

EU Neighbours in action: Knowledge across borders

# Small actions, big values

Stoyan Kanatov | Interact | 19.05.2026

**Interact**



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the European Union**  
Interreg

# We fund thousands of projects.

## Do we know what they actually change?

A waste truck in Serbia. A fishing map in Georgia. A TeleCare terminal in Montenegro. An oncology scanner in Timisoara. Real projects. Real outputs. But what do they add up to? How do we connect them to the future of Europe?

Question 1:

**Does your programme  
use AI?**

Question 2:

**If yes, for what?**

**(calls, analysis, evaluation  
programming, communication)**

Question 3:

**How easy is it to explain what your programme does and its impact on local communities?**

# How to measure programme contribution?

## Programme Indicators

Too specific. Count outputs, miss meaning. Great for monitoring - poor for the societal story.

## National Strategic Goals

Right depth - but only for one country. Cannot span a cross-border region or include non-members.

## EU Strategic Goals

Fine for EU members - but what about candidate and neighbourhood countries? We need something broader.

# The answer has been there all along

## Article 2, Treaty on European Union

**"The Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities."**

These are not words on a page. They are legally operative - and they cross every border, including the EU's own.

A candidate country aligns to them. A neighbourhood country cooperates around them. Every project either advances on them.

**We just need to make them visible.**

# Six values - a quick tour

**EU Treaty values apply across all borders - members, candidates, and neighbours alike**

- ✓ **Human Dignity**  
No one may be degraded or instrumentalised. Projects: emergency shelters, social inclusion, disaster protection, support for vulnerable groups.
- ✓ **Freedom**  
Including the single market. Projects: SME networks, tourism routes, entrepreneurship, cultural exchange, mobility programmes.
- ✓ **Democracy**  
Projects: digital civic platforms, civil society capacity, public consultation processes, e-government, community planning.
- ✓ **Equality**  
Projects: women's entrepreneurship, Roma inclusion, disability access, anti-discrimination training, equal opportunity schemes.
- ✓ **The Rule of Law**  
Projects: border management protocols, anti-corruption, judicial reform support, law enforcement cooperation.
- ✓ **Democracy**  
Projects: cultural heritage preservation, environmental rights, right to health, education access, biodiversity protection.

# What we will learn today

## Five practical capabilities

- ✓ **Upload your own programme data and get a values mapping in minutes**  
Using Improved Prompt 1 from this session. Any Keep.eu export. Free AI tools.
- ✓ **Read and interpret value distribution charts across periods**  
Bar charts, donut charts, trajectory lines — and know what the shapes mean.
- ✓ **Identify structural gaps — which values your programme is NOT reaching**  
Equality absent everywhere. Rule of Law underperforming. These are calls to action, not just observations.
- ✓ **Articulate the societal story behind your output indicators**  
From 'km of trail built' to 'contribution to Freedom — economic opportunity across the border'.
- ✓ **Draft a values narrative for any audience**  
Citizens. Politicians. Journalists. Evaluators. Auditors. One framework, infinite audiences.

# Why This Framework?

## It Crosses Every Border

**UNIVERSAL:** Applies to EU members, candidates and neighbours alike. No country excluded.

**VERIFIABLE:** Read directly from project descriptions, outputs and beneficiary data.

**COMPARABLE:** Works across all programming periods, all programmes, all regions simultaneously.

Every project already embeds these values - in its objectives, its outputs, its beneficiaries.  
All we need is a systematic way to read them. That is what AI makes possible.

The method

# How We Did This

**Claude.ai · No coding · No special software**

# Three programmes

340+ projects examined

**123**

**Interreg IPA Romania-Serbia**  
3 programming periods  
2007–2027

**184**

**Interreg VI-B NEXT Black Sea Basin**  
3 programming periods  
2007–2027

**33**

**IPA CBC Serbia-Montenegro**  
2 programming periods  
2007–2020

# The data source: Keep.eu

Open database of Interreg and IPA cooperation projects made by Interact

Keep.eu is publicly available to any programme manager, researcher, or citizen.

## Columns used in the analysis:

- Description - the project's thematic and operational scope
- Expected Achievements - what the project intended to produce
- Actual Achievements - what was reported as delivered
- Project Outputs - specific measurable deliverables

**The export is a standard Excel file. No transformation needed before uploading to Claude.**

TIME: Download takes 2-5 minutes. Data cleaning typically is not required.

# The toolkit - nothing exotic required

You already have everything you need to replicate this analysis today

- ✓ **Data source: keep.eu**  
Search your programme → Export project data as Excel. Free, public, complete.
- ✓ **AI tool: Claude (Claude.ai)**  
Upload the file. Run the three prompts. All analysis, charts and narrative generated automatically.
- ✓ **Time investment**  
First analysis: approximately 3 hours. With experience: under 30 min per programme.
- ✓ **Skills required**  
Ability to write a clear instruction. Domain knowledge to validate value assignments. No coding or data science needed.

# From Excel to Insight

Reproducible by anyone. No coding required.

## Steps 1

### Data

Download project data from keep.eu as Excel file. Upload to Claude AI. Claude confirms the structure.

## Steps 2

### Map

Run Prompt 1: Values Mapping. AI reads all outputs and assigns EU values. Review and validate output tables.

## Steps 3

### Visualisation

Run Prompt 2: Charts. AI will produce bar charts per period, donut charts showing 1-value vs multi-value projects.

## Step 4

### Analysis

Run Prompt 3: Evolution. AI will analyze and produce charts: Line chart, grouped bars, delta chart and full structural narrative.

# Three prompts - copy, adapt, run

## Prompt 1: Values mapping

**I attached a table of projects and will instruct you how to analyze them.** The table contains information of projects implemented under the same Interreg programme in 3 consecutive programming periods – 2007-13; 2014-20; 2021-27. **Analyze the outputs of the projects and group them under the European value they contribute to**, reflecting how many projects contribute to each value. Do this separately for each programming period - in 3 different tables, without mixing topics between the periods.

**Base the contribution to values on a specific project output.** Do this for all projects. When analyzing the outputs, take information from the columns: Description, Expected Achievements, Actual Achievements, Project Outputs. Procure the results in a table and order the topics in decreasing popularity. There might be a case where a project contributes to one value with one output and to another with other outputs, and then you should include it under several values titles.

**Prepare the table with the following columns:** Name of the value, number of projects contributing, list of outputs contributing to the value. When listing outputs, include in brackets - to each output, the specific project code.

