

Mind Meets Machine: AI tools and trends in Interreg programme management

How to leverage Large Language Models

Nebojsa Nikolic/ Interact / 26.11.2025

Interact



**Co-funded by
the European Union**
Interreg



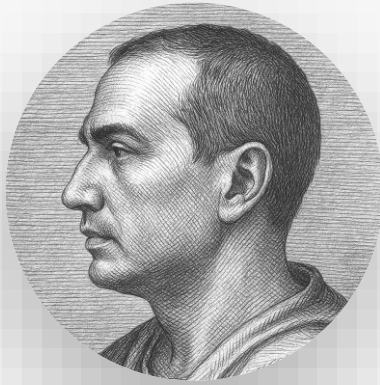
Give me a **lever** long enough, and
a **place to stand**, and I will move
the earth.

Archimedes

Image: "Archimedes (Idealportrait).jpg", [Wikimedia Commons](#)

The lever system



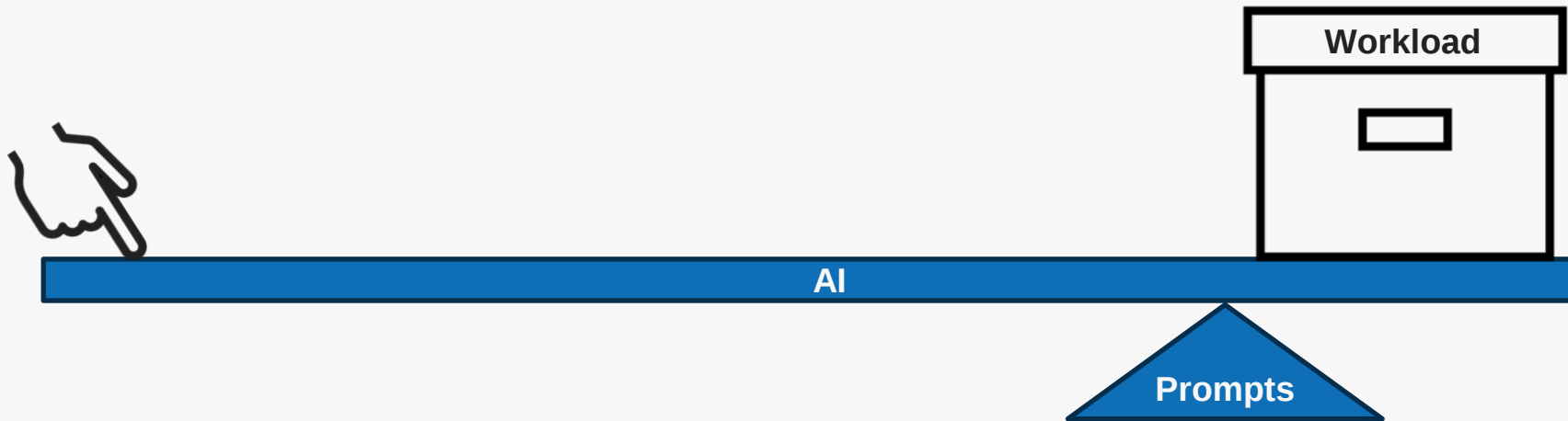


Give me a modern **LLM and a set of detailed **prompts**, and I will move Interreg.**

Nebojsa

Image AI generated

The AI lever system



Basic terminology

LLM, “Large Language Model”, is an **advanced AI system** that is **trained on** large quantities of **text** data to **understand** and **generate human-like language**.

Multimodal, is an LLM that can **understand and generate not only plain text** but also other kinds of information, like **code, images, audio, video, etc.**

Prompt, is in **instruction** that we give to an LLM to get a response. It can be short and simple, or long and complex. Advanced prompting that prepares AI by giving context is called **Grounding**.

The top LLM tools to leverage

ChatGPT: Powerful, versatile, fast evolving



Microsoft Copilot: Chat GPT + Bing, Microsoft integration



Google Gemini: Part of the Google ecosystem, web search



Claude AI: Ethical focus, great with text, summaries, detailed



Mistral AI: EU-focused data privacy, efficient, still growing



Private consultant

- Costs a lot of money
- Has limited patience
- Has working hours
- Narrow but deep expertise
- Makes mistakes

Key advantage: original ideas, nuanced solutions, soft skills.

