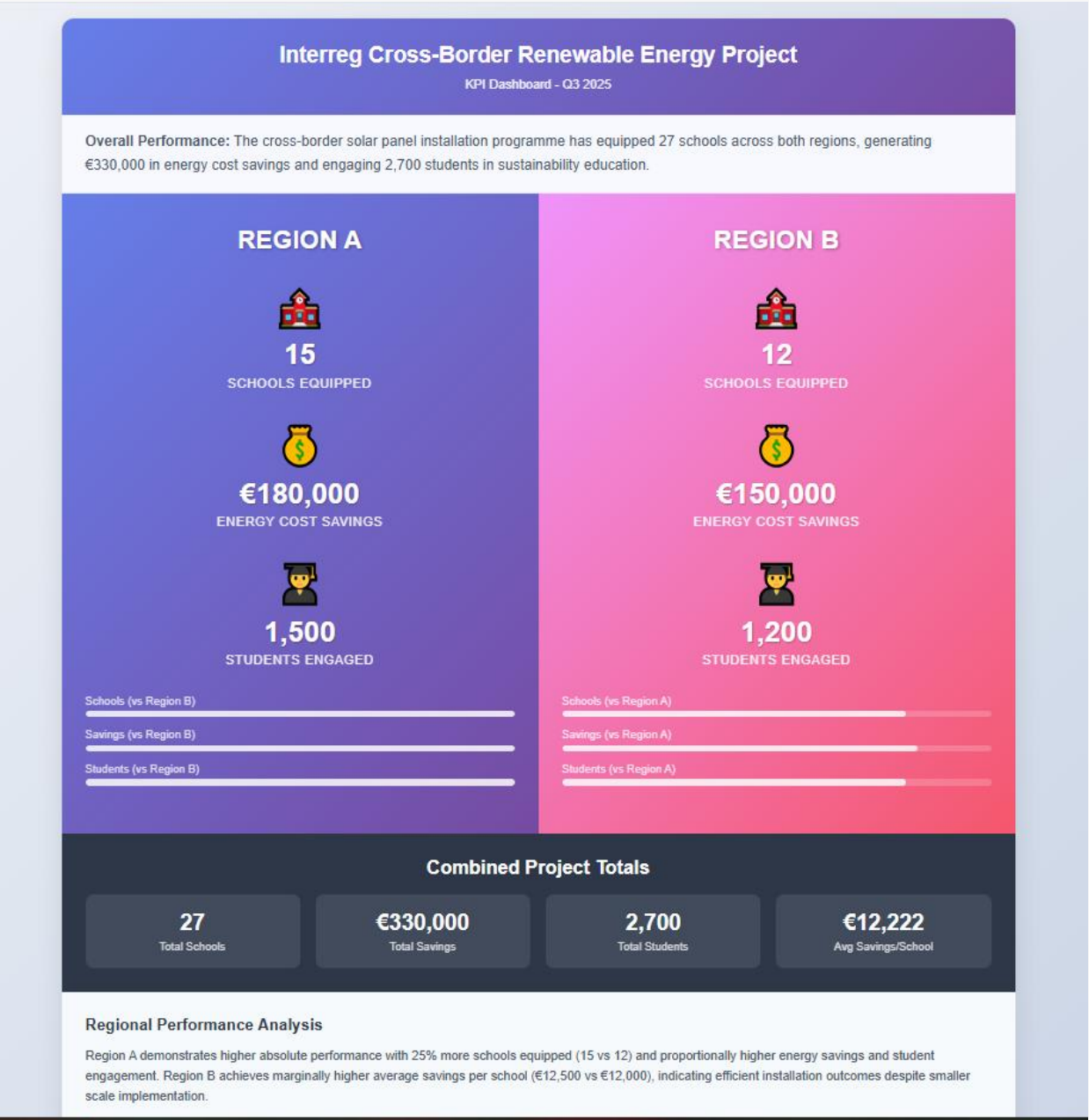
CopyPublish

```
<!DOCTYPE html> <html lang="en"> <head> <meta charset="UTF-8"> <meta
name="viewport" content="width=device-width, initial-scale=1.0"> <title>Interreg Cross-
Border Renewable Energy Project Dashboard</title> <style> * { margin: 0; padding: 0; box-
sizing: border-box; }

body {
  font-family: 'Arial', sans-serif;
  background: linear-gradient(135deg, #f5f7fa 0%, #c3cfe2 100%);
  min-height: 100vh;
  padding: 20px;
}

.dashboard {
  max-width: 1200px;
  margin: 0 auto;
  background: white;
  border-radius: 15px;
  box-shadow: 0 10px 30px rgba(0,0,0,0.1);
  overflow: hidden;
}

.header {
  background: linear-gradient(135deg, #667eea 0%, #764ba2 100%);
  color: white;
  padding: 30px;
  text-align: center;
}
```



