

Interreg Slam!

INTERREG SLAM 2026-2027

Rules for application

1. What is the Interreg Slam?



The Interreg Slam 2026-2027 is a Europe-wide storytelling championship celebrating the human side of Interreg cooperation. Behind every successful project are real people, real challenges, and real transformation, and this is the platform to share those stories with the world.

This is more than a competition. It is a journey through three stages:

1. **The Storytelling competition:** craft and submit your project narrative (April - June 2026)
2. **Video production & Social media competition:** your story goes cinematic and reaches Europe (June - November 2026)
3. **The Grand finale:** live performance and award ceremony at the Interreg Knowledge Fair (March 2027, TBC)

All participants who complete the full journey can expect:

- Free professional storytelling training via the Interact Academy (with certificate)
- A professionally produced promotional video (for the 6 finalists) - yours to keep and use
- Expert performance coaching for live stage delivery (for the 6 finalists)
- Massive exposure across Interreg's European communication network
- The chance to win one of three prestigious awards

Application Deadline: 8 June 2026

The social reach of the Interreg Slam has grown dramatically with each edition from 400,000 in 2021 to over 8.4 million in 2025. This is an exceptional visibility for any project, regardless of whether you take the top prize.

2. Who can apply?

Participation is open to all Interreg programmes and their funded projects:

- Cross-Border Cooperation programmes
- Transnational Cooperation programmes
- Interregional Cooperation programmes
- Interreg IPA-CBC, ENI-CBC programmes
- Outermost regions programmes

Any project from any programming period can apply - whether it's recently completed or from the 2014-2020 period. Ongoing projects are also eligible, provided they can demonstrate concrete results.

The only requirement is a compelling story about the real human impact of cooperation.

Not eligible: Employees of European institutions, the Interact Programme, their hosting institutions, and their relatives. All participants must be over 18.

3. How to apply?

1. **Download the Application Form template** (PowerPoint) from the Interact website
2. **Read the Instructions for Application** - they are clear, simple, and designed to help you succeed
3. **Register for the Kick-off event (20 April 2026) and Storytelling trainings (13 and 25 May 2026)**
4. **Complete your story** using the 11-slide template
5. **Submit your application by 8 June 2026** to: stoyan.kanatov@interact.eu

To support your application, we provide:

- **Kick-off event** - 20 April 2026 (online): Introduction to the Slam, format overview, and meet the team
- **Storytelling trainings via Interact Academy** - 13 and 25 May 2026 (online): Expert-led sessions on structuring your story, identifying emotional impact, and engaging diverse audiences. Participation in the trainings is not mandatory, but if you are willing to develop your skills on Storytelling, you are welcome to register at: [link](#)

NB! Even though applications are prepared by project teams, they must be submitted via the Managing Authority or Joint Secretariat of the respective Interreg programme, as a formal sign of support for the project's participation. So, take your time in advance to coordinate the submission.

There is **no limit to the number of applications per programme**. If you are unsure which story to submit, reach out - we are happy to advise.

If a selected applicant cannot be reached after reasonable attempts, Interact reserves the right to offer their place to the next candidate. Once submitted, all applications will be reviewed for content suitability.

4. Conditions of Participation

By submitting their application, participants agree to the following:

- Stories must be submitted in English, using the provided PowerPoint template
 - Submitted materials must not contain offensive or inappropriate content
 - Participation does not constitute endorsement by Interact or EU institutions of the participant's views, aims, products, or services
 - Participants may be required to take part in publicity or promotional activities (including use of their names, videos, and contest contributions) without further consent or payment
 - By submitting, participants confirm that every identifiable person featured in their video has granted rights to be recorded in image, likeness, and sound, and consent for them to be used in a paid promotional campaign
 - Participants grant Interact and EU institutions the permanent, royalty-free, and unlimited right to use, edit, reproduce, distribute, translate, and publicly display submitted content for promotional purposes (incl. paid promotion), in any form or medium, worldwide
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5. The Social Media Competition

The six finalist videos will be published simultaneously on Interact's communication channels - social media, [Interreg.eu](https://interreg.eu) and enter a public voting competition for approximately three weeks in November 2026.