LLM Consultant

- Free*
- Unlimited patience
- Works 24/7
- Broad but limited expertise
- Makes mistakes

Key advantage: Can take on a hundred different roles

Your new colleague, Sofia Lexis

- Holds multiple PhDs
- Hobby: reading encyclopaedias
- Loves books, “borrows” entire libraries
- Her favourite quote is from Picasso:
“Good artists copy, great artists steal.”
- Recovering people-pleaser
- New to consulting but works like crazy
- Turns any rough notes into clean text
- Never gossips, never judges
- Works only remotely



AI generated, Portrait of a businesswoman, Pixabay, CC

The roles

- Strategic planner
- Data analyst
- Facilitation guide
- Storytelling writer
- Social media guru
- Monitoring manager
- HR coach
- Audience profiler



Example: Role of audience profiler

Communication persona:

- Name:
- Workplace:
- Goals:
- Motivators:
- Frustrations:
- Communication channels:



Interreg  Co-funded by the European Union

Central Baltic Programme

GSAI

GSAI

The Central Baltic region has a low scale-up rate (2–4%) due to limited knowledge of internationalisation, funding gaps, and weak data use. With AI on the rise and data ownership becoming more critical, companies must adapt by renewing business models through digital transformation.

GSAI tackles these challenges by helping startups scale globally and use advanced AI tools to improve efficiency and profitability. The programme forms larger, cross-border cohorts and works with partners in Finland, Sweden, and Estonia to strengthen scale-up support and create long-term value for participants and partner organisations.

Through workshops, market visits, investor meetings, and business coaching, startups gain practical skills in global expansion and learn how to integrate AI into their operations.

LLM answer

- Name: Alex Saar, age 33, from Tallinn
- Workplace: Startup for an AI-enabled logistics tool, 3.5 years old
- Goals: Enter one new EU market this year, raise next round, integrate AI without a mess
- Motivators: Clear guidance, exposure to investors, hands-on expertise, real examples
- Frustrations: Fragmented support, funding droughts, lack of time, uncertainty about AI, competition moving faster
- Emotional triggers: Fear of missing the momentum, burnout risk, imposter syndrome
- Preferred communication channels: WhatsApp/Signal for quick updates, LinkedIn for business talk, short emails with action points

Photo by Bluewater Sweden on Unsplash



Structure of a prompt

Based on the
[OpenAI prompting guide](#).

An Example Prompt Structure for Interreg

Role

You are a senior communication expert who helps EU-funded Interreg programmes turn complex reports into engaging stories for the public.

Role

Task

Draft a short LinkedIn post that highlights the results of an Interreg cross-border project on renewable energy.

Task

Context

The project installed solar panels in schools across two neighbouring regions, reducing energy costs by 30.% and inspiring students to learn about sustainability. The target audience are local citizens, programme stakeholders, and potential project applicants. Keep the language clear, inspiring, and jargon-free.

Context

Reasoning

Explain the benefit in simple terms, connect it to everyday life, and highlight the cross-border cooperation aspect. Make sure to show why this matters beyond just number.

Output format

Stop conditions

Do not invent numbers or partners. Stop after providing the two versions and hashtags.

Stop conditions

Black Book

101 AI
task ideas

Nebojsa Nikolic/ November 2025

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Strategic communication

1. Create a **target audience** profile for this project: (copy/paste project summary).
2. Create a simple **stakeholder map** for this project, showing audiences by influence and interest.
3. Give me **ideas** how to promote this project with ... budget, in ... area.
4. Help me draft a social media **strategy** for this initiative about...
5. What are the **obligations** of the Interreg programmes in terms of **communication** according to this regulation?
6. What should be included in a **crisis communication plan** for our programme?
7. Suggest **content forms** and **communication channels** for this project/initiative (give details).
8. **Analyze** these social media engagement **metrics** and provide recommendations to increase (reach/views, etc.).
9. Draft **key messages** for a press briefing about ...
10. Suggest a **communication timeline** for the first 6 months of a new Interreg programme.

Content creation

11. Draft **ten social media posts** for this project: (copy/paste project summary).
12. Help me **write a 2-minute video script** for a promo video about my programme.
13. Help me **design a slide deck** for an upcoming presentation on our achievements.
14. Provide **templates** for common communication tasks like **newsletters** or press releases.
15. Write a captivating **one-page news article** about the progress of our programme work over the last two years: ...
16. Turn this key message into **3 creative formats** (poem, infographic text, video script).
17. Turn this technical report into a short, engaging **LinkedIn post**.
18. Draft three **alternative headlines** for a success story about...
19. Suggest **Instagram carousel ideas** for this project result.
20. Draft a **caption bank** of 10 reusable lines for social media posts, grouped by tone (informative, inspiring, playful).

Learning and skills development

21. Provide a **template checklist** for planning a virtual or hybrid event?
22. What are the **latest trends** in communication that I should be aware of?
23. Suggest a list of **must-read books or articles** for improving communication in public sector.
24. Draft a **self-assessment quiz** to help me identify my strengths and weaknesses as a communicator.
25. Explain the **core principles** of effective **project communication** in **plain language** that non-experts can understand.
26. Generate a **multiple-choice test** based on this document:...
27. Design a **“myth vs fact” exercise** to train colleagues on spotting disinformation.
28. Draft a **4-week learning plan** for improving storytelling skills.
29. Suggest **exercises to improve confidence** in public speaking.
30. Create a **practice scenario** for handling **difficult audience questions** during a presentation.

