

From Click to Call: AI in Action for Interreg

Interact's AI Survey: Main findings

Arkam Ograk | 30.09.2026

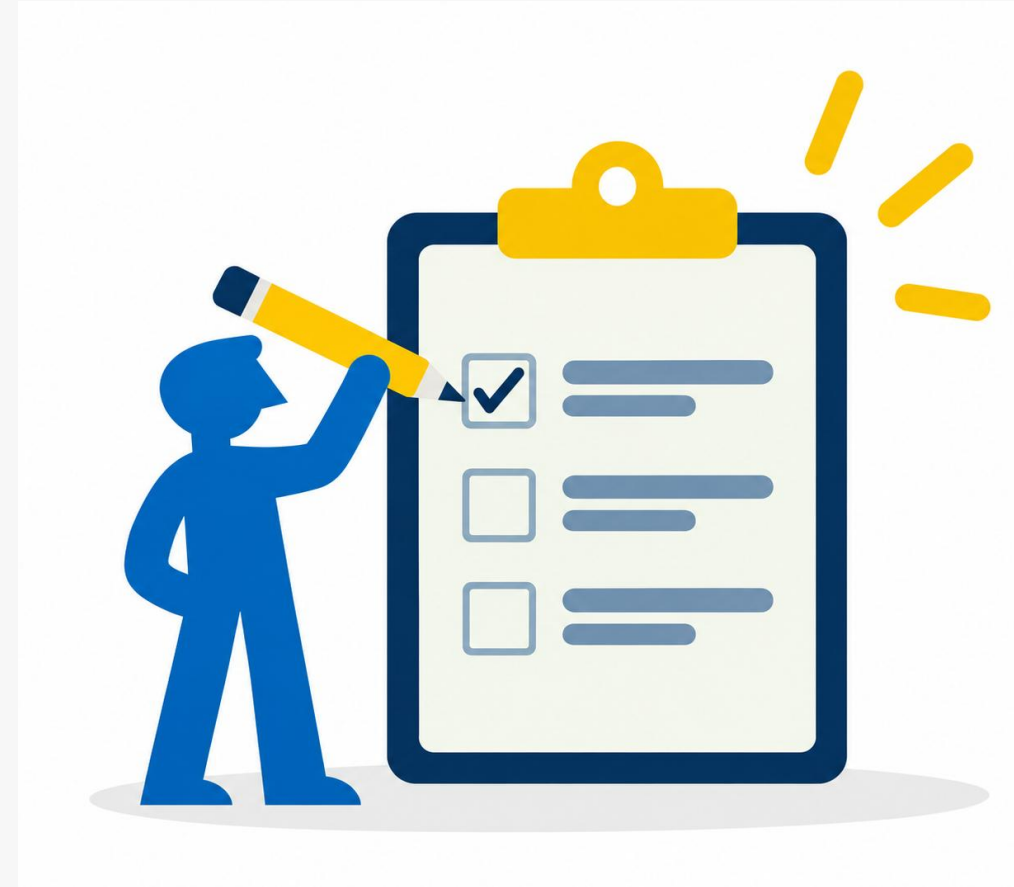
Interact



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The Survey

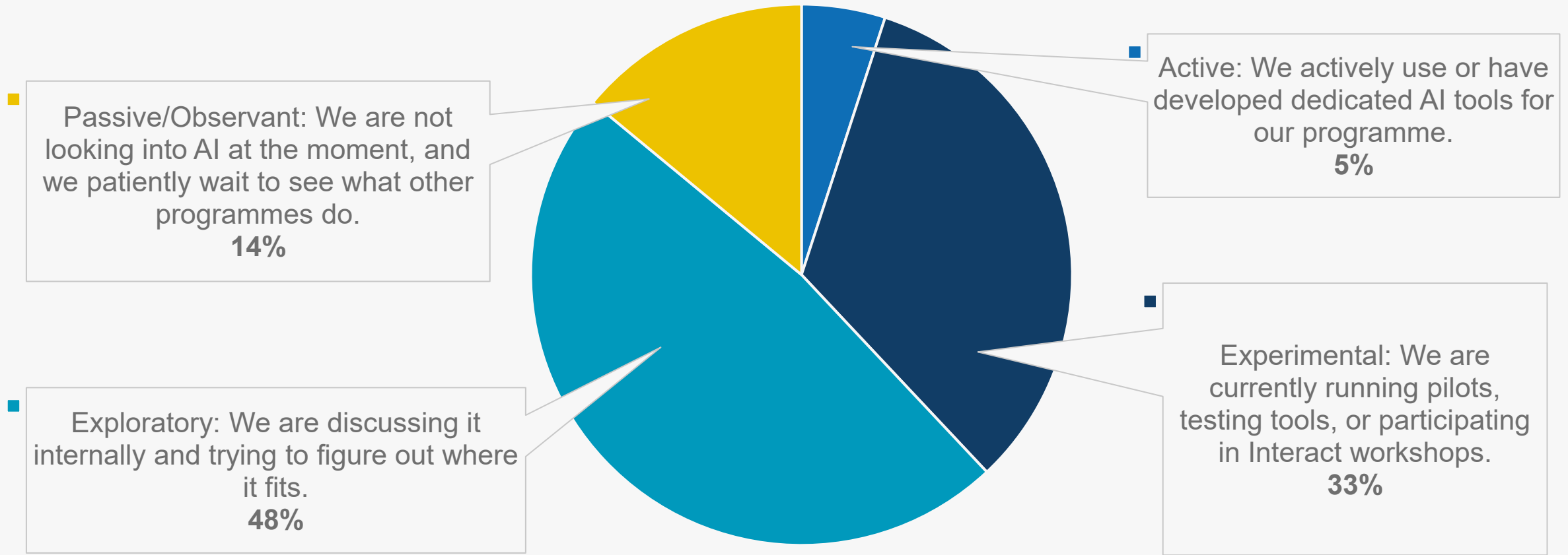
- Launched mid-July 2026
- Responses from 21 programmes so far
- Already covers all Interreg strands
