

ICON 2026 part-two

02.06.2026

Interact



**Co-funded by
the European Union**
Interreg

Intro & Objectives



Updates

Events, campaigns and trainings



Skills

Tips and tricks to apply to your daily work



Networking

Build/ strengthen relationships with other communication's colleagues



Reflections

Workshops to reflect on communication and visibility

Intro to title

Updates from Interact

Nebojsa Nikolic, Arkam Ograk, Ludovine Porret, Rosa Escamilla
Torregosa | Interact | 02.06.2026

Interact



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Interreg

Academy Social media course

- New, simple, fun
- Continuously available and open
- Simple test at the end and you get a certificate
- **Social media challenge** – we can repeat



January

February

March

April

May

June

July

August

September

October

November

December

Academy Storytelling, Slam edition

- Record high interest – 95 students
- Supports the “Interreg Project Slam”
- **Deadline** to apply for the Slam: **8 June**
- Collaboration with InformEU in September - webinar



January

February

March

April

May

8 June - deadline

July

August

September

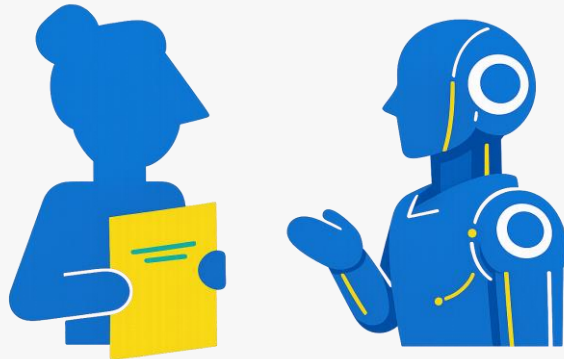
October

November

December

Artificial Intelligence Conference

- **30 September-1 October**, Prague
- Different aspects of AI use, including communication
- Will include a practical session (like a hackathon)



January

February

March

April

May

June

July

August

September

October

November

December

HIT - communication Webinar

- Webinar to present final communication templates/progress
- Updates based on the survey results (Sept-Oct)
- Open to all programmes



January

February

March

April

May

June

July

August

September

October

November

December

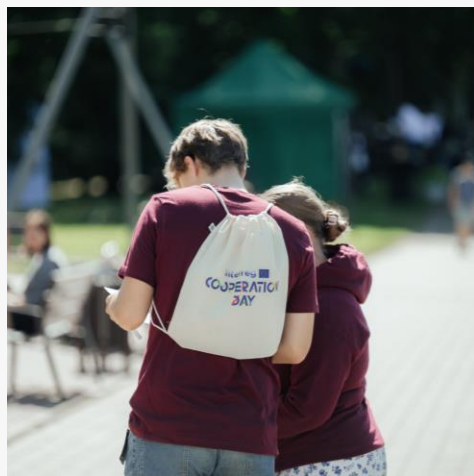
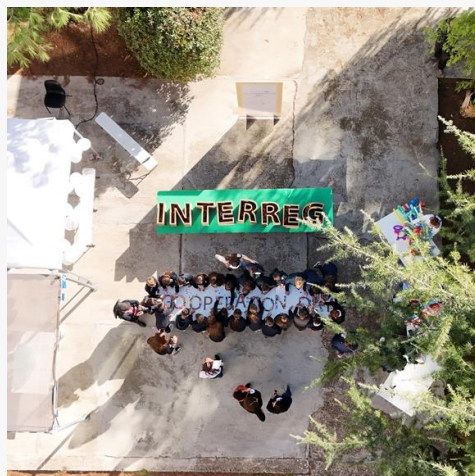
What is Interreg Cooperation Day?

Europe-wide campaign facilitated by Interact, but led by Interreg programmes and partners who:

- Organise engaging **events** to connect cooperation with **local communities**
- On **21 September** and surrounding weeks (from August to October)



In practice



Interreg Cooperation Day marks 15 years

Anniversary



The campaign, by numbers

1.570

events organised

+300k

participants engaged

57M

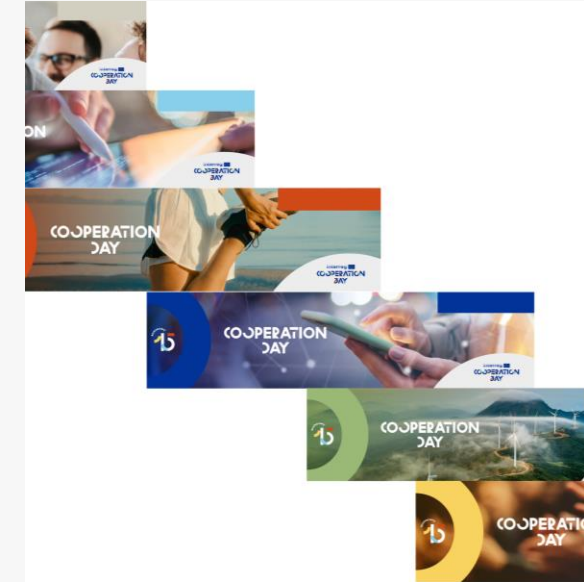
reached through
social media

What Interact offer you in 2026

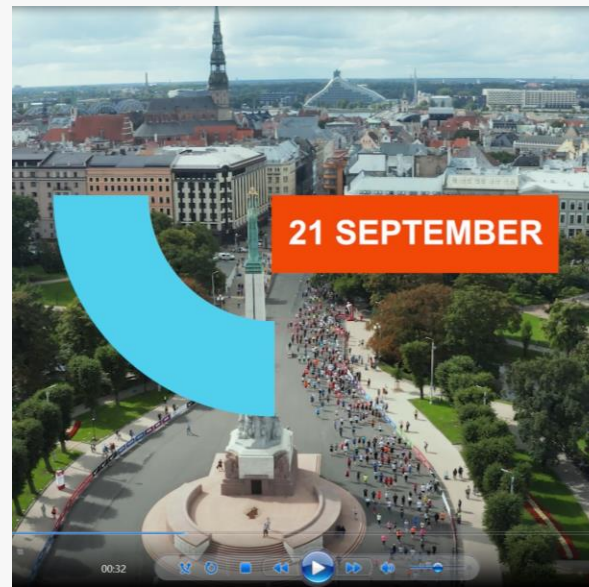
Guidance



Visual identity



Promo video



Paid promotion



Visibility at interreg.eu



1

Guide 2026

- Event ideas & inspiration
- Planning tips
- Tools and services

Anniversary

Guide for
programmes
2026

2

Factsheet 2026

Two pages. Everything you need to know at a glance.



Stronger Together

Interreg Cooperation Day marks 15 years

What is Interreg Cooperation Day?

Interreg Cooperation Day is the annual campaign that brings European cooperation to life for citizens. Every year on 21 September, and the surrounding weeks, Interreg programmes and projects across Europe organise local events: sports activities, cultural celebrations, creative workshops and much more. Facilitated by Interact, the campaign is a unique opportunity to show the real impact of EU-funded projects to the people who benefit from them most.

The campaign, by numbers

1.570

events organised

+300k

participants engaged

57M

reached through social media

Since 2012, programmes, projects and partners across Europe have come together to make cooperation visible to citizens. This anniversary is the moment to celebrate what we have built, and how, together, we have made our regions stronger.

What we're aiming for

- 1 **Show real results** Concrete project outcomes, tangible to citizens
- 2 **Reach the right people** Personal, local, relevant
- 3 **Build understanding** EU cooperation is already around us
- 4 **Celebrate diversity** Different regions, shared goals

What kind of events can you organise?



Sports



Nature



Arts & Culture



Competitions



Community activities



Family events

3

Visual Identity



Stronger together



CMYK: 100/85/10/0
RGB: 0/51/153
HTML: #003399



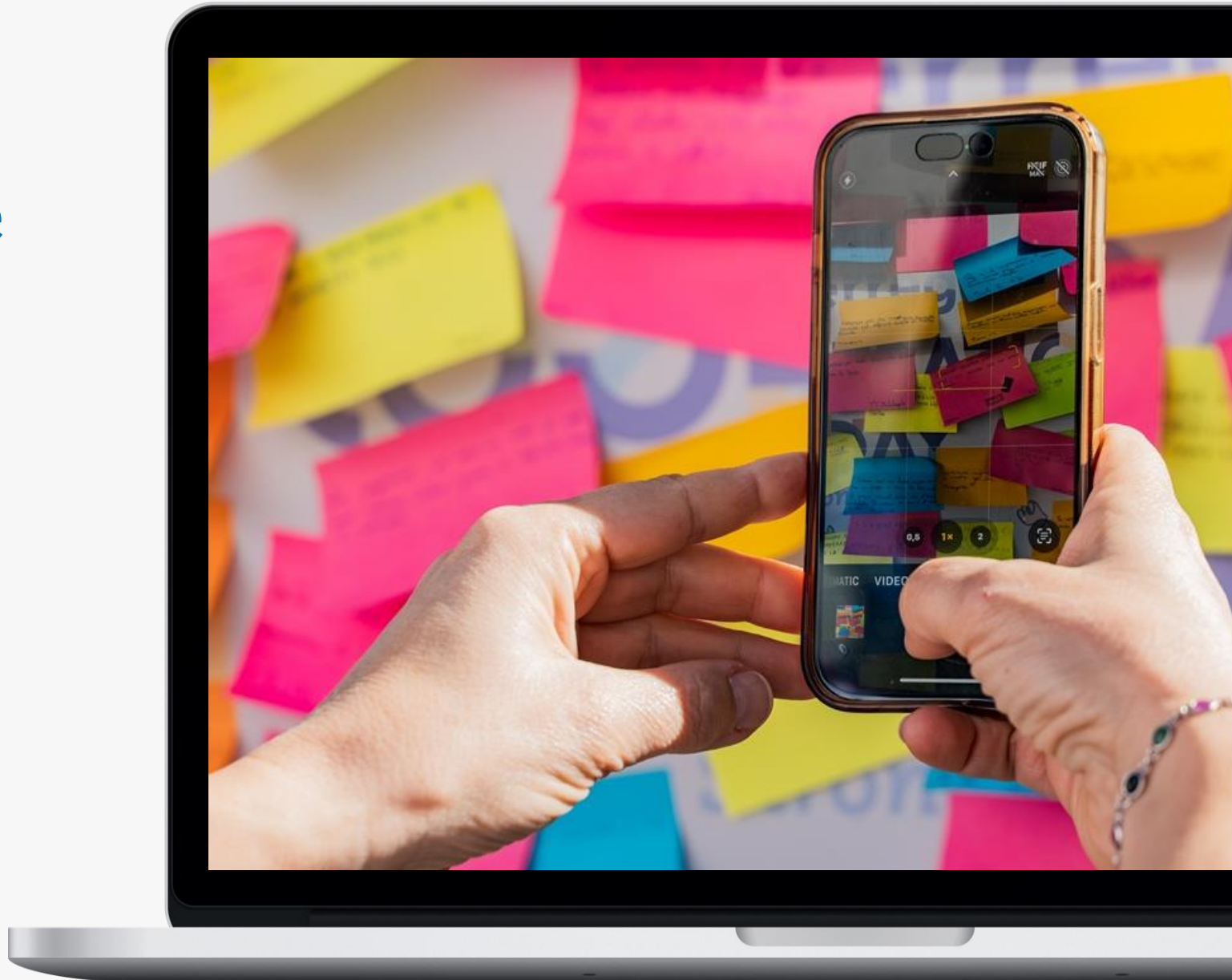
CMYK: 0/20/75/0
RGB: 248/210/94
HTML: #f8d25e



