

Communication, visibility and transparency

Key updates from DG REGIO's Communication Unit

Slaven KLICEK

Communication with Member States

INFORM EU team

Directorate-General for Regional & Urban Policy

European Commission

Agenda

INFORM EU

- Updates from the network
- Roles and responsibilities
- Plenaries
- Thematic seminars
- Training sessions
- Support tools and more

Communication campaigns & actions

- Competitions and awards
- Media and press actions
- Campaigns



Part one: INFORM EU updates

Visibility, transparency and communication from a regulatory point of view



INFORM EU

An EU-wide network of communication officers responsible for communicating EU and Member State investments under shared management covering CPR EU funds, plus **Interreg** and RRF.

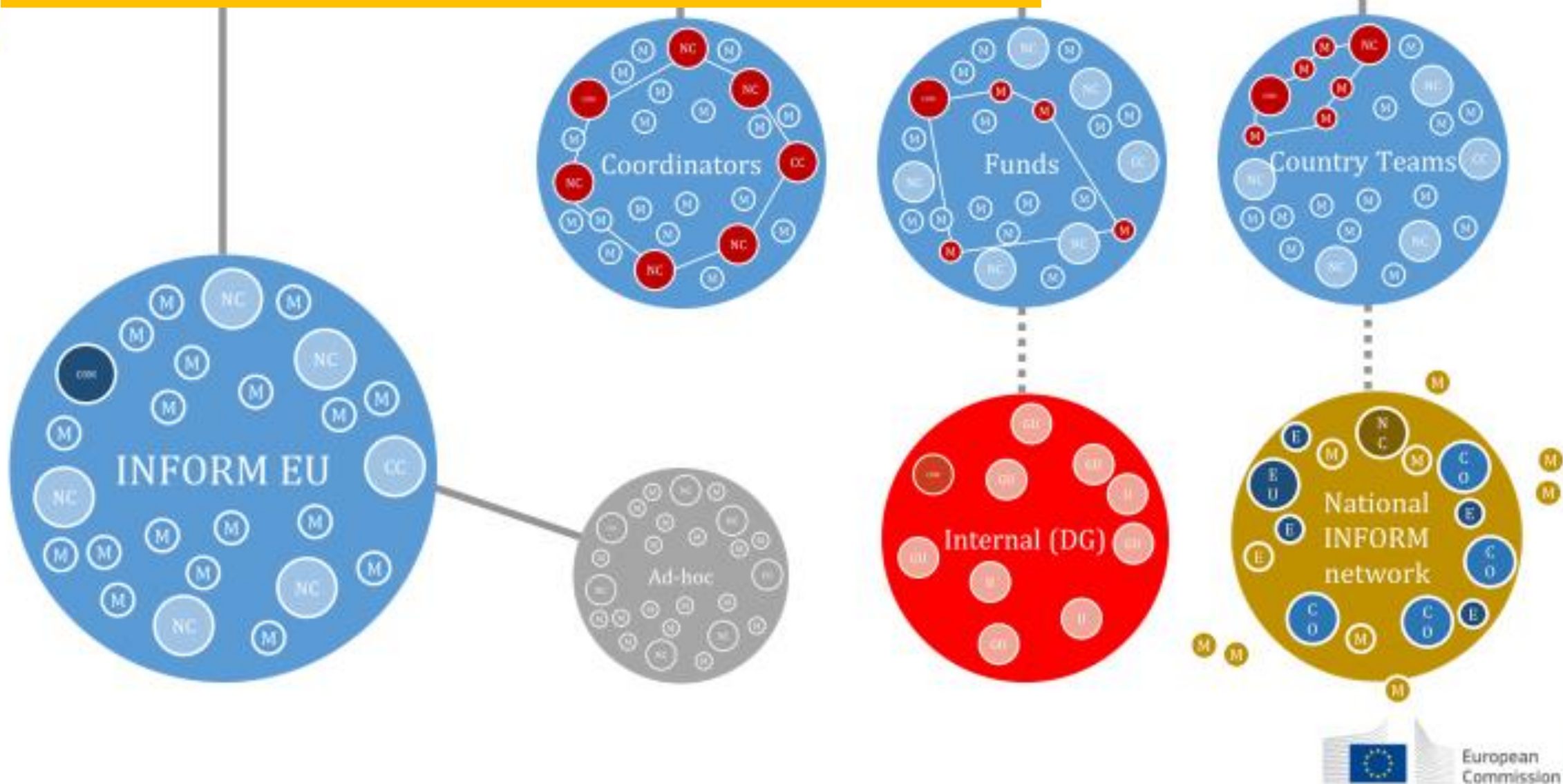
Serving 1.000+ members and offering exchange of practices, support in visibility implementation and cooperation between the funds.

