

Country Team meeting Interreg

Updates from the European Commission

2 June 2026

Turku, Finland



Welcome, aims for today & who the heck are we



Maria Galewska

Interreg desk unit
Covering communication too,
has red hair.



Slaven KLICEK

Communication unit
Covering only communication,
doesn't have red hair.



Today's agenda

Programming and legal framework

Commission updates

- SFC 2021 and Operations of Strategic Importance (OSIs): state of play
- National networks
- Best practices & proposals
- Common legal interpretation questions: updated summary document

Campaigns and activities

Upcoming events

- Until Autumn 2026

Updates from EC, incl. INFORM EU

Update on post 2027 proposals

Any other business



Safe to stay, the agenda is...



Programming and legal framework



SFC2021



Operations of strategic importance

State of play

Plenty of info being received via SFC, thank you for that





Q:

What kind of communication events are OSIs organising?

What kind of support are you providing?

What are the plans for 2026?

National networks

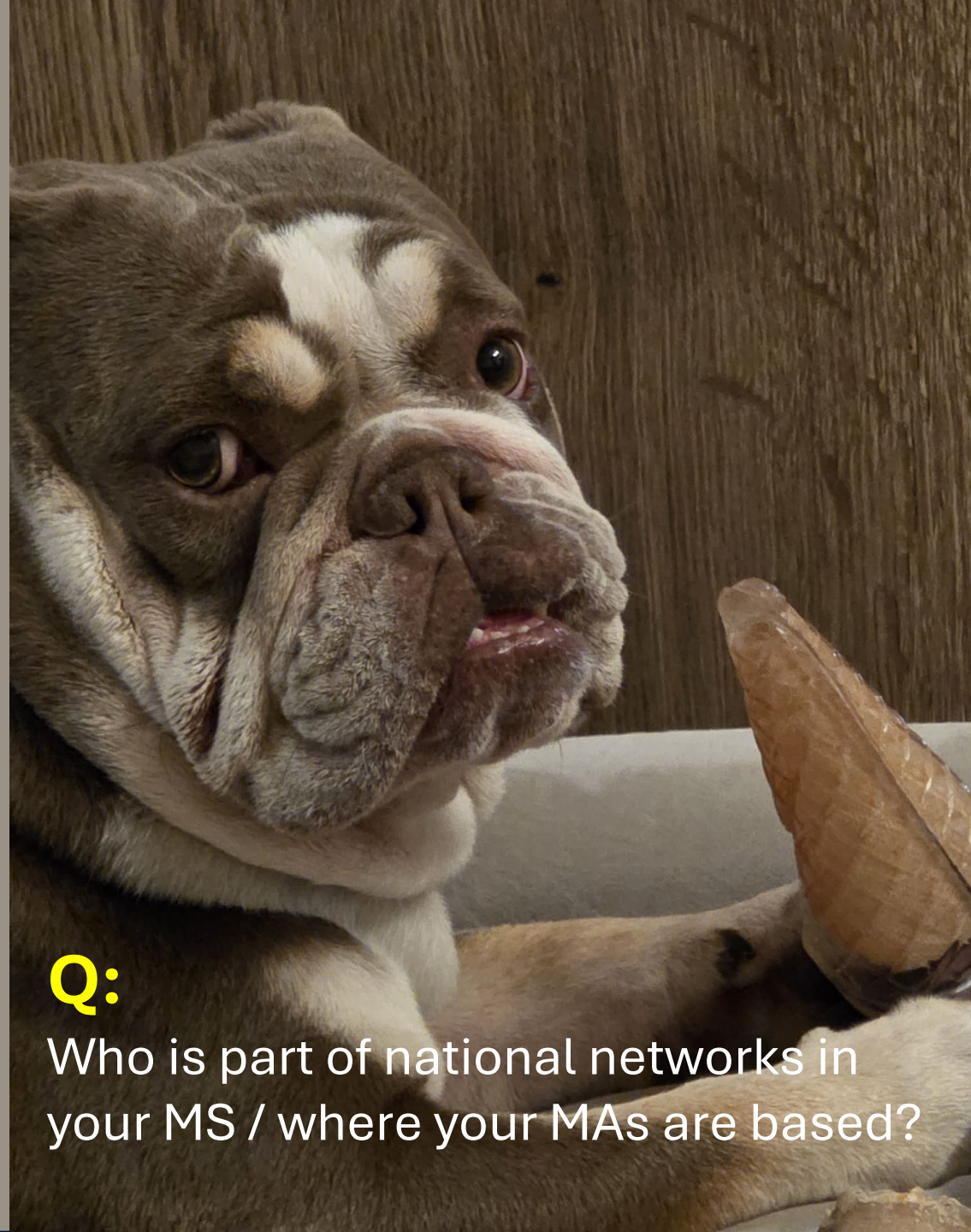


National networks

This isn't really an Interreg thing

- Yet, here we are talking about
- **National networks** are MS platforms to discuss ongoing and upcoming communication actions, set up cross-fund activities, resolve visibility headaches etc.
- For Interreg, we're in it: **ICON**





Q:

Who is part of national networks in your MS / where your MAs are based?

Best practices



COMMUNICATION TRENDS & BEST PRACTICES



A Practical Toolkit for Communicating EU Action

How to work with influencers, design events that matter, make your communication recognisable, and reach young audiences.

Repository of good projects

https://ec.europa.eu/eusurvey/runner/Country_Team_2026_Projects



Interpretation questions

[Wiki page available here.](#)

Summary document to be shared with you asap.



Campaigns and communication activities