CMYK: 60/0/10/0
RGB: 133/207/235
HTML: #85cfeb

CMYK: 0/80/100/0
RGB: 208/73/23
HTML: #d04917

Materials for website and social media



4

Promo video

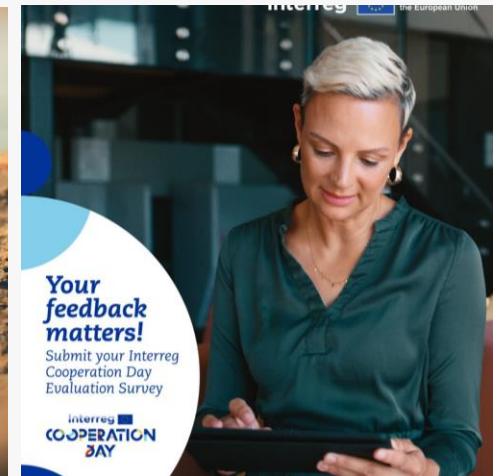
- Customisable
- Send us:
 - Name of the event
 - Date
 - Venue
 - Logos
 - Subtitles in your language



5

Joint Social Media campaign

We boost your posts!



6

Visibility on interreg.eu

- Get your event on the map
- Dedicated article
- European audience



Campaign timeline

May

- Launch of the 2026 Guide and Factsheet
- Customisable promo video available
- Campaign visuals released
- First kick-off webinar
- Start reaching out to your projects

June

- Second webinar on participant experience
- Order your personalised video
- Set up your social media presence

Campaign timeline

July

- Connect with local media
- Grow your social media presence
- Launch of the Interreg Cooperation Day site at interreg.eu

August

- Run paid promotion on your social media channels
- Request any remaining campaign materials
- Your event(s) go live on [Interreg.eu](https://interreg.eu)
- First local events begin

Campaign timeline

September

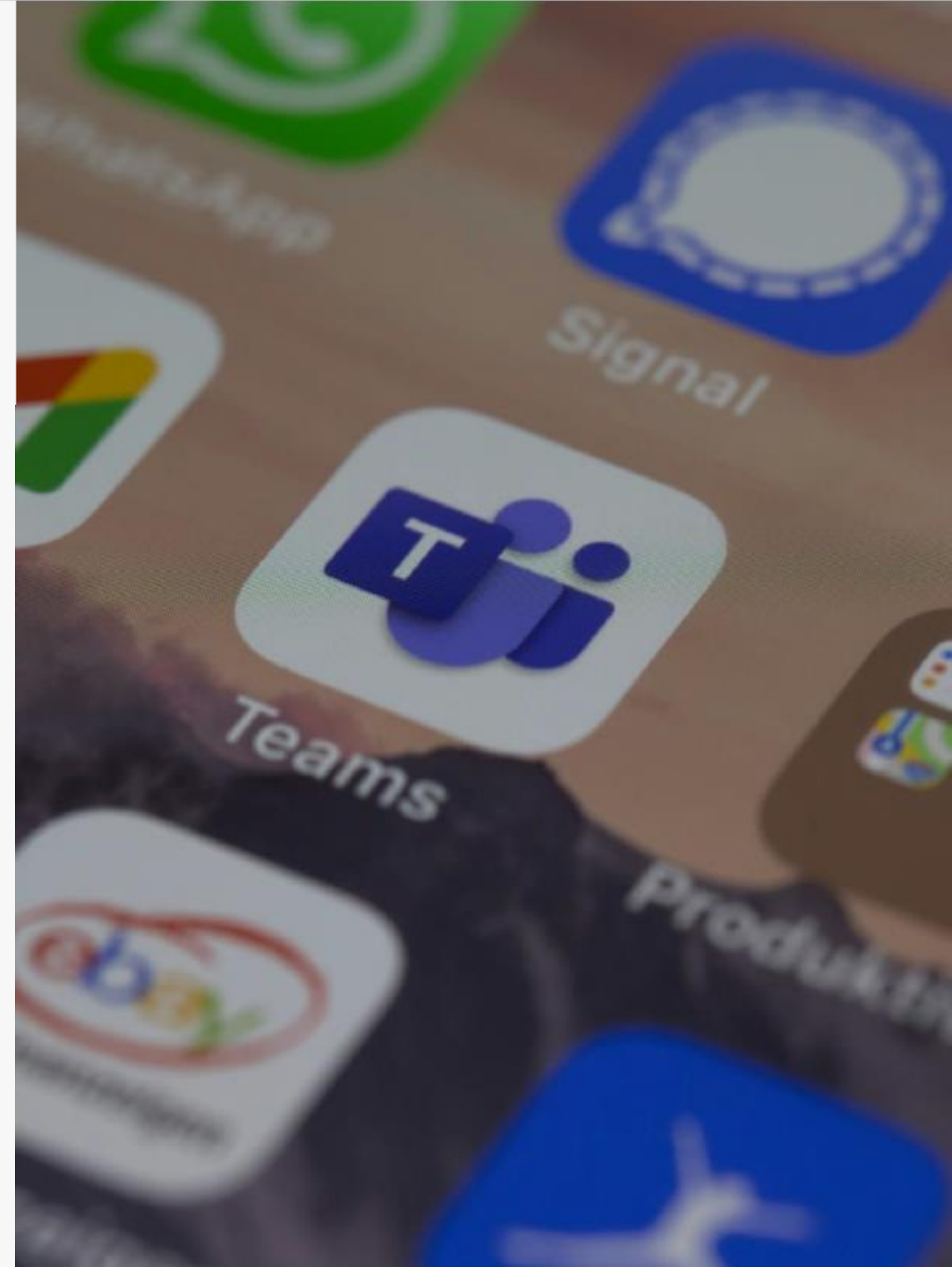
- Celebrate, local events take centre stage!
- Run paid promotion on your social media channels
- Your event(s) go live on [Interreg.eu](https://interreg.eu)

October

- Additional events
- Evaluation and feedback

Staying connected

Microsoft Teams Our central Hub



SharePoint

Efficient materials management



New ▼ ↑ Upload ▼ 📄 Edit in grid view 📄 Export to Excel ⋮ ☰ All Documents			
📄 Name ▼	Modified ▼	Modified By	
📁 15th Anniversary Interreg Cooperation Day - logo	Yesterday at 9:14 AM	Rosa Escamill	
📁 2025 - Thematic Banners Interreg Day	Yesterday at 8:45 AM	Rosa Escamill	
📁 2026 - Thematic banners Interreg Day	Yesterday at 8:55 AM	Rosa Escamill	
📁 35 Years of Interreg - logo in PNG and Vector formats	March 31, 2025	Nebojsa Niko	
📁 AI exchange channel	April 2, 2025	Nebojsa Niko	
📁 Announcements and updates	March 21, 2025	SharePoint Ap	
📁 Ask the group	April 29, 2025	Nebojsa Niko	
📁 EUROPE_DAY	April 21	Rosa Escamill	

How to download the materials in SharePoint

Register at
Interact Portal

[Sign in • Interact Portal](#)

Communication
and visibility
network

[Communication and visibility network -
Communication and visibility network](#)

Documents
section

[Communication and visibility network - Documents
- All Documents](#)



Official Logo Interreg Cooperation Day



15th Anniversary Interreg Cooperation Day - logo



2026 - Thematic banners Interreg Day



ICONS Interreg Cooperation Day



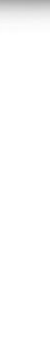
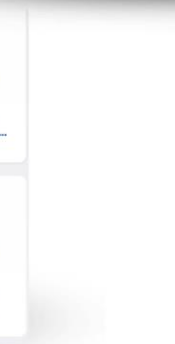
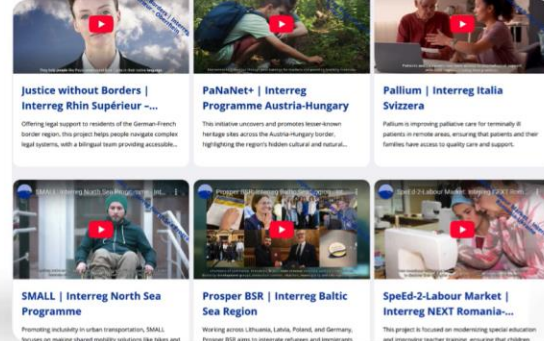
Promo Video Interreg Day 2026.mp4