One of the best networks out there, if you ask us.

(alongside ICON, of course)



A single network with many faces



Communication coordinators & officers

Central role for communication



Coordinators

Appointed at Member State level
27 MS + Interreg + Schengen countries



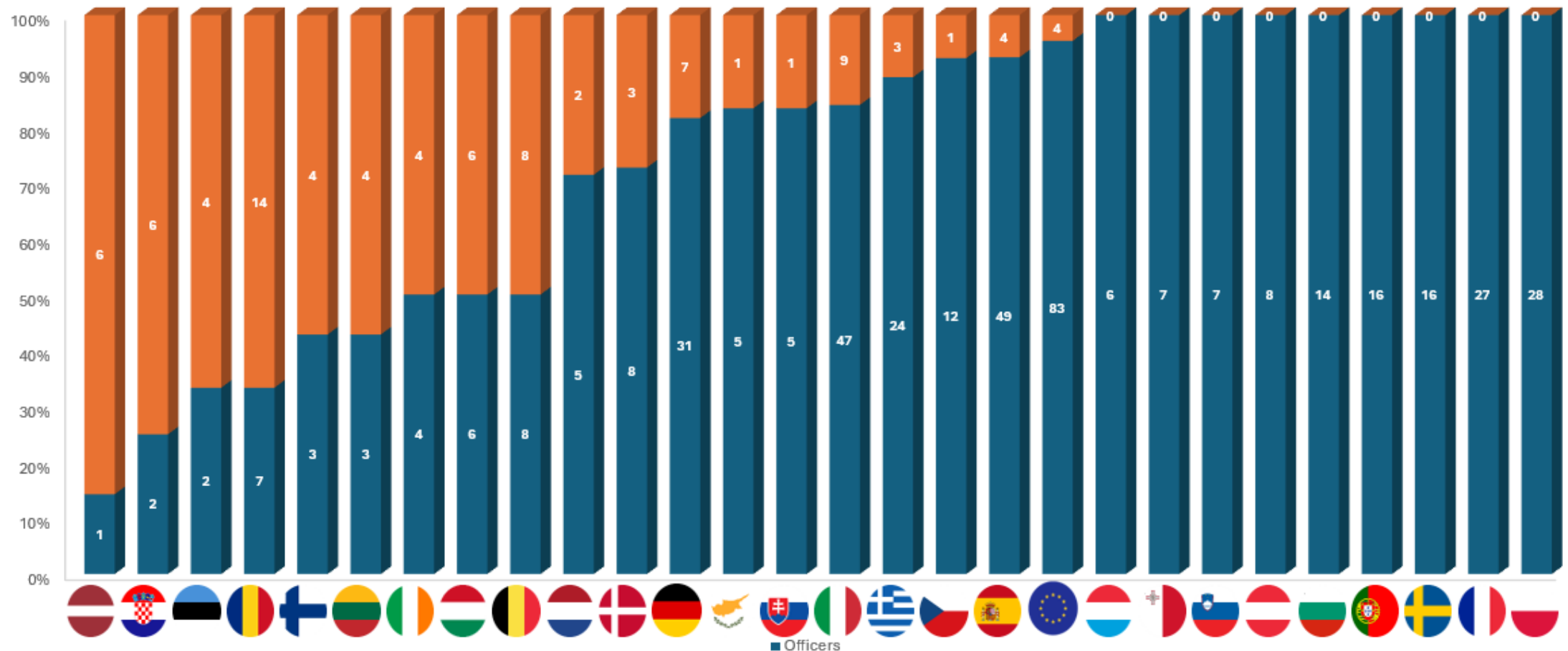
Officers

Appointed at programme(s) level
One CO per programme, covering all the Funds

Communication coordinators & officers

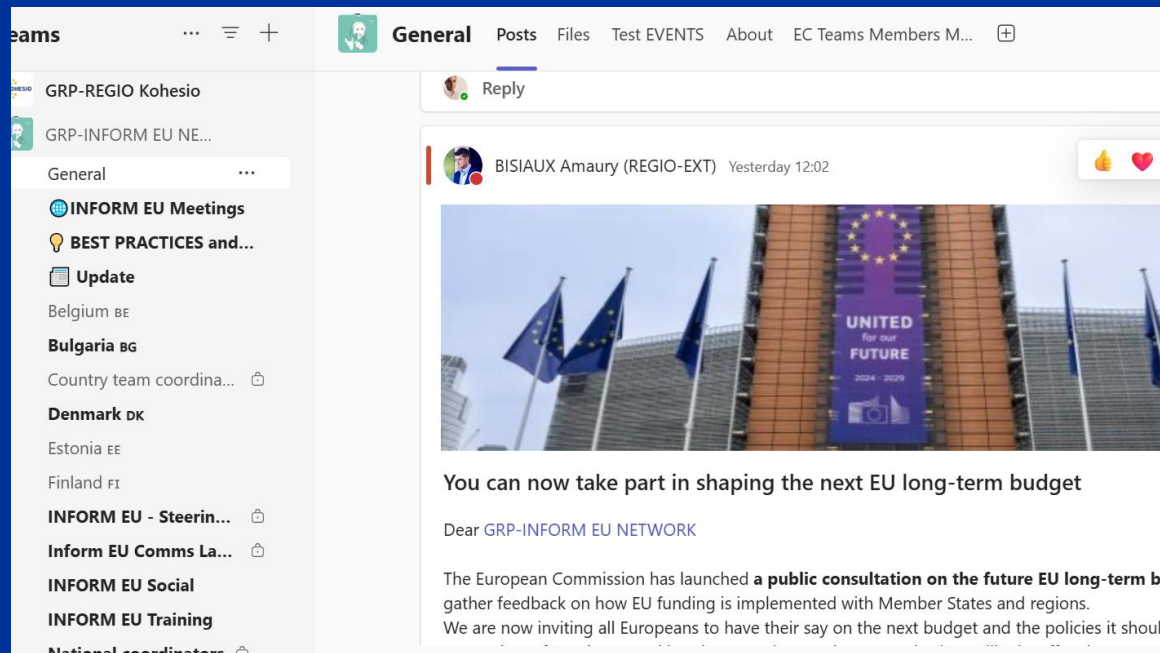
How do we get the info?

NOMINATIONS OF COMMUNICATION OFFICERS & NATIONAL COORDINATORS
STATE OF PLAY ACCORDING TO SFC2021 (FEBRUARY 2026)



INFORM EU: the digital side

1000+ communication stakeholders on one platform



MS Teams



Training sessions

INFORM EU: Plenary meetings

In-person flagship events in Member States



Sevilla, ES

20-22 November 2024

Communication & AI



Talinn, EE

16-18 June 2025

**Truth and Trust:
Communicators vs
Disinformation**



Gdansk, PL

3–5 December 2025

**Communicating with
projects**



Incoming:

Kalamata, Greece

10th INFORM EU plenary

6-8 May 2026

Communicating with citizens

INFORM EU Regional

The REGIO-specific network of communication officers



Gdansk example:

Part one: How DG REGIO uses project information

Part two: How Member States use project information

Part three: Project speed-dating

INFORM EU Thematic seminars

Policy development with MS officers



Paris, Jan 2025

Topic: Financial measures



Vienna, March 2025

Topic: National coordinators' tasks



Luxembourg, Nov 2025

Topic: Networks & communication





Incoming:

**Communicating Financial instrument,
Pilsen, CZ, March 2026**

Latvia, June 2026

Budapest, Hungary, September 2026

More to come

INFORM EU Thematic seminars

On previous episodes

2019

Communication strategies and rules in 2021-2027 | Warsaw, PL

Communication strategies and indicators in 2021-2027 | Zagreb, HR

2020

Visibility rules and requirements | Porto, PT
Kohesio | online

2021

Eurobarometer | online
Operations of strategic importance | Prague, CZ

2022

Regiostars awards | Valencia, ES
EU in my region: communication in partnership | Burgenland, AT



Photo by [Jakob Owens](#) on [Unsplash](#)

INFORM EU Thematic seminars

On previous episodes

2023

Approach and framework |
Berlin, DE

Networks and structures |
Cluj, RO

Visibility and branding
| Bari, IT

Transparency and data |
Sligo, IE

Coordinator roles and tasks
| Mechelen, BE

2024

Operations of strategic
importance 2.0 | Nafplio, EL

2025

Financial measures | Paris, FR

Meeting with national
coordinators | Vienna, AT

Networks & communication |
Luxembourg, LU



Photo by [Jakob Owens](#) on [Unsplash](#)



Country Teams

Member States & Commission joining forces

Meetings between Member States
Communication officers and Commission
(CPR DGs and RRF) to discuss country-
specific communication issues.

Organised two times a year, in April and
October (in-person and online)

Results so far

Implemented in all Member States + special
format for Interreg

Incoming

April 2026



Operations of strategic importance

Flagships of 2021-2027

A set of requirements for ERDF, CF, ESF+, JTF & EMFAF programmes

Putting the most emblematic & key projects in the spotlight

State of play

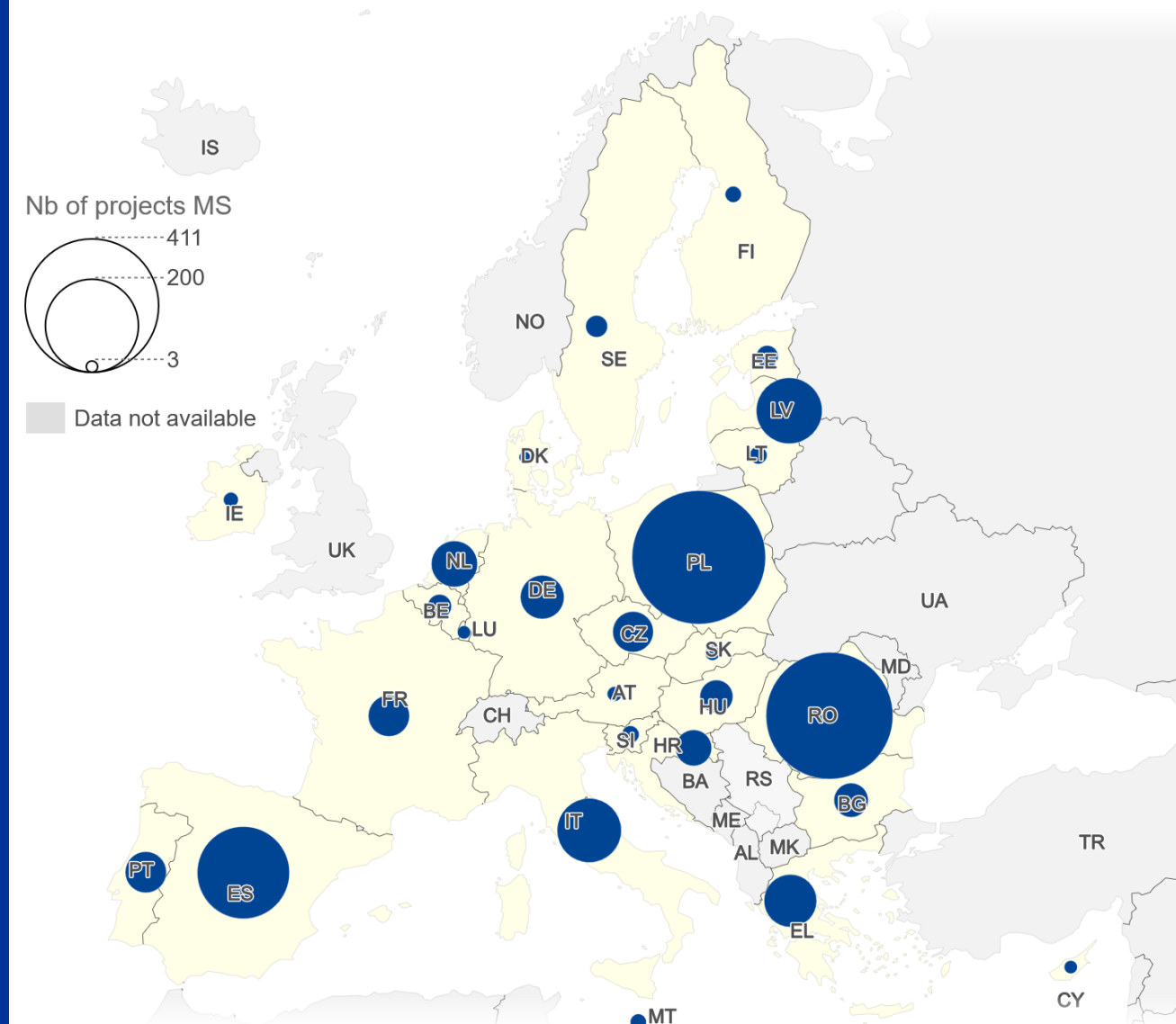
More than a 1.000 strategic projects in implementation (estimate based on SFC2021)