- All responses come from programme practitioners
- The survey is open, this is what we have «so far»



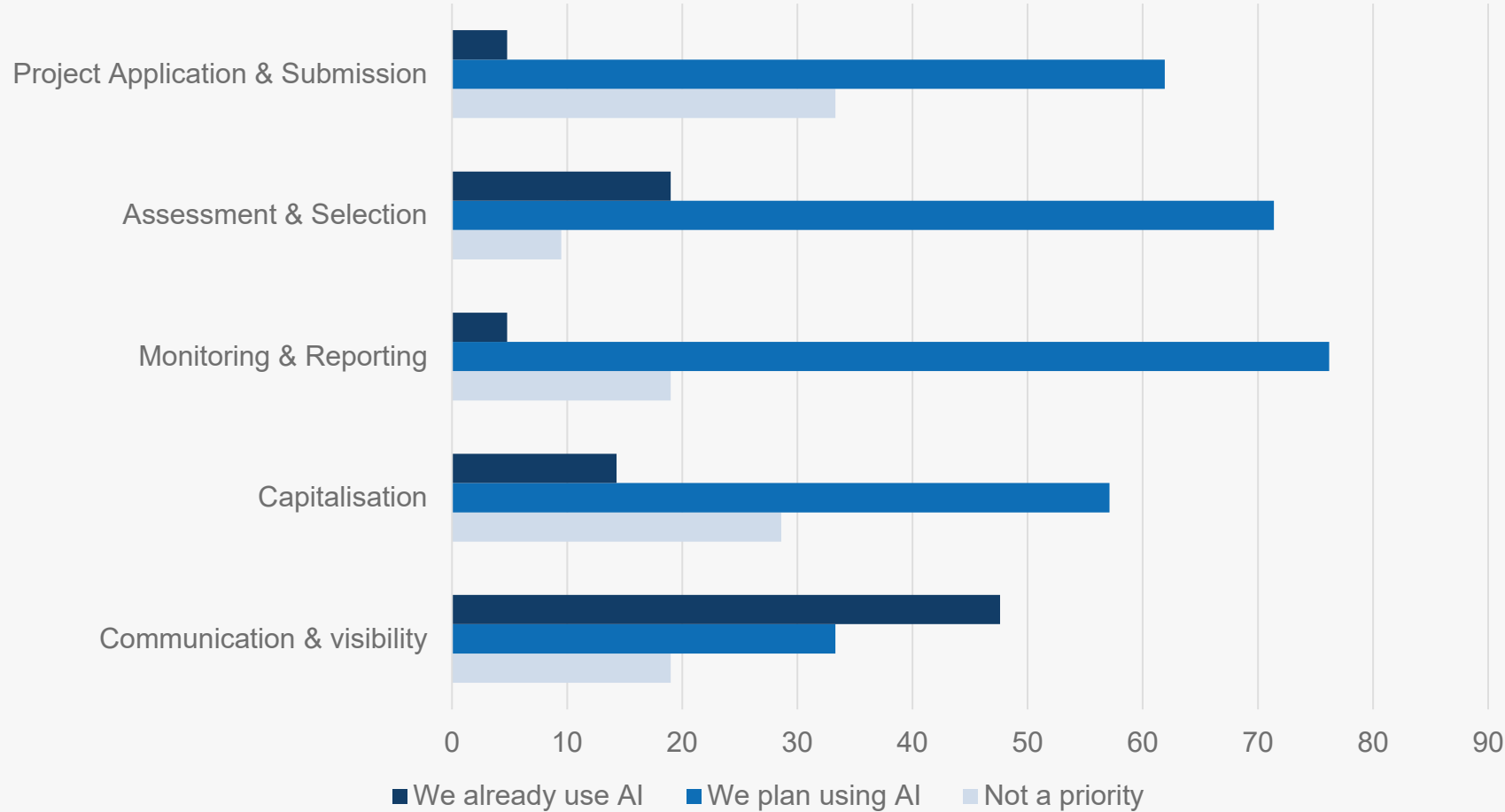
The main outcome: AI is used actively in Interreg, but mostly for low-risk support tasks. Programmes are interested in more ambitious uses, but concerns about quality, trust, data protection and guidance remain strong.