Copilot (By Microsoft)

Interreg Renewable Energy Project – Q3 2025 KPI Dashboard

Solar panel installations in schools across Regions A and B delivered measurable cost savings and student engagement, achieving a combined €330,000 in energy savings and reaching 2,700 students.

Region	Schools Equipped	Energy Cost Savings (€)	Students Involved
Region A	15	180,000	1,500
Region B	12	150,000	1,200
Combined	27	330,000	2,700

Region A led in all three KPIs, equipping 3 more schools and saving €30,000 more in energy costs than Region B. Both regions contributed proportionally to student involvement, with Region A engaging 55.6% and Region B 44.4% of the total cohort.

 Edit in a page





Interreg Renewable Energy Project - Q3 2025 Summary

Solar panel installations in schools across Regions A and B delivered €330,000 in energy savings and engaged 2,700 students in sustainability education.



Schools Equipped

Region A 15
Region B 12

Total



Energy Cost Savings

Region A €180,000
Region B €150,000

€330,000



Students Involved

Region A 1,500
Region B 1,200

2,700

Region A led across all KPIs, equipping more schools. and generating **higher savings**. Student engagement was strong in both regions, with Region A contributing 56% of the total cohort.

**Some more
cool *AI tools* and *features***

Gamma.app

Create with AI

How would you like to get started?



Paste in text

Create from notes, an outline,
or existing content



Generate

Create from a one-line
prompt in a few seconds

🕒 LAST USED



Import file or URL

Enhance existing docs,
presentations, or webpages

Perplexity for deep research

Check EU regulations that rule Interreg (European Territorial Cooperation) programmes for the 2021-2027 programming period. Find out the communication (PR) and visibility requirements for both; the beneficiaries and programmes. Divide them into “responsibilities of programmes” and “responsibilities of beneficiaries” List the responsibilities in bullet points. Not all communication-related rules are included under such name. Analyse all articles and find out the obligations with implications to communication rules.

🔍 Research 📁 Assets 📌 Steps 🌐 Sources · 41

 ec.europa.eu Interreg : European Territorial Co-operation	 interact [PDF] Communication regulations: Key provisions...	 eur-lex.europa.eu L_2021231EN.01009401.xml - EUR-Lex - European Union	 antagonistikotita [PDF] SUPPORT KIT FOR EU VISIBILITY [...
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EU Communication and Visibility Requirements for Interreg Programmes (2021-2027)

The communication and visibility requirements for Interreg (European Territorial Cooperation) programmes in the 2021-2027 programming period are governed by two main EU regulations: **Regulation (EU) 2021/1060** (Common Provisions Regulation - CPR) and **Regulation (EU) 2021/1059** (Interreg Regulation). These regulations establish comprehensive obligations for both programmes and beneficiaries to ensure transparency, accountability, and visibility of EU-funded projects. europa +2

NotebookLM (By Google)

Understand Anything

Your research and thinking partner, grounded in the information you trust, built with the latest Gemini models.

Try NotebookLM

Your AI-Powered Research Partner

ChatGPT Custom instructions & other tricks

The image shows the 'Personalization' settings menu in ChatGPT. On the left is a sidebar with navigation options: General, Notifications, Personalization (selected), Connectors, Schedules, Data controls, Security, and Account. The main panel is titled 'Personalization' and contains three sections: 'Enable customization' (a toggle switch that is turned on), 'ChatGPT personality' (a dropdown menu set to 'Default'), and 'Custom instructions' (a text input field with placeholder text 'Additional behavior, style, and tone preferences' and several tags: '+ Chatty', '+ Witty', '+ Straight shooting', '+ Encouraging', '+ Gen Z', and an ellipsis). Below these are 'About you' fields for 'Nickname' (placeholder: 'What should ChatGPT call you?') and 'Occupation' (placeholder: 'Engineering student at University of Waterloo').