Work organisation

31. Summarise this meeting transcript into an action plan with deadlines.
32. Suggest a daily productivity schedule for a communication officer with multiple responsibilities.
33. Suggest strategies to keep track of many small tasks without feeling overwhelmed.
34. Suggest three ways to reduce unnecessary meetings in our team.
35. Help me prioritise these 10 communication tasks based on urgency and impact.
36. Suggest a simple digital system to track communication outputs and link them to results.
37. Turn this project timeline into a simple Gantt chart structure.
38. Help me draft a polite reminder email to colleagues who haven't submitted their project updates.
39. Create a template for weekly team updates.
40. Suggest three tools to make collaboration in a dispersed team easier.

Topic research

41. Suggest **five recent trends** in (insert topic/policy area) that could affect Interreg projects.
42. Suggest **reliable sources** (EU, academic, NGOs) for researching (insert topic).
43. Explain the **key trends** in social media **algorithms** in 2025.
44. Create a **glossary of 20 key terms** for understanding (insert policy area).
45. Summarise this 40-page report into **3 talking points** for a panel discussion.
46. Provide a **fact-check of common myths** about EU funding.
47. Find examples of **innovative solutions to** (insert challenge) from outside the EU.
48. Suggest **case studies** of successful **crisis communication** campaigns in Europe.
49. What are the **main disinformation risks** facing Interreg projects today?
50. Give me a list of **top academic articles** on public sector communication published in the last 3 years.

Event organisation

- 51. Suggest **icebreaker activities** for a group of 30 people at an Interact workshop.
- 52. Provide a structure for a one-day project **launch event**.
- 53. Suggest **creative ways to involve citizens** in a cross-border Interreg Cooperation Day event.
- 54. Create a **checklist** for organising an online **stakeholder consultation**.
- 55. Provide **catering and logistics tips** for hybrid events.
- 56. Draft a **welcome speech** for an EU Commission representative at an Interact conference.
- 57. Suggest ways to **measure event impact** beyond attendance numbers.
- 58. Provide a **structure for a panel discussion** on green transition projects.
- 59. Suggest **interactive tools** to use in an online **MS Teams workshop** (e.g. polls, games, apps).
- 60. Draft a **thank-you email** to event participants.

Public profile development

- 61. Rewrite my CV summary to highlight my communication skills.
- 62. Draft a short professional bio for LinkedIn.
- 63. Turn my career timeline into a compelling narrative I can use in presentations.
- 64. Create three alternative opening lines for my conference bio.
- 65. Help me list transferable skills from my current role.
- 66. Rewrite this job description to make it sound more appealing for potential applicants.
- 67. Draft a professional elevator pitch (30 seconds) tailored for networking events.
- 68. Suggest how to balance personality and professionalism in my social media presence.
- 69. Optimise this LinkedIn profile summary for clarity and impact.
- 70. Write a short, inspiring “about me” section for an internal newsletter.

Interpersonal relationships at work

- 71. Suggest a **polite response** to a colleague who disagrees with me.
- 72. Help me **tone down this email** that sounds too harsh.
- 73. Draft a response to **de-escalate a conflict** with a colleague.
- 74. Suggest ways to give **constructive feedback** to my manager.
- 75. Write a message to **thank a colleague** for extra effort.
- 76. Suggest **phrases to use** in a meeting **to disagree diplomatically**.
- 77. Rewrite this **memo** so it's **more persuasive** and **less confrontational**.
- 78. Draft **talking points** for addressing a difficult issue with a project partner.
- 79. Suggest **strategies for handling passive-aggressive** behaviour in a professional way.
- 80. Write a **short motivational note** to encourage my team during a busy period.

Innovation and creativity

- 81. Suggest **creative metaphors** to explain cross-border cooperation.
- 82. Brainstorm **5 unconventional ways** to promote **Interreg to young** people.
- 83. Suggest a **campaign slogan** for a project about climate adaptation.
- 84. Turn this **technical fact into 3 different hooks** (social post, presentation opener, headline).
- 85. Reframe this **problem as an opportunity** and propose creative solutions.
- 86. Draft a **“what if” scenario** exploring future cooperation in 2050.
- 87. Suggest **podcast episode themes** for a series about Interreg.
- 88. Brainstorm **visual symbols** for cooperation and solidarity.
- 89. Suggest **creative ways to celebrate** project milestones **online**.
- 90. Provide **alternative names** for a project newsletter.