Planning

Providing examples & good approaches on OSIs as part of regular INFORM EU activities, including the newsletter, training sessions etc

Operations of Strategic Importance in the EU

Estimate based on SFC2021 data (Feb 2026)



February 2026

Information provided by MS via the Visibility, transparency and communication module of SFC2021

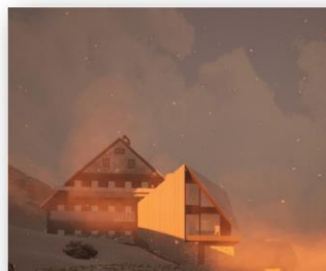
Administrative boundaries: © EuroGeographics © O
Cartography: Eurostat – IM

OSIs in practice



SOVIR
Slovenia's EU Cohesion Policy Programme 2021-2027

Aim: developing and upgrading new tools to inform and warn the local population about weather-related emergencies caused due to climate change



OSIs in practice



Connecting the Dots
Interreg Euro-MED

Aim: a programme-led opportunity where the programme's eight governance strategic projects showcased results of 2014-2020 & their missions for 2021-2027



Interreg Euro-MED Programme
15. septembra 2024

Mediteranean partners connected the dots in Ljubljana

Last November, stakeholders from across the Mediterranean region gathered to discuss and shape the future of governance.

Interreg Euro-MED projects and Mediterranean organisations launched an institutional dialogue and fostered collaboration over networking moments.

Discover the materials, pictures, videos and interviews:
<https://interreg-euro-med.eu/en/connecting-the-dots/>
#InterregEuroMED #governance

Panagiota PANA
Interreg Youth Volunteer for the Communication & Outreach project

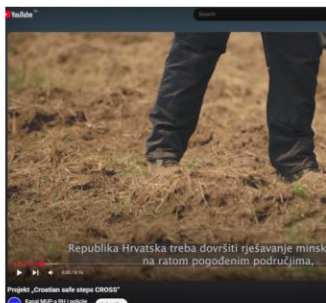


OSIs in practice



Croatian safe steps CROSS
Croatia's Competitiveness and Cohesion OP

Aim: demining of over 83,2 million m² of forests and forest land, to improve safety, protect the environment and preserve public & private property

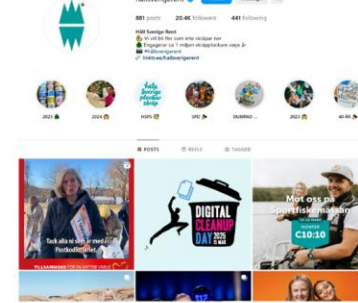


OSIs in practice

Re:Fish
ONGOING

Re:Fish
Interreg Central Baltic

Aim: reduce the number of abandoned recreational fishing gear in the Baltic Sea and contribute to less pollution and more awareness of its environmental impact



Smart solution for fisheries

3D model of the solution
3D-printed prot

INFORM EU newsletter

The Informer

The Informer

Your periodical update from the world of the
INFORM EU network



Focus on strategic EU projects

Strategic EU projects are being implemented all around Europe - see details on a [little map](#) we created, based on inputs by programmes shared via SFC2021. For some spotlighted examples of strategic and other emblematic projects, see below.