The public votes by liking their favorite video. Programmes, projects, partners, and supporters are encouraged to share their video widely - every view and every like counts.

The video with the most likes wins the Social Media Award. But regardless of the outcome, all six finalists gain extraordinary visibility: in past editions, Slam videos have reached tens of thousands of views within days of publication.

Important: Interact reserves the right to disqualify any video if the use of fake likes, fake profiles, or other unfair or unlawful practices is suspected.

6. The Grand finale at the Interreg Knowledge Fair

The Slam Grand Finale takes place at the Interreg Knowledge Fair in March 2027 (TBC) - one of Europe's most prominent gatherings for territorial cooperation, bringing together policymakers, programme managers, project leaders, and stakeholders from across the continent.

All six finalists will perform live on stage. Each performance is a unique creative interpretation of the project story - not a formal presentation, but an authentic, artistic act of storytelling.

Finalists receive **dedicated performance coaching** in the weeks leading up to the event, helping them develop:

- Stage presence and voice delivery
- Creative use of movement, props, and visual elements
- Emotional connection with a live audience

Each finalist has up to 5 minutes to captivate the room. After all, six performances, the audience votes live to select the **Interreg Slam 2026-2027 Winner**.

Three awards are presented at the ceremony:

- **Interreg Slam 2026-2027 Winner**: - chosen by live audience vote
 - **European Commission's Award**: selected by EC representatives
 - **Social Media Award**: earned during the online public voting in October 2026
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7. Frequently Asked Questions

Do I need to follow a specific theme?

The Slam celebrates the best stories of Interreg cooperation — stories of people, places, and positive change. There is no fixed theme: if your project has made a real difference for communities, regions, or the environment through cross-border cooperation, your story is welcome.

Can projects from previous programming periods apply?

Yes. The Slam is open to all Interreg projects both from the 2021-2027 and 2014-2020 periods, as long as the project has a story of cooperation and impact, it qualifies.

How many applications can a programme submit?

There is no limit. Programmes may run an internal selection process to identify their best stories, and we are happy to offer guidance on what works well.

Do we need to provide multimedia materials for the video?

You do not need to produce a video yourself - that is fully handled by the professional agency. However, any photos, footage, or graphics you can provide will enrich the final result. The agency also has access to stock image libraries.

What does the storytelling template look like?

The template is a PowerPoint with 10 structured slides: Context, Specific Problem, Idea, Solution, How It Works (1, 2, 3), Proof/Credibility, Vision/Impact and Brand. Each slide includes instructions and examples to guide you. Full details are in the Instructions for Application.

Can the story be about the programme rather than a specific project?

Yes - the story could be about the programme as a whole, one flagship project, a combination of projects, or even a programme-level initiative. The key is that it tells a compelling, human story of cooperation.

How will applications be assessed?

The jury, composed of representatives from Interact and the European Commission, will evaluate applications based on storytelling quality, emotional resonance, clarity of impact,

and authenticity. Budget size, project scale, or technical complexity are not criteria. A small project with a powerful human story is just as likely to win as a large one.

How can we get an Interact Academy certificate?

Participants who complete the full storytelling training course through the Interact Academy and submit a valid application will receive a certificate. Details will be shared at the Kick-Off Event.

Quick Reference Timeline

When	What
20 April 2026	Slam Kick-off event (online)
13 and 25 May 2026	Storytelling trainings via Interact Academy (online)
8 June 2026	Story submission deadline
June 2026	Jury assessment
22 June 2026	Announcement of the 6 finalists
June – October 2026	Professional video production for finalists
November 2026 (3 weeks)	Social media competition - public voting
Jan – March 2027	Performance preparation for finalists
March 2027 (TBC)	Grand finale: Live performances & Award ceremony

Questions? Contact the Interact team at stoyan.kanatov@interact.eu