

ICON 2026 - Interreg Communication Network Meeting

HIT kick-off

project communication

Arkam Ograk & Nebojsa Nikolic, 2 June 2026, Turku

Interact



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Agenda

Introduction

HIT context, topic and expected outcome

Bringing programmes up to speed

What has been done so far?

Feedback rounds & harmonisation

Approach and scope of the updates

Wrap up & Next steps

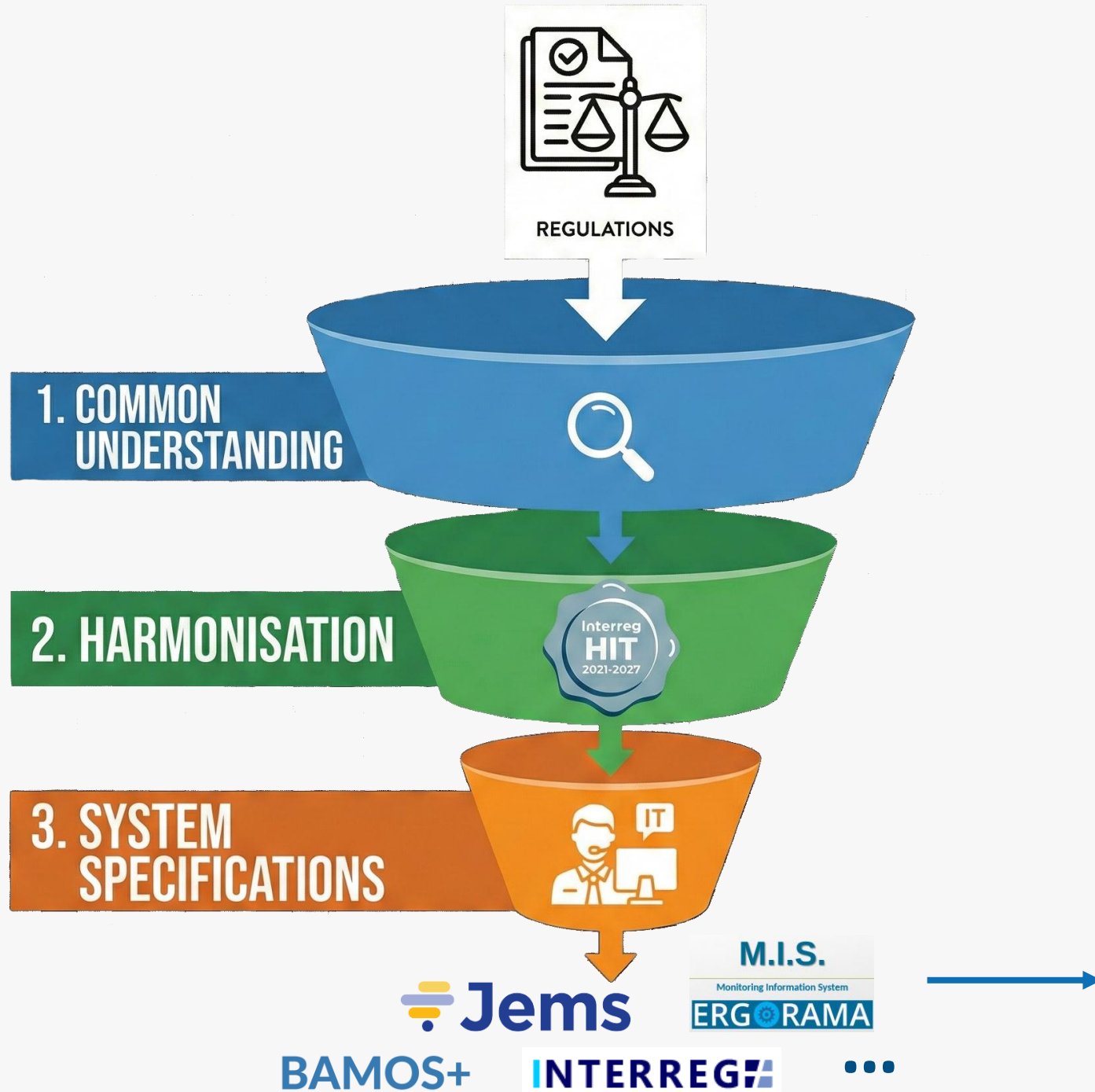
Timeline, where to find info, how to contribute



