

ICON 2026 part-two

Keep.eu, website and resource management

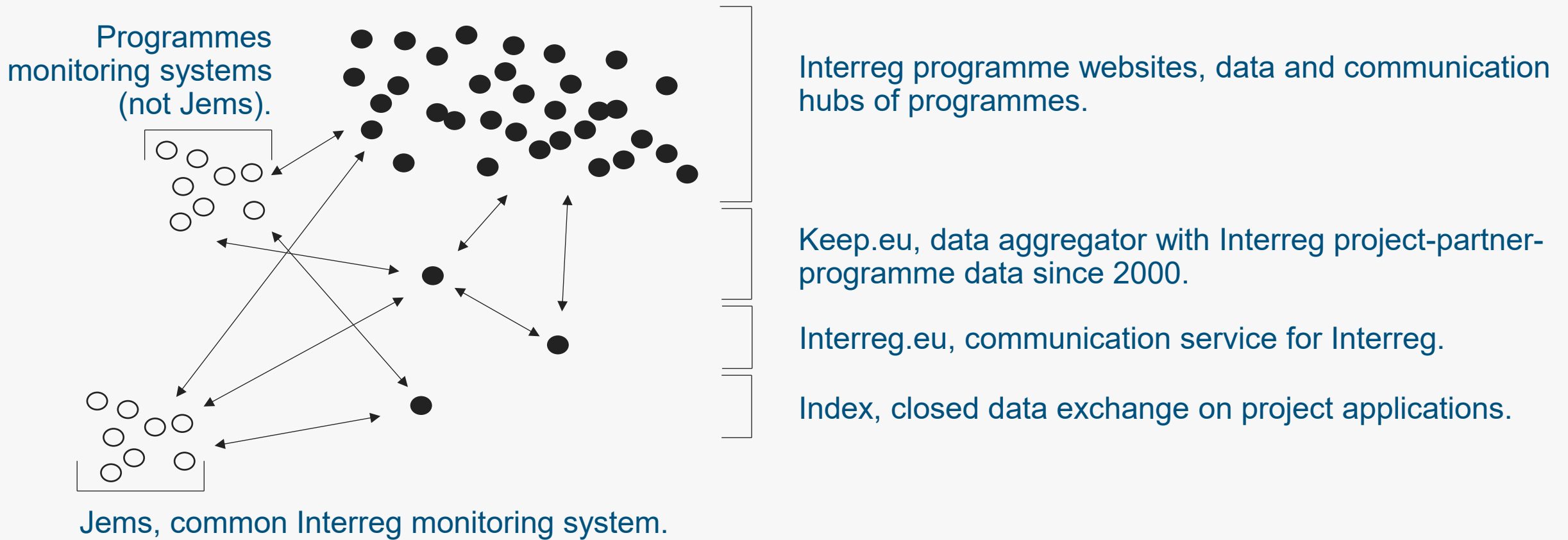
Rafael Agostinho | Interact | 03.06.202

Interact



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A view of Interreg's data & communication ecosystem



How online visibility has evolved

In the 2000s: Visibility meant being online

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In the 2020s: Visibility means being online + being found + being discoverable and reusable

The challenge: Search engines. AI assistants. Knowledge platforms. Data aggregators. Recommendation systems.

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In the 2020s: **Visibility means making information easy to discover, connect and reuse.**

Structured information is becoming increasingly important