

ICON 2026 - Interreg Communication Network Meeting

GenAI for comms: Common mistakes and tips

Arkam Ograk & Nebojsa Nikolic, 2 June 2026, Turku

Interact

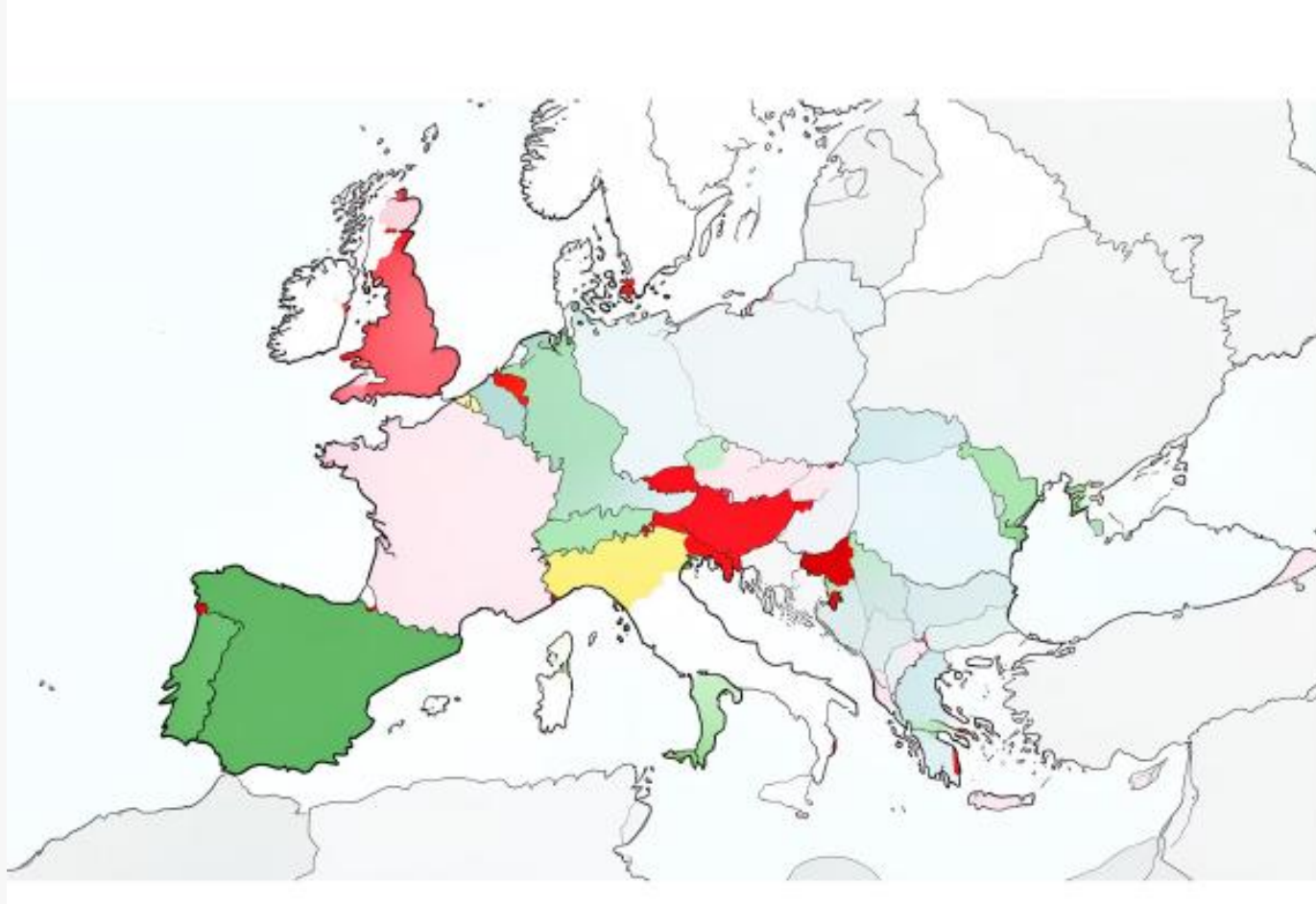


Co-funded by
the European Union
Interreg

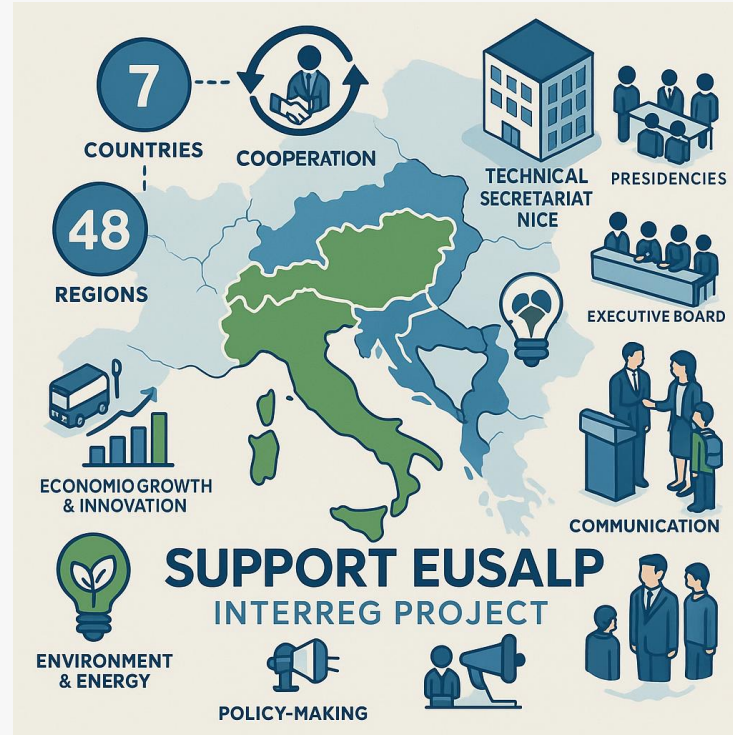
If you are going to animate an image (and not use it as image right away) generate them without text. Add text in video editors.



Maps, flags, logos...