Join us for the next session

Making your event
memorable

10:00 - 11:00h, 12th of June

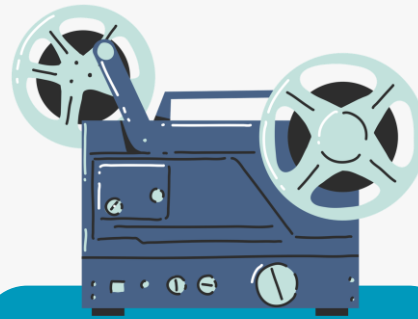




INTERREG SLAM 2026-2027



Storytelling

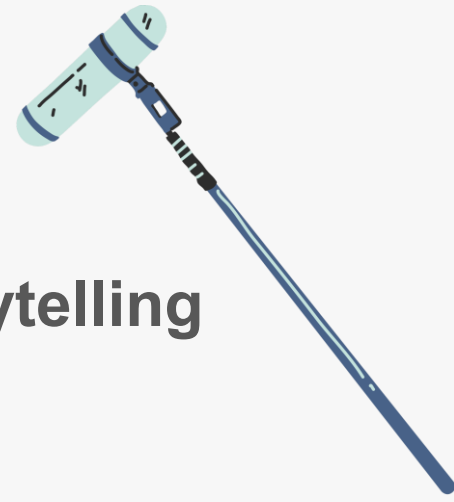
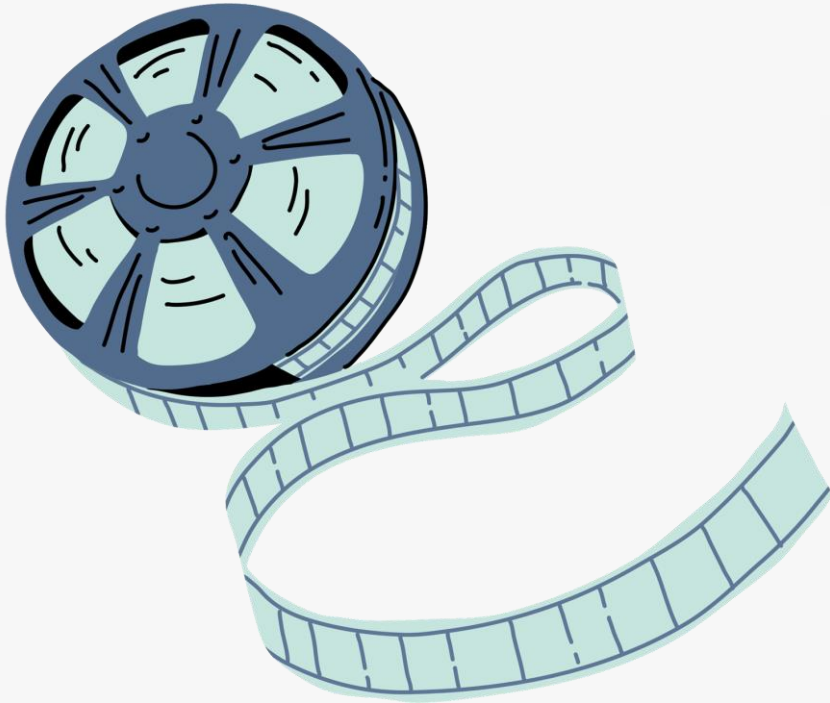


**Video
production**



**Slam
Finale**

Why to participate?



To learn about Storytelling



To receive a professional promo video



To win a trip



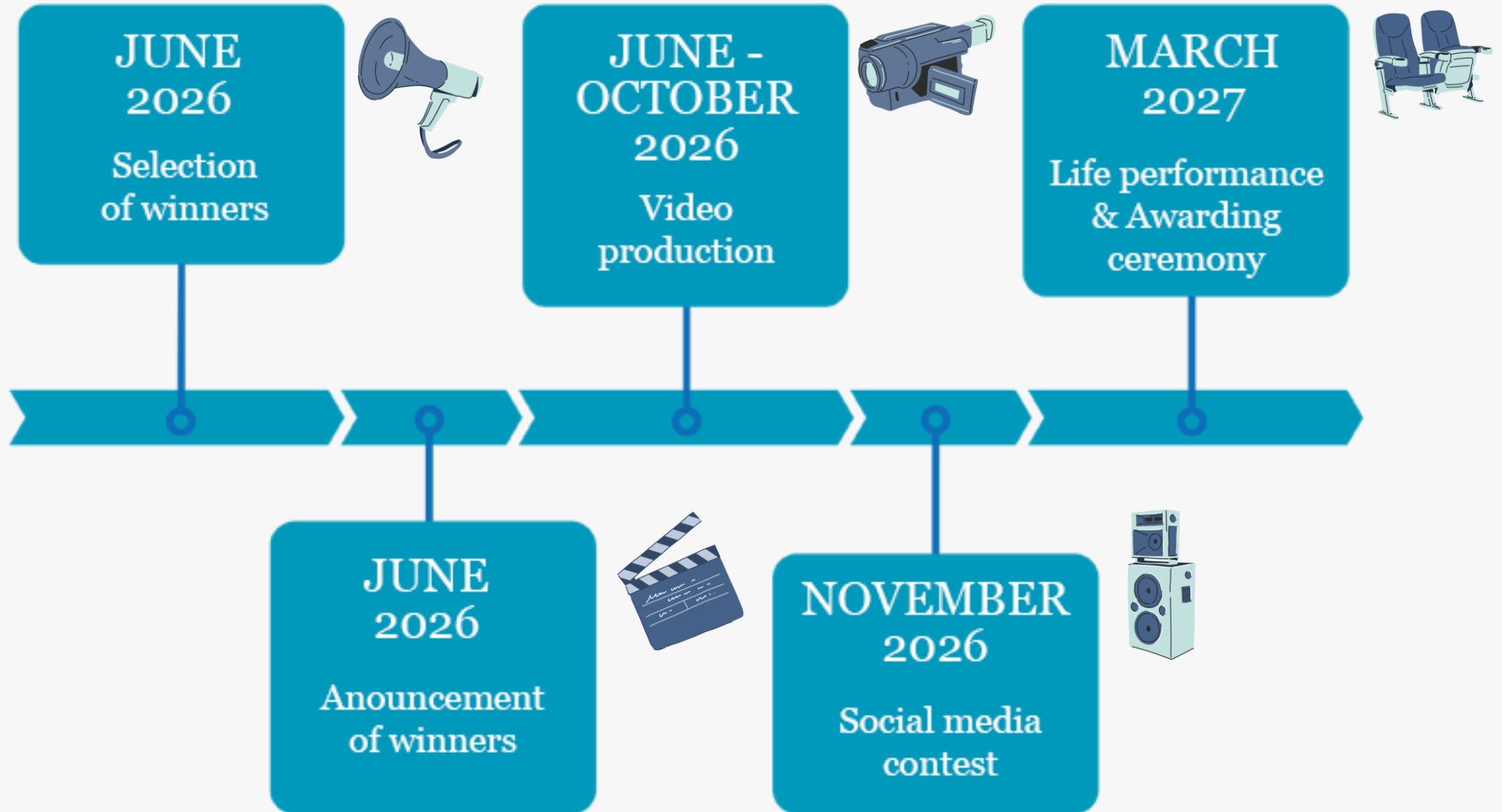
To gain publicity

Thematic focus opened to all

Communication topic

In 2026 the Slam is opened to **all Interreg programmes and all types of projects!**

What happens after storytelling?



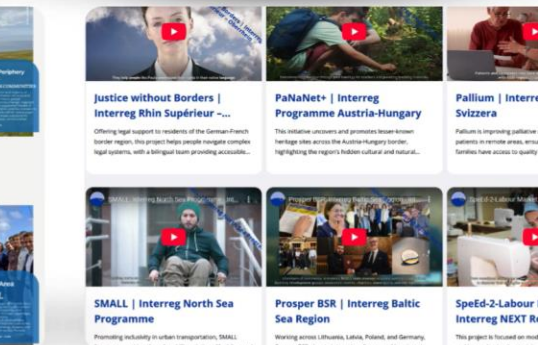
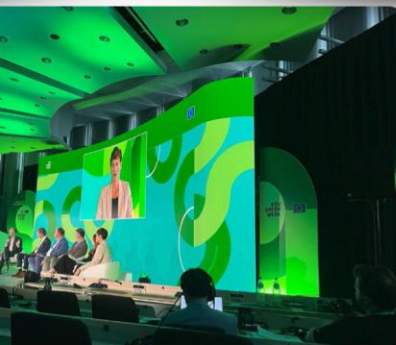
★ Interreg Slam! ★



Europe Day

Joint Social Media campaign - digital cards





STORY

[Caitriona Mullan: 'Interreg should support deeper cooperation...](#)

2026 Comms Timeline

June – December 2026

CAMPAIGNS, EVENTS TRAININGS & PUBLICATIONS

Interact



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Interreg

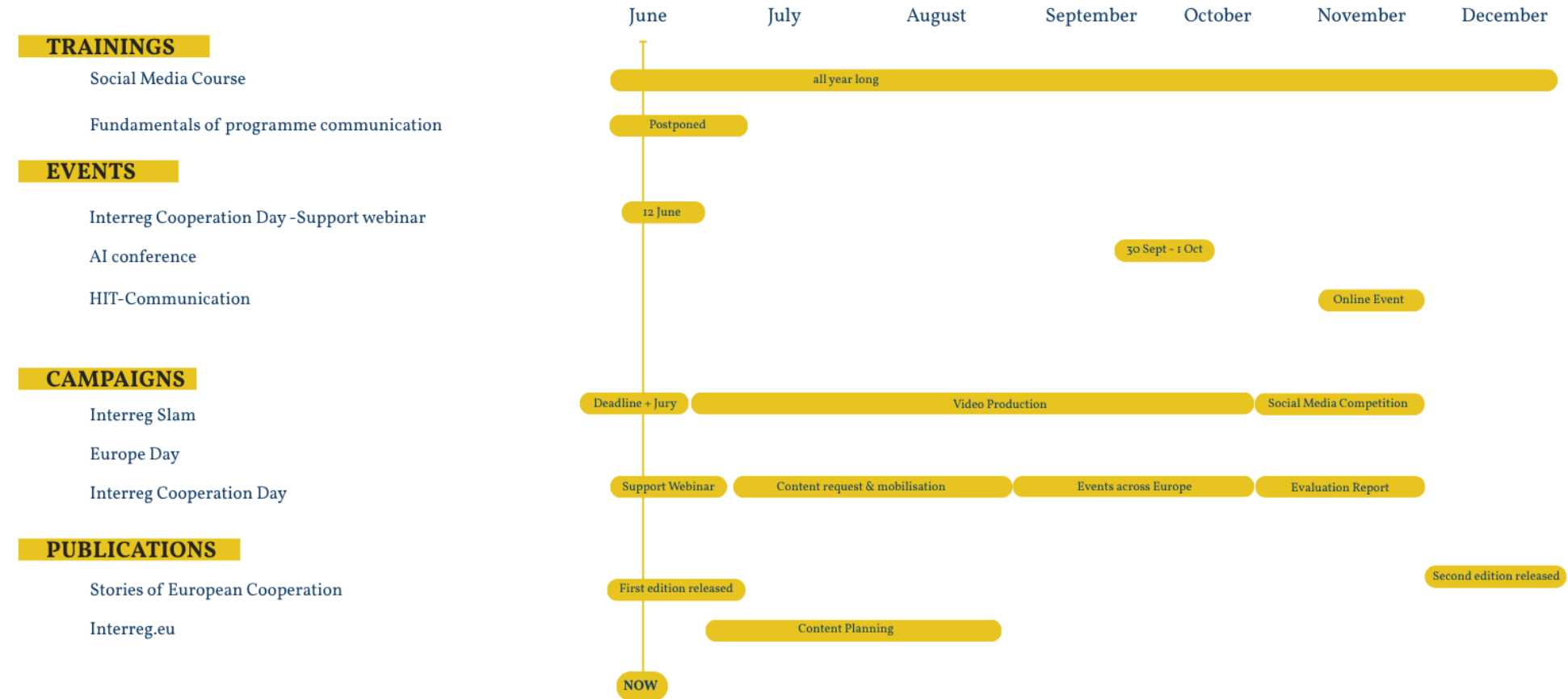




Photo by Markus Winkler, [Pexels](#), CC

News and insights

From the world of AI



AI news

- AI trending in accessories
- The threat of Claude Mythos
- OpenClaw revolution for “Agents”
- AI helping make cancer vaccine
- EU ban on AI content in official comm.