The definition of the 6 European values is as follows:

**1 - Human dignity** - The inviolable worth of every person is the basis of all fundamental rights. No one may be degraded, instrumentalised, or treated as a means to an end.

**2 - Freedom** - Citizens enjoy freedom of movement, thought, conscience, religion, expression, assembly, and the press. Freedom also encompasses economic freedoms within the single market.

**3 - Democracy** - Power derives from the people, exercised through free and fair elections, representative institutions, and the rule of majority with protection of minorities.

**4 - Equality** - All persons are equal before the law. This covers equality between women and men, and non-discrimination on grounds of race, ethnicity, religion, disability, age, or sexual orientation.

**5 - The rule of law** - Public authority is bound by law. This includes legality, legal certainty, prohibition of arbitrariness, access to justice, and independent courts.

**6 - Human rights** - The EU recognises the rights enshrined in the Charter of Fundamental Rights of the EU (2000/2009), covering civil, political, economic, social, and cultural rights.

# Three prompts - copy, adapt, run

## Prompt 2: Charts

**Produce diagrams/charts** to illustrate the data for each programming period - show 1 - how popular values are and 2 - what type of projects dominate - contributing to one value, 2 values or more.

## Prompt 3: Evolution

**Map how values contribution evolved structurally across periods.** Compare and explain the evolution. Highlight the sustainable trends, what remained as popular. Also include charts - illustrating the process of evolution as well as popularity of the values

Example 1

# **Interreg IPA Romania-Serbia**

**123 projects • 3 periods • 2007-2027**

# KEEP.EU and Prompt 1

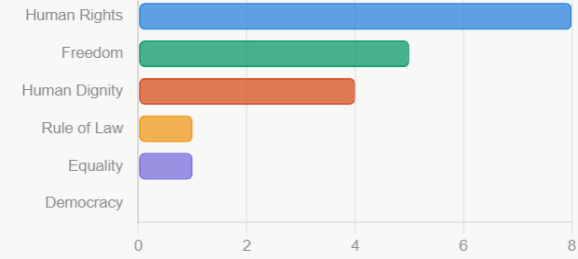
Result: 123 project records read. 340+ individual outputs mapped to EU values.

Interreg IPA Romania–Serbia   Programming Period 2007-2013   Projects by European Value		
European Value	Number of Projects	Outputs Contributing to Value (project code in brackets)
Human Rights	8	<ul style="list-style-type: none"> <li>• Cross-border folk traditions cooperation programme in multicultural Banat area (CULTPOL)</li> <li>• Cultural and educational exchange activities between border communities (Culture and tradition in the cross-border area)</li> <li>• Promotion and valorisation of traditional folklore as shared cultural heritage (Folklore - the traditional item)</li> <li>• Joint Romanian-Serbian judo tournament and training camps (access to sport and physical activity) (JUDO)</li> <li>• Environmental protection measures for the Tamis river (STEP 2)</li> <li>• Ecological monitoring system for invasive species protecting the natural environment (STOP AMBROSIA)</li> <li>• Telemedicine network ensuring right to health access across the border (TELEDIAG)</li> <li>• Environmental waste management measures for a clean living environment (WASTE SELECTIVE COLLECTION)</li> </ul>
Human Dignity	4	<ul style="list-style-type: none"> <li>• Electronic siren alarming system for population safety and disaster alert (MASD)</li> <li>• Cross-border telediagnostic and teleconsultation network providing remote access to medical care (TELEDIAG)</li> <li>• Monitoring and control of invasive biological pollutant Ambrosia, a serious health threat (STOP AMBROSIA)</li> <li>• Selective waste collection system protecting population health from pollution (WASTE SELECTIVE COLLECTION)</li> </ul>
Freedom	5	<ul style="list-style-type: none"> <li>• Common tourist offer and cross-border tourism cooperation between Vrsac and Deta municipalities (ANTI)</li> <li>• SME Development Support Center established in Plandiste (SRB) and Deta (RO) (SMEs Development Support Center)</li> <li>• Agribusiness skills transfer and rural economic development programme (Learn best Agribusiness practices)</li> <li>• Rehabilitation of road Via Danubii restoring cross-border mobility infrastructure (Via Danubii)</li> <li>• Sustainable tourism development based on traditional cultural assets (Folklore - the traditional item)</li> </ul>
Equality	1	<ul style="list-style-type: none"> <li>• Cross-border youth sporting integration through joint Romanian-Serbian competitions and camps (JUDO)</li> </ul>
Rule of Law	1	<ul style="list-style-type: none"> <li>• Emergency alerting institutional capacity (modern electronic siren system) (MASD)</li> </ul>