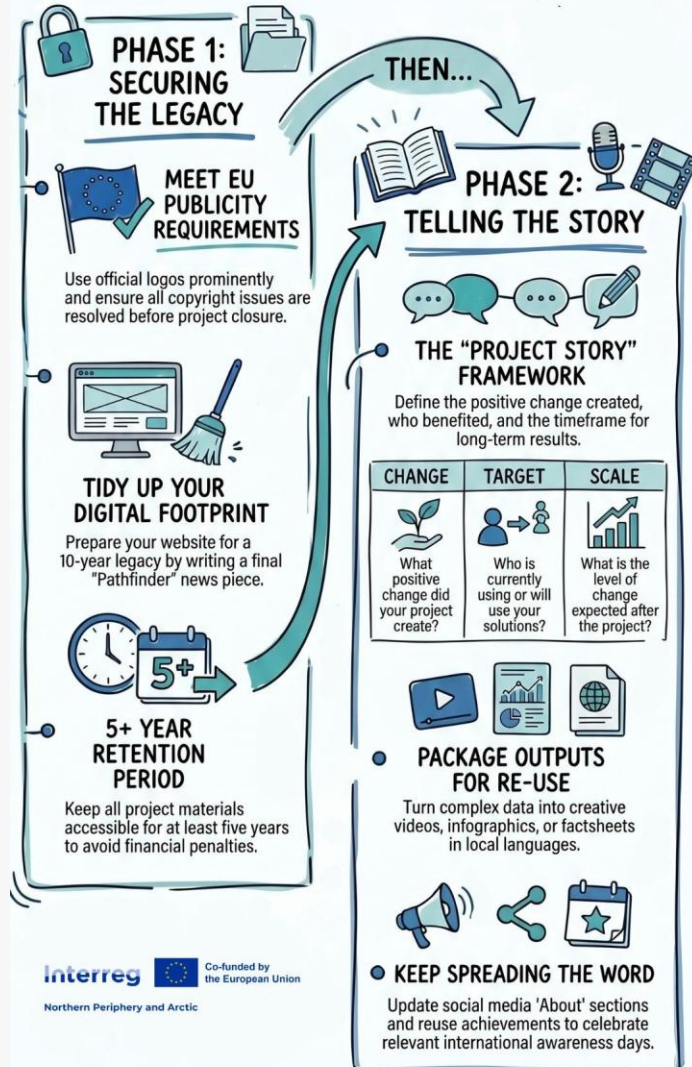


Use “cartoonised” version of standardized visuals such as maps and flags



Infographics

YOUR PROJECT'S AFTERLIFE: A GUIDE TO LASTING IMPACT



The Programme Area

Covers 2 Hungarian counties and 7 Serbian districts



EUR 74,764,708
Total Budget

EUR 63,550,000 EU contribution (IPA)
2021-2027

Priority 1: A Greener Region

Climate change adaptation, risk prevention, biodiversity, and reducing environmental pollution.