We are still exploring & experimenting

How would you describe your Interreg Programme's operational relationship with AI?



In which stage(s) of the project life cycle do you envision -or already use- AI tools?



Project Application & Submission (e.g., helping applicants align with priorities, FAQs or helpdesk work, etc)

Assessment & Selection (e.g., eligibility screening, fraud prevention, double-funding checks, etc)

Monitoring & Reporting (e.g., checking progress reports, analysing indicators, risk management, irregularity detection or anti-fraud work, etc)

Capitalisation (e.g., data mining past projects, use of project results, project clustering, etc)

Communication & visibility (e.g., drafting, image, video, voice generation, translation, accessibility, etc)

What stands out

- Communication and visibility are the most common uses

translations, drafting newsletters, press releases, social media posts, website articles, visual content, images and videos

- Daily office support is widespread

draft documents and letters, improve emails and texts, prepare meeting notes, talking points, presentations, templates and quizzes, summarise documents, compare information and make wording clearer or shorter

- Some programmes are testing AI in eligibility, finance and control

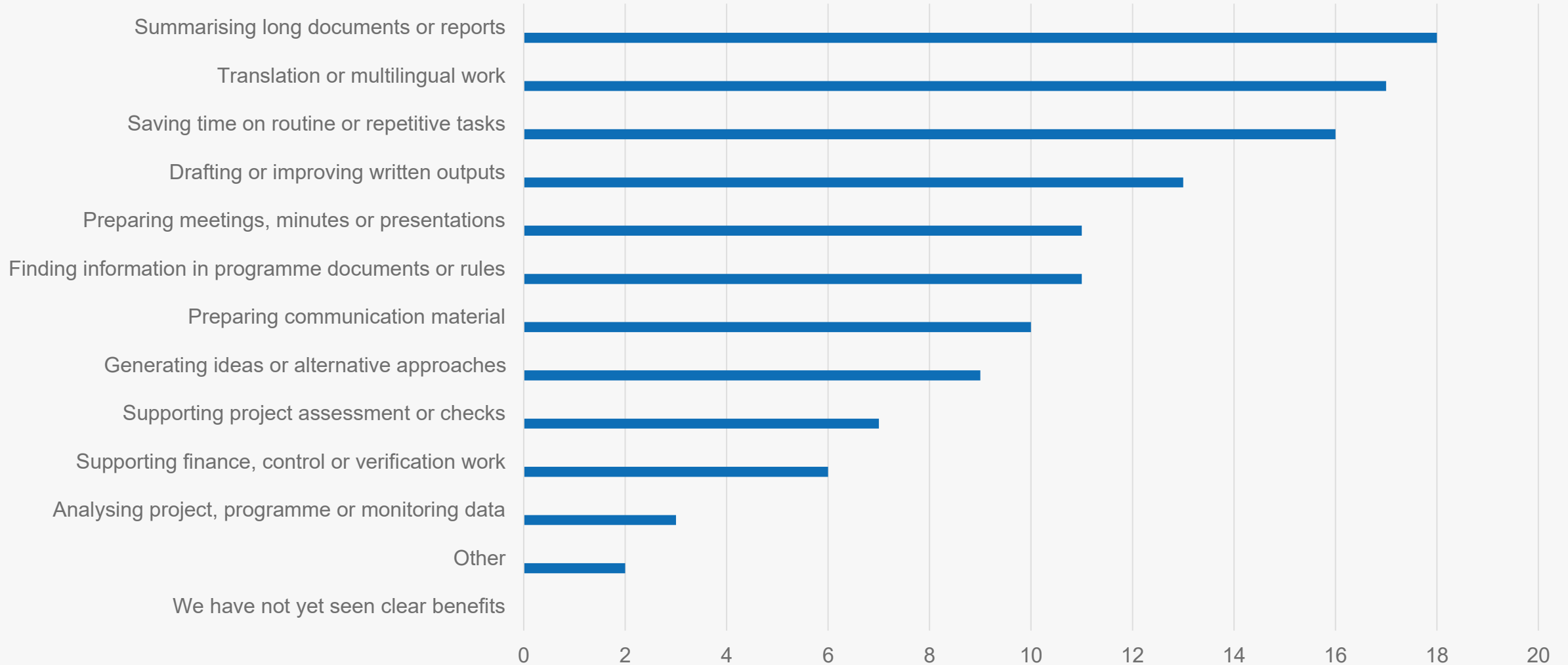
check financial statements and determine partners' status

checking progress reports, assess project contribution to different areas (e.g. climate change)

- Data analysis, capitalisation and monitoring are emerging areas

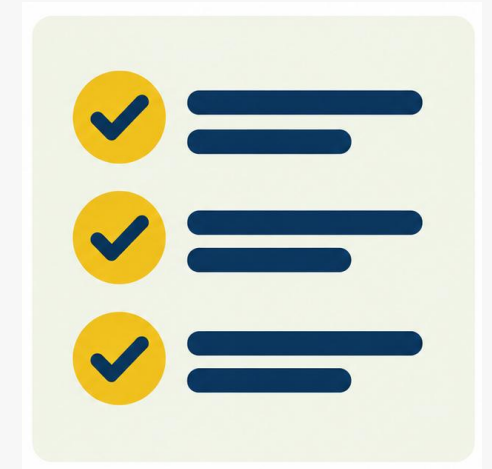


Where has AI been most useful so far?



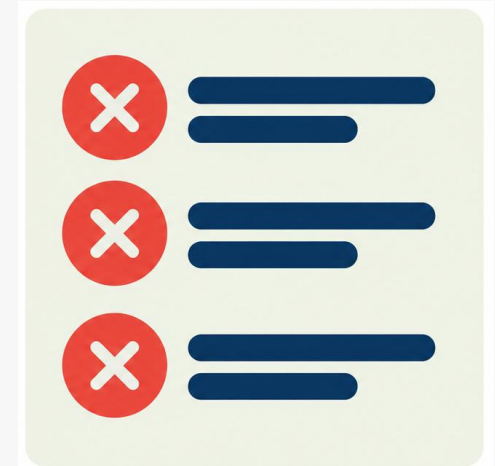
What works well

- **Office tasks such as meeting minutes**, in a workflow and with human review
- **In-house coding of programme's web applications**
- **Survey analysis:** clean, reorganise and structure survey data and produce aggregated values
- **Financial checks, sampling and control-related tasks**
Several answers point to AI being useful in more technical programme-management areas: checking SME financial documents, drawing samples for on-the-spot checks, and supporting shortlist/longlist preparation based on set variables.
- **Capitalisation, regulatory comparison and project-result analysis**



