

Interreg Visibility | Going beyond the regulations

Interreg Knowledge Fair session report | November 2025

Overview

The session explored the way Interreg communicates together, how it speaks, and who it is talking to. The objective of the session was to understand an orientation for the Interreg brand in the Post 2027 period. As Interreg looks beyond 2027, consistent communication across programmes is more important than ever.

Methodology

Participants undertook two exercises following brief introductions. After grounding ourselves with the first exercise (Radio), the presenters walked through the Eurobarometer, the changing political orientation seen in Brussels, especially Reforms and Right-to-Stay.

The second exercise was then introduced (speed-dating), where participants paired up, three times, to exchange answers on four questions. Each participant explained to each other their answer to the questions, and the groups then reported back on the key conclusions.

The four questions were:

1. What is Interreg's superpower – and what is its blind spot
2. How would you convince your aunt that Interreg matters? She knows nothing about Interreg
3. How would you convince a minister in your country that Interreg matters?
4. What should every Interreg programme, or project do – or stop doing – to make the Interreg brand stronger

Key discussion points

In the first exercise, participants designed an old-fashioned radio. They could set the frequency (how clear and aligned our message is) and adjust the volume (how far our message reached). Participants in four groups discussed and general consensus was that Interreg broadcasts on a medium frequency. The brand is broadcast, it is seen and heard fairly consistently. In terms of volume, it is medium, while Insiders and stakeholders clearly hear us, it is harder to reach citizens (Transnational especially) and to connect with them meaningfully.

There was a positive exchange, during the presentation, on the concept of Reform as something Interreg embraces already. Interreg innovates and changes service deliveries,

easily understood in a cross-border context such as health, but we do not label this as reform currently.

In a second exercise, the speed dating exercise, the key points were:

1. What is Interreg's superpower – and what is its blind spot

Connecting institutions and peoples, building trust, relationships and solidarity across borders.

Blind spots were tangibility of results, and immediacy of them. As well as the visibility of the results and what they achieve for citizens.

2. How would you convince your aunt that Interreg matters? She knows nothing about Interreg

Use meaningful examples, relevant to the aunt and close to her. Know her priorities and interest and be able to connect with them.

3. How would you convince a minister in your country that Interreg matters?

Focus on the cooperation across borders, and how they have a direct impact on her citizens. With 2 plus 2 in Interreg you get 5.

Also to focus on the financial opportunities, and how Interreg brings money into the area. Idea to take her on a project visit.

4. What should every Interreg programme, or project do – or stop doing – to make the Interreg brand stronger

The strongest feeling was to engage more young people in the projects.

Additionally, to engage with local and regional journalists. To do this we need simple narratives and stories with impact.

In a final exercise, a word cloud identified Cooperation and Europe as the two main things Interreg should be known for in Post 2027.

Regulations and articles of particular significance

The missing definition of reform, particularly in anticipation of a potential gap in understanding between the Interreg context and Ministry / National Level understanding.

Conclusions, plans for followed up

The flipcharts were saved, and photographed for record. Further follow up in 2026 will be considered as part of future events.

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