

# ICON 2026

## part-two

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**2-3 June 2026**  
**ICON 2026 part-two**  
Kauppiaiskatu 6  
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 Intract 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 Intract'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 Intract and the European Commission. The event also aims to strengthen participants' practical communication skills through focused training delivered by both Intract'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, Slaven Klicek European Commission,*

Updates on the new regulatory framework and guidance on managing the transition

10.10 – 11.00

**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.

11:00 – 11:30

**Coffee Break**

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**

*Nobojsa 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.

15.00 – 15.30

**Coffee break**

15.30 – 17.00

**How to write in an effective way**

*Laura Belenguer and Eva Martinez, Interact*



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- How to organize information so the message lands quickly
- Techniques for structuring updates, announcements, or instructions
- Methods to make content scannable: headings, bullets, tagging, summaries
- Deciding what to highlight vs what to leave out
- Using screenshots, GIFs, or diagrams to enhance clarity
- Clear calls to action and expectation-setting

18.00 – 19.30

### Guided tour of the city

(Meeting in the hotel lobby at 17:55 – will end at the restaurant in which we are going to have dinner)

19.00 – 21.30

### Dinner at restaurant Gräddä

Address: Piispankatu 15, 20500 Turku

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 – 11:15

### How can a programme support projects to communicate about results and achievements

*Claudia Ferluga, 2021 - 2027 Interreg VI-A Italy-Slovenia*

How we support projects in communicating their results.

11:15 -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.
- Best practices to adapt videos for social media

13:00 -14:00

### Lunch break

14:00 -14:30

### Keep.eu, website and resource management

*Rafael Agostinho, Interact*

- How to set up a project output document library for each programme.



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- Good practices in Interreg: How can they be named, collected, recorded and easily found?
- Showing how projects contribute to each other (synergies): Why is this relevant? How can we get hold of these relationships?
- AI role in website's SEO

14:30 -16:30

### **From Delivery to Visibility: highlighting the change projects create**

*Elisa Bertieri, Interact, Lotta Lehti and Mariia Andreeva, UBC Sustainable Cities Commission, City of Turku, Anja Karppinen, Baltic Sea Strategy Point, EU Strategy for the Baltic Sea Region*

The session aims to showcase examples of how projects communicate their results and demonstrate the changes they have achieved. Presented in this session are 2021 - 2027 Interreg VI-B Baltic Sea Region projects EMPEREST and the Baltic Sea Strategy Point. The programme experience from 2021 - 2027 Interreg VI-A Italy-Slovenia, is part of this session, but for practical reasons it will be already presented at 11:00 - 11:15.

16:25 -16:30

### **Wrap up**

*Elisa Bertieri, Interact*

Closing remarks

## Practicalities

### Venue

Hotel 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

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.