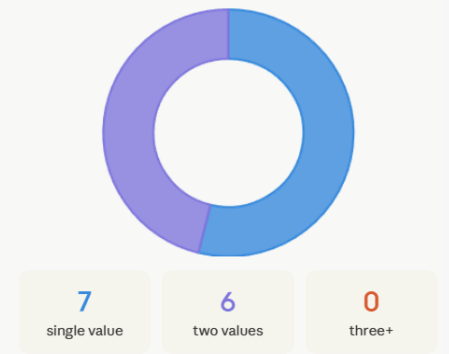
# Make it visual - Prompt 2

## 2007-2013 · 13 projects

VALUE POPULARITY — PROJECTS PER VALUE

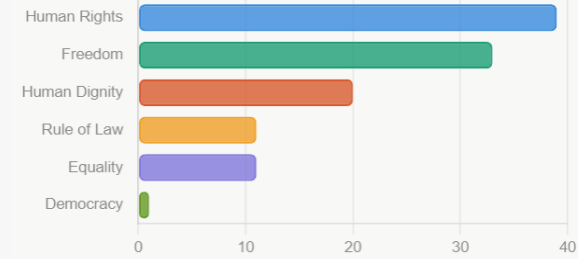


PROJECTS BY NUMBER OF VALUES

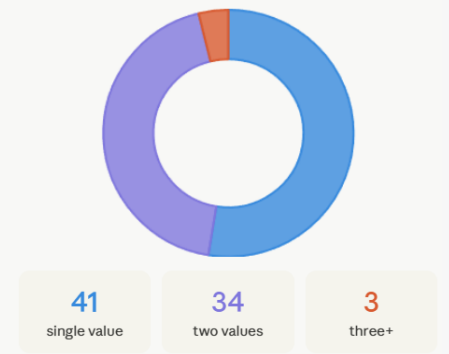


## 2014-2020 · 78 projects

VALUE POPULARITY — PROJECTS PER VALUE



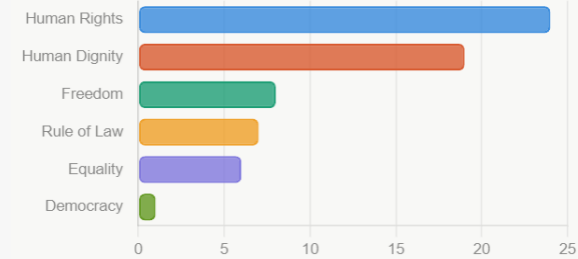
PROJECTS BY NUMBER OF VALUES



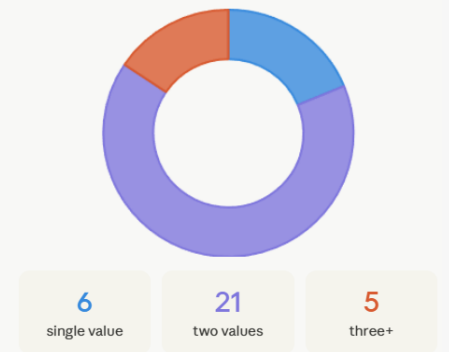
## 2021-2027 · 32 projects

Based on descriptions, achievements and project outputs (most complete dataset)

VALUE POPULARITY — PROJECTS PER VALUE



PROJECTS BY NUMBER OF VALUES



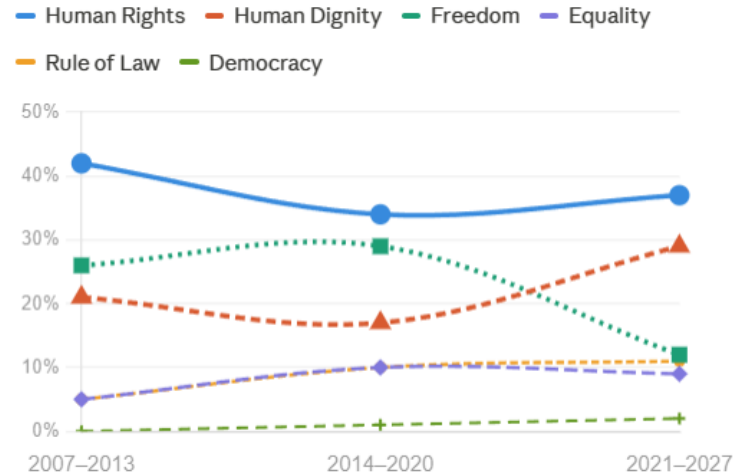
■ Human Rights ■ Freedom ■ Human Dignity ■ Rule of Law ■ Equality ■ Democracy

# Structural analysis - Prompt 3

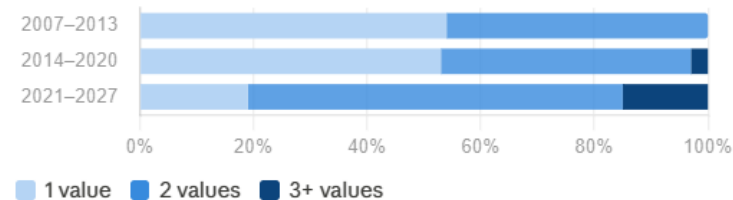
## Evolution & key structural findings · Interreg IPA Romania-Serbia

123 PROJECTS · 2007-2013 / 2014-2020  
/ 2021-2027

### PORTFOLIO SHARE (%) PER EU VALUE · STRUCTURAL EVOLUTION



### PROJECT INTEGRATION DEPTH · VALUES PER PROJECT



37%

Human Rights  
share 2021-27

+12pp

Human Dignity  
rise vs 2014-20

81%

projects touch  
2+ values (2021-27)

### FIVE STRUCTURAL FINDINGS

#### Human Rights — permanent backbone

Never below 34% across all periods. Cultural heritage, environmental protection and access to healthcare form an unbroken core. The one universal anchor.

#### The defining shift: Dignity surges, Freedom falls

Freedom collapses from 29% to 12% (2014-20 → 2021-27). Human Dignity surges from 17% to 29%. The programme moved from mobility & economy to health & care.

#### Rule of Law & Equality — quiet, consistent rise

Both grow steadily across all three periods. Emergency management and social inclusion became structural features of the portfolio, not exceptions.

#### Projects becoming more complex in purpose

Single-value projects: 54% → 53% → 19%.  
Projects now routinely serve multiple societal dimensions simultaneously. A structural maturation in design.

Democracy — structurally absent throughout  
Never exceeds 2%. Cross-border cooperation, as currently designed, does not produce democratic governance outcomes. A named gap — not a failure, but a choice worth examining.

# Key findings

Three findings that hold across the three programming periods

## Human Dignity is overtaking Freedom

The programme shifted from economic connectivity to social support. Dignity rose from 17% to 29%, Freedom fell from 29% to 12%.

## Rule of Law and Equality are growing slowly but consistently

Driven by Serbia's advancing EU accession and Chapter 23 conditionality.

## Democracy is structurally absent

Never above 2% across any period - the most critical gap given Serbia's accession obligations.

## Headline conclusion:

**A programme in transition - from economy to people, with accession as its most powerful shaping force and Democracy as its most urgent blind spot.**