Monitoring and Evaluation

91. Create a **survey to measure the impact** of our communication campaign.
92. Suggest **KPIs to track the visibility** of project results.
93. Summarise this **set of feedback forms** into **3 key insights**.
94. Turn these **raw numbers** into a **short narrative** for policymakers.
95. Draft **questions** for an **evaluation interview** with project beneficiaries.
96. Analyse these **social media comments** to identify **main themes**.
97. Create a **dashboard outline** for tracking social media reach, engagement, and sentiment.
98. Provide **benchmarking examples** of communication performance from other EU programmes.
99. Suggest **tools for monitoring media mentions** of our programme.
100. Draft an **evaluation plan** for the first year of programme communication.

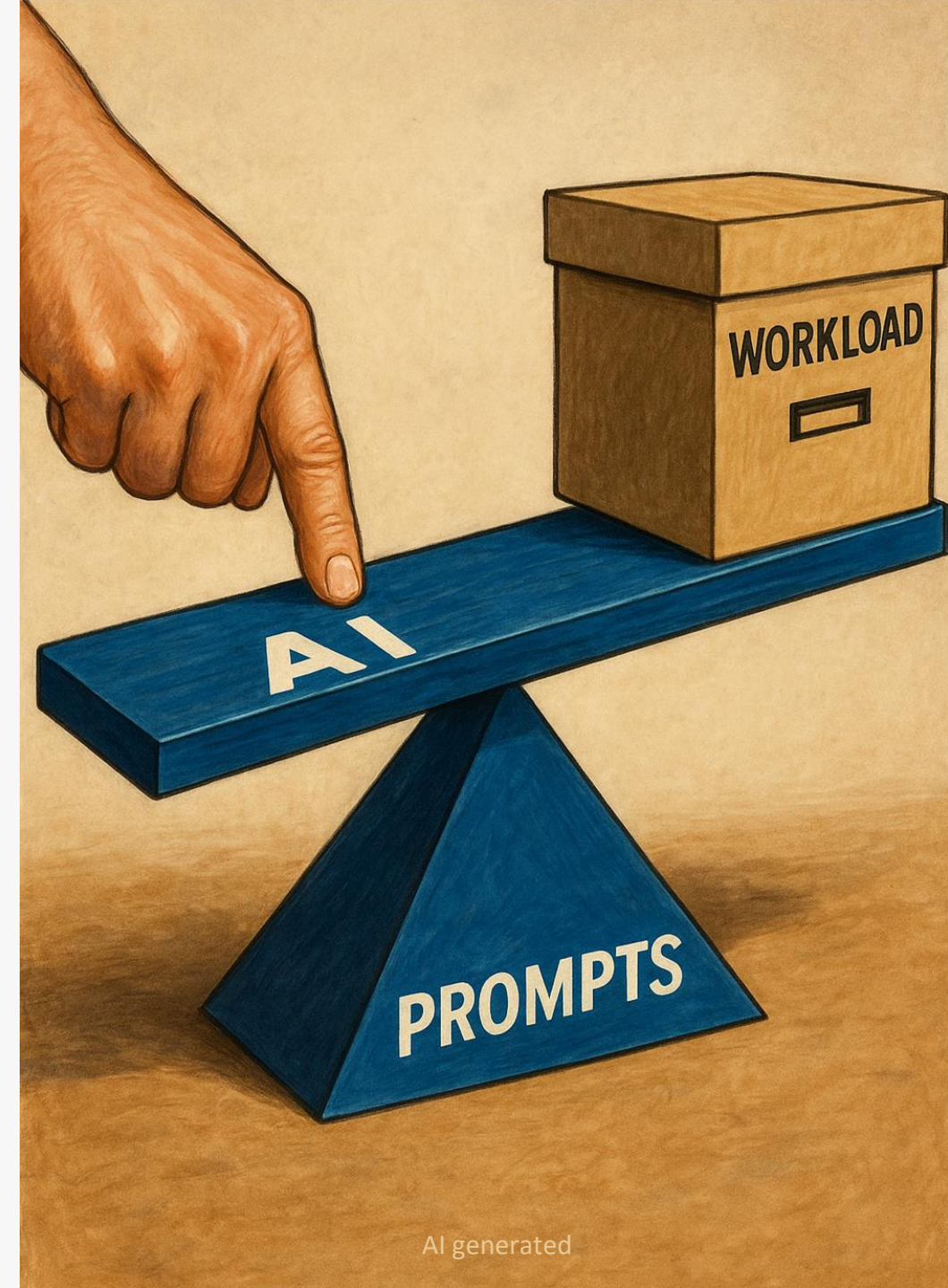
One prompt to rule them all

101. Give me prompt ideas that will help me while working with you on (explain topic/task)



Tips

- Leverage and test different tools
- Ground the AI with context and details
- Always check the sources
- Never copy/paste the outputs – refine
- Do not share confidential/personal info
- Expand on the list of prompt ideas
- Share tips with colleagues



AI generated

Cooperation **works**

All materials will be available on:

Interact website