Personalization

Enable customization ☒

Customize how ChatGPT responds to you. [Learn more](#)

ChatGPT personality Default ▾

Set the style and tone ChatGPT uses when responding.

Custom instructions

Additional behavior, style, and tone preferences

+ Chatty + Witty + Straight shooting + Encouraging

+ Gen Z ...

About you

Nickname

What should ChatGPT call you?

Occupation

Engineering student at University of Waterloo

AI *f* on spreadsheets

D	E	F	G	H	I	J	
Project acronym	Project name	Description	Expected Achiev	Actual Achievem	Contributing EU	AI response re climate change	Pro
AIRQUEST	Know What You E	Over the past 65 years, global clima Air pollution is a global health conc Air pollution is also a significant issi	The AIRQUEST Project has made s Enhanced visibility has been achiev The project's outputs achieved dur			=GEMINI ("is this project related to climate change? Reply with one word",F2:I2)	
AlgaeRevive	Harnessing Algae	The AlgaeRevive	The main project objective is to create the Black Sea			Yes.	RSC
BS-SEOS	Black Sea Smart	The Black Sea ha	Specific Objectives: - To increase cross border cooperation on collecti - To demonstrate effectiveness of mobile online o			Yes.	RSC
BlackNETs	BlackNETs - Exor	Over the past decade there has bee Having been described as perhaps It has been shown to have significa	BlackNETs had a great start, with a This initial reporting period has alre A1.1 focuses on gathering essential			Yes.	RSC
Blue Gates	Empowering Blue	According to, the To tap and trigge	Blue Gates project's specific objective is to create a s			No.	RSC
BlueC	Carbon Binding E	The vegetated ha	A database will be developed on scientific literature a			Yes.	RSC
CAGOS	Clean areas, gree	The project "Clean areas, green and - Need to conduct training activitie - The need to increase the knowled	A guideline for impact studies will be incorporating co During the reporting period for the Based on the project proposal deve The advance payment was received			Yes.	RSC
CARE SEA	Cooperation and	The CARE SEA p	The implementation of project activities will ensure r			Yes	RSC