# **Interreg VI-B NEXT Black Sea Basin**

**184 projects • 3 periods • 2007-2027**

# KEEP.EU and Prompt 1

EU Values Analysis – Interreg Black Sea Basin Projects   2021-2027		
EU Value	No. of Projects	Outputs Contributing to the Value (with Project Code)
6. Human Rights	37	<ul style="list-style-type: none"> <li>• Air quality monitoring system across Black Sea Basin (right to healthy environment) [BSB00168]</li> <li>• Air quality mobile application providing public access to environmental data [BSB00168]</li> <li>• Action Plan for floating wetland biofilters to reduce Black Sea pollution (right to clean water) [BSB01314]</li> <li>• Demonstration of biofilter solutions for water quality improvement [BSB01314]</li> <li>• Algae K-Hub decentralized online collaboration platform for environmental protection [BSB00091]</li> <li>• Transboundary cooperation for joint monitoring of algae-based solutions [BSB00091]</li> <li>• Scientific-based materials for public education on marine biodiversity (right to education) [BSB00794]</li> <li>• International Seminar and Experimentorium preserving traditional ecological knowledge (cultural rights) [BSB00848]</li> <li>• Joint Development and Pilot Implementation of Advanced Sturgeon Monitoring System (biodiversity rights) [BSB01262]</li> <li>• Establishment of Joint Data Center and Shared Database for public access to Black Sea data [BSB00348]</li> <li>• Data Dashboard providing transparent public environmental information [BSB00348]</li> <li>• Capacity building and knowledge sharing on lost fishing gear and marine pollution [BSB00164]</li> <li>• #Ghostbusters public awareness campaign on marine environmental rights [BSB00164]</li> <li>• Development of Blue Carbon Education Programme (right to environmental education) [BSB00020]</li> <li>• Integrated Database on blue carbon ecosystems for public knowledge access [BSB00020]</li> <li>• Strategy document 'Green Transnational Region' for sustainable urban rights [BSB00108]</li> </ul>
3. Democracy	20	<ul style="list-style-type: none"> <li>• Jointly Developed BSB Platform for Smart and Green Recovery in Agriculture (stakeholder collaboration platform) [BSB01250]</li> <li>• Training and pilot implementations of CAF &amp; MbO in public authorities [BSB00708]</li> <li>• Cross-Border Collaboration Framework for Black Sea marine ecosystem management [BSB00949]</li> <li>• Stakeholder Database for participatory ecosystem governance [BSB00949]</li> <li>• Public events for raising public awareness through citizen science engagement [BSB00794]</li> <li>• Organization of public and educational events for civic environmental engagement [BSB00108]</li> <li>• NGOs from Türkiye, Bulgaria and Greece cooperating in environmental education (civil society) [BSB00432]</li> <li>• Joint events organized engaging local communities in environmental protection (civic engagement) [BSB00532]</li> <li>• FOOD WASTE PATROL community actions in 4 countries engaging citizens [BSB00221]</li> <li>• Integrated Stakeholder Engagement and Capacity Building Initiative for green urban areas [BSB00460]</li> <li>• GreenMascot sport events and awareness campaign in 4 countries (civic engagement) [BSB01069]</li> <li>• ARTREEF FESTIVAL engaging public in environmental conservation (civic participation) [BSB01238]</li> <li>• Established Local Adaptation Teams for participatory community governance [BSB00353]</li> <li>• Local Adaptation Plans developed through community governance processes [BSB00353]</li> <li>• Three-day Workshop with local public authorities for participatory action planning [BSB00584]</li> <li>• Knowledge exchange groups &amp; Living Lab for participatory climate governance [BSB00479]</li> <li>• Methodology for joint planning and establishment of 4 community seed collections (community participation) [BSB00450]</li> </ul>
2. Freedom	14	<ul style="list-style-type: none"> <li>• MAPPEST mobile app for detecting IAS to improve agricultural competitiveness and community [BSB01005]</li> <li>• E-learning platform e-farm for green farming economic practices [BSB01278]</li> <li>• Establishment of Two Smart Demonstrative Aquafarms for sustainable economic development [BSB01321]</li> <li>• AQUABATOR Platform for aquaculture entrepreneurs and innovators [BSB01321]</li> <li>• Black Sea Blue Economy Virtual Hub for economic development and business opportunities [BSB00189]</li> <li>• The Black Sea Innovation Platform (BSIP) for economic innovation ecosystem development [BSB01104]</li> <li>• Integrated Framework for Sustainable Irrigation Management improving agricultural economic output [BSB00734]</li> <li>• INTERSMARTS Network for Interdisciplinary Solutions for Smart Tourism and Services (economic development) [BSB00332]</li> <li>• Capacity building for accessing EU funding sources and applying to programmes (economic freedom/development) [BSB00716]</li> <li>• Enhanced understanding of blue economy sector and stakeholders for economic development [BSB00580]</li> <li>• Common Sustainability Strategy for competitive and smart Black Sea tourism destinations [BSB00884]</li> <li>• Jointly developed solution supporting ESG sustainability in Tourism (F&amp;B sector) for economic viability [BSB00755]</li> <li>• Pilot implementations of Simplified Sustainability Model in tourism SMEs [BSB00755]</li> <li>• Joint learning and training Platform on smart approaches to composting for rural economic development [BSB00464]</li> <li>• Technology transfer network for economic innovation and development within the BSB [BSB00264]</li> <li>• AI-based pest platform and smartphone app for citizens supporting agricultural economic productivity [BSB01081]</li> </ul>
1. Human Dignity	9	<ul style="list-style-type: none"> <li>• Jointly developed methodologies to improve disaster resilience and protection of communities [BSB01014]</li> <li>• Integrated measures for prevention and fight against disasters protecting lives and communities [BSB01060]</li> <li>• Cross-border joint emergency drills to safeguard human safety [BSB01060]</li> <li>• REPLATE festivals promoting food rescue and reducing food waste contributing to food dignity [BSB00221]</li> <li>• Common methodology to improve preparedness to emergency situations in rural areas (protecting human safety) [BSB00001]</li> <li>• Cross-Border Cooperation Network for Natch hazard mitigation protecting communities [BSB01415]</li> <li>• Collaboration of four organisations implementing Nature-Based Solutions protecting communities from climate disasters [BSB00208]</li> <li>• Pilot implementation of seismic hazard and risk calculation protecting populations [BSB00942]</li> <li>• Updated harmonized REDA framework for earthquake resilience safeguarding human life [BSB00942]</li> <li>• Joint notification procedure for disasters to protect human safety and life [BSB00836]</li> <li>• Virtual Reality Laboratory for earthquake hazard framework safeguarding human life [BSB01197]</li> </ul>
5. Rule of Law	6	<ul style="list-style-type: none"> <li>• Online solutions supporting public administration efficiency and capacity building [BSB00708]</li> <li>• Developed sustainable coordination between relevant institutions for wildfire response (institutional rule of law) [BSB00026]</li> <li>• Jointly developed solutions and best practice guide to combat illegal poaching and fishing (rule of law, combating illegal activity) [BSB00927]</li> <li>• Pilot actions implementing anti-poaching strategies (law enforcement) [BSB00927]</li> <li>• Implementation of Enhanced AFAD-EKA framework for institutional disaster risk governance [BSB01415]</li> <li>• Joint pilot actions improving coordination of cross-border disaster management (institutional capacity) [BSB00836]</li> <li>• Development of digital infrastructure of three partner organizations (institutional rule of law) [BSB01183]</li> </ul>
Total projects in period: 67		Note: Projects may contribute to multiple EU values with different outputs and are counted under each relevant value.