Objective

HIT goes beyond simply understanding the regulation and putting it in templates, by harmonizing the "how" of our work through a shared language, we eliminate confusion for beneficiaries and empower the Interreg brand to stand strong as a professional, cohesive community.

HIT is the basis for IT tools development.



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HIT 2028-2034

What stays:

- We keep harmonizing templates, factsheets and guidance.

What changes:

- From a Core Group to **allowing all programmes** to provide their feedback.
- HIT groups decide on part of a template through a thematic focus, in this meeting this focus is **communication**.
- Outcome of HIT groups will be presented to a wider audience in the HIT consolidation meetings where minor changes for matter of consistency might still occur.



The timeline

June	September	September	October/November	November/December
<p>ICON check the temperature, receive input for the updates</p>	<p>Proposed templates Update and publication of the proposals for the communication in the new templates, on MS Teams, Project communication</p>	<p>Survey on the first completed drafts will be launched . All programmes are welcome to provide feedback. It will be simple: 😊 😐 😞</p>	<p>Follow up actions if needed, a second round of feedback and an online meeting</p>	<p>Finalisation After all agreements the finals will be published on Teams, and presented at the final webinar.</p>

Today

We are
checking the temperature before
updates,
finding out what worked and what
needs to be improved.

We are NOT
finalising the templates
gathering formal feedback – it will happen in
writing, through survey



Communication - what has happened so far

We went through all 21-27 HIT templates and extracted the communication related parts for an easier review by you.

Today is our first step towards updated templates.



Communication in the templates

Following 21-27 templates have communication-relevant sections/chapters:

- Application Form
- Assessment criteria
- Control Report and Control Checklist
- Monitoring Checklist for Progress Report
- Project Progress Report
- Final Project Report

A.2 Project summary

Please give a short overview of the project and describe:

- the common challenge of the programme area you are jointly tackling in your project;
- the overall objective of the project and the expected change your project will make to the current situation;
- the outputs you will produce and those who will benefit from them;
- the approach you plan to take and why a cross-border/transnational/inter-regional approach is needed;
- what is new/original about the project.

In programme language – if English is not a programme language (2000 characters)

In English language (2000 characters)

Work package C.4.

A.3 Project partner overview

Work package title (OPTIONAL)

Enter the title here

Work package number

Automatically generated

Project specific objective 1

Enter project specific objective here

Communication objective(s) and target audience

If applicable for this work package, enter communication objective here

C.7.3 What will be the general approach you will follow to communicate about your project?

Who will coordinate project communication and how will he/she ensure the involvement of all partners? How will the communication function contribute to transferring your project results? Please note that all communication activities should be included in the work packages as an integral part of your project. There is no need to repeat this information here.

Enter text here

Application Form

Old (14-20) approach: communication as **separate** work package, detached from the project activities



Newer (21-27) approach: communication **integrated** into work packages.

Operational assessment criteria

Communication

To what extent are communication activities appropriate to reach the relevant target groups and stakeholders?

- The communication objectives are relevant and are expected to contribute to project specific objectives. – AF C.4 Objectives in work packages
- Communication activities (and deliverables) are appropriate to reach the relevant target groups and stakeholders. – AF C.4 Activities and deliverables in work packages