Q:

Which events are you planning by
Autumn 2026?

What about Interreg Cooperation Days?

Update on EC campaigns and activities



Macro Regional and Sea Basin Days

👉 Registrations are now open for the Macro-regional and Sea Basin Strategies Days 2026, which will take place on 8 and 9 July 2026 in Brussels.

✅ You may register via the following link:
<https://register.event-works.europa.eu/.../e/lk/g/91040/k/>

The registration deadline is 24 June 2026.

👤 For the agenda and further information, please consult the webpage https://ec.europa.eu/.../confe.../EU-strategies-days-2026_en



Interreg Annual Meeting 2026

Interreg

Cooperation for a better Europe

INTERREG ANNUAL MEETING

 12-13 NOVEMBER 2025

 BRUSSELS, BELGIUM

TOGETHER FOR
A BETTER EUROPE

www.interreg.eu



Together with the Committee of the Regions





REGIOSTARS 2026

- Launched on 10 February
- Deadline to apply 22 May
- Eligible funding: ERDF, CF, JTF, ESF(+) from 2014-2020 and 2021-2027

APPLICATIONS
are
OPEN

They're actually not.

- Applications that correspond to policy 2021-2027
- Applications done via [EU survey](#)

Goal: One [completed](#) project per programme

All information on the [REGIOSTARS website](#)



REGIOSTARS 2026 timeline

Phase 1: Application & Finalist Selection

February 10 Competition Launch

The official start for projects to submit their entries for consideration.



July 14 Finalists Announced

Successful projects are revealed following the official eligibility check.



May 22 Application Deadline

The final date for all project submissions to be completed.

Phase 2: Voting, Pitching & Winners

October 13-14 The Grand Finale

Finalists pitch to jurors before the official REGIOSTARS Ceremony takes place.



September 3 Public Voting Opens

The community begins voting for their favorite regional projects online.



November 1 Winner Campaigns

Local promotional campaigns begin to celebrate and showcase the winning projects.

