

Interreg  
Europe



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# Support to applicants and projects

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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

Call open

Call deadline



Information about the programme available, **Programme manual**

Check project relevance (self-assessment tool)

**ToR published**

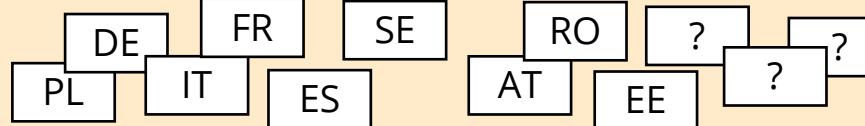
Call related news

**Newsletter**

Get ready for the call

Call related updates

**National info days**



Partner search tool

Networking event(s)

**Call related event**

Answers to the questions via online form + email/phone

Tutorials, videos, etc.

**Q&A sessions**

Q&A 1

Q&A 2

Q&A 3

Q&A 4

Lead applicant  
webinars week

Ask for feedback on project ideas

Application form open on Portal\* (\*Helpy)

INFORM

SUPPORT

ENGAGE

# Projects

## Projects approved

INFORM

SUPPORT

month

-3

-2

12

24-36

Information about the call available, **Programme manual**

Complaint procedure published on the website

**MC decisions**

**Ineligible projects**

**Eligible projects**

**Info to applicants**

Notification to ineligible projects

Notification to approved/not approved projects

Online meetings on conditions

**Main events**

**LP welcome webinar**

**LP seminar**

**Project training days**

**Exchange of experience day**

Information about the implementation of projects available – tutorials, videos, etc.

Direct support from Policy / Finance / Communication officers+ email/phone

Storytelling training

Q&A on project reporting

Website - training

Controllers meeting

?

?

National meetings on eligibility of costs

Mid-term reviews

Q&A on project closure

**Other tools**

Reporting – Portal\* (Helpy)

Share point with templates  
Project website

Regular email updates

# 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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### 3.2.3 Activities relevant to both phases

## 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



#### 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.

## Are you implementing a project?

- Check out our guidance documents and videos

### 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**



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



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

## Communication

All the time

### Communication toolkit

- Logos
- Project name
- Project website
- Project logo
- Project name
- Project website
- Project logo

### Project visual

- Project logo
- Project name
- Project website
- Project logo

### Copyrights

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### Project website

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### EU support measures

- Quality logo
- Quality logo
- Quality logo
- Quality logo

months

0

6

12

24

36

48

Once

### Communication - HR

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### Project poster

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### Project image/ photo

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### Info on institutional value + social media

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### Video 1

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### Plaques/billboards

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### Video 2

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### Project dissemination event

- Quality logo
- Quality logo
- Quality logo
- Quality logo

## Creative ways to present information

## timeline

### Project presentation

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### Participate in programme events

- Quality logo
- Quality logo
- Quality logo
- Quality logo

### Community

- Quality logo
- Quality logo
- Quality logo
- Quality logo



**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.**

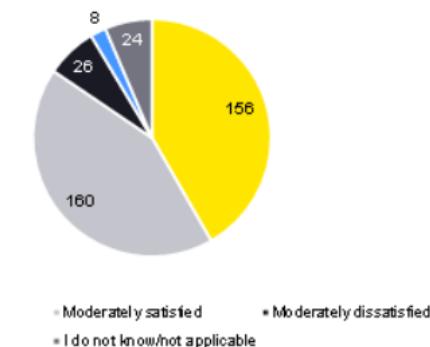
The support tools are regarded as sufficient, appropriate and well aligned with applicants' needs:

- ▶ 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

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