

**Interreg  
Europe**



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# Support to applicants and projects

**Irma Astrauskaite-Denis**

*Head of Communication Unit | Interreg Europe Secretariat*

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# Interreg Europe in numbers

36

countries

32

languages covered

EN

working language

262

projects

2000

public organisations

24000

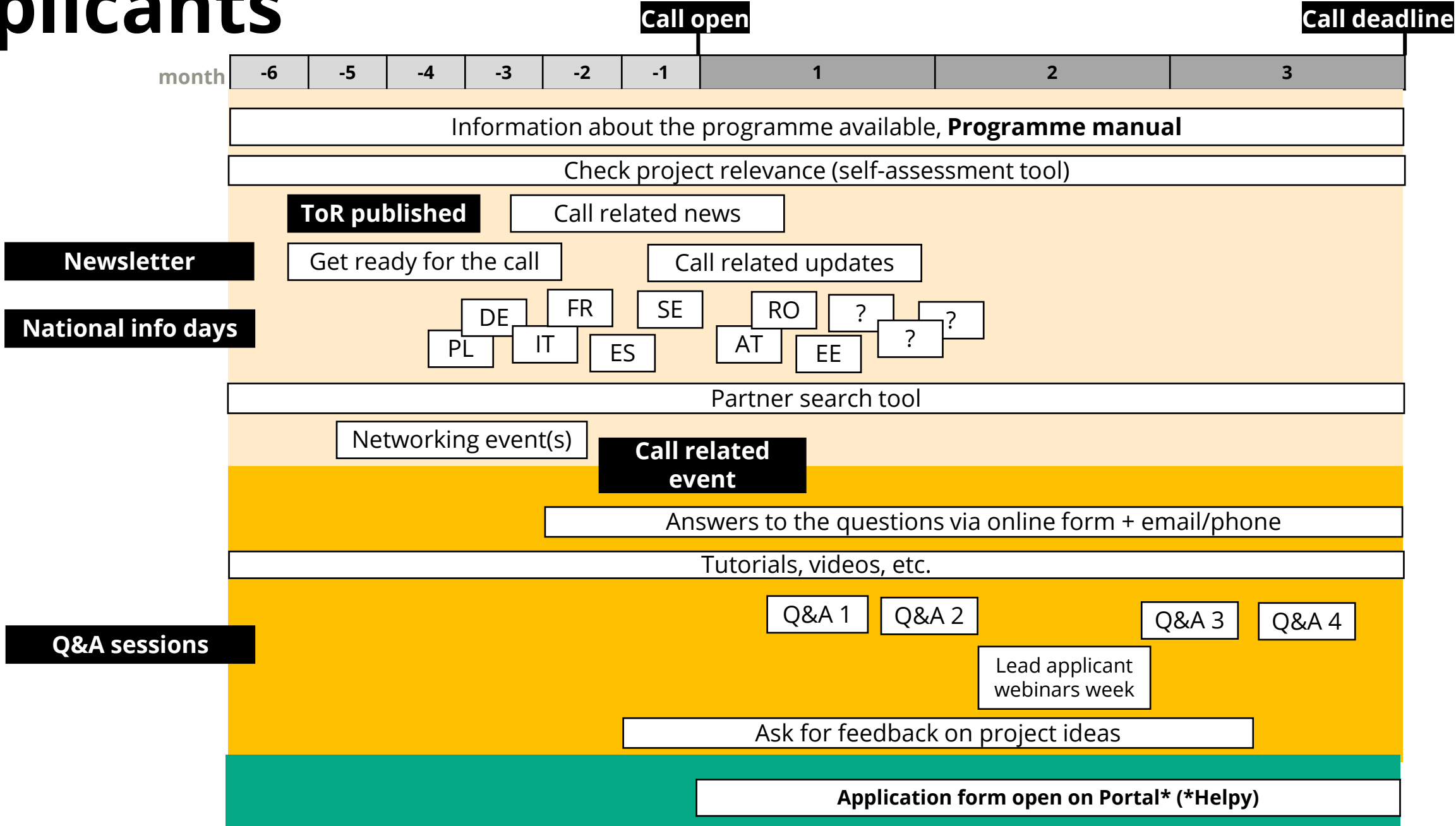
community members

# Applicants

INFORM

SUPPORT

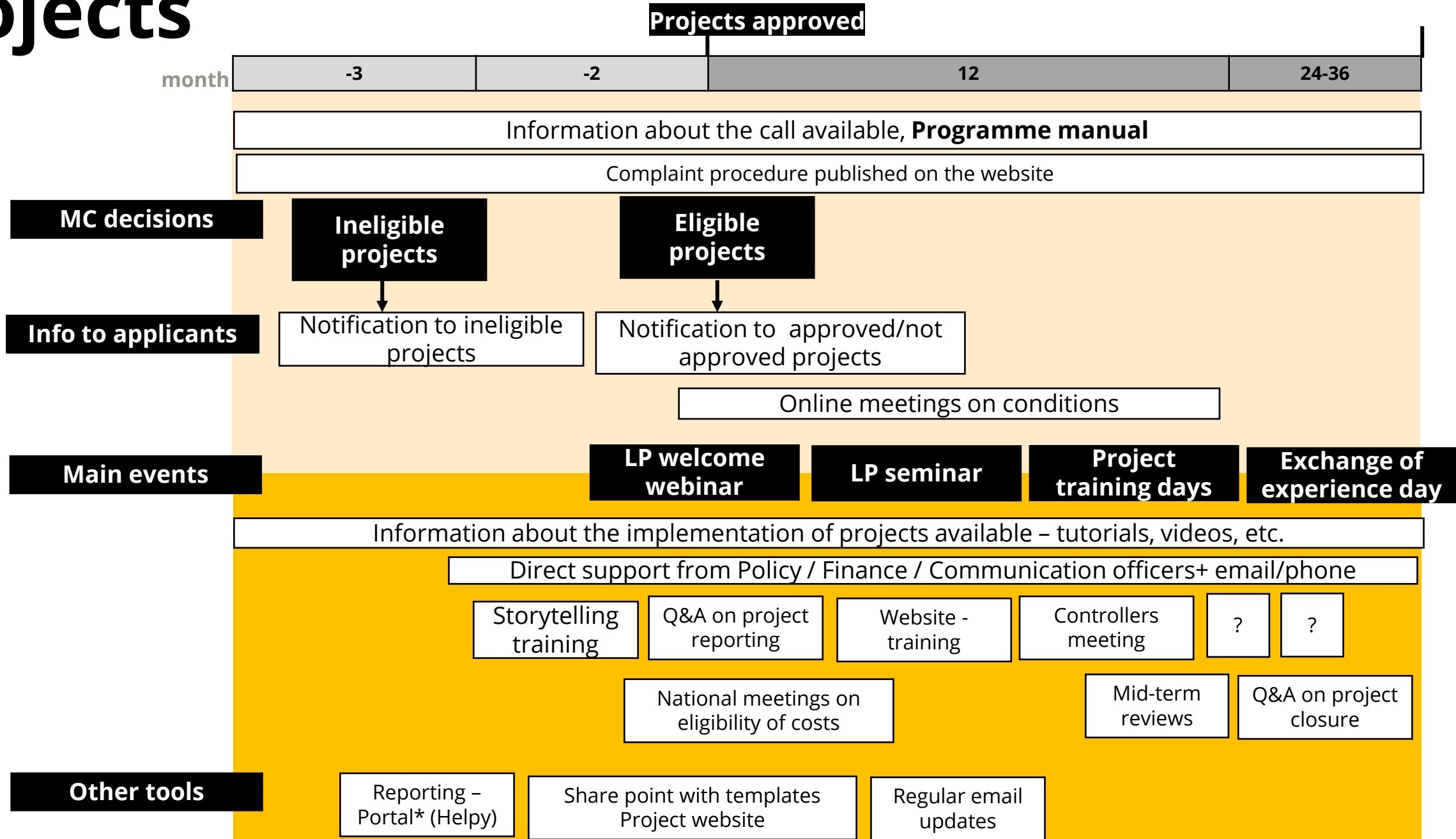
ENGAGE



# Projects

INFORM

SUPPORT



# 1. Know your audience

# 50%

newcomers

**Applicants**

**Project implementers**



**Adjust your content**

**Involve experienced to share their tips**

**Check how your audience interacts with your support tools**

# Programme manual

## At Interreg Europe:

- **Most users consult programme manual online, several download the document**
- **Clear preference to have one document**

- Link on website always stays the same (even if we upload a new version) – ensure everyone has a latest version
- Prepare news, send email informing about the new version / updates
- Changes in the design: Hyperlinks to jump into sections
- Videos embedded for additional information / guidance
- Practical examples added

2021-2027

# Programme Manual

Version 6  
December 2025



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## Are you preparing a project application?

- *Check your project relevance by using online self-assessment tool*
- *Ask for feedback on your project idea*
- *Share your project idea, find project partners*
- *See frequently asked questions about the project funding*
- *Check out our project development videos and guidance*

## Are you implementing a project?

- *Check out our guidance documents and videos*



### 3.2.3 Activities relevant to both phases

#### 3.2.3.1 Communication and dissemination

Each project is required to develop a communication strategy. The communication strategy is an integral part of the overall project strategy and the communication activities must contribute to achieving the overall project objective.