# Make it visual - Prompt 2

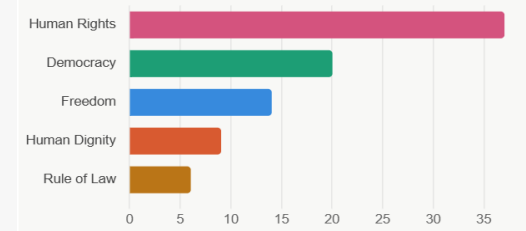
## 2021-2027

67  
total projects

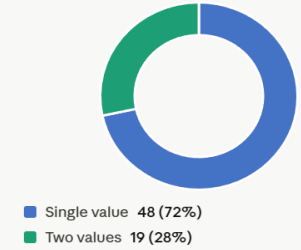
5  
values covered

86  
value contributions

VALUE POPULARITY — NO. OF PROJECTS CONTRIBUTING



PROJECT FOCUS — VALUES PER PROJECT



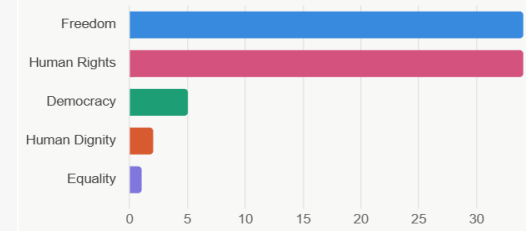
## 2014-2020

57  
total projects

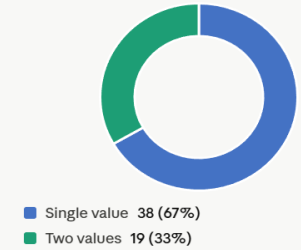
5  
values covered

76  
value contributions

VALUE POPULARITY — NO. OF PROJECTS CONTRIBUTING



PROJECT FOCUS — VALUES PER PROJECT



## 2007-2013

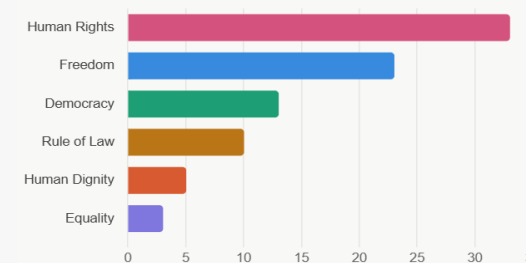
59 of 60 projects contribute to at least one EU value

59  
contributing projects

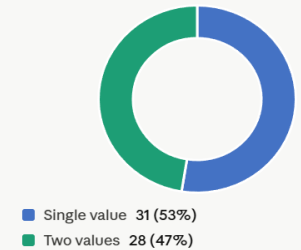
6  
values covered

87  
value contributions

VALUE POPULARITY — NO. OF PROJECTS CONTRIBUTING



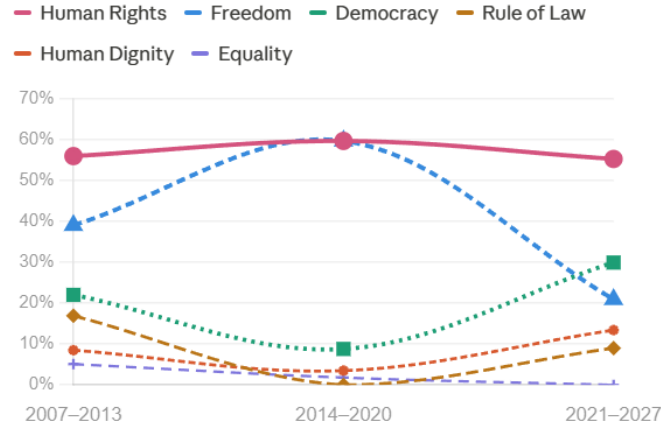
PROJECT FOCUS — VALUES PER PROJECT



# Structural analysis - Prompt 3

## Evolution & key structural findings · Interreg NEXT Black Sea Basin 184 PROJECTS · 2007-2013 / 2014-2020 / 2021-2027

PORTFOLIO SHARE (%) PER EU VALUE · STRUCTURAL EVOLUTION



FIVE STRUCTURAL FINDINGS

**Human Rights — constant pillar**  
 Never below 55% across all periods. Environmental protection and cultural heritage generate this structurally — not by design. The programme's unshakeable anchor.

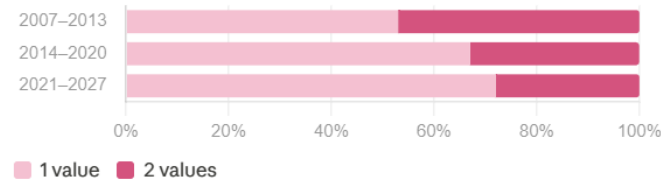
**Freedom — volatile peak, sharp retreat**  
 39% → 60% → 21%. The 2014-20 tourism and trade wave temporarily made Freedom co-dominant. That wave has fully receded. Its rise was cyclical, not strategic.

**Democracy — the V-curve recovery**  
 22% → 9% → 30%. Collapsed when the portfolio went commercial, then recovered strongly as digital governance tools and participatory planning entered the 2021-27 portfolio.

**Rule of Law — absent, then cautiously returning**  
 Zero in 2014-20. Returns to 9% in 2021-27 via anti-poaching enforcement and e-government capacity. Requires intentional design to appear — it does not emerge naturally.

**Equality — structural gap across all periods**  
 Never above 5%, and absent entirely in 2021-27. Gender, minority and disability dimensions have not entered the portfolio in any systematic way. The clearest named gap.

PROJECT INTEGRATION DEPTH · VALUES PER PROJECT



**55%**

Human Rights share 2021-27

**+21pp**

Democracy rise vs 2014-20

**0%**

Equality contribution in 2021-27

# Key findings

Three findings that hold across the three programming periods

## **Human Rights is the permanent pillar**

55–60% across all periods, generated automatically by the programme's environmental and cultural heritage focus.

## **Freedom peaked in 2014–20 (60%) and collapsed to 21%**

A commercial tourism wave - cyclical, not strategic. Democracy recovered strongly to 30% in its place.

## **Equality has never exceeded 5% and reached zero in 2021–27**

The clearest structural gap across all three periods and the most actionable design challenge.