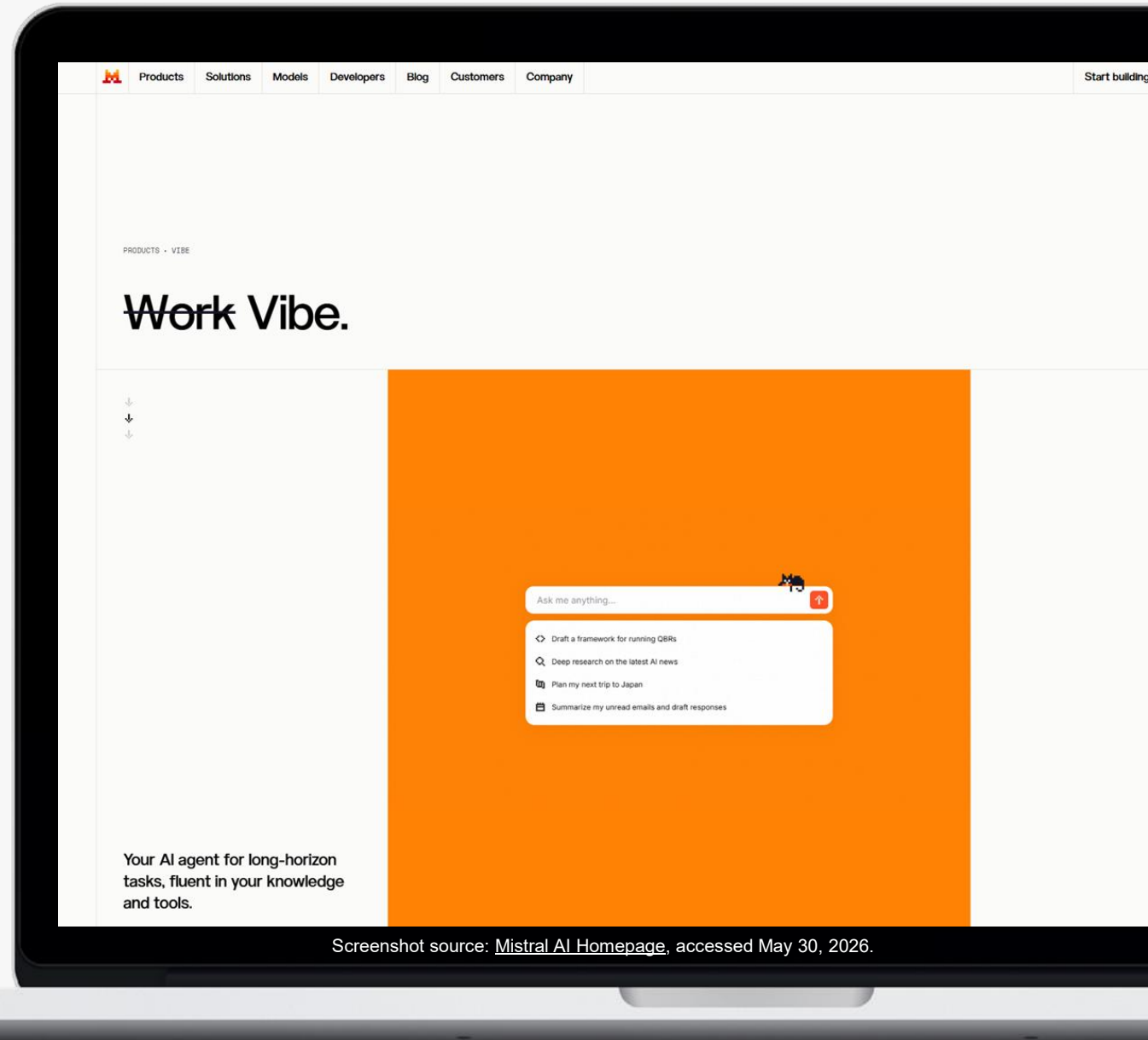
Sources: [TechCrunch](#), [Reuters](#), [Forbes](#), [BBC](#), [Fortune](#), [Politico](#)



AI generated by Google DeepMind, Pexels, CC

European AI Vibe, Mistral

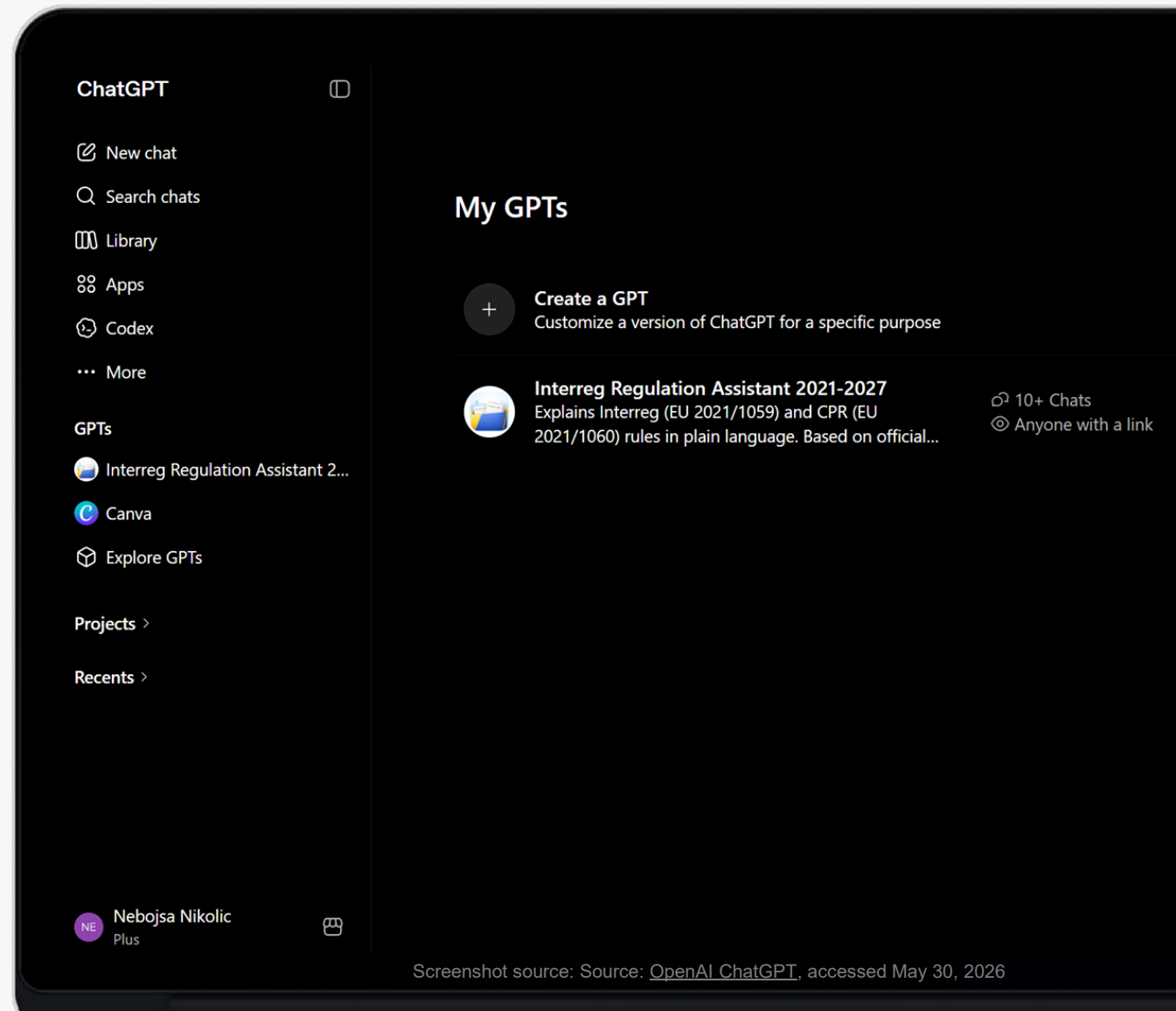
- New name, more power
- **GDPR** and **AI act** compliant
- Better privacy, **no tracking**
- Useful “Canvas” feature
- Doc. upload in paid version



Screenshot source: [Mistral AI Homepage](#), accessed May 30, 2026.

Insight Make a GPT

- No coding, very easy
- Call or Regulations helper
- Paid feature, but cheap



How to write in an effective way

Eva Martinez, Laura Belenguer | Interact| 02.06.2026

Interact



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Interreg



How to create a good story in our digital world?

Let's get familiar with the digital trends in 2026



S E C T O P I A Q M R T Y P

L K D N V X C A B J E U W S

I M P A C T H Q Z N F G R L

P Y T M K A R E S D O B C H

I N N O V A T I O N U X P Q

G H W E T R L C V Y A M N D

C L A R I T Y K S J P E F R

U O B N X D W Q L T H A C M

Z T R A N S P A R E N C Y V

F J K L M N O P Q R S T U W

S E C T O P I A Q M R T Y P

L K D N V X C A B J E U W S

I M P A C T H Q Z N F G R L

P Y T M K A R E S D O B C H

I N N O V A T I O N U X P Q

G H W E T R L C V Y A M N D

C L A R I T Y K S J P E F R

U O B N X D W Q L T H A C M

Z T R A N S P A R E N C Y V

F J K L M N O P Q R S T U W

Sectopia

Communities to share

People are tired of doing everything alone. They want places and routines that help them feel part of something.
People seek belonging, shared spaces, common rituals.

Sectopia

Communities to share

APPLIED TO INTERREG. People need to feel part of the 'European cooperation' and share its values.

