

# ICON 2026 -webinar

| Interact | 19.02.2026

Interact



Co-funded by  
the European Union  
Interreg

# Agenda

01

Introduction

02

European  
Commission's  
communication  
updates

03

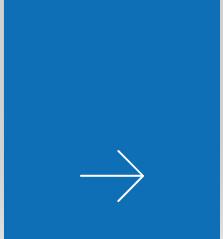
Q&A –  
European  
Commission's  
updates

04

Interact's  
communication  
updates

05

Q&A Interact's  
communication  
updates



# **ICON 2026 part**

**First part: comm updates from the  
EC and Interact (online –19.2.2026)**

**Second part: updates, capacity  
building, networking (in person –  
Turku 02-03.06.2026)**



# Topics for the ICON training

You decide. Fill in this [survey](#) by  
20.02.2026.

# ICON & Capitalisation back-to-back in Turku



- ICON -> 02-03.06.2026
- Communication for Capitalisation  
(Com for Cap) -> 04.06.2026

# Interreg Day 2025 at Glance

Evaluation report



## Interreg COOPERATION DAY

Interact  Co-funded by the European Union

Interreg  Co-funded by the European Union

Nº events

**85**  
events

+13%  
than 2024

Location of events

**29**  
countries

**68**  
cities



39 programmes involved

**4**  
strands

**4 continents**



Participants

**50.815**  
people

Place of the event

**37%**  
indoor

**28%**  
outdoor

**28%**  
indoor & outdoor

**3%**  
online

**8%**  
indoor or outdoor + online



Most used and effective  
communicative tool

**Facebook**

It continues to be the most used and most effective communication tool.

Social Media

**10.232.894**  
people reached

Main difficulties

**Time constraints**

Organisers'  
satisfaction

**9.0**

Interact  
support satisfaction

**8.7**

# Interreg Day 2026

MARKING 15 YEARS OF THE CAMPAIGN!



# What to expect in the coming months

## May

- Kick-off webinar
- Guide + factsheet 2026
- Promotional video: customisable for your event
- New visual materials

## June

- **Webinar:** Participant experience - Making your event memorable
- **New site at Interreg.eu**
- Establish presence on **social media**

## July-August

- Paid promotional campaign on social media
- Request previous services: visuals, promo video, website article, etc.

## September

- **Celebrations across Europe!**

# Interreg Project Slam

Annual European  
communication **competition** to  
show the **impact of INTERREG**  
programmes and projects on  
**social media** and on **stage**



# What to expect in the coming months

## April

- Slam Kick-Off event

## May

- Storytelling Trainings (Interact Academy)

## June

- Story submission deadline
- Jury assessment process
- Announcement of the 6 finalists

## Jul - Oct

- Professional video production for finalists

## November

- Social Media Competition (Public voting)

... and more to come ... Stay tuned!!

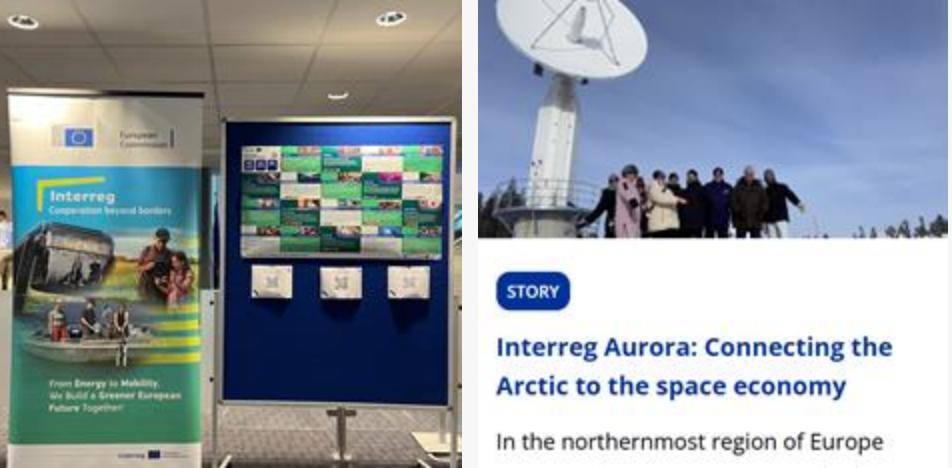
# Europe Day

## Joint Social Media campaign with you - May 9

- We provide visual materials for you to share on your social media channels
- Using the official hashtags



# Policy Networks communication activities



## STORY

**Interreg Aurora: Connecting the Arctic to the space economy**

In the northernmost region of Europe



# EU Sustainable Energy Week 2026

- Application for the Energy Fair is open
- **Opportunity:** Showcase your energy-related projects.
- Is your programme interested in joining a **joint Interreg stand?**