## **Headline conclusion:**

**Strong on Human Rights and recovering on Democracy - but with Equality absent and Rule of Law thin, the programme leaves two fundamental values systematically unaddressed.**

## Example 3

# IPA CBC Serbia-Montenegro

**33 projects • 2 periods • 2007–2020**

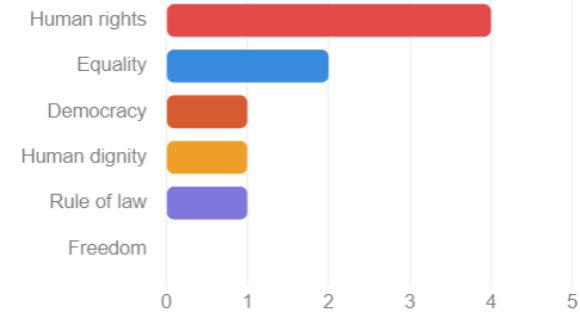
# KEEP.EU and Prompt 1

EU Values Analysis – IPA CBC Serbia–Montenegro – Period 2014-2020		
Programme: IPA CBC Serbia – Montenegro   Total projects analysed: 29   Analysis based on: Description, Expected Achievements, Actual Achievements, Project Outputs		
EU Value	No. of Projects	Outputs Contributing to the Value (project code in brackets)
Human Rights	29	<ul style="list-style-type: none"> <li>• Waste collection vehicles and containers purchased; educational eco-workshops and eco-camps for youth organised; informative boards installed in nature parks (CLEAN)</li> <li>• New waste collection equipment for municipalities; knowledge of relevant actors on EU waste regulatory framework improved (BEST)</li> <li>• Waste separation containers installed; networks of waste pickers and compost producers established; school extra-curricular ecology programmes delivered (BinS)</li> <li>• Canal jet vehicles for wastewater collection procured; workshops on wastewater management standards and decentralised treatment models conducted (Let's join the sustainable future through better wastewater management)</li> <li>• 12 illegal garbage dumps cleaned and closed; monitoring system via video surveillance established at 12 sites; 12 areas afforested; 4 green SOS hotlines established (Rehabilitation of illegal waste on the river Lim and raising awareness of its harmfulness)</li> <li>• Garbage collection trucks, catamaran for floating waste and barriers on the Lim River procured and installed; waste generation studies and feasibility plans developed (Protection of Polimlje environment from waste)</li> <li>• Solar systems for electricity production and renewable heating installed in schools and public enterprises; green school cabinets established; curriculum on renewable energy and climate change developed (WE CAN)</li> <li>• Regional Observatory for medicinal plants protection established; bio-diversity and geo-diversity maps developed; 17 endangered natural sites valorised (PORALIST)</li> <li>• Medical staff trained in prevention, diagnosis and treatment of breast and cervical cancer; campaign of preventive health examinations for women from urban and rural areas organised; health equipment procured (IMPORTANT)</li> <li>• TeleCare departments established in Bijelo Polje and Novi Pazar; 24-hour TeleCare service operational; communication and assistive devices enabling independent living procured and distributed to elderly (TELECARE)</li> </ul>
Equality	7	<ul style="list-style-type: none"> <li>• 80 unemployed women trained in employability skills; 40 in-home caregivers entered the labour market; roadmap to reduce gender gap in workforce developed (Skilled women's workforce for better future)</li> <li>• Preventive examination campaign specifically targeting women from urban and rural areas and vulnerable groups implemented; MoU for cross-border reproductive health cooperation signed (IMPORTANT)</li> <li>• 1,000 persons reached by employment campaigns, including 500 women and 20 from vulnerable groups; equal opportunities promotion in textile and tourism industry (Increasing employability opportunities for textile and tourism industry in the CBC area)</li> <li>• 50 NEET youth (25 per country, women and men) trained in soft and digital skills; 2 showcase days connecting youth with employers; internship programme for vulnerable youth (Regional Training Academy for boosting employability of vulnerable youth)</li> <li>• New day care services for persons with disabilities introduced; cross-border social protection network for disability services established (Common Actions for Better Care)</li> </ul>
Rule of Law	5	<ul style="list-style-type: none"> <li>• Cross-border agreement on cooperation in disaster risk reduction developed and signed; MoU on cross-border cooperation between rescue services signed (Let's Be Prepared)</li> <li>• 2 cross-border CBC agreements and memoranda of understanding for nature protection signed; joint cross-border management plans for medicinal plant areas agreed (PORALIST)</li> <li>• Local regulatory framework for protection of participating heritage and cultural sites from unsustainable exploitation created and adopted (Contest for Ilindan)</li> <li>• Strategies for promotion and support of craftsmanship adopted by local self-governments in Rožaje and Sjenica (CRAFTSMAN)</li> </ul>
Human Dignity	4	<ul style="list-style-type: none"> <li>• 24-hour TeleCare service enabling independent living for elderly established; TeleCare devices and communication equipment procured enabling autonomy and reducing isolation (TELECARE)</li> <li>• New social services for persons with disabilities (27+) introduced including neurofeedback treatment; mobile units for field support in rural areas ensuring access for immobile persons (Common Actions for Better Care)</li> <li>• Social agriculture and life skills training enabling PwMD to become productive and active members of society; roundtables on perception and inclusion of PwMD in local communities ('Borders that connect' – Initiative to enhance the employability of persons with mental disabilities)</li> </ul>
Freedom	4	<ul style="list-style-type: none"> <li>• Online mentorship platform for startup ecosystem developed; training curricula for VET schools in robotics/mechatronics; startup weeks and hackathons enabling economic participation of youth (BEYOND)</li> <li>• Offices for promotion and support of craftsmen established in Rožaje and Sjenica; cross-border portal for crafts presentation developed; enabling environment for self-employment created (CRAFTSMAN)</li> <li>• Startup camps and individual mentoring for youth business ideas; policy recommendations supporting entrepreneurial freedom and self-employment (Youth Start up)</li> </ul>
Democracy	3	<ul style="list-style-type: none"> <li>• Community-led Local Sustainability Annual Action Plan developed as tool for inclusive, participative, transparent and accountable local policy making; 29 institutions included in joint governance initiatives (PORALIST)</li> <li>• MoUs for public/private partnership signed; participatory volunteering actions involving schools, NGOs, tourism and other industry professionals organised; cross-sector civil society cooperation activated (BinS)</li> </ul>