What doesn't work well

- Legal summaries can be risky
- AI assessment of project proposals did not always work well – useful for preparatory work, risky for assessment conclusions
- Eligibility checks may not always save time - validating the output may take longer than doing the check manually.
- Outputs need to be double-checked, preferably across multiple tools, and reviewed by humans.
- AI works better for low-risk, regular tasks but should be approached carefully for high-risk or judgement-heavy work.
- Doubts about the use of AI-generated images when suitable real images already exist



Key risks identified

- Hallucinated or invented information
- Incorrect legal references or mixed-up sources
- Outdated technical, legal or procedural information
- Inconsistent answers from bots or AI assistants
- AI skipping parts of documents or missing relevant information
- Extra time needed to validate and correct outputs
- Risk of over-relying on AI in assessment or eligibility checks
- Confidentiality and responsibility issues when working with externals
- Limitations created by institutional or governmental guidance

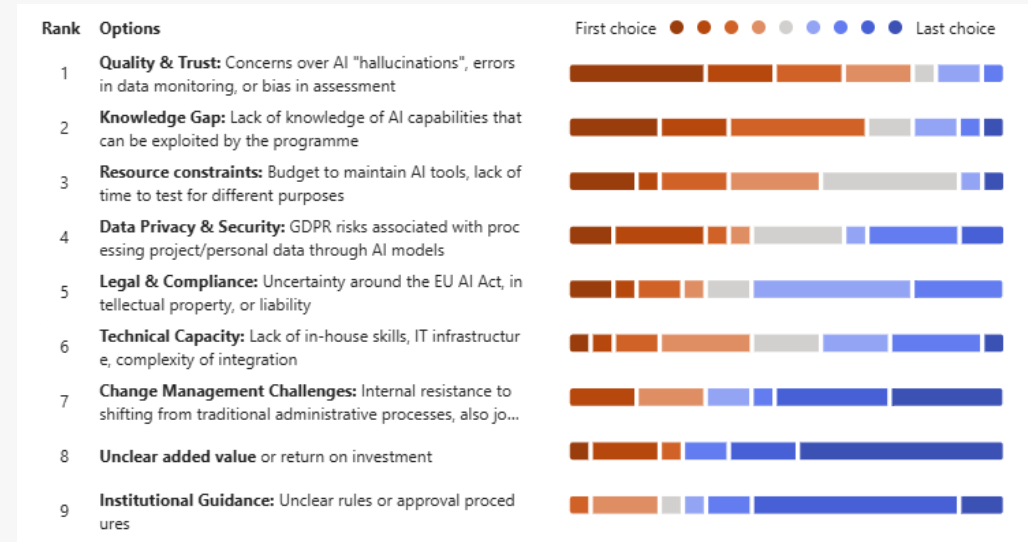
Some ways programmes address the risks

- anonymising documents
- locally hosted internal tools
- tools with corporate licence
- Detailed human review

