

Kick-off event

Interreg Slam 2026-2027

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Interact



Co-funded by
the European Union
Interreg

Introduction



Storytelling

- Kick-off and opening on 20 April 2026
- Online trainings on 13 May and 25 May
- Application until 8 June
- Selection in June 2026



Video production

- Video-making meeting in June 2026
- 6 promo videos for the finalists
- Social media promotion in November 2026

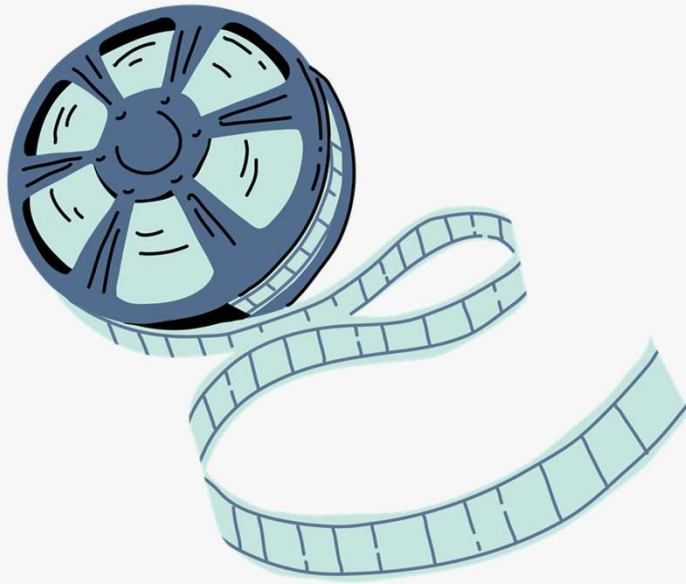


Slam finale

- Interreg Knowledge Fair, March 2027
- Live performances
- Voting of the winner
- Awarding ceremony



Why to participate?



To learn about Storytelling

We propose a full scale storytelling and video-making training, with certificates from Interact academy.



To receive a professional promo video

6 finalists from the Storytelling competition will benefit from our professional video production to showcase their project.



To win a trip to Spain

And perform on stage during the Interreg Knowledge Fair, March 2027, where the Interreg community will gather to discuss different topics, including the future of Interreg.



To gain publicity

Last years' edition of Slam reached more than 8.4 million people and provided an excellent chance for higher publicity.

Thematic focus opened to all

Communication topic

In 2026 the Slam is opened to **all Interreg programmes and all types of projects**:

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

Storytelling trainings

Kick-off event 20 April 2026

The event will introduce the storytelling, video-making and social media support, as well as the Slam requirements. For a first time we offer a full scale Storytelling training via Interact Academy, for which you can get a certificate.

Online training 13 May 2026

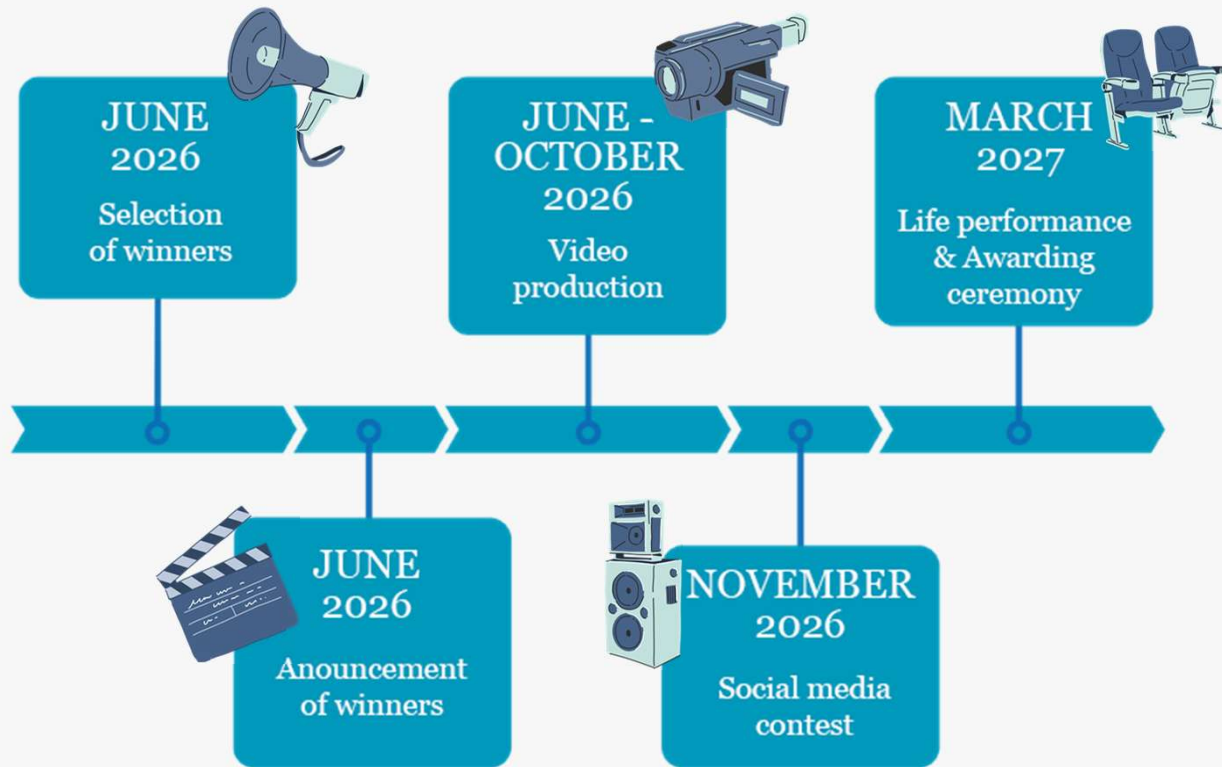
The webinar “How to write your stories” will teach you the basic storytelling and technique and the benefits of its revision. It will also include a case study and examples from real project stories.

Online training 25 May 2026

The workshop “How to refine your stories” will update you on the Slam development and will hone your skills of storytelling, by suggesting tips for improvement and consultations to your stories.



What happens after storytelling?



★ Interreg Slam! ★

Time for your questions

