

Interreg Slam!

INTERREG SLAM 2026-2027

Instructions for application

Why a template?

Your project has done remarkable things. But even the most impactful work can be lost if the story isn't told well. The challenge is not your expertise - it's that you know your project so deeply that it's hard to step back and see it through a newcomer's eyes.

That's exactly what this template is designed to solve. We have built a 10-slide PowerPoint template that gives your story a clear, logical structure - one that guides any audience, regardless of their background, from curiosity to understanding to inspiration.

Think of it as a recipe. Follow the steps, and you will end up with a story that captivates a jury, impresses a policymaker, and moves an audience on stage in front of hundreds of European decision-makers.

One important principle: we are not asking you to simplify your project or pretend it was easy. We are asking you to reposition the facts in a logical order that makes sense to everyone - step by step, slide by slide. And do it in a concise way - "more is less" more often than we think.


The 10-slide story structure

The template is divided into three acts:

Act 1 - Build understanding (slides 1-4)

These four slides establish the foundation. They introduce your audience to the world of your project before diving into what you did.


1. **Context:** Where does this story take place? What is the bigger picture? Set the scene.
2. **Specific problem:** What specific challenge, gap, or need did your project address? Be precise.
3. **Idea:** What was your project's core idea or approach to solving the problem?
4. **Solution:** What did you actually create, build, or deliver? The concrete answer to the problem.

 **Tip:** *Treat these four slides as a tightly logical chain: situation → problem → idea → solution. If any link is weak, the audience gets lost.*

Act 2 - Show the depth (slides 5-8)

Now that your audience understands the basics, you can add detail, complexity, and evidence.


5. **How it works 1:** Explain the first key mechanism or action of your project.
6. **How it works 2:** Expand with a second layer of detail, context, or methodology.
7. **How it works 3:** Add a third dimension - a partner, a process, a challenge overcome.
8. **Proof / Credibility:** Show the evidence. Numbers, testimonials, results, recognition. Prove it worked.

 **Tip:** A powerful technique: use the word “because” to connect ideas. “We did X because...” gives the brain a moment to process and remember.

Act 3 - Inspire and be remembered (slides 9-10)

Your audience now understands your project. These final slides turn understanding into inspiration and ensure they remember who you are.

9. **Vision / Impact:** What is the biggest dream? What change did your project contribute to, or what future does it point toward?
10. **Brand:** Your project name, partners, and funding reference. Now that you’ve earned attention, show who is behind the work.

 **Tip:** It may feel counterintuitive to put your project name last. But people remember those who move them first and ask their names second. Lead with the story; the brand will follow.

How to use the template

When you open the PowerPoint template, each slide contains:

- **Instructions at the top** - what you should aim to convey on this slide
- **Examples on the left** - story fragments from other projects to spark ideas
- **Text fields on the right** - where you write your story

We have also included writing prompts - short sentence starters to help you get moving when you’re staring at a blank slide. Use them, adapt them, or ignore them entirely. They’re there to serve you.

The process, step by step

Step 1: Attend the Kick-off event (20 April 2026) and storytelling trainings (13 and 25 May 2026) to understand the format and get expert guidance.

Step 2: Download the template and read these instructions in full before you start writing.

Step 3: Fill in all 10 slides, following the structure. Do not skip slides - each one plays a role.

Step 4: Review your story from beginning to end. Does it flow naturally? Does it make sense to someone who knows nothing about your project?

Step 5: Add visuals: real photographs work far better than generic icons. Use images that show real people, real places, and real moments.

Step 6: Delete all instructions and examples from the left side of each slide once you’re happy with your story. What remains is your application.

Step 7: Save your file and coordinate with your Managing Authority or Joint Secretariat to submit it to: stoyan.kanatov@interact.eu by the deadline.

 **Submission deadline: 8 June 2026**

Final tips for a winning story

- Write for someone who has never heard of your project and has no reason yet to care about it. Your job is to make them care.
 - Be specific. Vague stories don't move people. A real name, a real place, a real moment of change - that's what sticks.
 - Show, don't just tell. Instead of "our project had a major impact", say what actually changed for whom.
 - Use real photographs whenever possible. They add authenticity that no stock image can match.
 - Read your story aloud after writing it. If it doesn't flow when spoken, it won't work on stage either.
 - Trust the structure. The formula exists because it works. Follow it first, then refine.
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★ **Good luck - and enjoy the process.** ★

Questions? Contact us at stoyan.kanatov@interact.eu