# CIRCULAR ECONOMY STAKEHOLDER PLATFORM

- ECESP brings together key circular economy stakeholders at EU level (DG ENV + EESC)
- **Interact** is a **Coordination Group member**, representing Interreg
- Share your project news and events to be published on the ECESP website
- **22–23 April**: Annual conference on a competitive and fair circular Europe (more info soon)

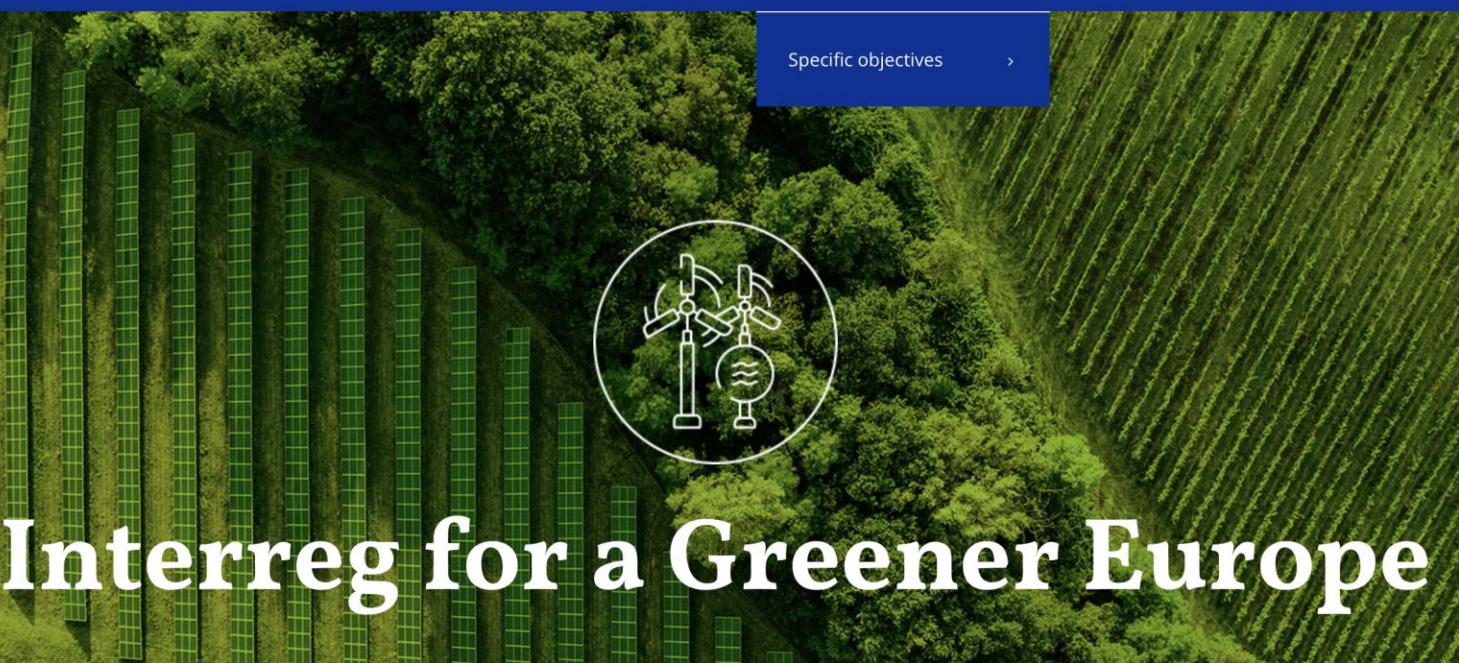


# ... And coming up soon – PO2

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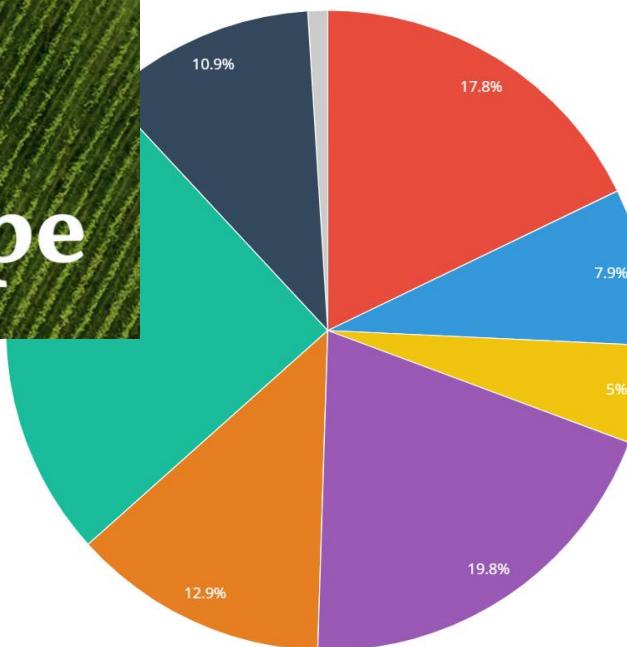
Policy Network for a Greener Europe Policy Network for a More Social Europe