Priority 2: Human & Cultural Values

Investing in education, lifelong learning, culture, and sustainable cross-border tourism.

Priority 3: Institutional & Civil Cooperation

Enhancing harmonious neighbourly relations and improving border crossing management.

© NotebookLM

The Programme Area

Covers 2 Hungarian counties and 7 Serbian districts



EUR 74,764,708
Total Budget

EUR 63,550,000 EU contribution (IPA)
2021-2027

Priority 1: A Greener Region

Climate change adaptation, risk prevention, biodiversity, and reducing environmental pollution.

Priority 2: Human & Cultural Values

Investing in education, lifelong learning, culture, and sustainable cross-border tourism.

Priority 3: Institutional & Civil Cooperation

Enhancing harmonious neighbourly relations and improving border crossing management.

© NotebookLM

Navigating the 1st Call for Proposals: CBC Serbia – Bosnia and Herzegovina (2021-2027)

Cross-Border
Cooperation



Funded by
the European Union

Serbia – Bosnia and Herzegovina



€9,000,000 TOTAL ALLOCATION

Youth/Education
€4M

Tourism/Cultural
Heritage
€5M



INVESTING IN YOUTH AND SKILLS

Projects must focus on youth socio-economic participation and increasing employability for specific groups.



Min. EU Grant:
EUR 180,000
1.1 & 1.2



Max. EU Grant:
EUR 300,000
1.1 & 1.2



TOURISM AND CULTURAL HERITAGE

Focus on developing sustainable tourism products and preserving natural or cultural sites.



Min. EU Grant:
EUR 250,000
2.1



Max. EU Grant:
EUR 600,000
2.1

APPLICATION ROADMAP & DEADLINES



RESTRICTED TWO-STEP APPLICATION

Applicants submit a
Concept Note first;
only pre-selected
candidates provide
a full application.



**JANUARY
10, 2025
DEADLINE**

Concept notes must
be submitted by 15:00
local time via post
or hand-delivery.

MANDATORY CROSS-BORDER PARTNERSHIPS

Proposals must include at
least one partner from each
participating country.

NotebookLM video for kids



Crea
 Homepage
 Modelli
 Brand
 Canva AI
 Progetti
 Altro

Cinematic underwater scene, old wine bottle standing upright on rocky seabed, covered in rust and algae, deep ocean blue lighting.

Slow smooth camera push-in toward the bottle, macro cinematic style.

Water currents moving dynamically around the bottle, swirling particles, micro bubbles floating upward, soft volumetric god rays from surface.

Seaweed gently swaying, small fish occasionally passing in background.

No opening bottle.

Focus on water movement and atmosphere, realistic fluid motion, high detail, photorealistic textures, shallow depth of field.

Mystical elegant mood, teal and deep blue palette, subtle red reflections on glass.

Chiedimi qualsiasi cosa

Questo è Canva AI 1.0. Presto sarà disponibile un'esperienza ancora migliore con Canva AI 2.0.



Usa l'editor Canva





«EU Funds Fraud Attempts in Agriculture.png»



Group exercise:



Assign a group reporter who will present your discussion outcomes.

- 1. Share one specific example of how you have used GenAI in communication work.** What worked well, and what turned out to be less useful?
- 2. Discuss your current GenAI practice and context.** Which tools do you use, for what tasks, and how do your organisation's rules or guidelines support or limit their use?
- 3. Reflect on the impact of GenAI on your daily workload.** Has it helped you save time, improved the quality of your work, or added extra steps and checks?

Cooperation works

Interact



Co-funded by
the European Union
Interreg

Disclaimer

Publisher	Interact Programme
Date updated	30 May 2026
Primary knowledge area	AI - communications
Author(s)	Arkam Ograk

Unless otherwise stated,
licensed under [CreativeCommons.org](https://creativecommons.org).
For more information visit creativecommons.org