Redeveloping the GSP Stadium

[more](#)



An aerospace school

[more](#)



National fisheries data

[more](#)

Humans of INFORM EU



We packed our bags, grabbed an espresso, and headed to Naples to talk with Annalisa and Paolo in search of our next EU story.

[more](#)

Communication under the next MFF

On day 2, DG BUDG presented the simplification approach for communication rules, based on the EC proposals for the post-2027 MFF. See more details in the slides.

[more](#)



INFORM EUrovision

After the INFORM EUro 2024 spectacle in Hannover, we came up with another way to engage (read: annoy) Member States with a fun competition highlighting the best in communication practices. Esteemed INFORM EU people, welcome to the Eurovision of EU communication!



A closer look at communication materials

If communication is the hammer, then materials are the nails. Here are some fine examples that nail down EU messages, combining visual storytelling with eye-catching design. Plus, an example from beyond our usual EU communications focus.



Graphics that bring projects alive

In a region of northern Croatia, projects adopted a shared, distinctive branding.

[more](#)



Storybooks, Romans & Romanians

Travelling across EU-funded heritage sites in Romania with an original storybook.

[more](#)



A rock n' roll leaflet

When Radiohead gave paper advertising a fresh spin.

[more](#)



Support tools

Good approaches, best practices and visibility tips

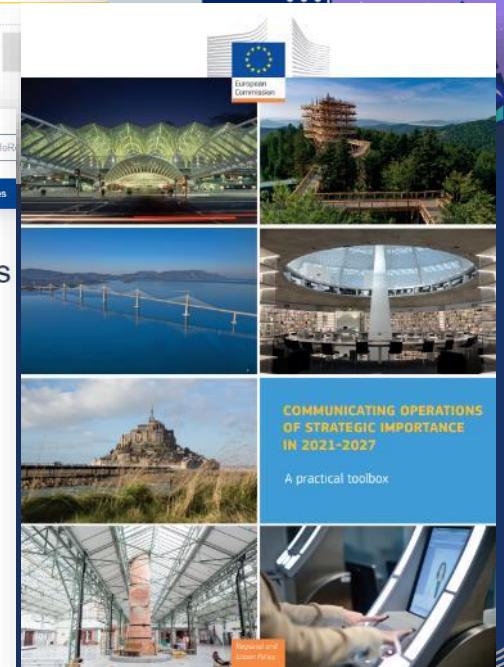
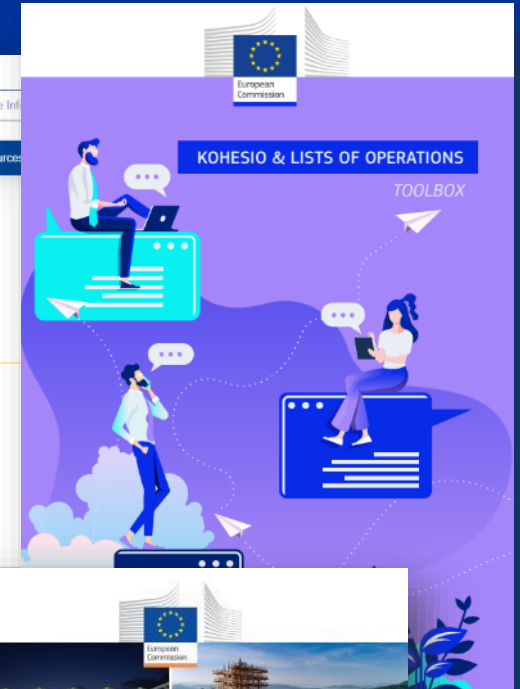
Better implementation