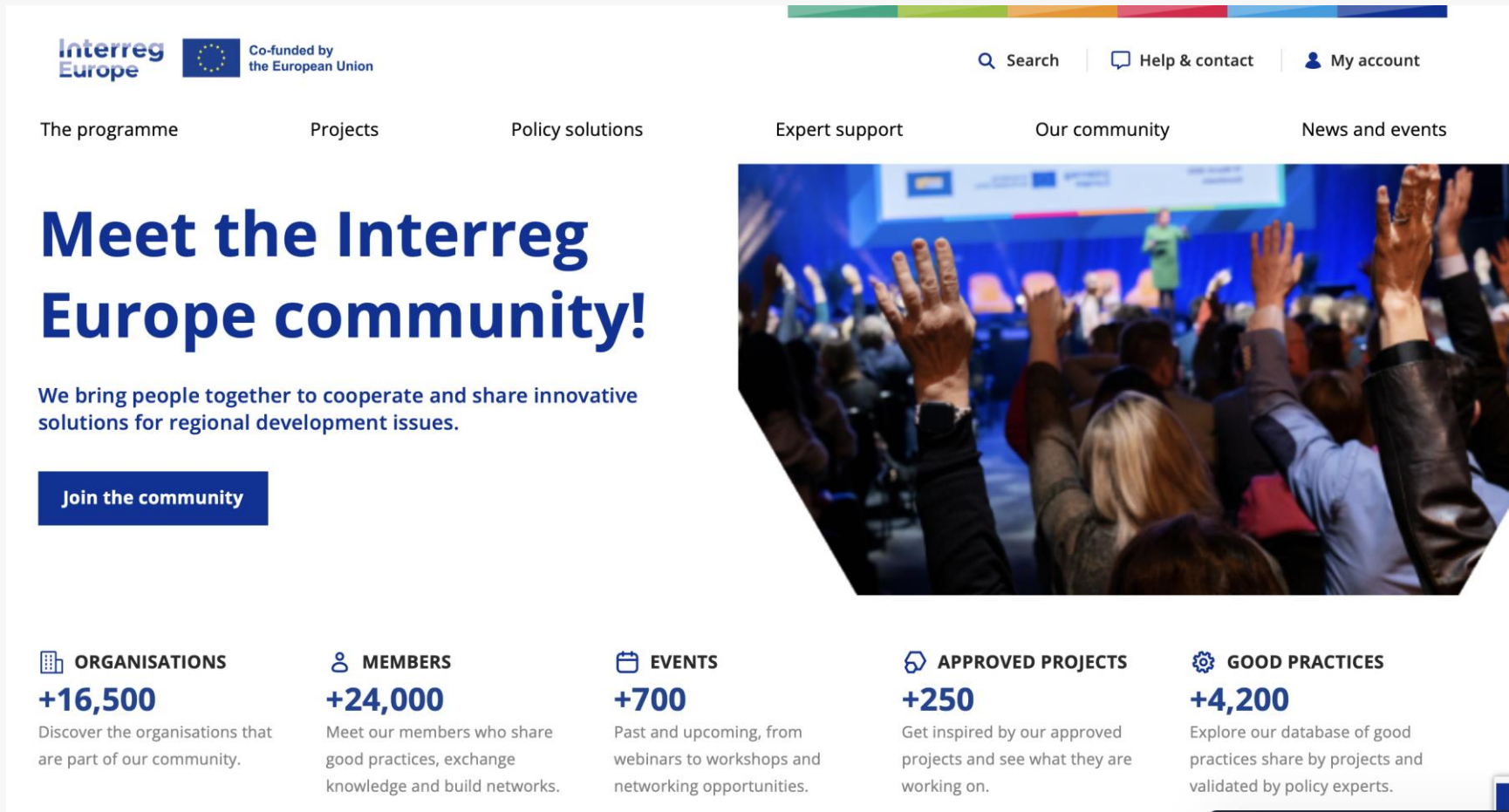
- a. Projects should not feel like isolated initiatives
- b. Communication should create a sense of 'we are working together',
'this is our territory / challenge / solution'

Interreg communication should not just inform: it should make people feel part of cooperation

- Create **digital communities**, not just channels (LinkedIn groups for stakeholders)
- **Thematic communities** (climate, mobility, innovation)
- Turn projects into **ongoing narratives**: 'Follow the journey' formats
- Create **rituals**: 'project story of the month', recurring webinars or live updates

EXAMPLE

The Interreg Europe community: exchange with other people, advice, personalised content



The screenshot displays the Interreg Europe website homepage. At the top, the Interreg Europe logo is accompanied by the text 'Co-funded by the European Union' and the European Union flag. Navigation links include 'Search', 'Help & contact', and 'My account'. A horizontal menu lists 'The programme', 'Projects', 'Policy solutions', 'Expert support', 'Our community', and 'News and events'. The main heading reads 'Meet the Interreg Europe community!', followed by the tagline 'We bring people together to cooperate and share innovative solutions for regional development issues.' and a 'Join the community' button. A large image shows an audience with hands raised at a conference. The bottom section features five statistics: Organisations (+16,500), Members (+24,000), Events (+700), Approved Projects (+250), and Good Practices (+4,200), each with a brief description of the community's offerings.

Interreg Europe Co-funded by the European Union


Search | Help & contact | My account

The programme | Projects | Policy solutions | Expert support | Our community | News and events

Meet the Interreg Europe community!

We bring people together to cooperate and share innovative solutions for regional development issues.

[Join the community](#)



ORGANISATIONS
+16,500
Discover the organisations that are part of our community.

MEMBERS
+24,000
Meet our members who share good practices, exchange knowledge and build networks.

EVENTS
+700
Past and upcoming, from webinars to workshops and networking opportunities.

APPROVED PROJECTS
+250
Get inspired by our approved projects and see what they are working on.

GOOD PRACTICES
+4,200
Explore our database of good practices share by projects and validated by policy experts.

Opposites **no** longer **attract**

We are living in an era of extreme social and ideological polarisation. As a result, we communicate to very fragmented audiences that don't want the same message. We have to create a genuine corporate identity.

Opposites no longer attract

APPLIED TO INTERREG. We operate in multi-country, multi-political, sensitive environments. **Focus on values and impact.**

- a. Don't communicate like a neutral brochure but don't become an activist
- b. Be clear on values: cooperation, solidarity. Avoid political narratives

Interreg communication is not neutral but it must be constructive, not divisive

- Create **digital storytelling content**: fact-based storytelling + human stories
- Focus on shared **challenges, solutions** and the **impact** of these solutions
- Avoid EU jargon and political/institutional charged framing
- Don't use a neutral tone when writing: innovate! (example: Interreg project helps seniors stay active → Older, wiser and still teaching: seniors rebuild community life in XYZ region)

EXAMPLE

Short videos on Interreg.eu

The screenshot displays the Interreg.eu website. The top navigation bar includes the Interreg logo, the European Union flag with the text 'Co-funded by the European Union', and links for 'News & Stories', 'Interreg by Youth', 'Programmes', 'Calls for Projects', 'Podcast', 'Contact', and 'About'. A search bar is located on the right. The main content area features a large heading 'Watch Interreg in action' and a descriptive paragraph: 'From farmers tackling climate change, to children recovering from war trauma and commuters crossing borders, our videos showcase the real-world impact of Interreg on communities across Europe.' Below this, three video thumbnails are shown, each with a red play button and a 'Ver en YouTube' link. The first video is titled 'TRANSBORDER - Breaking barriers, tra...' and features a woman with blonde hair. The second is 'Carbon Farming - Farming the future.' and features a man in a field. The third is 'KidsLikeUs - Supporting children's we...' and features a young boy. Each video thumbnail also includes the Interreg logo and a small text overlay at the bottom.

Interreg Co-funded by the European Union

News & Stories Interreg by Youth Programmes Calls for Projects Podcast Contact About

Search

Watch Interreg in action

From farmers tackling climate change, to children recovering from war trauma and commuters crossing borders, our videos showcase the real-world impact of Interreg on communities across Europe.

TRANSBORDER - Breaking barriers, tra
Interreg_EU

Ver en YouTube

Carbon Farming - Farming the future.
Interreg_EU

Cambio climático • El ...

Ver en YouTube

KidsLikeUs - Supporting children's we
Interreg_EU

Ver en YouTube

Let's practice!

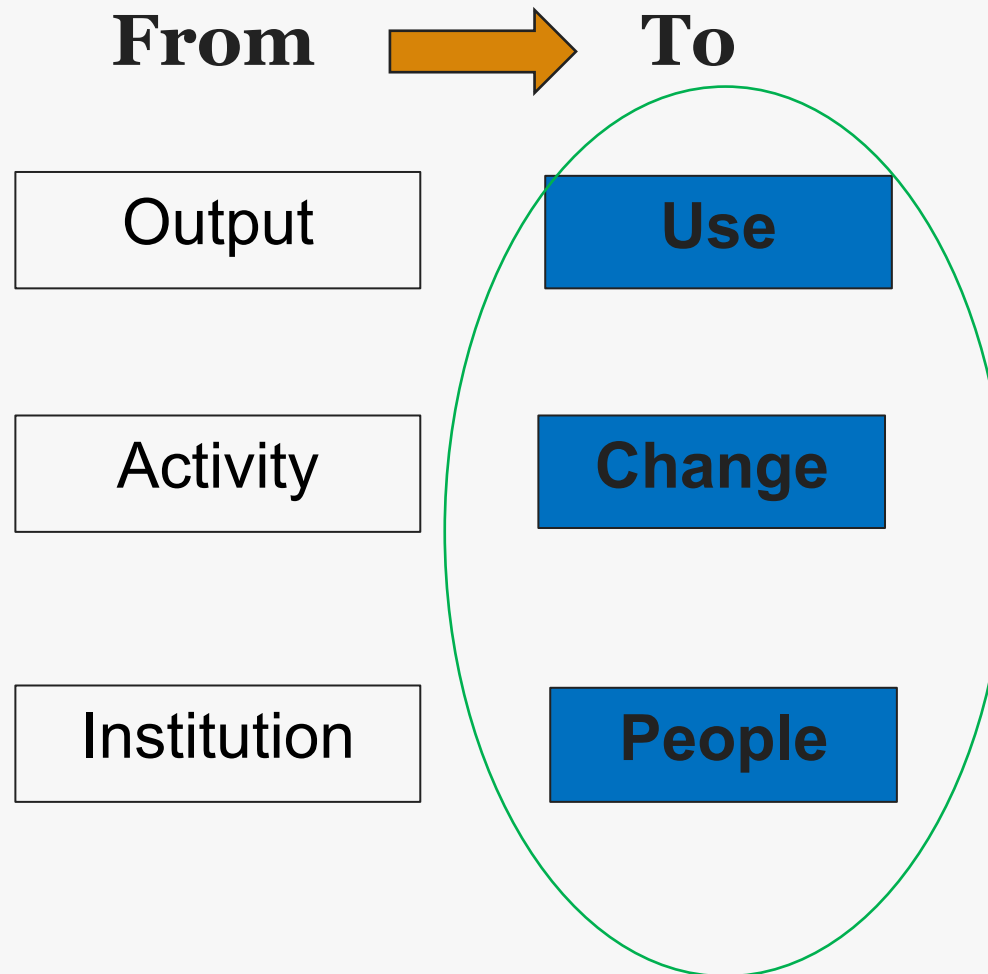
Focus on values and change/impact



Along with your colleague(s), **rephrase** the results of that project to show the **impact and values**. Avoid technical jargon.