#### Examples of typical communication and dissemination activities

While each project's communication activities will depend on its specific strategy, some examples of typical activities are provided below:

- Ensuring the project's online presence (e.g., website, social media)
- Organising dissemination events (e.g., final conference with presentations of results)
- Disseminating project leaflets, brochures, or newsletters.

### 3.4.4 Quality of partnership

#### 3.4.4.1 Coherence of the partnership

##### Involvement of the policy responsible authorities

In line with the programme's overall objective, the **policy responsible authorities** are Interreg Europe's **core target group**. These organisations can be national, regional, local public authorities and other relevant bodies responsible for elaborating and/or implementing regional development policies.

Watch our video

What are policy responsible authorities?



**Built relations: mix of online and in person events, various activities**

**Guided tour lead by project/finance officers in the city of secretariat during the event for projects**





**Lead partner principle: what actions can go beyond?**

## 2. Adapt and be creative



## Interactive formats for in person events



**Work in groups**





**Exchange between participants – valorisation of experienced ones**

CLARIFICATION NEEDED



**Role play: Projects in the role of project/finance officer**



**Chosing right moment to communicate proposing options for formats**

## Communication

## timeline

All the time

**Communication toolkit**

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Project video

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Project website

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### EU support mentioned

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Copyrights

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Project presentation

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Participate in programme events

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Community

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

months

0

6

12

24

36

48

Once

### Communication - HR

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Project poster

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Project image photo

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Info on institutional website + social media

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Video 1

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Plaque/billboards

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Video 2

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

### Project dissemination event

- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project
- A set of tools to help you communicate your project

Creative ways to present information



**Reminding, working on the same subject in a different way:  
Presentation, practical task, etc.**

# 3. Evaluate

# Mid term evaluation report

40% of beneficiaries say, “No change is needed” for support provided

Beneficiaries consistently describe the support provided by the Joint Secretariat as very strong.

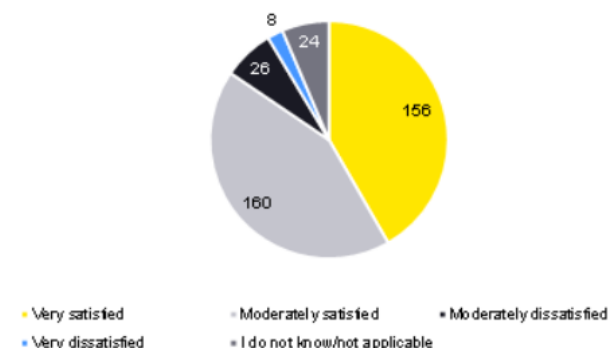
The support tools are regarded as sufficient, appropriate and well aligned with applicants' needs:

- ▶ The **selfassessment tool** is widely considered easy to use and helpful in checking the alignment of project ideas with the Programme's priorities.
- ▶ The **project idea feedback system** is a central component of the support during the project generation phase. 152 feedback were provided by the Joint Secretariat across the three calls. For the first call, most feedback (84%) was delivered within 15 days, and 33% within 5 days<sup>40</sup>. The variety of formats (written (41%), videoconference or phone (56%), or inperson at events) enabled adaptation to applicants' needs. Feedback from the Joint Secretariat was rated very useful or mostly useful by 173 beneficiaries<sup>41</sup>. This reflects close, responsive support tailored to individual needs, occasionally complemented by inperson interactions during events. Beneficiaries report that this feedback helped clarify and adjust their proposals, strengthening the structure and relevance of their applications.
- ▶ Regarding the Programme documentation, the **Programme Manual**, **call documents**, and **application template** are described as clear, accessible, and regularly updated. They help support transparency and predictability in the application process. 78% of beneficiaries

## 3.3.4 What is the level of satisfaction among the project implementors with the Programme support tools, such as seminars, tutorials, in person written guidance, templates?

When asked about their satisfaction with the supporting tools for communication, **84.5% of Beneficiaries responded positively**, reporting being either “very” (156) or “moderately” (160) satisfied with the seminars, tutorials, guidance and templates provided by the Programme<sup>138</sup>.

Figure 16 “How satisfied are you with the communication of available support tools (e.g. seminars, tutorials, in person/written guidance, templates) from national or regional point of contact?”



Source: Survey to Beneficiaries



**Evaluate individual activities, systems as a set,  
research for specific projects**



**Reflect and improve**

**Interreg  
Europe**



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