Follow up actions to promote the winners

Smart Regions episodes by Euronews

REGIOSTARS plaques to enhance visibility on the ground

Photo shooting

Social media campaign

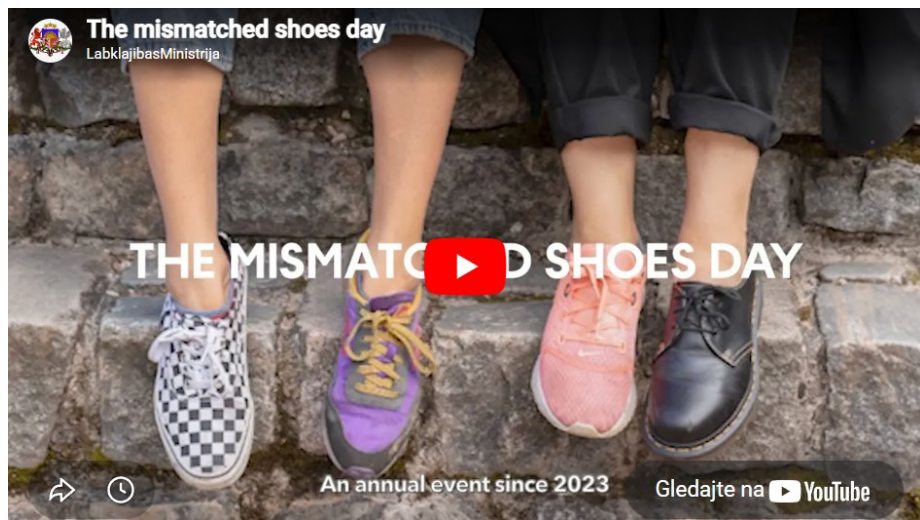


Europe in my region

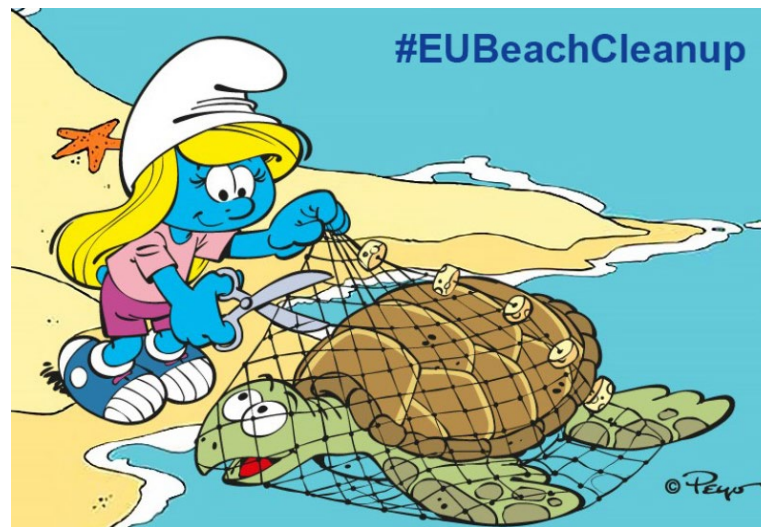


From DG EMPL, HOME, MARE

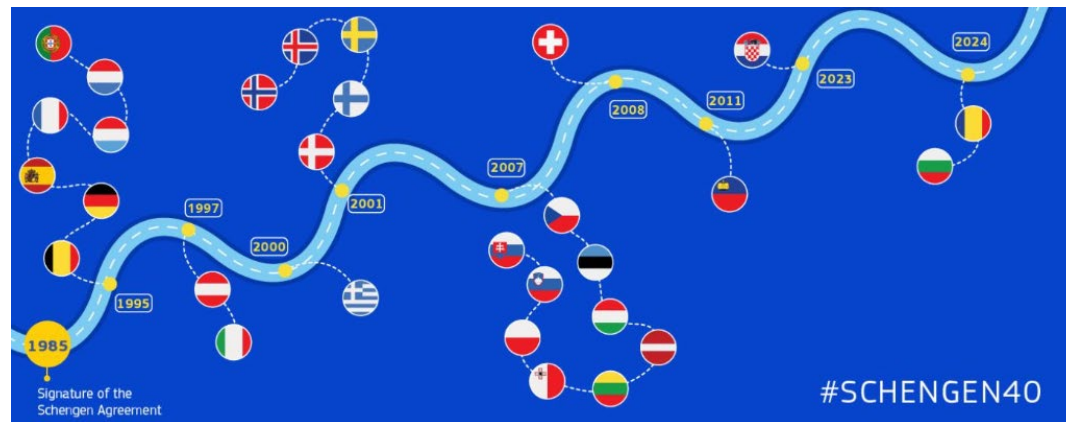
Step into Another's Shoes



EU Beach Clean-up



HOME Funds communication in 2026



Other campaigns



Overview of ongoing European Commission communication campaigns and activities

Spring 2026



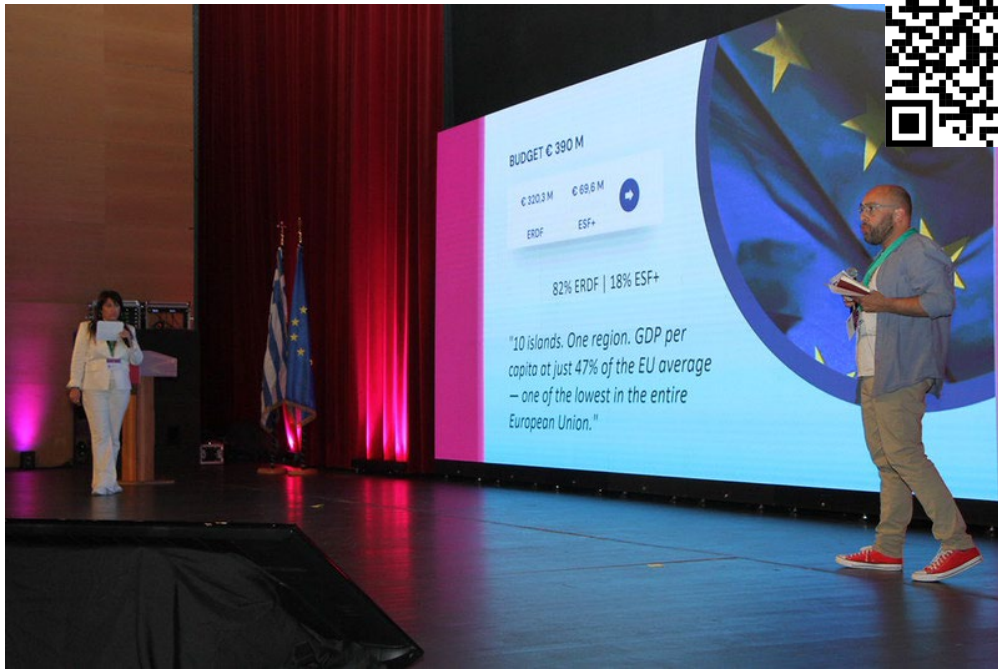
INFORM EU in 2026





INFORM EU

6-8 May 2026 – Kalamata, Greece



Thematic seminars in 2026



Pilsen, Czechia

March

Communicating financial instruments



Hungary

Autumn (tbc)

Public events



Valencia, Spain

May

Visual communication



Slovakia

October/November (tbc)

Topic tbc



Riga, Latvia

June

Gender and communication



Sweden

December

EC Expert Group Meeting



INFORM EU 2026



July	August	September	October	November	December
			← COUNTRY TEAM MEETINGS →		
1 We	1 Sa	1 Tu	1 Th	1 Su	1 Tu
2 Th	2 Su	2 We	2 Fr	2 Mo 45	2 We
3 Fr	3 Mo 32	3 Th	3 Sa	3 Tu	3 Th Training AI tools
4 Sa	4 Tu	4 Fr	4 Su	4 We	4 Fr
5 Su	5 We	5 Sa	5 Mo 41	5 Th	5 Sa
