

ICON 2026

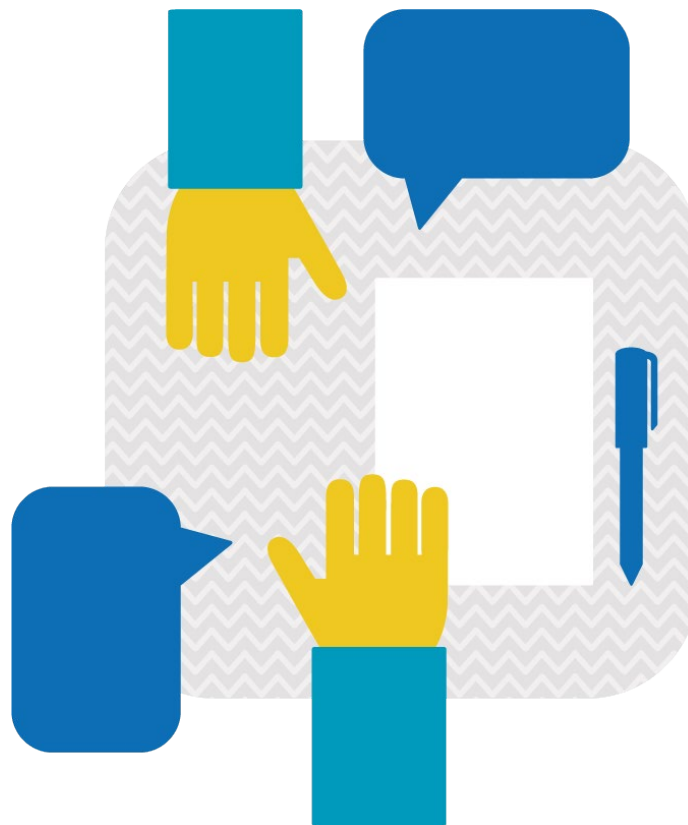
part-two



2-3 June 2026

ICON 2026 part-two

Scandic Hamburger Börs
Turku | Finland





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Outlines

ICON is aimed at providing Interreg communication officers with the latest updates on communication developments in the Interreg landscape by presenting the new communication and the events and campaigns that Interact and the European Commission will lead during the second part of 2026.

Alongside these updates, the event places strong emphasis on building participants' skills through a mix of sessions led by Interact's communication experts and specialised training offered by external professionals.

A key element of ICON is also the space it offers for networking and exchange. Throughout the event, participants are encouraged to connect, share experiences, and learn from one another, whether during structured discussions or informal interactions. By bringing communication officers together in this way, ICON supports the development of a stronger, more collaborative Interreg communication community.

Objectives

The main objectives of ICON are to ensure that Interreg communication officers receive clear and timely updates on current communication requirements, events, campaigns and trainings offered both by Interact and the European Commission. The event also aims to strengthen participants' practical communication skills through focused training delivered by both Interact's communication experts and external specialists, providing them with concrete tools they can apply in their daily work. In addition, ICON is designed to support stronger cooperation within the Interreg community by offering structured opportunities for networking and exchange.

Note

A dedicated event **Communication for Capitalisation: Making Interreg results matter** will take place back-to-back with ICON 2026 on 4 June 2026 (09:00–17:00); more information will be available soon. Stay tuned!



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Day One

Tuesday, 2 June 2026

08.45 – 09.00

Registration

09.00 – 09.10

Welcome to ICON 2026

Satu Hietanen, Interact

09.10 – 09.20

Introduction and objectives

Elisa Bertieri, Interact

09.20 – 10.10

Updates from the European Commission

Maria Galewska, European Commission,

- Updates on the new regulatory framework and guidance on managing the transition
- Updates regarding events, trainings and campaigns for the second part of the year.

10.10 – 10.30

Updates from Interact

Laura Belenguer, Eva Martinez, Nebojsa Nikolic, Arkam Ograk, Ludovine Porret, Rosa Escamilla Torregosa, Interact

Updates regarding events, trainings and campaigns for the second part of the year.

10:30 – 11:00

Coffee Break

11.00 – 11.30

Community building

Nebojsa Nikolic, Interact

11:30—12.30

HIT communication workshop

Arkam Ograk and Nebojsa Nikolic, Interact

Communication inputs into harmonised implementation tools (HIT templates)

12:30 – 13:30

Lunch

13.30 – 15.00

GenAI for Communication

Nebojsa Nikolic and Arkam Ograk, Interact

- Sharing real examples of what has worked well and what has not been useful when using GenAI for communication.
- Discussing whether GenAI tools are saving time or increasing workload in daily tasks.
- Sharing which GenAI tools participants currently use, and for what purposes.
- Identifying challenges related to home institutions guidelines.



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15.00 – 15.30

Coffee break

15.30 – 17.00

Digital storytelling: How to write an effective story in our digital world?

Laura Belenguer and Eva Martinez, Interact

Hands-on session to develop and refine stories for Interreg.eu and other digital platforms, including programme websites. Focus on clear, accessible language and journalistic principles to create engaging, relevant online content.

