

From Click to Call: AI in Action for Interreg

Hackathon

Day 1 challenges

Nebojsa Nikolic | Interact | 30.09.2026

Interact



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Visual campaign pack

Task: Create a set of visual to promote a campaign or a project. You can create images, illustrations and full social media posts.

Complexity

Easy-Intermediate

Tools

LLMs like [ChatGPT](#)
[Canva](#)
[Bing Image Creator](#)
[Nano Banana 2](#)
[Napkin AI](#)
[Midjourney](#) (paid)

Time needed

60 minutes for the first draft. Final set might need revisions.

Tips

Aim for the same style, theme, colour palette.

Focus your energy on a few visuals. You can divide the work within the group.

Short video

Task: Create a short promotional video for a project, campaign, or initiative of your choosing. The video should be 10-20 seconds long, for use on social media. You choose the style.

Complexity

Medium

Tools

LLM Chatbots for scripting

Prompt examples (docs)
Story to video template (ppt)

[Google Vids](#) to assemble

Time needed

60 minutes for simple ideas

More complex videos require more time

Tips

Some chatbots can make simple animated clips

Use built-in AI capabilities of Google Vids

Financial Tracker

Task: Develop a dashboard for partner states that calculates funds committed and funds spent. Interreg Europe is currently developing such a tool in-house, using Claude. This challenge will have support of their expert, Julie Patenaude.

Complexity

Medium-High

Tools

LLM like Claude (paid)

Cloud hosting like
[AlwaysData](#)

Excel for structured
project data

Time needed

60 minutes for the
structure and the HTML
page

2-3 working days for a
finished product

Tips

You can use the ideas
and tools from this
exercise to develop
similar tools for
different needs.

Beneficiary advisor assistant

Task: Create a LLM assistant trained on your own guidance documents, Q&A files, custom instructions, etc. The advisor can support beneficiaries on various topics, broad or narrow.

Complexity

Easy-Intermediate

Tools

Paid versions of LLMs like [ChatGPT](#) or [Claude](#)

Time needed

60 minutes for the initial version.

Can take more for complex topics.

Tips

Never upload anything with personal or confidential beneficiary data without checking policy first.

Turn data into a visual story

Task: Turn a real or realistic dataset into one chart or infographic a non-technical audience could understand in 10 seconds.

Complexity

Easy-Intermediate

Tools

LLMs to prep data

[Gemini Notebook](#)

[Napkin AI](#)

Time needed

60 minutes

Tips

Use LLMs to help you decide which data to highlight.

A simple infographic is better than a cluttered one.

Turn data into an audio podcast

Task: Turn a document or a whole set of documents into a short podcast-style episode with two AI hosts discussing it. Example: Interreg Communication Network 2025 [meeting podcast](#)

Complexity

Easy-Intermediate

Tools

LLMs to write instructions

[Gemini Notebook](#)

Time needed

30-60 minutes

Tips

More background information will make for a better podcast. Explain in instructions what you want to highlight.

Turn data into a presentation

Task: Build a short briefing deck on a real topic from your own work such as a project pitch or a programme training event. The presentation should have up to 10 slides and follow your programme visual identity.

Complexity

Easy-Intermediate

Tools

LLMs

[Gamma AI](#)

[Gemini Notebook](#)

Time needed

30-60 minutes

Tips

Build in Gamma, then download PPT format and fix the colours, fonts and add logo/s.

Build a simple game

Task: Build a simple, playable, shareable browser game on any theme your group picks. LLM writes it as code and can publish it as a live link anyone can open and play.

Complexity

Advanced

Tools

Pro versions of [Claude](#), [ChatGPT](#) or [Gemini](#)

Use the highest AI tier you can

Time needed

60 minutes for a working, playable version.

Tips

Keep the mechanic to one simple idea: a dodge, a tapper, a matcher.

Expect 5-10 rounds of "fix this, tweak that" as the normal process

Cooperation works

All materials will be available on:
Interact.eu/Library

Want to discuss it? Join our MS Teams environment!
Portal.Interact.eu | Programme and Project Management

Interact

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