Are you done? Move around the tables and find the colleagues with the **same paper colour**. See how they reformulated the statement. **Exchange**.



Development of a cross-border stakeholder cooperation platform that helps transport authorities work together for sustainable mobility governance.

Example 1

Development of a cross-border stakeholder cooperation platform that helps transport authorities work together for sustainable mobility governance

People commuting across border can now plan journeys more easily because transport authorities are working from the same map, timetable and priorities.

Alternative

Pilot implementation of digital tools supporting energy efficiency monitoring in schools and public buildings.

Example 2

Pilot implementation of digital tools supporting energy efficiency monitoring in schools and public buildings.

Schools and public buildings can now spot where energy is being wasted and reduce costs, freeing up more budget for services people actually use.

Alternative

Capacity-building activities delivered for local actors in climate adaptation planning.

Example 3

Capacity-building activities delivered for local actors in climate adaptation planning.

Municipal teams have learned practical tools to prepare for floods or heatwaves before emergencies happen.

Alternative

Establishment of a transnational knowledge exchange mechanism to replicate innovative ideas.

Example 4

Establishment of a transnational knowledge exchange mechanism to replicate innovative ideas.

All the different countries no longer have to reinvent solutions from scratch: successful ideas that worked elsewhere can now be adapted locally.

Alternative

Development of a harmonised monitoring methodology for water quality assessment.

Example 5

Development of a harmonised monitoring methodology for water quality assessment.

Cities and regions can now identify pollution problems faster because they all measure water quality in the same way.

Alternative

Production of policy recommendations for youth employment integration.

Example 6

Production of policy recommendations for youth employment integration.

Young people looking for work can benefit from support that better matches training opportunities with real jobs.

Alternative

Useful innovation beats flashy innovation

Innovate with **intention**,
not just faster.

Solve a real communication problem

Include a way to **evaluate** whether it creates value

Be **reusable** over time

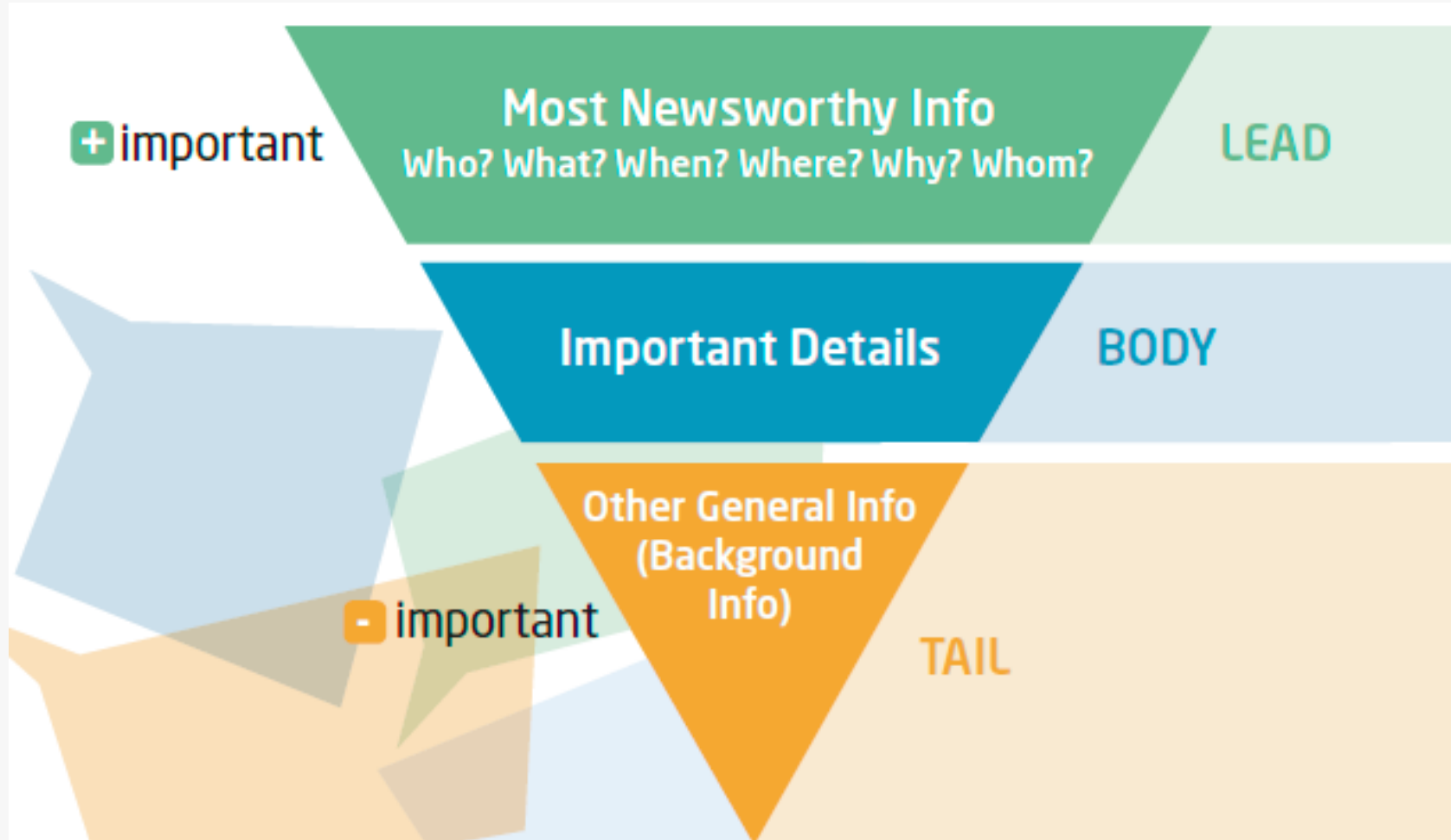
In the age of overload clarity wins

Reduce cognitive effort



Photo: Anna Tarazevitch on Pexels

Inverted pyramid



Assume people will scan

The **headline** may be all they read

It must **communicate value immediately**

A clear, concise, catchy headline

MAGIC FORMULA 'The Guardian'

- **Witty**: original, creative, different
- **Pithy**: short (70-80 characters), simple sentence (who & what)
- **Pretty**: attractive, engaging
- **Hitty**: focus on the readers' benefit
- Self-explanatory.
- Recommended structure: subject, verb and predicate (Who & what)

Plain language principles



Write for your audience. Use language they understand and feel comfortable with.



Use everyday words. Avoid jargon and unnecessary acronyms and explain technical terms where needed.



Prioritise active voice (i.e. subject does something):
Close to spoken language & less words needed.

Plain language principles



Keep it short. One idea per sentence – 20 words maximum.



Remove unnecessary words. Keep only what adds value.

Let's practice!

Discuss in pairs (1 min)

What makes this hard to read?

The project supports SMEs in the adoption of energy-efficiency measures aimed at contributing to cost optimisation and resource consumption reduction.

Let's practice!

What makes this hard to read?

The project supports SMEs in the adoption of energy-efficiency measures aimed at contributing to cost optimisation and resource consumption reduction.

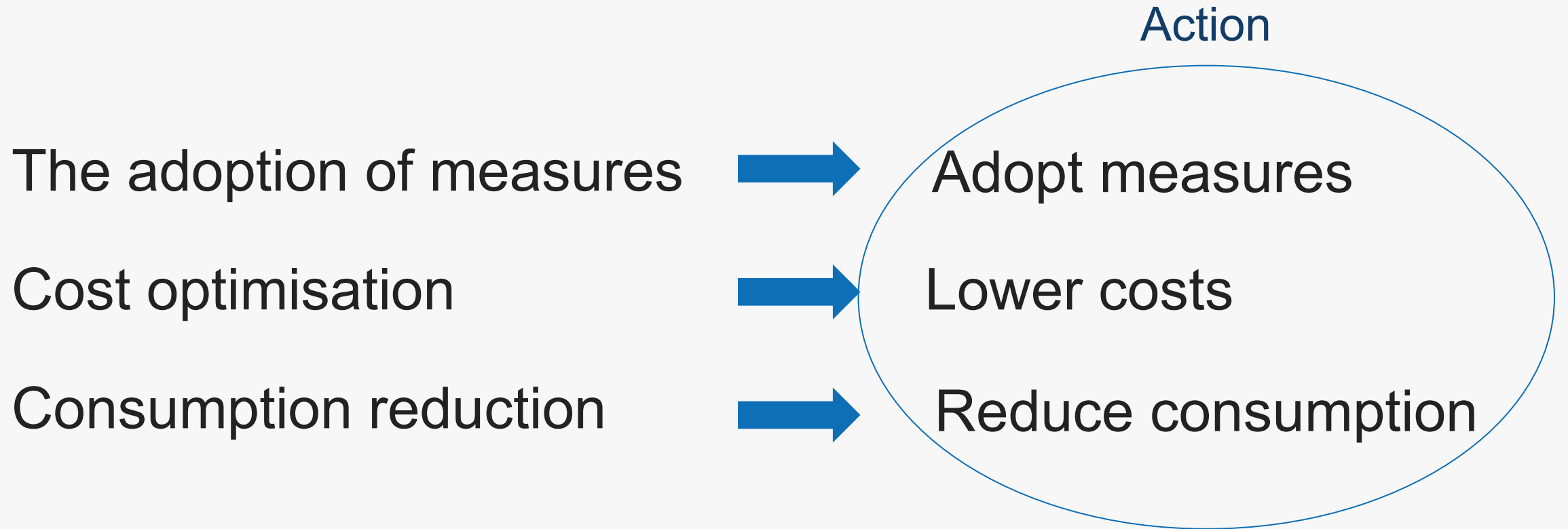
= Zombie nouns

Zombie nouns suck the life from active verbs and lumber across the page without a conscious human subject driving the motion.

Helen Sword, Writing Academic

Let's practice!

Turn zombie nouns into active, living verbs



Your challenge

**Rewrite the sentence in
no more than 12 words**

The project supports SMEs in the adoption of energy-efficiency measures aimed at contributing to cost optimisation and resource consumption reduction.

**Scan to
submit**



90 secs

Before:

The project supports SMEs in the adoption of energy-efficiency measures aimed at contributing to cost optimisation and resource consumption reduction.

After:

The project helps small businesses reduce energy consumption and lower costs.

6

The price of a cookie

Trust & transparency with data



Cookie

A small piece of data that a website stores in your browser and sends back to the website on future visits.

Privacy and data have been under scrutiny for years. Now people (youngsters) are willing to share their personal information but only if they clearly understand what they get in return and feel safe doing so.

The price of a cookie

Trust & transparency with data

APPLIED TO INTERREG. People exchange data for value. Trust is even more critical in public institutions.

- a. In Interreg we don't traffic with data. We manage trust and represent EU institutions.