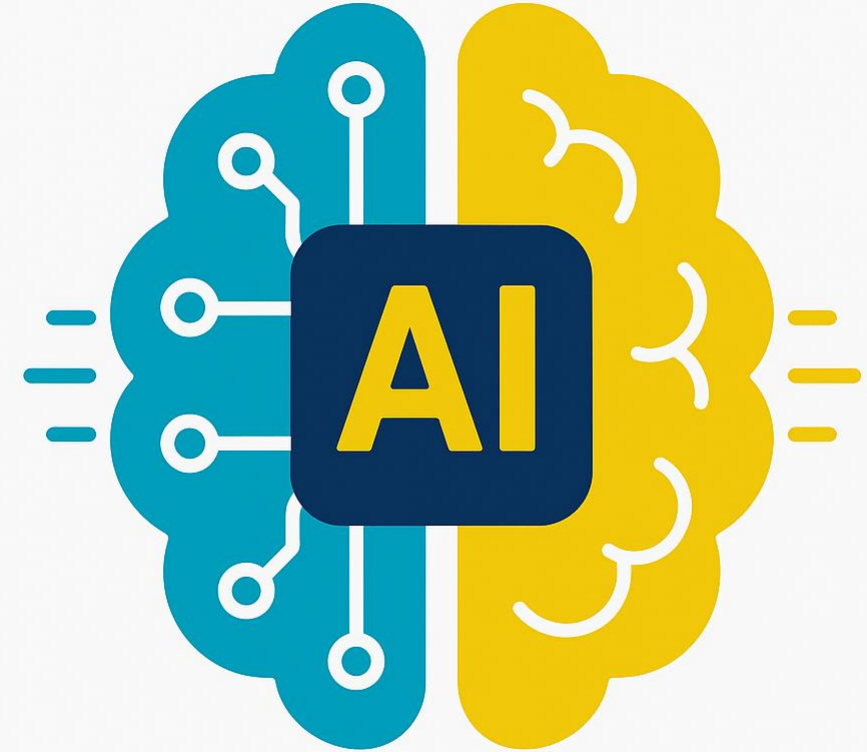
Rows.com – check it out

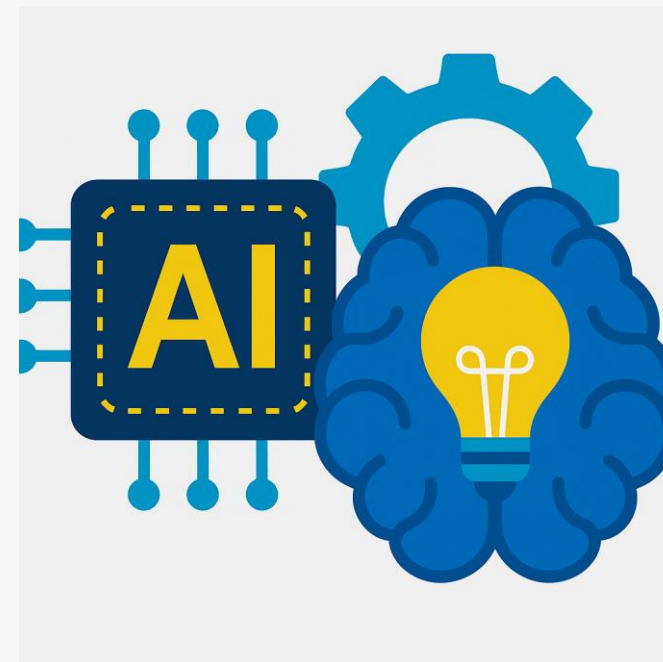
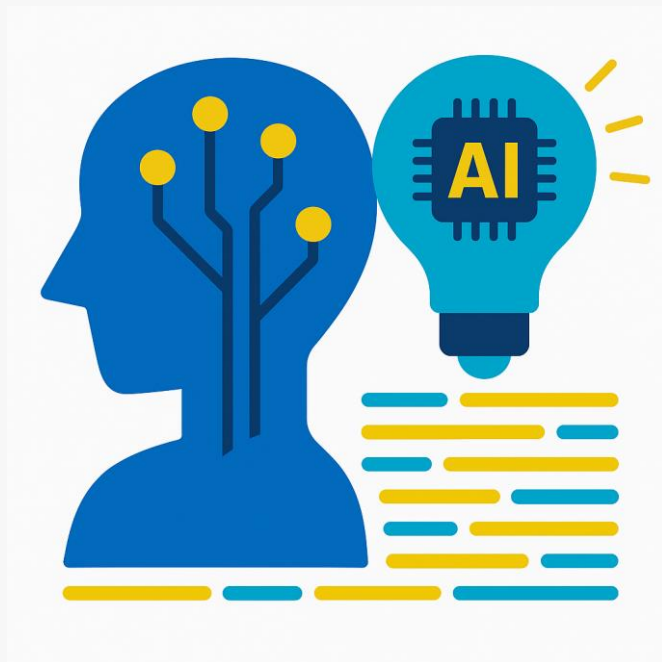
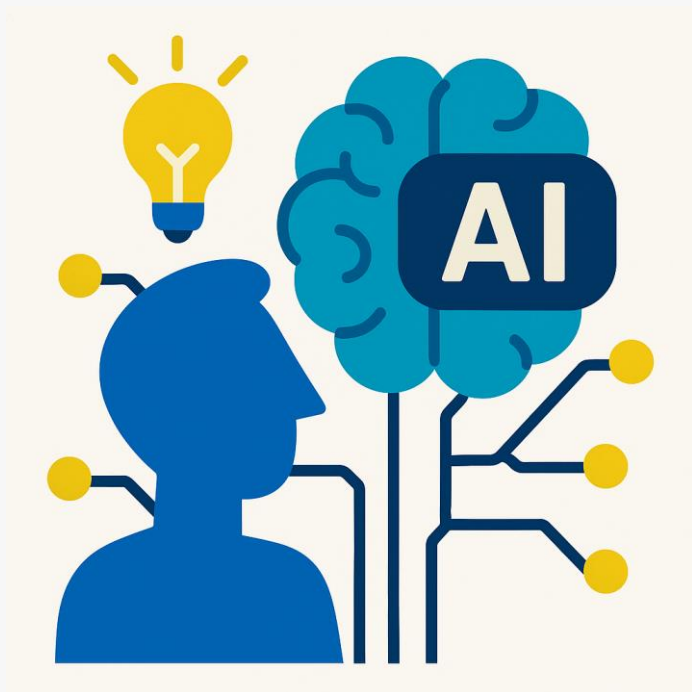
D	E	F	G	H	I	J	K	L	
Project acronym	Project name in Eng	Project name in lan	Project name in language	Description in Engl	Description in langu	Description in langu	Expected Achievem	Expected Achievem	Expected
AMICI	AMICI		=AI("Is this project related to tourism? Answer YES or NO. If YES explain in one short sentence why.",H2)						
BECCA	BECCA		NO	Improve the design,					
FRIDHA	FRIDHA		NO	The overall objective					
INTEVIDI	INTEVIDI		NO	The overall objective					
MUSIC2	MUSIC2		NO	The objective of the					
NAT+CULT.2	NAT+CULT.2		YES. The project aims to i	Improving attractive					
PREVE.D.I.	PREVE.D.I.		NO	The overall objective					
PrévRisk-CC	PrévRisk-CC		NO	The general objectiv					
RECROSSES	RECROSSES		NO	The overall objective					
RivierALP	RivierALP		YES. The project includes	The overall objective					
SeTe	SeTe		NO	The aim is to mitigat					
				1. Reduction of wat					
				2.Creation of mini-n					
				3.Reducing consump					
				4.Definition of gover					
SylvAFoRes	SylvAFoRes			Given the role of for					
TL2C	TL2C			The overall objective					
TechyourWorld	TechyourWorld			The overall objective					
Transformation	Transformation			The TRANSFORMATI					
TransiT	TransiT			The main objective is					