CONTROL REPORT AND CONTROL CHECKLIST

5. Compliance with information and publicity requirements

Criteria – Real costs [according to Annex IX CPR and Articles 48, 47 and 48(8) CPR].	Assessed			Comments	Index No.
	Yes	No (Part)	No		
Information and publicity rules of the EU were complied with. ⁴	<input type="checkbox"/>	<input type="checkbox"/>		e.g., inspected project publicity items, including brochures, agendas of conferences, studies and deliverables to ensure they meet the publicity requirements outlined in Annex XV CPR.	
All communication and visibility material is made available upon request, and use of such material is granted to the Union	<input type="checkbox"/>	<input type="checkbox"/>		e.g., Communication and visibility material has been inspected and contains Union rights of use according to Article 47 CPR.	
General comments, recommendations, points to follow-up; NOTE: deductions (if any) are allocated to the relevant cost categories. (Note: section appears if the question "Are there findings?" was answered with a YES)					
Description of findings, observations and limitations	<input type="checkbox"/>	<input type="checkbox"/>			
Conclusions and recommendations	<input type="checkbox"/>	<input type="checkbox"/>			
Follow-up measures for the next progress report	<input type="checkbox"/>	<input type="checkbox"/>			

Assessment & Control

Assessment ensures inclusion of communication.

Control report/checklist ensures project's legal requirement check.

To be updated based on the new regulatory requirements.

⁴ Project websites are monitored by the joint secretariat in terms of publicity requirements, content and regular updates.

MONITORING CHECKLIST FOR PROGRESS REPORT

A.5 Target groups

In the project progress report, the project has explained for each target group in what way and to what extent they were involved in the project in this reporting period.

A.5.1. Is the project involving the target groups as indicated in the approved application form?

A: Yes/ No

A.5.2. Are there any communication activities linked to this worth noting?

A: Yes/ No

A.6 Work plan progress

Please note that information on problems and delays is asked for already in A.4. The section on investments is only relevant if the programme allows for investments. For the purposes of this checklist, the investments section is marked as optional

A.6.1. How well is the project progressing in relation to the approved work plan, including communication activities?

A: (drop down menu? On track, delayed, delivered?)



Monitoring Checklist for Progress Report

ensures reporting check on the communication activities as part of the overall project progress

PROJECT PROGRESS REPORT

A.6 Work plan progress

Purpose and logic:

- It is up to the programme to specify questions the project needs to answer when reporting on progress made (text fields). Please note that information on problems and delays is asked for already in A.4.

A.6.1 Work package 1

This work package is completed.

A.6.1.1 What is the progress towards the objectives in this work package as defined in the application form? Status should be cumulative.

Objectives	Status	Explanations (OPTIONAL)
Specific objective 1 <i>(pre-filled from AF - WP1)</i>	Drop-down list: Fully achieved, partly achieved, not achieved	Enter text here
Communication objective 1.1 <i>(pre-filled from AF - WP1)</i>	Drop-down list: Fully achieved, partly achieved, not achieved	Enter text here
Communication objective 1.2 <i>(pre-filled from AF - WP1)</i>	Drop-down list: Fully achieved, partly achieved, not achieved	Enter text here

A.6.1.2 Please describe the progress in this reporting period and explain how partners were involved (who did what).

Project Progress Report

ensures reporting on communication activities in a way that is consistent with the application form, and the integrated approach.

Part C - Project End and Outlook

Purpose and logic:

- The following sections are intended to be completed by the Lead Partner.
- From section C3 onwards, there is a high level of optionality. Besides the optional fields suggested below, programmes can add as many additional questions, as required.

C.1 Project story

Purpose and logic:

- This field is completed in both, programme language(s) and English
- The section summarises the project's final achievements in a story telling format.
- This field is transferred to keep.eu.

Please describe the project's final achievements in a Project Story format. The Project Story should be interesting and understandable for non-specialists as it might be used for publications. Please try to touch the following guiding questions in your Project story:

- What are the project's overall challenges (regional and sectoral)?
- What was the specific problem addressed?
- Describe the key solution(s) that the project developed and tested to address the problem
- Describe how the project developed the solution(s) and why cooperation was important in that process
- To what extent has cooperation been important for achieving the project results?
- What benefits did the partner organisations derive from cooperation?
- What did change in the targeted regions and sectors because of the project solutions?
- How did the project change affect the target groups?
- How will the durability of the solutions be ensured?
- Do you still see future possible challenges and opportunities in the field of the content your project was dealing with?