6 Mo 28	6 Th	6 Su	6 Tu	6 Fr	6 Su
7 Tu	7 Fr	7 Mo 37	7 We	7 Sa	7 Mo
8 We	8 Sa	8 Tu	8 Th Training Behavioural 2	8 Su	8 Tu NCC Expert group Sweden
9 Th	9 We	9 Tu	9 Fr	9 Mo 46	9 We
10 Fr	10 Th	10 We	10 Sa	10 Tu	10 Th
11 Sa	11 Fr	11 Th	11 Su	11 We	11 Fr
12 Su	12 Sa	12 Fr	12 Mo	12 Th Thematic Seminar Slovakia	12 Sa
13 M	13 Su	13 Sa	13 Tu European Week of Regions and Cities Brussels, Belgium	13 Fr	13 Su
14 Tu	14 Mo 38	14 Su	14 We	14 Sa	14 Mo 51
15 W	15 Tu	15 Mo	15 Th	15 Su	15 Tu
16 Th	16 We	16 Tu	16 Fr	16 Mo 47	16 We
17 Fr	17 Th 34	17 We	17 Sa	17 Tu	17 Th
18 Sa	18 Fr	18 Th	18 Su	18 We	18 Fr
19 Su	19 Sa	19 Fr	19 Mo 43	19 Th Training Financial Instr.	19 Sa
20 Mo 30	20 Su	20 Fr	20 Tu Training Inclusive language	20 Fr	20 Su
21 Tu	21 Fr	21 Th	21 We 39	21 Sa	21 Mo 52
22 We	22 Sa	22 Fr	22 Tu Training Good comm. ex	22 Su	22 Tu
23 Th	23 Su	23 Th	23 Fr	23 Mo 48	23 We
24 Fr	24 Mo 35	24 We	24 Sa	24 Tu	24 Th
25 Sa	25 Tu	25 Th	25 Su	25 We Thematic Seminar (tbc)	54 Fr Christmas Day
26 Su	26 We	26 Fr	26 Mo 44	26 Th Public events Hungary	26 Sa
27 Mo 31	27 Th	27 Sa	27 Tu	27 Fr	27 Su
28 Tu	28 Fr	28 Mo 40	28 We	28 Sa	28 Mo 1
29 We	29 Sa	29 Tu	29 Th	29 Su	29 Tu
30 Th	30 Su	30 We	30 Fr	30 Mo 49	30 We
31 Fr	31 Mo 36	31 Su	31 Sa		31 Th

