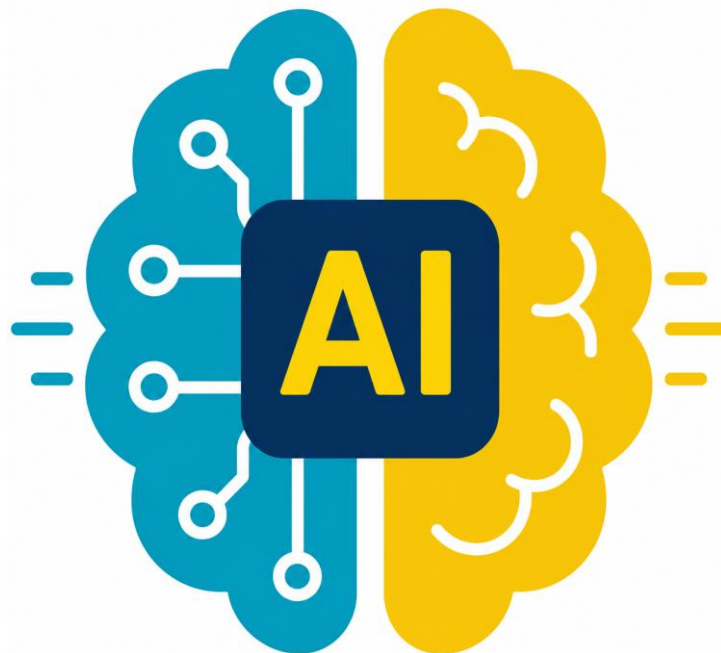


From Click to Call: AI in Action for Interreg



30 September – 1 October 2026

Address: Ministry of Regional Development, Pařížská 4, Praha 1
Prague | Czechia





From Click to Call: AI in Action for Interreg

30 September – 1 October 2026

Prague | Czechia

Outline

“From Click to Call: AI in Action for Interreg” is a two-day conference designed to move you from curiosity to capability. Built around a hands-on hackathon format and a rich real-world case study, the programme takes you on a journey from understanding what AI means for Interreg today, to using it.

The first day sets the stage as we explore the latest AI trends, unpack digital sovereignty, and take an honest look at the challenges that come with AI-generated proposals. It also gives participants time to experiment, share tools, and tackle hands-on tasks in the Day 1 hackathon.

The second day is where it all comes together, with participants applying AI tools directly to the case study to produce the kind of analytical and strategic documents you'd encounter in real programme work. The three parts of the session will follow a scenario with a realistic data set and series of connected challenges.

Bring your laptop if you have one, with any AI tools you use already set up. Free tools work just as well as paid ones, and if you don't have a device, you're welcome to join a group.

Objectives

Participants will gain a practical understanding of how AI can support programme work on a range of difficulty levels, tackling the “AI Act”, digital sovereignty, and issues with AI-written project proposals. Through workshops, expert panels, and hackathons, they will apply AI tools to real Interreg challenges, producing draft documents, analyses, and campaign materials.

By the end, they will have the knowledge, skills, and confidence to keep integrating AI best practices into their work, safely and responsibly.



From Click to Call: AI in Action for Interreg

30 September – 1 October 2026

Prague | Czechia

Day One

Wednesday, 30 September 2026

09.00 – 09.15

Registration and Welcome

09.15 – 09.30

Introduction

09.30 – 10.30

The State of AI in 2026: Latest news, trends and innovations

Interact, European Commission

- Overview of the most significant AI news in 2026
- Key trends shaping AI adoption in Interreg and EU more broadly

10.30 – 11.00

Coffee/Tea break

11.00 – 12.00

AI Regulation & Digital Sovereignty: Rules, Rights, and Readiness

Guest speakers, Interact

- Key rules and what they mean for Interreg programmes
- How to disclose and seek permission for using AI
- Practical steps to adopt AI safely without stifling innovation

12.00 – 13.00

Lunch break

13.00 – 14.30

The Rise of AI-Written Proposals – Challenges and Solutions

Guest speakers, Interact

- The two sides of the problem: high influx and low-quality proposals
- Empowering the assessors to “fight fire with fire”
- Panel discussion on setting limits and safeguards in assessment

14.30 – 14.45

Coffee/Tea break

14.45 – 15.30

Show and Tell: AI Tools, Tips, and Tricks for Everyday Work

Open to all participants - volunteer during the registration

Participants will share their favourite AI tool or technique and how they use it. We're especially interested in smart ways to get more out of the tools you already use. Each presenter gets five minutes to demonstrate – no slides.

15.30 – 16.30

Hackathon – Day 1

- Tackle practical tasks using your own devices and AI tools
- Work individually or team up with others
- Bring your own idea or select from our challenges

16.30 – 17.00

Feedback from the hackathon groups and conclusion of Day 1



From Click to Call: AI in Action for Interreg

30 September – 1 October 2026

Prague | Czechia

Day Two

Thursday, 1 October 2026

09.00 – 09.15

Registration and Welcome

09.15 – 09.30

Introduction

Interact programme

09.30 – 10.30

Stage I: AI driven programme analysis

Interact

- How to prepare and structure programme data for use with AI tools
- Choosing the right tools and prompts to generate meaningful analysis
- Live demonstration: from raw data to a first analytical output

10.30 – 11.00

Coffee/Tea break

11.00 – 12.00

Stage II: From analysis to drafting an actual document

Interact and guest speakers

- Turning Stage 1 outputs into a focused document draft
- Guiding AI to produce precise, purpose-driven content
- Reviewing and refining AI-generated drafts for quality
- What it takes to move from a drafted document to an actual Call

12.00 – 13.00

Lunch break

13.00 – 14.00

Stage III: From document to action: Launching a campaign with AI help

Interact

- How AI can support the planning and execution of a launch campaign
- Using AI to produce communication materials
- Making AI a reliable part of your communication workflow
- Open discussion: experiences and questions from participants

14.00 – 15.30

Hackathon – Day 2, includes a coffee/tea break

- Tackle a task from one of the three stages
- Work individually or team up with others
- We will provide data sets, method recommendations and tasks

15.30 – 16.00

Feedback from the hackathon groups and conclusion of the conference