Specific objectives >



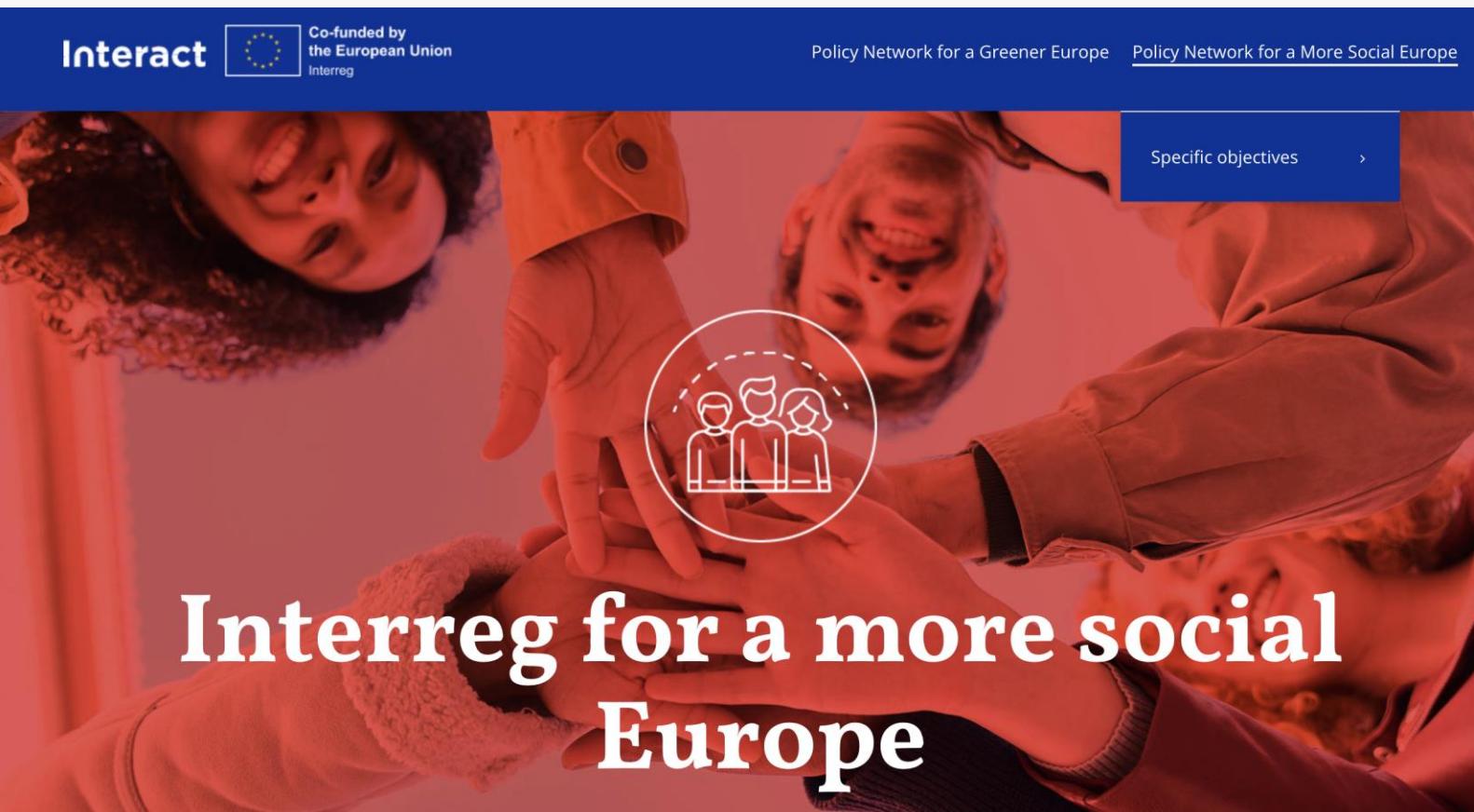
Interreg for a Greener Europe

## Partner organisations



- Local public authorities
- Regional public authorities
- National institutions
- Sectoral agencies, regional development agencies, infrastructure and public service providers
- SMEs, enterprises and business support organisations
- Research organisations and universities
- NGOs and community groups
- International organisations (incl. networks, EGTC)

# ... And coming up soon – **PO4**



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Interreg

Policy Network for a Greener Europe [Policy Network for a More Social Europe](#)

Specific objectives >

PO4 2021-2027

total amount

Interreg for a more social Europe

3.7 billion euros

Devoted to making Europe more social. This means over 26% of the total Interreg fund.