**INFORM EU
Teams training
sessions**



INFORM EU plans for 2027





INFORM EU

09-11 June 2027 – Iași, Romania

Last but not least



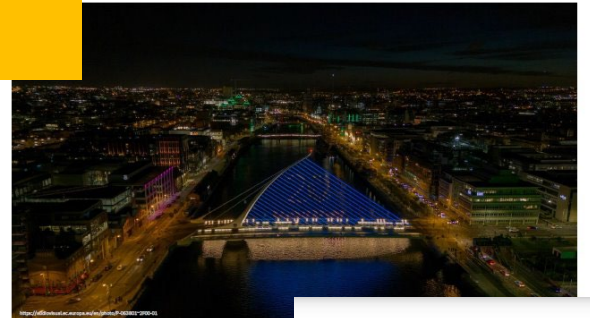
Guidance & support for MS and programmes available here



COMMUNICATING COHESION POLICY IN 2021-2027



the informer
Monthly update from the world of Inform EU

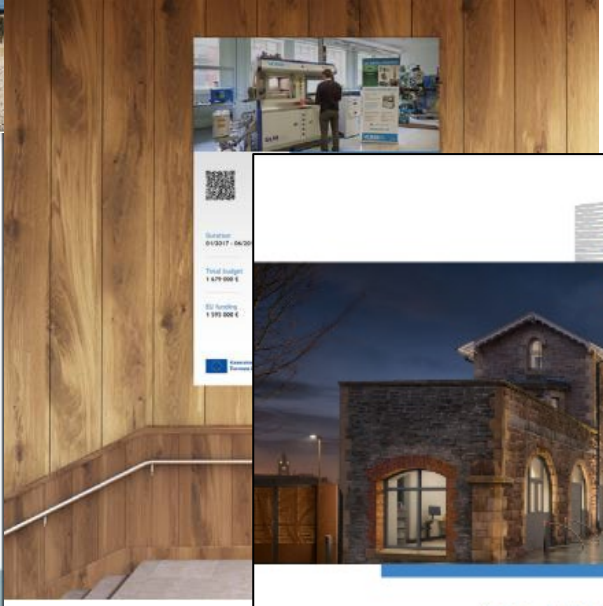


INSIDE THIS EDITION A con

European Commission

COMMUNICATION
Monitoring
EVALUATION

TIPS & TOOLS



Summer 2020/2021 - INCI
Total budget 1 479 000 €
EU funding 1 390 000 €



SUPPORT KIT FOR EU VISIBILITY
2021-2027 brand book for managing authorities and project beneficiaries

Regional and Urban Policy

European Commission

COMMUNICATING OPERATION OF STRATEGIC IMPORTANCE IN 2021-2027
A practical toolbox

Regional and Urban Policy

The Informer



A newsletter unlike anything you've seen before

The Informer
Your periodical update from the world of the INFORM EU network

INFORM EU

EU in my region

Communication Lab update: Vienna meeting of communication coordinators

Who might be these communication coordinators, and why should that be something relevant for you, you might ask yourself. The coordinator role is set out in the CPR - in practice, they are the go-to person for anything CPR and visibility-related in a Member State. In other words, it's their doors that both the Commission and programmes knock on when there's something communication-worthy cooking :) Take a look at key takeaways from Vienna.