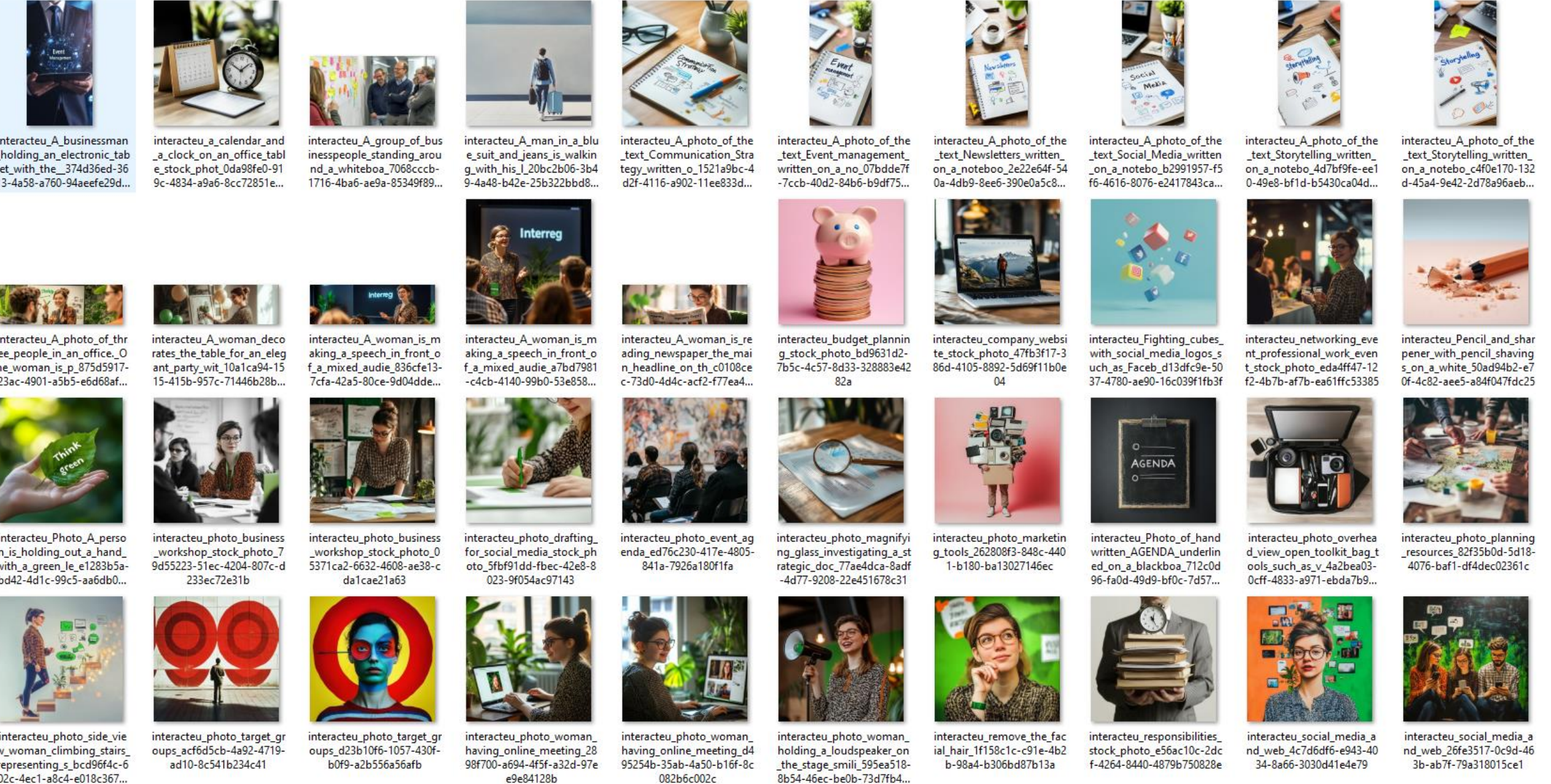
Two examples from my daily work



These are some examples of the illustrations we use as a part of our corporate visual identity. They represent different topics and we use them on our public material to visualise the content. I am lacking an illustration to visualise the topic 'generative AI' or 'artificial intelligence'. i want you to generate the illustration for me. it should follow the same design, shapes, colors.





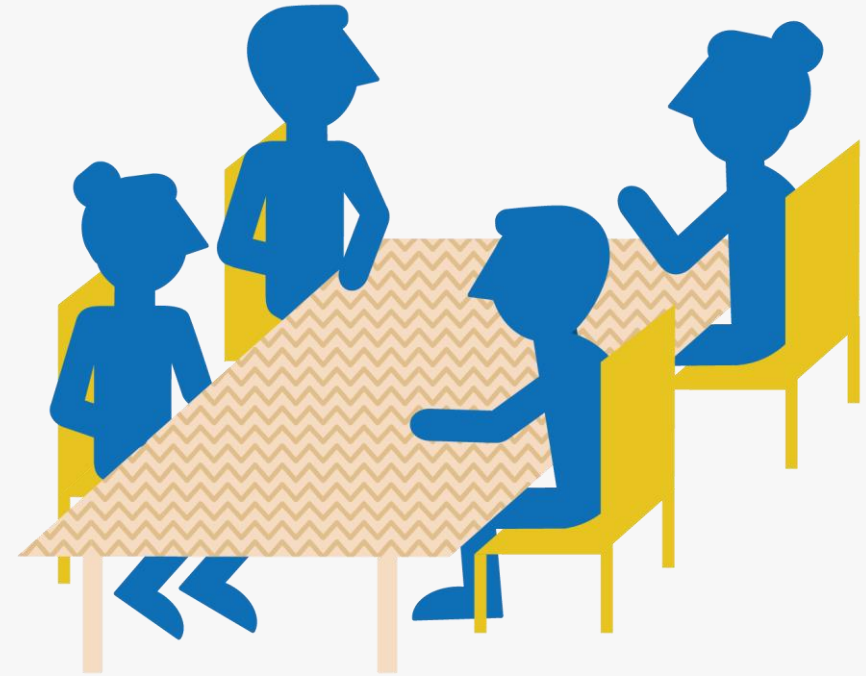


Final tips to wrap up

- Treat AI as your intern who knows everything. If you are not clear with the context and the task, the intern won't be useful.
- Human supervision is key: always review the generated outputs carefully & revise.
- Authenticity first! Use genuine info or visuals from real projects, use AI if none available.
- Official visuals such as logos, flags, maps should be added at the editing stage, not left to the AI.
- Research, but don't get lost in details. Try new tools, see what works for you. Combine different tools.
- Consider the legal & ethical concerns. Do not share confidential or personal info

Floor is open for discussions

- Any questions to presenters?
- Are there any practical uses of AI tools you have explored so far? Which task for which tool?



Cooperation works

All materials will be available on:
Interact.eu/Library

Want to discuss it? Join our MS Teams environment!
Portal.Interact.eu | Programme and Project Management

Interact

Co-funded by
the European Union
Interreg

Disclaimer

Publisher

Date updated

Primary knowledge area

Author(s)

Interact Programme

6 October 2025

Programme management

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