Roadblocks in AI adoption

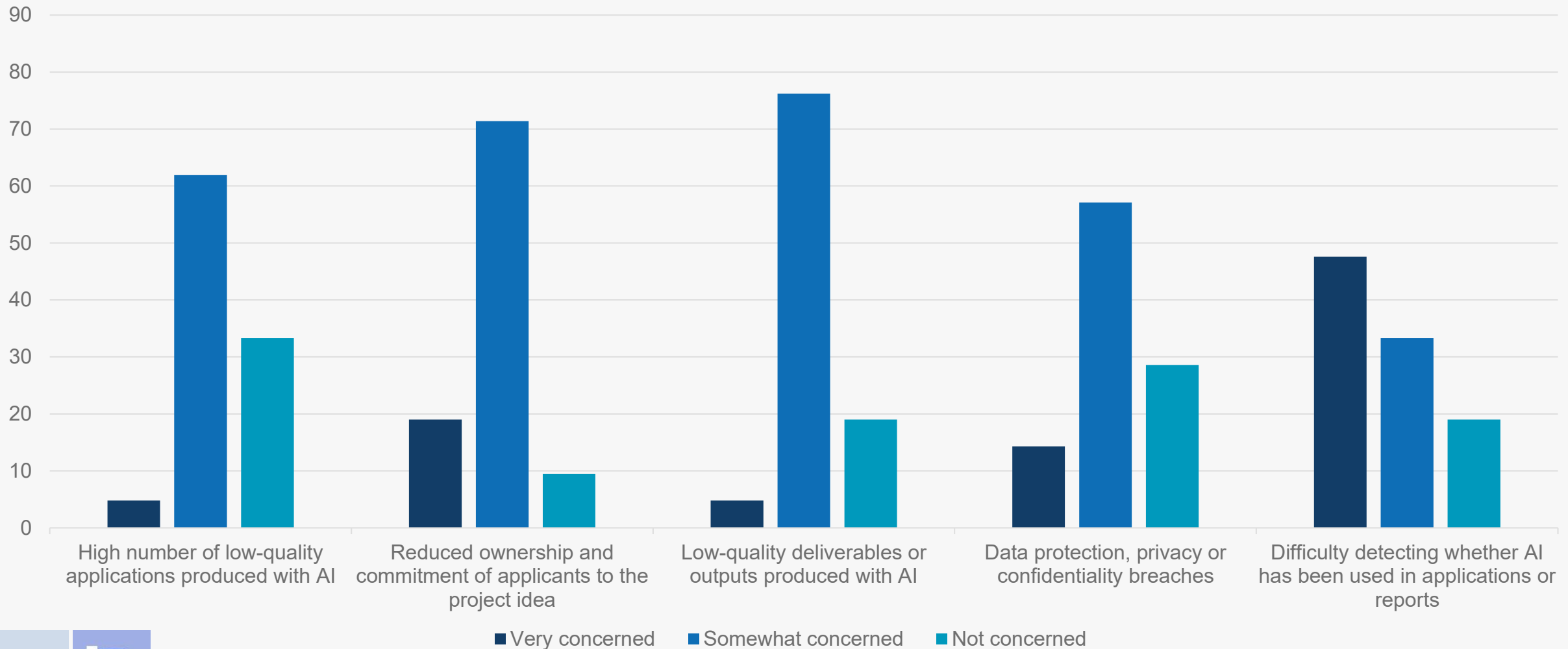
- Quality and trust: hallucinations, errors, bias
- Knowledge gap: unclear understanding of AI capabilities
- Resources: time, budget and capacity to test properly
- Data privacy and security
- Legal and compliance uncertainty
- Organisations' limiting AI policies

What are the main concerns or bottlenecks holding your programme back from adopting AI