[more](#)

Celebrating 9 May: what's happening around Europe?

France
From Strasbourg to Marseille, citizens had the opportunity to join events that celebrate unity, peace, and European values.
[more](#)

Italy
A Europe day-themed newsletter to promote stories of successful EU projects and events taking place on 9 May.
[more](#)

Ireland
On the Emerald Isle, the celebrations found their way into classrooms.
[more](#)

Humans of INFORM EU

We packed our bags, grabbed an espresso, and headed to Naples with Annalisa and Paolo in search of our next EU story.
[more](#)

Focus on strategic EU projects

Curious about strategic and other standout EU projects in action? Check out a few examples we've handpicked for you below.

Biharugra's fishpond
EMFF, Hungary
[more](#)

Refugees2Work
AMIF, Belgium
[more](#)

Operation Home Care
ESF+, Bulgaria
[more](#)

Call to (communication) action

Get involved in the #MakelWork tour
[more](#)

EU aquaculture campaign launch
[more](#)

Your bi-monthly, but sometimes irregular update from the world of INFORM EU.

Focus: visibility in theory and practice.

It's very nice.

Happy to have ideas & examples from you.

Did I mention how nice it is?



Commission proposals for visibility and communication requirements under the Multiannual Financial Framework 2028-2034



Three blocks of the regulatory architecture

Horizontal regulations

- **MFF Regulation**, accompanied by political communication
- **Performance Regulation**, covering:
 - MFF level common rules – DNSH, reporting
 - Environmental, climate adaptation and mitigation social tracking and gender scoring
 - Common intervention fields and indicators

The "Plan" Regulation

- Establishes the European Fund for economic, social and territorial cohesion, agriculture and rural, fisheries and maritime, prosperity and security
- Objectives and requirements for the NRPP
- Rule of law and Charter horizontal conditions
- Budget
- Financial rules
- Governance
- Audit and control

Funds-specific Regulations

- **ERDF/CF (incl. Interreg)**
- European Social Fund
- Common Market Organisation
- Common Agricultural Policy
- Common Fisheries Policy
- HOME affairs
- EU School Scheme



Communication and visibility

- **Proposal for the Performance Regulation** (Article 18):
 - Single set of rules ensuring consistency while catering for specific needs during implementation, very much based on existing practice.
 - **Obligation for beneficiaries, implementing partners and advisory partners** to acknowledge the origin of Union funds and visibility of the Union support as appropriate. This obligation does not apply to the beneficiaries of area- and animal-based interventions under the CAP.
 - A simplified statement is to be used
 - Based on cohesion policy, obligation to display billboards for investments in tangible assets
 - Necessary derogations for reasons of security, public order or criminal investigations.
 - Updated legal basis for information measures for all policy areas
 - Network of Member States **communication coordinators and officers**
- **Application in the NRP Plan:**
 - Description of the envisaged approach to communication and visibility for the Plan (NRP Regulation Art.22(2))
 - Monitoring committee examines the implementation of information, communication and visibility actions (NRP Regulation Art.53(1)(a))
 - Monitoring committee approves the communication strategy (NRP Regulation Art.53(2)(d))



Work on the EC proposal

State of play

- Discussion in the Council Working Party: input from Member States – namely national communication coordinators – led to changes
- CY Presidency presented recent changes in the compromise texts covering Chapter 5 and Annex V
- National delegations continue to raise pertinent points



AoB



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EU Regions Youth4Regions REGIOSTARS Train Trip 2025 EU Regions Youth4Regions RegioStars

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from the EU SF to support Cyprus after the wildfires

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€2.3 MILLION
from the EU SF to support Cyprus after the wildfires

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facebook.com/EUinmyregion · 43K likes

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The "Técnico Innovation Centre" in Lisbon is an infrastructure for the development and transfer of technology, which rehabilitates and requalifies the old buildings left over from the Arco de Cego bus station. The team of architects from the Técnico Innovation Centre who headed this project opted for materials and bioclimatic designs that would boost the building's energy

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Thank you!



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REGIO A2 & D1

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