In programme language – if English is not a programme language

In English language

C.2 Project's relevant mentions and prizes

Purpose and logic:

- This field is in a list format and can be left empty in case the project did not receive any prizes or mentions.
- This field is transferred to keep.eu.

Please list any relevant mentions and prizes that you as a project achieved below. Only the name of the prize or mention should be indicated. In case the project did not receive mentions or prizes this section can be left empty.

Project's relevant mentions and prizes

Enter text



Final Project Report

Major update to the C1 storytelling approach. C2 will be kept as it is optional.

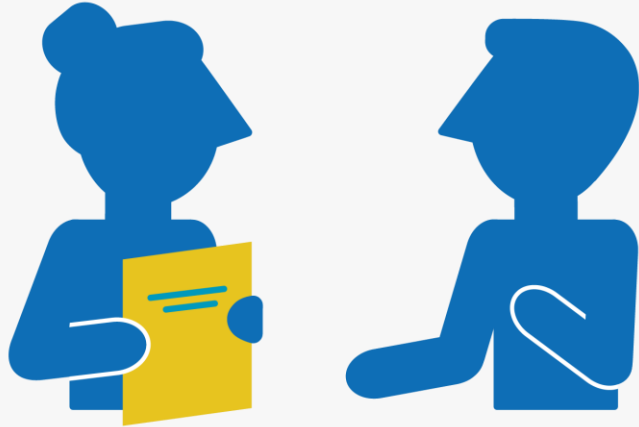
- Project story now just another line of reporting.
- We plan to introduce an updated storytelling approach with more concise and clear guidance
- We need less dry info and more relatable stories.
- Crucial aspects such as emphasis on durability and cooperation can be kept.



Further considerations

- Final regulations may require further updates.
- We will check the updates against the overall HIT work. Progress in the other groups will affect the progress in communication parts.
- Please join the HIT-Project communication group to follow every event, working document, final agreements & tools (surveys, etc).



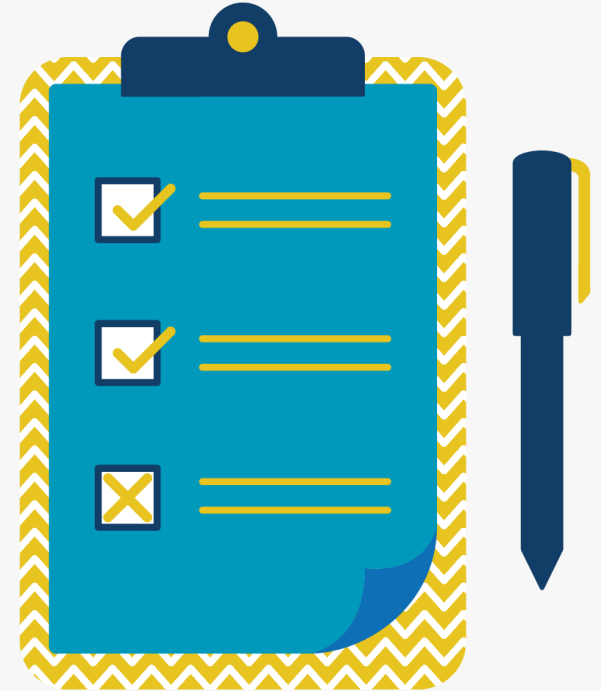


**Let's discuss
and share our
feedback**

Group exercise

Assign a group reporter, work in groups

1. Review the planned updates to comm. parts under each template
2. Note down your impressions and proposals:
 - Do you agree with the planned updates by Interact?
 - If any, what is your positive and negative experience with the current templates, in terms of communication?
 - What else would you want to see updated? Why?
 - Any additional communication sections? Why?





Cooperation works

All materials will be available on:

1. Interact HIT teams and the dedicated channel
2. The final templates will also be available on the website

Interact



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Disclaimer

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