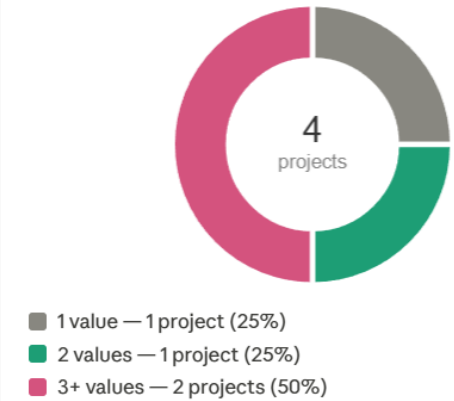
# Make it visual - Prompt 2

2007 - 2013 · 4 PROJECTS

1 — VALUE POPULARITY

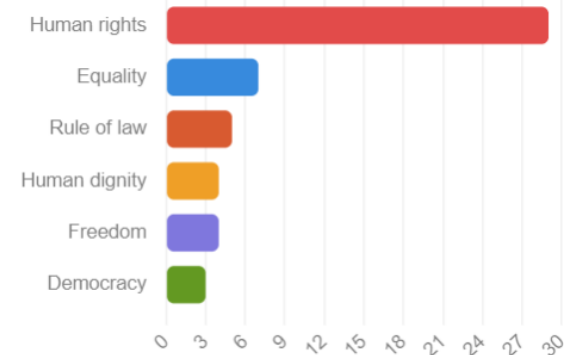


2 — PROJECTS BY VALUES COVERED

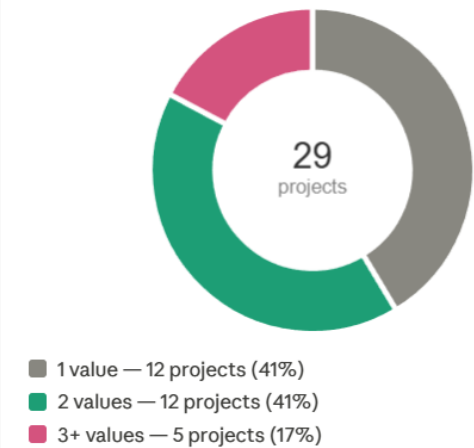


2014 - 2020 · 29 PROJECTS

1 — VALUE POPULARITY



2 — PROJECTS BY VALUES COVERED

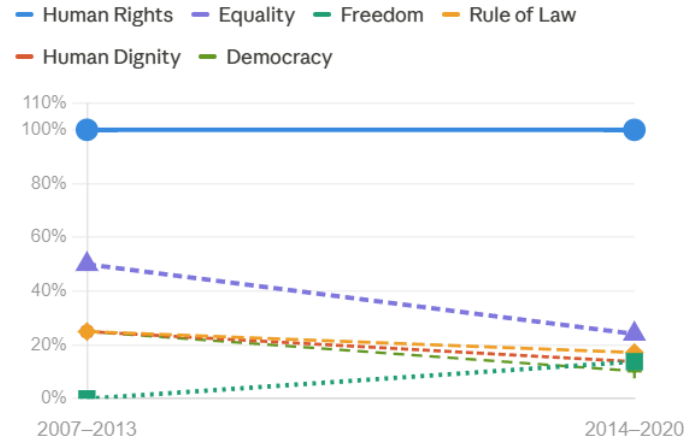


# Structural analysis - Prompt 3

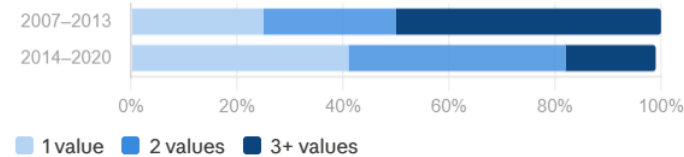
## Evolution & key structural findings · IPA CBC Serbia – Montenegro

33 PROJECTS · 2007–2013 /  
2014–2020

### PORTFOLIO SHARE (%) PER EU VALUE · STRUCTURAL EVOLUTION



### PROJECT INTEGRATION DEPTH · VALUES PER PROJECT



**100%**

Human Rights  
share — both  
periods

**+14pp**

Freedom rise  
vs 2007–2013

**59%**

projects touch  
2+ values (2014–20)

### FIVE STRUCTURAL FINDINGS

#### Human Rights — permanent anchor

100% in both periods without exception. Environmental, health, employment, and social outputs all feed into it structurally. The one true constant of the programme.

#### Freedom — the new structural layer

Absent in 2007–13, emerged at 14% in 2014–20. Startup platforms, craftsmen offices, self-employment policy — a new economic dimension with no precedent in the first period.

#### Equality — deepening, not just growing

50% → 24% relative, but 2 → 7 projects absolute. Expanded from multiculturalism to disability inclusion, gender equality in labour markets, and vulnerable youth integration.

#### Depth retreating as portfolio scales

Three-plus-value projects: 50% → 17%. Single-value projects rise from 25% to 41%. Natural at scale — but the most integrative projects (IMPORTANT, Common Actions) remain the most values-rich.

#### Democracy — the critical gap

25% → 10%. Only value to fall in both absolute and relative terms. No 2014–20 anchor project equivalent to Active Youth (2007–13). The programme's most significant unaddressed dimension.

# Key findings

Three findings that hold across the three programming periods

## **Human Rights and Freedom are stable and territorially grounded**

Rooted in the shared natural landscape, not programming cycles. Both hold across all periods.

## **Democracy and Rule of Law are on a consistent upward trend**

The IPA-IPA dual-candidate configuration is making accession alignment visible in the data.

## **Equality remains marginal despite both countries' accession commitments**

The sharpest contradiction between the programme's political context and its actual outputs.

### **Headline conclusion:**

**The programme where accession pressure is most visible in the values trajectory — and where closing the Equality gap would be the most politically meaningful next step.**

# Trends this analysis tells us

## **Cross-border cooperation is fundamentally a Human rights enterprise**

Environmental protection, cultural heritage, access to healthcare, community inclusion - all trace back to the rights dimension.

## **Healthcare is the rising force of the current programming period**

Human Dignity, driven almost entirely by healthcare infrastructure, is the fastest-growing value across programmes.

## **The economic dimension is retreating**

Freedom - tourism, mobility, SME support - is declining across programmes. Fewer roads and more social services funded.

## **Democracy is structurally absent**

Cross-border cooperation, as currently designed, does not produce democratic institutions or civic participation outcomes.

## **Projects are getting more complex in their societal purpose**

Single → dual → multi-value projects shows that project designs are becoming more sophisticated. A structural maturation across all three programmes.