Download centre

Online generator for billboards

Support manual

Publications on specific topics



Good approaches, best practices and visibility tips

REGIO Wiki Extranet

Good communication examples, part of the Country Teams

Planning 2026

Main INFORM EU activities this year

Plenary meetings

Kalamata, Greece

6-8 May 2026

Thematic seminars

Communicating Financial
instrument, Pilsen, CZ,
March 2026

Latvia, June 2026

Budapest, Hungary,
September 2026

More to come

Training sessions

Twice a month, online

Next one: REGIOSTARS, 24/2

Repository

MS Teams community

Ongoing updates



Photo by [Jakob Owens](#) on [Unsplash](#)

INFORM EU 2026



January	February	March	April	May	June
			COUNTRY TEAM MEETINGS		
1 Th New Year's Day	1 Su	1 Su	1 We	1 Fr Labor day	1 Mo 23
2 Fr	2 Mo 6	2 Mo 10	2 Th Maundy Thursday	2 Sa	2 Tu Interreg ICON 2026 Turku, Finland
3 Sa	3 Tu	3 Tu EU Social rights Forum Brussels, Belgium	3 Fr Good Friday	3 Su	3 We
4 Su	4 We	4 We	4 Sa Easter	4 Mo 19	4 Th Training Eurobarometer
5 Mo 2	5 Th	5 Th INFORM EU Social meeting	5 Su Easter Sunday	5 Tu	5 Fr
6 Tu	6 Fr	6 Fr	6 Mo Easter Monday 15	6 We	6 Sa
7 We	7 Sa	7 Sa	7 Tu	7 Th 10th INFORM EU Plenary meeting Kalamata, Greece	7 Su
8 Th	8 Su	8 Su	8 We	8 Fr	8 Mo 24
9 Fr	9 Mo 7	9 Mo 11	9 Th	9 Sa EUROPE DAY	9 Tu
10 Sa	10 Tu Training Thematic seminars	10 Tu Training Comm. 101	10 Fr	10 Su	10 We
11 Su	11 We REGIOSTARS call	11 We Thematic Seminar Communicating Financial Instruments Pilsen, Czechia	11 Sa	11 Mo 20	11 Th Thematic Seminar in Latvia
12 Mo 3	12 Th	12 Th	12 Su	12 Tu	12 Fr
13 Tu	13 Fr	13 Fr	13 Mo 16	13 We	13 Sa
14 We	14 Sa	14 Sa	14 Tu Training Content creation	14 Th Ascension Day	14 Su
15 Th	15 Su	15 Su	15 We	15 Fr	15 Mo 25
16 Fr	16 Mo 8	16 Mo 12	16 Th	16 Sa	16 Tu
17 Sa	17 Tu	17 Tu	17 Fr	17 Su	17 We
18 Su	18 We	18 We	18 Sa	18 Mo 21	18 Th
19 Mo 4	19 Th	19 Th	19 Su	19 Tu Training Comm. examples	19 Fr
20 Tu	20 Fr	20 Fr	20 Mo 17	20 We	20 Sa
21 We NCC meeting in Brussels	21 Sa	21 Sa	21 Tu	21 Th	21 Su
22 Th	22 Su	22 Su	22 We	22 Fr End RS call	22 Mo 26
23 Fr	23 Mo 9	23 Mo 13	23 Th	23 Sa	23 Tu
24 Sa	24 Tu Training REGIOSTARS	24 Tu	24 Fr	24 Su Pentecote	24 We
25 Su	25 We	25 We	25 Sa	25 Mo Whit Monday 22	25 Th
26 Mo 5	26 Th	26 Th Training Behavioural science	26 Su	26 Tu	26 Fr
27 Tu	27 Fr	27 Fr	27 Mo 18	27 We	27 Sa
28 We	28 Sa	28 Sa	28 Tu Training Audiences	28 Th	28 Su
29 Th Training Hard to reach	29 Su	29 Su	29 We	29 Fr	29 Mo 27
30 Fr	30 Mo	30 Mo 14	30 Th	30 Sa	30 Tu
31 Sa	31 Tu	31 Tu			



Check TEAMS
for updates!