Data is a responsibility, not a currency

- Be transparent about:
 - What data you collect
 - Why it matters
- Offer clear value:
 - Useful content
 - Opportunities, examples, potential partners
 - Insights
- Careful with pictures! You need to name the source. Acknowledge that the image was created with AI



Check image permissions

Free resources:

<https://pixabay.com>

<https://unsplash.com>

Type **'Creative commons'** images on Google

Openverse: <https://search.creativecommons.org/>

Tips to work with images

- Position images to **break up text**
- Ensure the image is **accurate, appropriate** and appealing
- Ensure **the link** between the image and the text **is clear**
- Include a **high-quality** picture
- Use **people and faces**
- Use **text on images** for instant impact
- Use **charts, infographics** to summarize the key points (social media)

Let's practice!

These images are (not) following the rule...

Position images
to break up text

island of Kökar with only 230 inhabitants. Åland Islands lie between Finland and Sweden and consist of nearly 7000 islands of which only about 60 are inhabited. It is a spectacular place to see how cooperation can reach out to very small and remote places and yet make a positive change to the lives of the local people.

By Ester Laurell, Interreg Central Baltic Programme

Central Baltic programme

19 April 2021

The landscape here was formed by ice age 10 000 years ago (that's why we don't have any alps. They were all grinded away by up to 3-kilometre thick and heavy ice). It is a fascinating and challenging environment: the open horizon, thousands of small low islands, the vast, unspoilt nature, exposed to sea, wind, sun, and storms. People have survived here by fishing, sailing, farming, constructing, transporting, – and nowadays also by tourism, municipality services and distance work. But often you must be a "Jack of all trades".



 need translation with this page?



Ensure the image is
accurate, appropriate
and appealing

Oct 31, 2022

8 Ways To Promote Corporate Social Responsibility On Social Media

Articles • Digital Strategy •
Digital Management and Leadership

Written by Clodagh O'Brien



Main image from DMI blog post on Social Media CSR

Ensure the link between **image** & **text** is clear

Leading Environment and Climate Organisations Score European Parliament's 2019 - 2024 Performance

Brussels, 15/04/24 – New in-depth data research from five leading climate and environment organisations reveals that only a minority of MEPs during the 2019 - 2024 mandate acted to protect Europe's climate, nature and air quality. The majority of MEPs acted instead as either procrastinators or prehistoric thinkers, delaying real action with patchy and inconsistent voting records, or worse, completely failing to rise to the challenge of the crises Europe is facing.

The potential benefits to citizens of a socially just transition to a climate-neutral, nature positive and zero pollution Europe are enormous and over the past five years, the European Parliament has had the power and the opportunity to act boldly to lead the European Union down this path. This June, citizens will be able to hold their representatives accountable for their recent parliamentary performance and demand higher ambition from the European Parliament in the years to come.

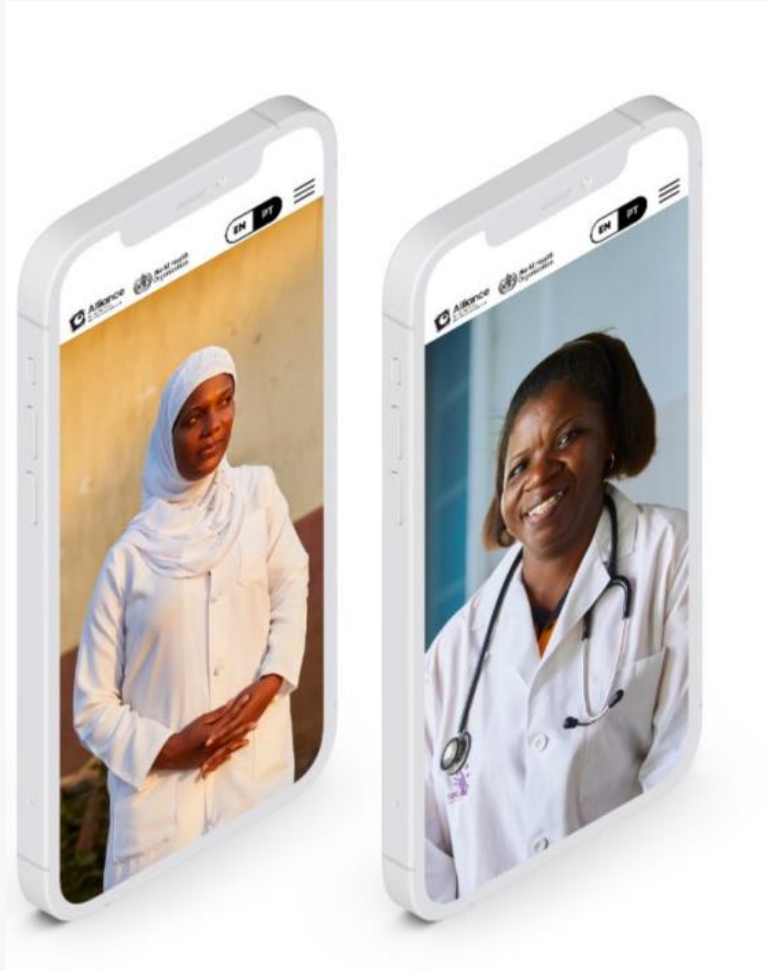
To support this, **BirdLife Europe**, **Climate Action Network Europe**, **European Environmental Bureau**, **Transport & Environment** and **WWF European Policy Office** have analysed European Parliament voting records of the last five years to provide citizens with an interactive overview that scores all the national political parties and European Parliamentary Groups based on their voting performance.



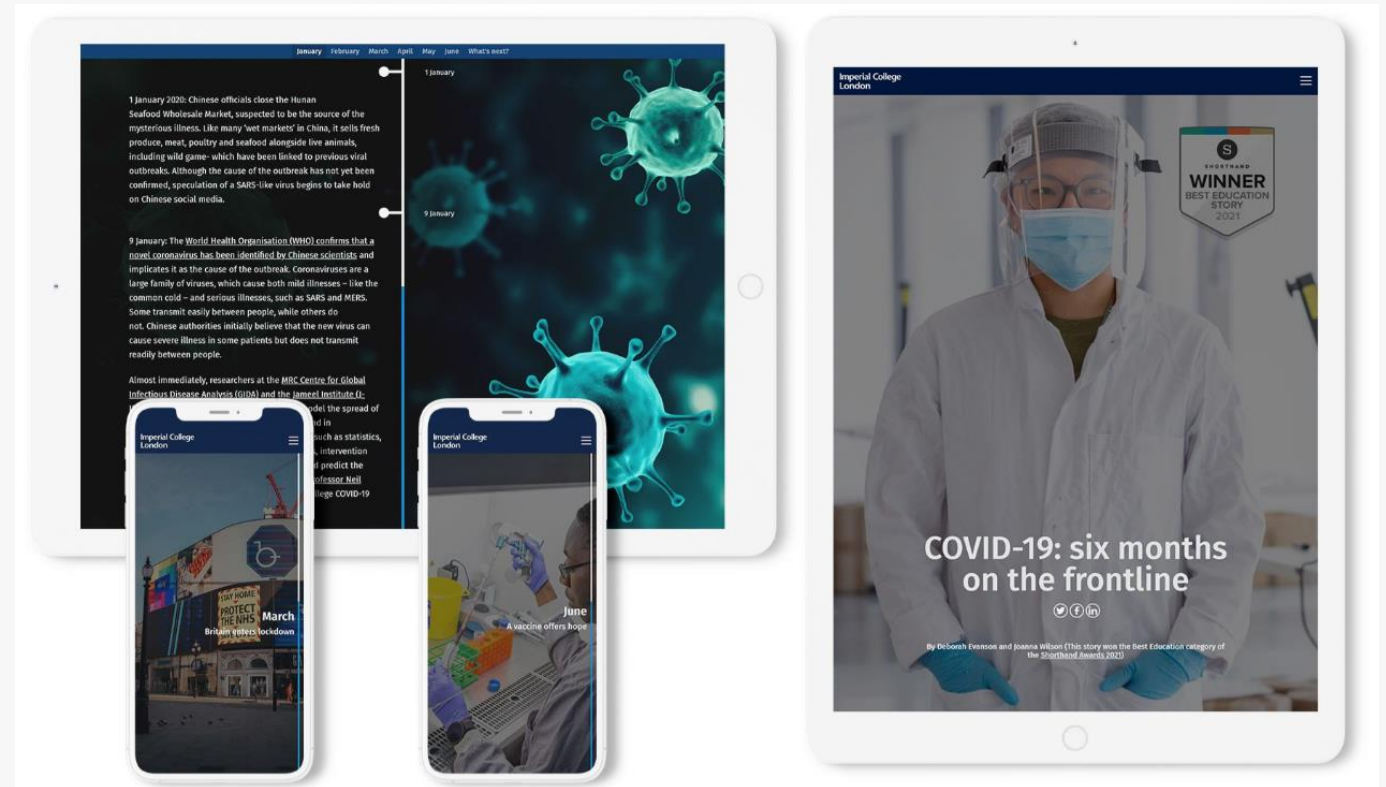
Include always high-quality pictures

PRESENTATION

Pillars of strength: How embedded research supports resilient health systems”



Article on the COVID



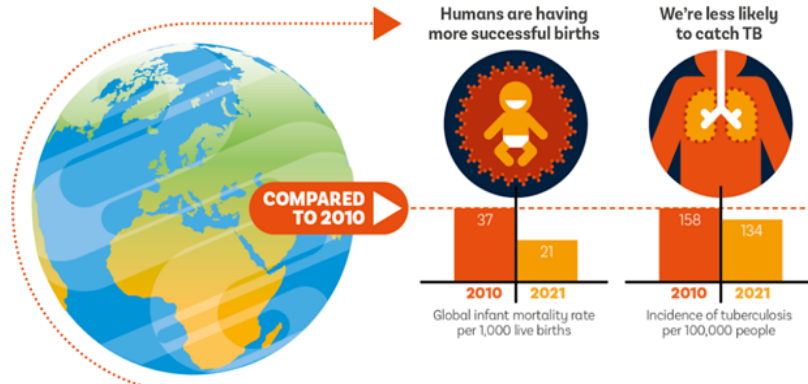
Use people and faces

Pushing change, driving transitions

We help innovators get their game-changing ideas
off the ground.

