

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)**

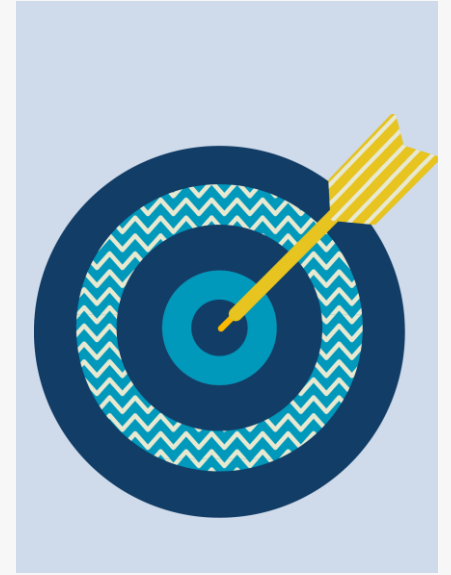


Topics for the ICON training

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

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the European Union

N° 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



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?**

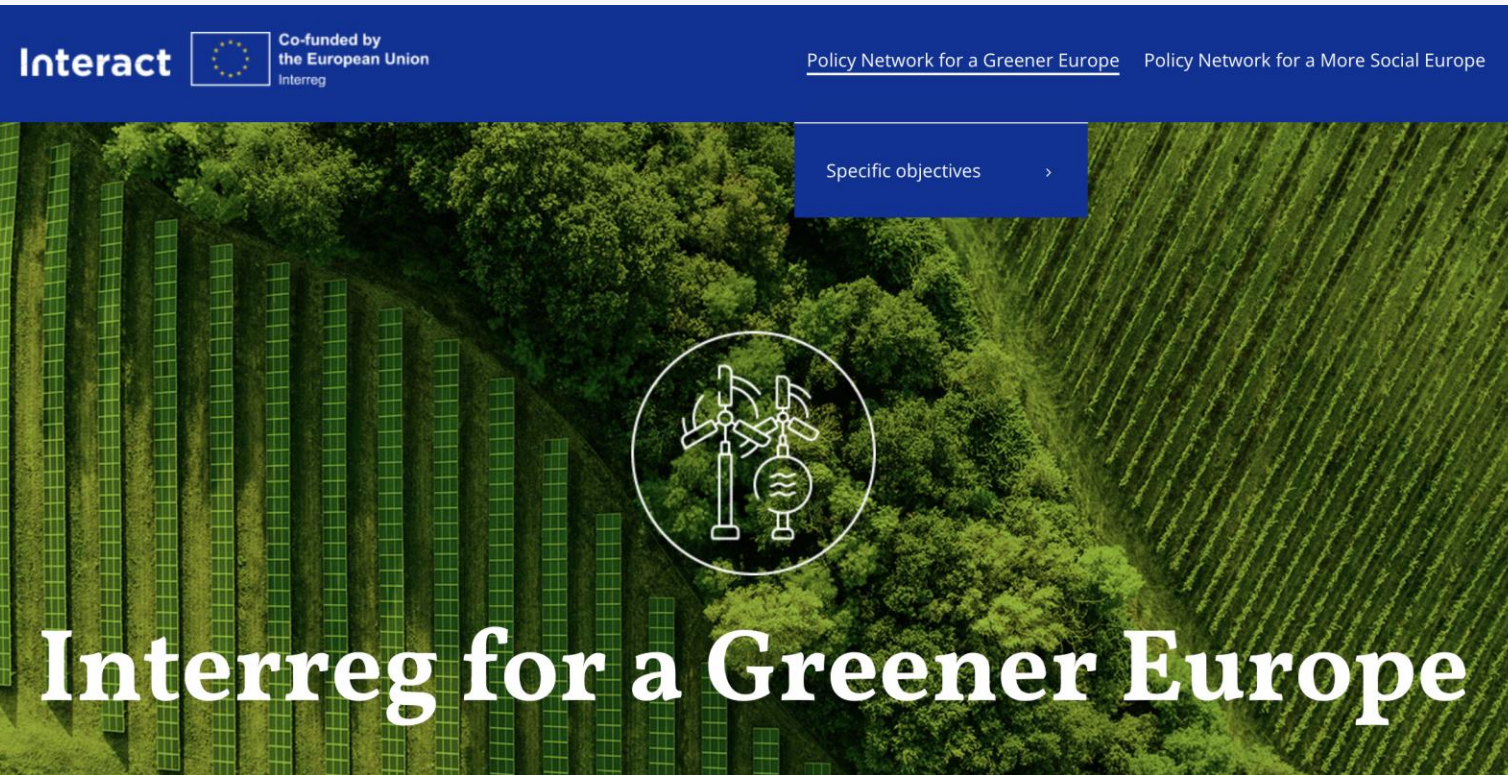


CIRCULAR ECONOMY STAKEHOLDER PLATFORM

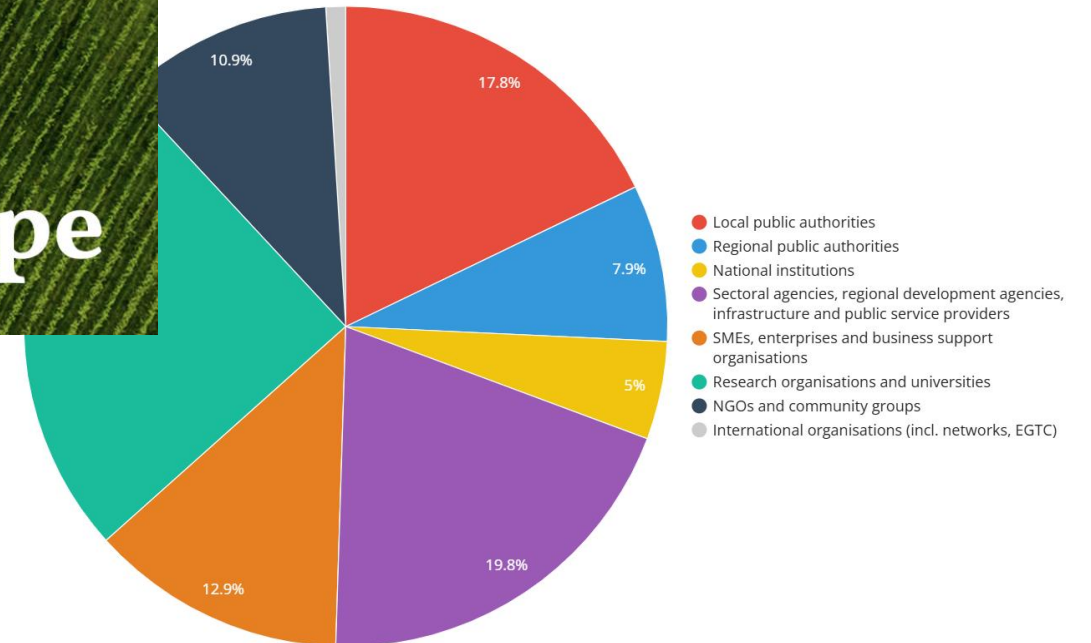
- **ECESP** brings together key circular economy stakeholders at EU level (DG ENV + EESC)
- **Interact** is a **Coordination Group member**, representing Interreg
- Share your project news and events to be published on the ECESP website
- **22–23 April:** Annual conference on a competitive and fair circular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



... And coming up soon – PO2



Partner organisations



... And coming up soon – PO4

Interact

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Interreg