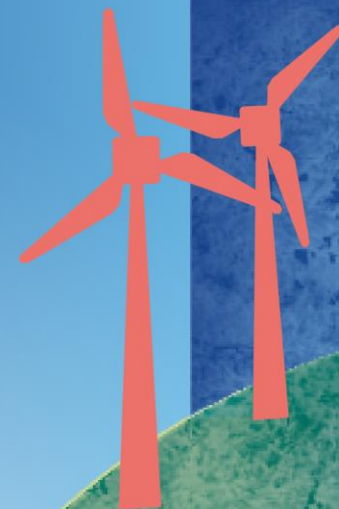
[Access the calendar in the INFORM EU group.](#)

Part two: communication campaigns & actions





APPLICATIONS
are
OPEN



Key features



- **Launched on Tuesday, 10 February**
- **Deadline to apply 22 May**
- **Training on 24 February**
- **Familiar categories**
- **MA endorsement needed**
- **Applications done via EU survey**
- **“Communication kit/visuals” available**

Inforegio - REGIOSTARS Awards



REGIOSTARS 2026 timeline

Phase 1: Application & Finalist Selection

February 10 Competition Launch

The official start for projects to submit their entries for consideration.



July 14 Finalists Announced

Successful projects are revealed following the official eligibility check.



May 22 Application Deadline

The final date for all project submissions to be completed.

Phase 2: Voting, Pitching & Winners

October 13-14 (tbc) The Grand Finale

Finalists pitch to jurors before the official REGIOSTARS Ceremony takes place.



September 3 Public Voting Opens

The community begins voting for their favorite regional projects online.



November 1 Winner Campaigns

Local promotional campaigns begin to celebrate and showcase the winning projects.

Follow up actions to promote the 2025 winners

- Smart Regions episodes by Euronews - supported by social media campaign
- First episode is out – [link here](#)
- REGIOSTARS plaques to enhance visibility on the ground
- Photo shooting



A reminder on last year's winners



Satellite radar-based fertilisation maps

Poland



AGEO - Atlantic Geohazard Risk Management

Portugal, Spain, France, Ireland, United Kingdom



MONOCAB OWL - New mobility on old tracks

Germany



Early support for families at risk

Czechia



Shankill Shared Women's Centre

United Kingdom, Ireland



EU in my region & school



Umbrella campaign encompassing several strands:



Regional campaigns



EU in my school partnerships



Strategic support for project milestones/ inaugurations



Social media support service (ongoing)

Île-de-France



https://ec.europa.eu/regional_policy/whats-new/newsroom/11-02-2026-is-the-earth-cubic-eu-in-my-school-helps-students-fight-disinformation_en

Slavonia, HR





Ongoing

Expressions of interest currently on hold

Social media services open until mid April – [drop a little email here if interested](#)

General inquiries: REGIO-EUROPE-IN-MY-REGION-CONTACT@ec.europa.eu



Media actions



Eastern Border Regions

Strategy published yesterday on supporting EU's eastern regions bordering Russia, Belarus and Ukraine.

A set of actions covering five priority areas:

- Security and resilience
- Growth and regional prosperity
- Building on local strengths
- Connectivity
- People

Interreg is recognised in contributing to cross-border security cooperation and resilience.

Contact: REGIO-PRESS@ec.europa.eu

[Press release, with factsheet and Communication.](#)



**EU'S EASTERN REGIONS
BORDERING RUSSIA,
BELARUS AND UKRAINE**

**Strong regions for a safe
Europe**

New European Bauhaus prizes

New edition of the awards starts tomorrow, including the NEB Boost for Small Municipalities.

Also incoming: the NEB festival, planned for June 2026 in Brussels, Belgium.

Keep track of updates on the webpage: [New European Bauhaus Prizes 2025](#)



Social media

Share your Interreg stories with us!

We'd be happy to hear more about Interreg projects in 2026, in particular on projects fitting REGIO's communication priorities:

Eastern Borders

Islands and coastal communication

Outermost Regions

Right to stay

Tag us, share with us, reach out.



Other actions and events

EU Regions Week – Oct 2026

Youth4Regions programme for aspiring journalists – planned for April 2026 (tbc)

Media trips in Brussels and MS.

10th EUSAIR Annual Forum, May 2026,
North Macedonia

EU Strategy for the Danube Region, October 2026, Sofia, Bulgaria





GAME OVER

Thank you!

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