

Interreg visibility: Beyond the regulations

Interact



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Interreg



NEWS

17 July 2025

Commission proposes €10 billion for Interreg in 2028-2034 EU budget

The European Commission has unveiled its proposal for the European Union's budget for 2028-2034 (Multiannual Financial Framework).

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**If Interreg was a
radio station,
what would be its
name?**

**And who is
listening?**



Eurobarometer: Interreg holds its ground.

Q2 Which, if any, of the following forms of EU support you've heard about before?

	The European Regional Development Fund (ERDF) and/or the Cohesion Fund	The European Social Fund	Interreg	The Just Transition Fund	Next Generation EU/Recovery Plan	Erasmus+	The European Solidarity Fund	Horizon Europe	Connecting Europe Facility	None of these (spontaneous)	Don't know
EU27 	49▲3	44▼-1	11=	13▲1	31▲2	60▲2	42=	12▲1	11▲1	15▼-1	1=

Consensus to communicate together

90.3% of all stakeholders agree that it is relevant for Interreg programmes to communicate jointly on a new website and social media channels.



Stakeholder Quotes and Insights:

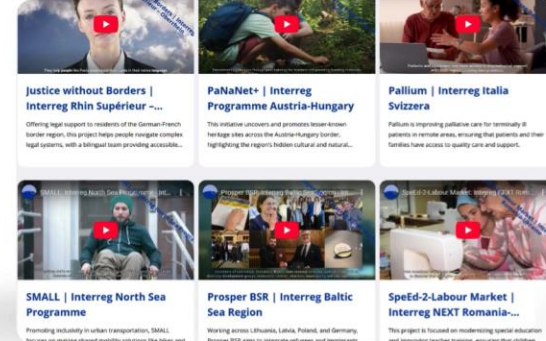
“Collaboration between programmes is quite important and will better support joint campaigns”

- Communication Manager, Programme

“In general, I consider it relevant for the programmes to communicate jointly. First of all because it reaches a higher number of stakeholders and second of all because when together, Interreg programmes can be more powerful and can actually show what the added value is for the entire Interreg community”

- Head of Secretariat, Programme







One of the key challenges we face is that communication within Interreg is fragmented. The interreg.eu helps ensure that our Interreg programmes and projects are perceived by the public as **coherent and meaningful** actions, rather than as fragmented or opaque initiatives.

DG REGIO – European Commission
(June 2025)

Europe's story is evolving.

Something old and something new

Two emerging EU priorities:

- **Reform:** Focus on innovation, productivity, resilience.
- **Right to stay:** Ensuring people can thrive locally, especially in smaller or border regions (a key concern for the Committee of the Regions).

If Europe's priorities change, Interreg's story must change too

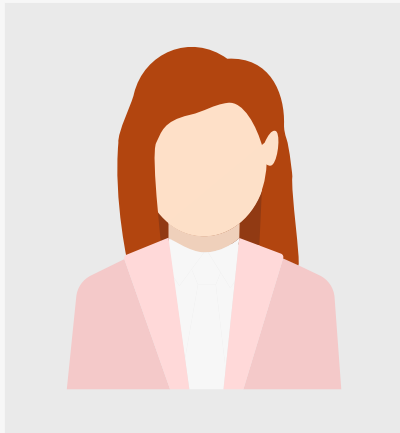


If you want me to succeed in explaining that this is crucial, show me **significant impact** that would not have happened without **Interreg**.

MEP Stine Bosse.

Target Audience Archetypes

The Policy maker



Represents (examples)

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

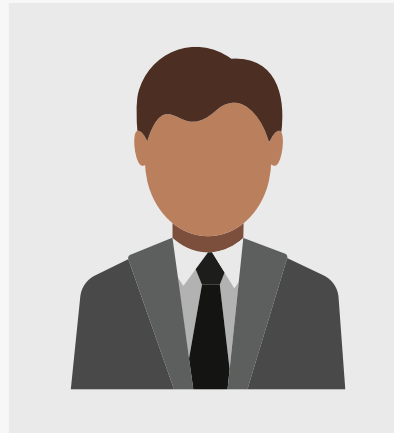
The Decision maker



Represents (examples)

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

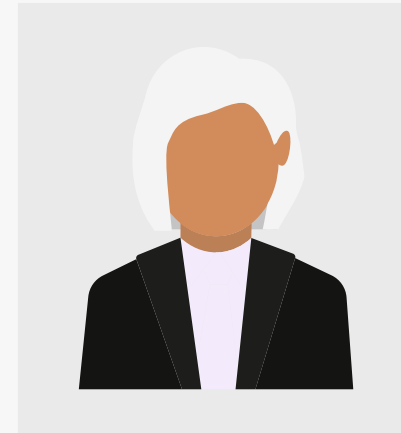
The Potential applicant



Represents (examples)

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

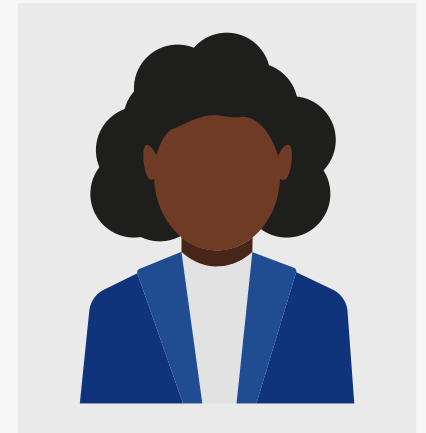
The Beneficiary



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

Discussion per table:

- Why does this audience matter post 2027?
- What do we want them to think/feel/do about Interreg?

**Final wrap up:
Facilitator summarises main
emerging themes**

Live wordcloud (Menti/Slido):

**In one word, what should
Interreg sound like beyond
2027?**

Cooperation works

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

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Interact

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Interreg promotion

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