18.00--19.30

Guided tour of the city – Historical Turku through the Ages

(leaving from the hotel Hamburger Börs reception)

Note: the guided tour will end at the Grädda restaurant

19.30 –21.00

Dinner at Grädda restaurant

Piispankatu 15

Day Two

Wednesday, 3 June 2026

09:00 -11:00

Making Interreg go viral: an algorithm-first playbook

Maxine Buchert, Meridian Agency

How Meta, TikTok, and LinkedIn decide what gets distributed in 2026, what that means for the way Interreg programmes currently produce content, and how to rebuild your approach so thematic content has a real chance of becoming viral.

11:00 -11:30

Coffee break

11:30 -13:00

Creation of short videos in an easy way

Nebojsa Nikolic and Rosa Escamilla Torregosa, Interact

- How to structure a short video with a clear message and a strong hook from the first seconds. Simple tools and tips to record, edit and add subtitles without advanced technical skills.
- Demonstration: Easy video editing for social media

13:00 -14:00

Lunch break

14:00 -14:30

Using keep.eu to tell Interreg stories

Rafael Agostinho, Interact

- Quickly find Interreg programmes, projects, applicants (partners), and results
- Project output library for each programme and Interreg as a whole
- Good practices, visibility and storytelling
- Project synergies: How links between projects support impact communication



ICON 2026 part-two

2-3 June 2026

Turku | Finland

14:30 -17:00

Project communication

Elisa Bertieri, Interact

- Project visit
- From Delivery to Visibility: Highlighting the change projects create



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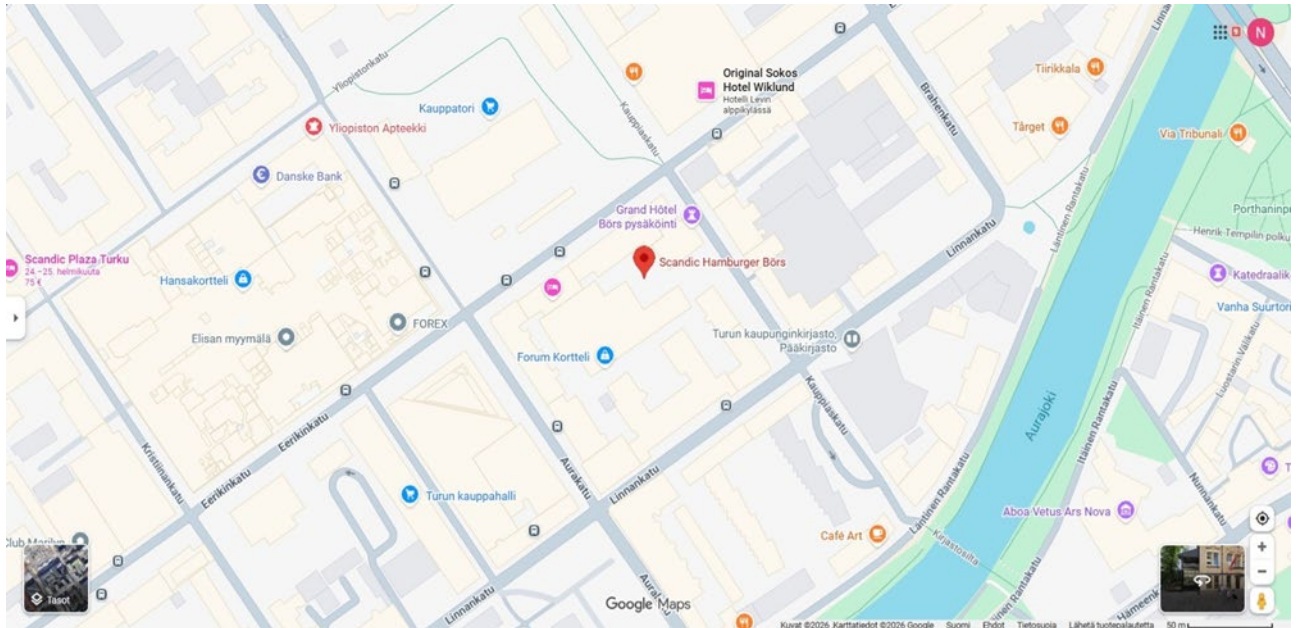
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Practicalities

Venue

Hotel Scandic Hamburger Börs, **Kauppiaskatu 6**, Turku, Finland



Travel

Turku is accessible by air, rail, bus, and ferry. Direct flights operate from Copenhagen, Stockholm, Mariehamn, Riga, Gdańsk, Bucharest, and Vilnius, with additional connections via SAS through Copenhagen or Stockholm and via airBaltic through Riga. Turku Airport sits 8 km from the city center, about 25 minutes by public transport. More flight options are available via Helsinki Airport, 170 km away, with frequent trains and buses linking Helsinki and Turku. Ferries also connect Turku with Stockholm and Mariehamn. Local bus line 1 provides easy access to the city.

Accommodation

Both the meeting facilities and accommodation are located at Scandic Hamburger Börs, a centrally located hotel directly by the Turku Market Square. Accommodation booking can be made via the link below. The booking code **CGWM** should appear by default when making the booking via this link but can be added if needed.

[Scandic Hamburger Börs | Scandic Hotels](#)

Other Information



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Early June in Turku is generally mild (15–22°C), with cooler evenings and occasional rain, so light outerwear and umbrellas are useful. Card and mobile payments are widely accepted throughout the city. For emergencies, the number is 112, and the hotel reception is staffed 24/7.