[FIND OUT MORE](#)

Use **text on images** for instant **impact**

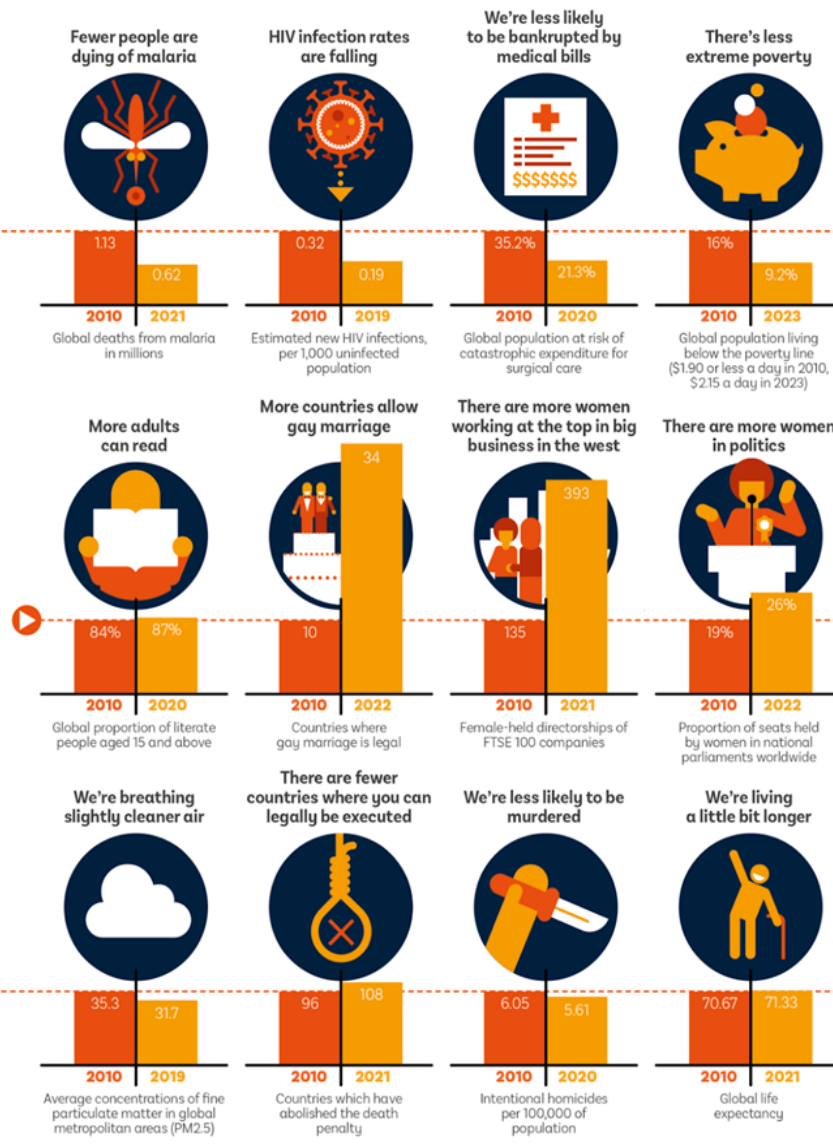
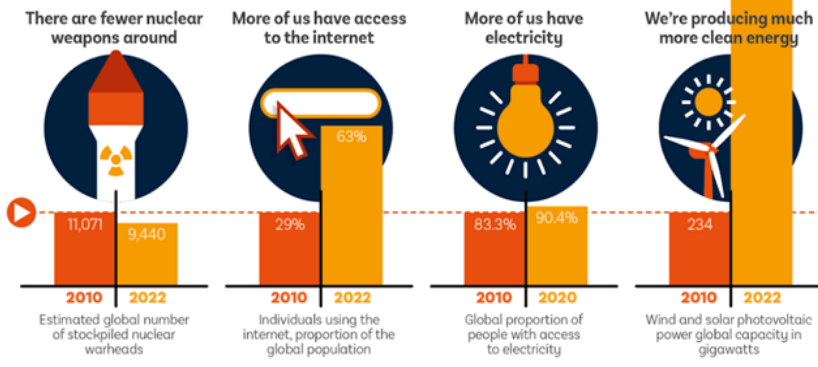


Reasons to be cheerful

Blue Monday, deemed the most depressing day of the year by marketers, has been widely dismissed as pseudoscience. But in a time of soaring inflation, conflict and division it can feel as though causes for optimism about the world are limited. In an attempt to redress the balance, here are some things that have got objectively better in recent years

Research: Marcus Webb | Illustration: Christian Tate

How it works: We've looked at key indicators in 2010 and compared them with the latest available data
Sources: Amnesty, Cranfield School of Management Female FTSE Index, Pew Research Center, Sipri, UN, World Bank, WHO



Use charts, graphs & infographics to summarize key points

This infographic is taken from issue 50 of *Delayed Gratification* magazine.

Thank you! 😊

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laura.belenguer@interact.eu

Happy to help you anytime

ICON 2026

Creation of short videos in an easy way

Nebojsa Nikolic | Interact | 03.06.2026

Interact



**Co-funded by
the European Union**
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Photo by Amar Preclado, [Pexels](#), CC

What's the problem?

We overthink and lack the know-how





A **good plan **violently** executed **now**
is better than a **perfect plan**
executed **next week**.**

General George Patton

Image source: [Wikimedia Commons](#), based on a photograph from the National Portrait Gallery, Smithsonian Institution (CC0 Public Domain).



A good video enthusiastically posted now is better than a perfect video posted next week.

Some guy

Image source: "Some guy" personal collection :P

But remember

A long interview with a VIP
from your institution is usually
NOT a good video.

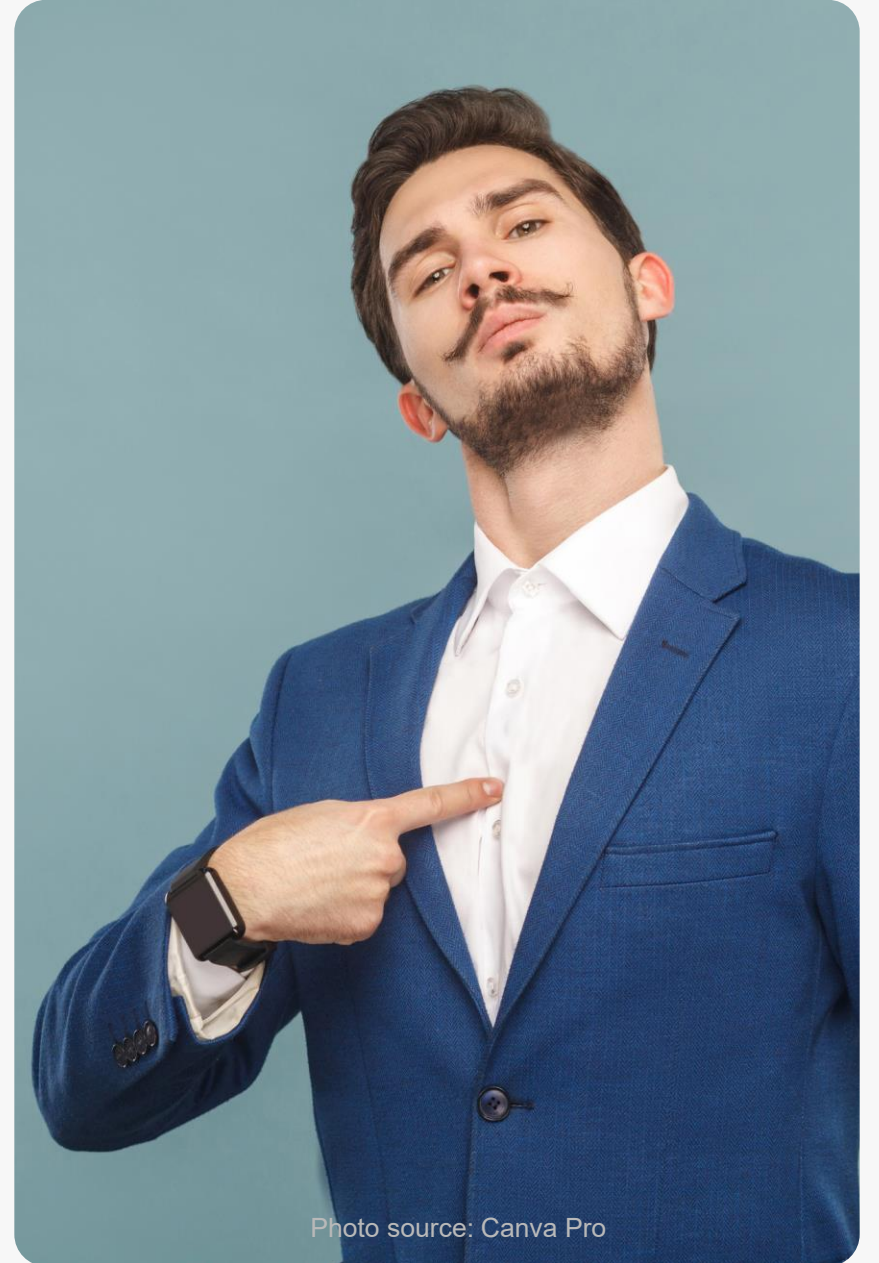


Photo source: Canva Pro

To succeed, your video should be

Helpful

Offers a real solution to a relatable problem

Entertaining

Unexpected, fresh, or visually engaging content

Emotional

Make it personal and relatable, with real stories

Helpful



Source: [European Commission YouTube channel](#). Used for educational illustration purposes.

Entertaining



Source: [Talk to EU YouTube channel](#). Used for educational illustration purposes.

Emotional



Source: [European Parliament YouTube channel](#). Used for educational illustration purposes.

Your videos should also be

Short

Measured in
seconds, not
minutes

Dynamic

Change in
scenes, angle,
pace, etc.

Decent quality

Resolution,
colours, stable,
great sound



Videos featured here are created by [@thechrisgoor](https://www.youtube.com/@thechrisgoor) and hosted on YouTube. Check out his channel here:
<https://www.youtube.com/@thechrisgoor/featured> Used for educational illustration purposes.

Essential gear

Camera options

- Your phone
- Osmo Pocket 4
- GoPro Hero13

Microphone options

- Hollyland Lark M2
- RØDE Wireless Go II

Ring light

- 10-12 inch



Photo by Robert Nagy, [Pexels](#), CC

Test and adapt

- Act today, not in a week.
- Many videos will flop; some will be amazing.
- Keep going.



Image source: [Wikimedia Commons](#). AI-edited and adapted for educational illustration purposes.

And then what?

Video editing made easy
Rosa Escamilla



Image by Nejc Soklič from Pixabay, CC

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Please take a few minutes to provide us with feedback to help us improve our services. Link [here](#).



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Furthermore, understanding and knowledge evolves throughout the programming period. If you spot a something out of date or inconsistent, please contact us at communication@interact.eu

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From Turku to the next ICON

Complete this
sentence...

The most useful communication lesson I learned during these two days was...

Reflect on...

what ideas are you planning to implement by the next ICON?

See you at the
next ICON