Policy Network for a Greener Europe

Policy Network for a More Social Europe

Specific objectives >



Interreg for a more social Europe

Policy Network for a Greener Europe

Policy Network for a More Social Europe

PO4 2021-2027

total amount

euros 3.7 billion euros

2021-2027

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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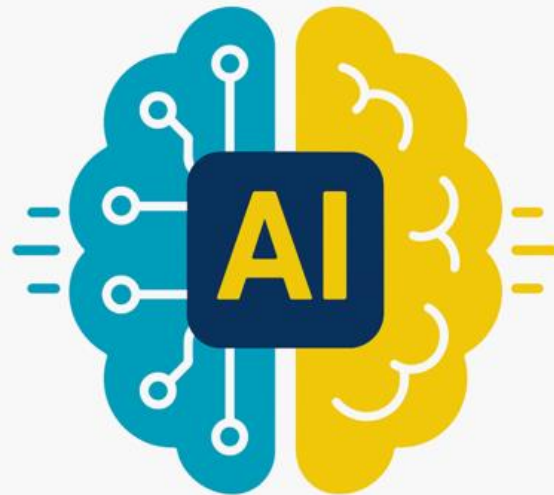
November

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



Generated and/or edited with the help of AI

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Academy Storytelling training

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



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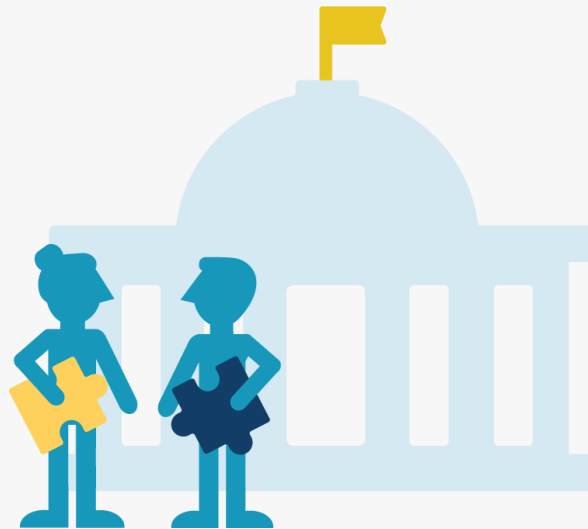
November

December

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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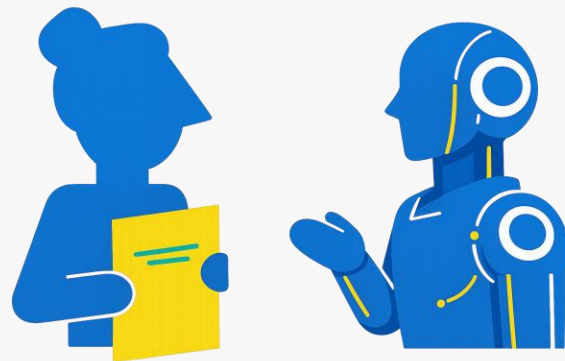
October

November

December

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