# What this means for candidate countries

The values analysis translates directly into EU accession chapter language

## VALUES → ACCESSION CHAPTER

### Democracy outputs

Chapter 23 (Judiciary & Fundamental Rights)  
Chapter 33 (Financial & Budgetary Provisions)  
Chapter 34 (Institutions)

### Rule of Law outputs

Chapter 23 (Judiciary)  
Chapter 24 (Justice, Freedom and Security)

### Equality outputs

Chapter 19 (Social Policy and Employment)  
Chapter 23 (Non-discrimination)

### Human Dignity outputs

Chapter 19 (Social Policy)  
Chapter 26 (Education and Culture)

## THE POLITICAL ARGUMENT

A programme showing a measurable trend toward these values is not just reporting cooperation results.

**It is demonstrating accession readiness at the grassroots level.**

From: 'We implemented projects'

To: 'We demonstrably advanced democratic alignment in our border regions - here is the evidence, project by project.'

# What This Means for the EU

A communicative upgrade that external cooperation has been waiting for

## FROM (old narrative)

'We spent €X million in the border region'

'450 organisations cooperated across borders'

'Projects were implemented on time and on budget'

## TO (new narrative)

'We demonstrably strengthened democratic resilience in three candidate country border regions'

'35% of projects contributed to democratic governance values — up from 9% in the previous period'

'The values trajectory confirms a measurable shift toward EU-alignment in the programme area'

**This is the communicative upgrade that external cooperation has been waiting for.**

# Improved prompts - Ready to use

Iteration revealed what the original prompts missed. Here are refined versions.

## IMPROVED PROMPT 1 - CLASSIFICATION:

"Analyze this portfolio of [XX] cross-border cooperation projects from [programme]. For each project, identify SPECIFIC, CONCRETE outputs. Do NOT classify based on project intentions — only based on stated outputs. Map each output to one or more of the six EU values. Flag any project where classification was uncertain. Do not assign a value if the connection is indirect or speculative. [+ EU value definitions]"

## IMPROVED PROMPT 2 - TREND ANALYSIS:

"Based on the classification tables: 1. Calculate portfolio share (%) per value per period. 2. Identify the 3 most significant structural shifts (>5pp change). 3. Identify sustainable trends. 4. Count projects contributing to 1, 2, and 3+ values. 5. Write a 200-word synthesis. 6. Propose one policy recommendation."

## IMPROVED PROMPT 3 - CROSS-PROGRAMME (new):

"I provide values analysis from [N] programmes. Identify values in ALL programmes. Build a Programme × EU Value matrix (% share, most recent period). Write a 100-word characterisation of each programme's distinctive values identity. Identify one value underrepresented everywhere and suggest what types of projects could address it."

# Next steps - What more you can do

From today's session to your programme's values story

✓ **This week**

Download your programme data from keep.eu · Run the three prompts on your programme · Share results with your Managing Authority

✓ **This month**

Present the values analysis at your next Monitoring Committee · Use it as a framing tool for the next call for proposals · Add financial weighting (which values receive the most EU funding?)

✓ **This year**

Build a values-based reporting layer into your monitoring system · Commission a comparative analysis across all programmes in your thematic cluster

# The sentence is already there.

**AI does not change what the projects did. It changes what you can see.**

The projects in these databases were not designed to contribute to the European values. They were designed to clean a river, train unemployed persons, build a cycling trail, or connect elderly people to care services. And yet, when you map their actual outputs to a meaningful human framework, a picture emerges: more equal societies, healthier environments, more dignified lives, more functional public institutions. That is what small actions look like when you see them clearly.

All this helps you explain to a citizen how your programme contributed to the society they live in. The EU values framework gives you the vocabulary. Artificial intelligence gives you the analytical muscle. Your project data gives you the evidence.

Question 4:

**Is AI a useful tool for your  
programme?**

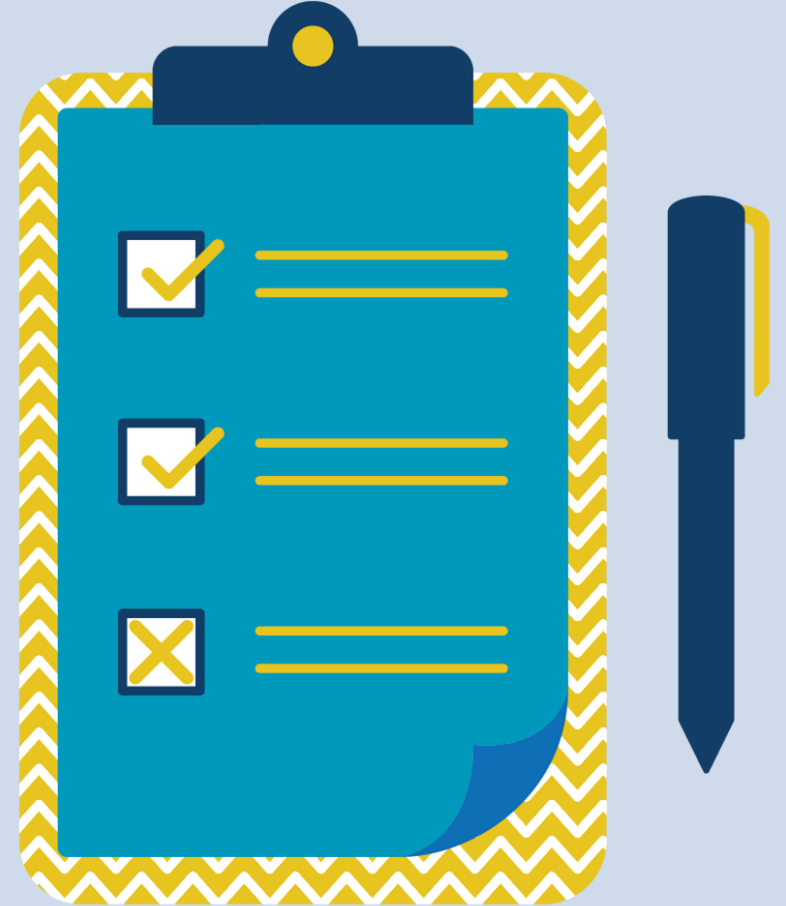
Question 5:

**After today's session,  
do you feel more confident about  
using AI?**

Question 6:

**Would you like to explore AI in  
Interreg further?**

Time for your  
questions, impressions  
and honest opinion!



# Cooperation works

**All materials will be available on:  
[Interact.eu/Library/EU](https://Interact.eu/Library/EU) Neighbours in action: Knowledge  
across borders**

**Want to discuss it? Join our MS Teams environment!  
[Portal.Interact.eu](https://Portal.Interact.eu) | External cooperation**

**Interact**

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