# Stories of European Cooperation in the European Parliament



# Issues 2026 - Focus

JUNE

REFORMS

DECEMBER

- ✓ 16 July 2025 – Commission's proposal post 27
- ✓ Interreg: Strengthen reforms dimension
- ✓ Cross-border healthcare and mobility & transport
- ✓ IVY in your programme? – Spot a project!

# Projects confirmed

-  **TELMED** – Interreg Hungary-Serbia
-  **LATI** – Interreg Grande Région
-  **Schakelpunt Grensbelemmeringen** – Interreg Vlaanderen - Nederland
-  **Princalb** – Interreg POCTEFA

# Academy Video-making training

- 9 February - 8 March
- In-person workshop: [25-26 February](#), Barcelona
- Bonus: session at the next InformEU, May 2026



January

February

March

April

May

June

July

August

September

October

November

December

# Academy Social media course

- New, simple, fun
- Continuously available and open
- Simple test at the end and you get a certificate



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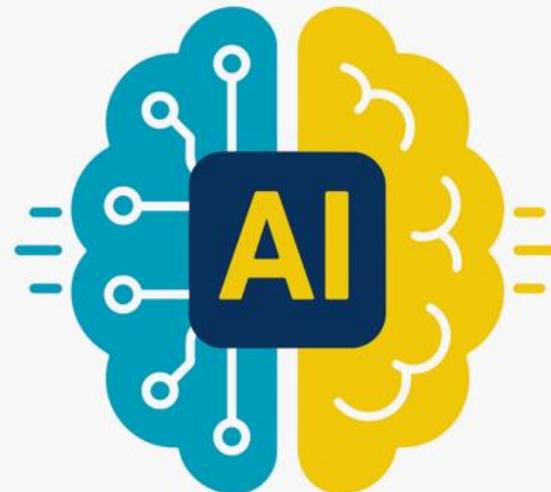
October

November

December

# Academy AI for Interreg comms

- 16, 21, 23, 28 April 2026
- Core AI tools for creative communications
- 4 webinars + 1 practical assignment
- Registration is open



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# Academy Storytelling training

- May 2026
- Supports the “Interreg Project Slam” competition
- Full training – not just webinars



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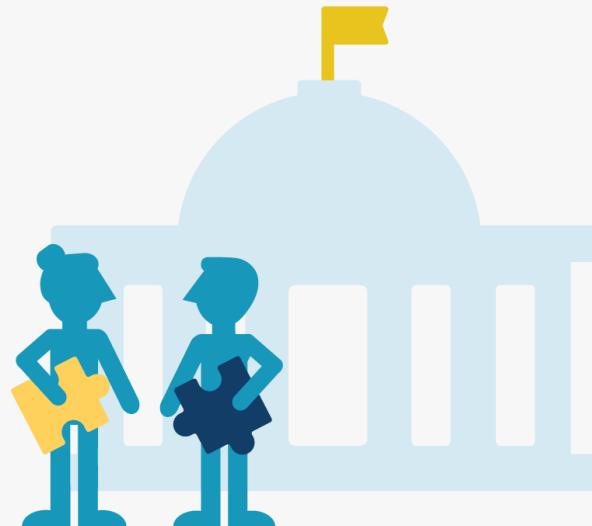
November

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# Soft skill pilot event

## Public speaking skills

- 20-21 May 2026, Copenhagen (TBC)
- Facilitation, active listening, plain language, etc.
- [Link](#)



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# Academy Fundamentals of comms

- June 2026
- In-person workshop: **24-25 June**, Cagliari
- A self paced online course, 2 webinars, a written test
- Registration opens in April



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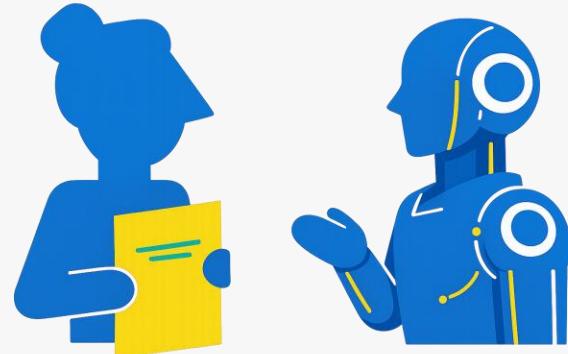
November

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# AI conference

## Communication is one part

- 30 September-1 October, Prague (TBC)
- Different aspects of AI use in Interreg
- Will include a practical session (like a hackathon)



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See you in  
Turku on  
**2-3.6.2026**