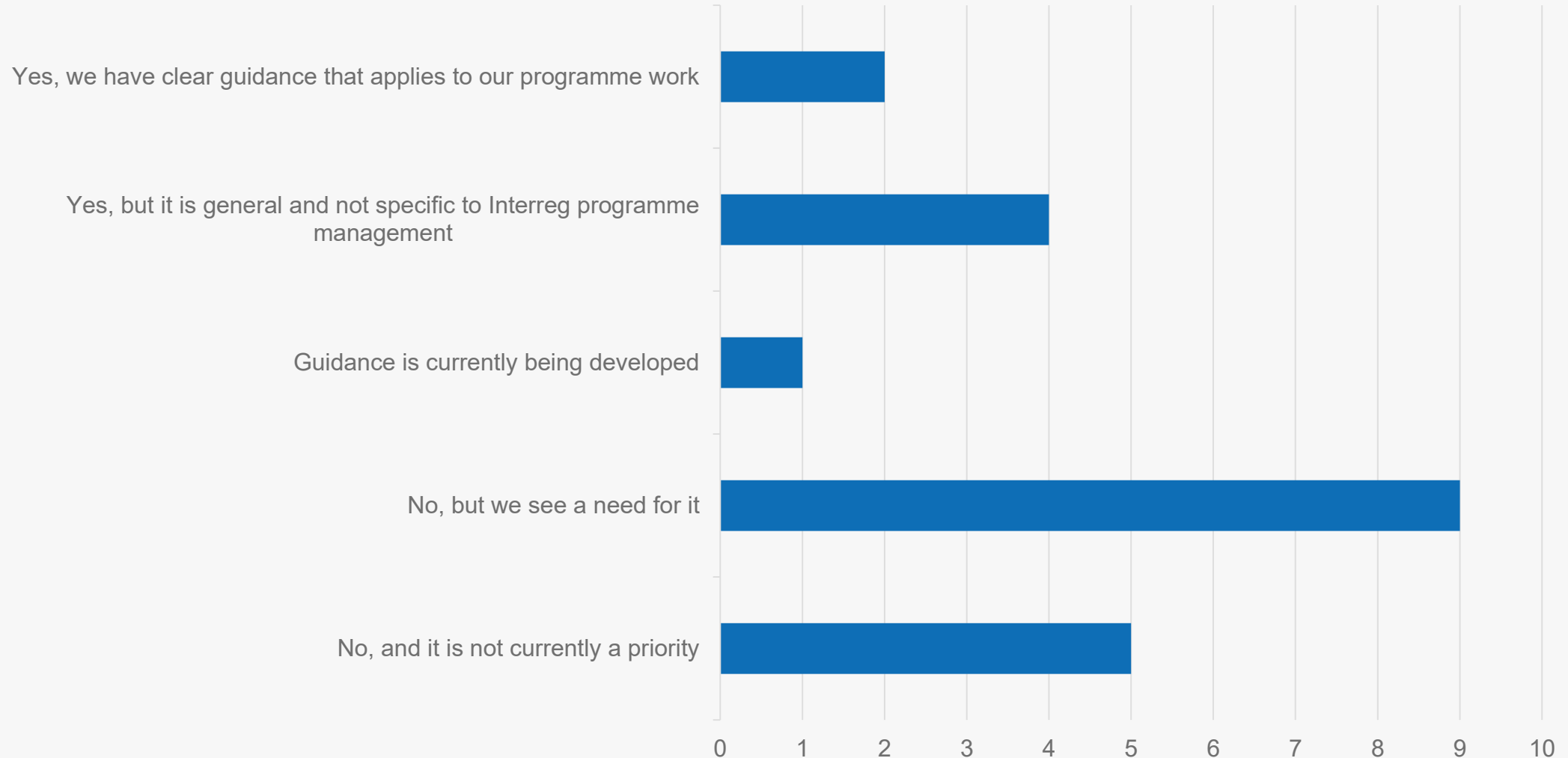


Top concerns: Low quality products & ownership

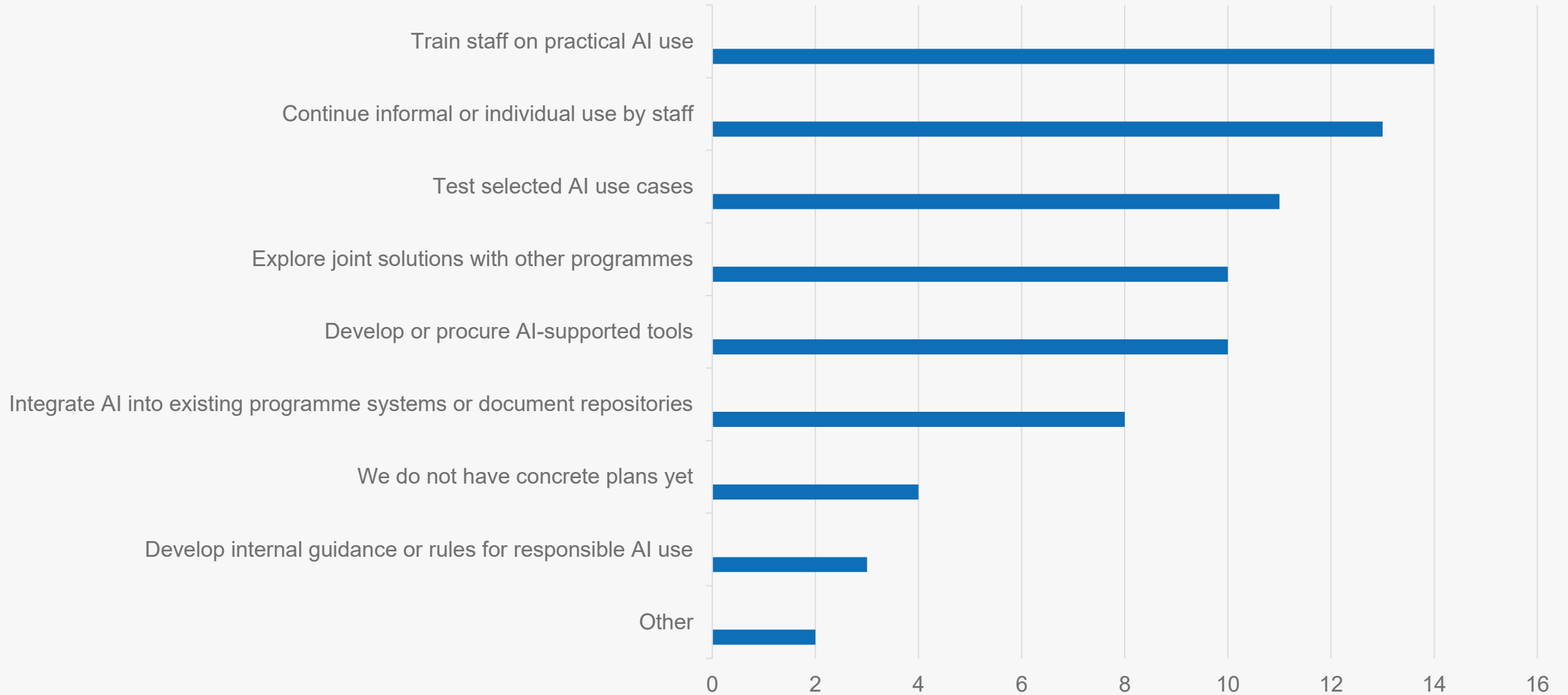
What is your programme's perspective of AI use by applicants and beneficiaries?



Does your programme or institution have guidance on the use of AI?



What are your programme's plans for AI use in the next 12–24 months?



Where Interact support is expected

Training and capacity building: workshops, webinars, courses and training on practical AI tools, GDPR, EU AI legislation and responsible use.

Programme-to-programme exchanges on experiences, use cases, mistakes, solutions and prompt libraries.

Guidance and common principles on acceptable AI use in applications, reporting, including regulatory issues and AI Act updates.

Use cases and examples of how AI is already used by others, including success stories, negative experiences and practical inspiration.

Joint tools and pilots: joint development, shared pilots, integration with monitoring systems, Jems or future systems, and possible common solutions.



In a nutshell

- Practice is accumulating, but programmes are still largely at the experimental stage
- Concerns are moving from philosophical to more practical matters
- Expectations are more realistic than earlier stages
- Areas where AI can help and where caution is needed are becoming clearer
- Locally hosted solutions and enterprise licences are emerging as responses to GDPR-related concerns



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Arkam Ograk | Interact 7/14 10:12 AM Edited

Help us map AI use in Interreg

Dear colleagues, [Programme and project management](#)

We are launching a short survey to better understand how Interreg programmes are currently using, testing or discussing Artificial Intelligence. We are interested in your practical experience: what works well, what creates difficulties, what should be approached with caution, and where further support may be needed.

By filling in the survey, you will help us build a clearer picture of the AI landscape across Interreg. The results will help other programmes learn from your experience, avoid repeated mistakes and discover useful approaches already being tested elsewhere. It will also support future Interact services, including events, exchanges, guidance and possible joint initiatives.

Take the survey: [Interreg and AI: current use, experience and prospects](#)
[see more](#)



Fill | Interreg and AI: current use, experienc... X
Artificial intelligence is increasingly entering the daily work of Interreg programmes, from drafting and translation to...
forms.office.com

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Reply in thread

Alexandra Kulmer | Interact 7/28 11:56 AM

News on the AI Act and AI Omnibus

Hi all,
I hope everyone is enjoying the summer. ☀️ In case you missed it: the **Digital Omnibus on AI (Regulation (EU) 2026/1744), which amends the AI Act, entered into force yesterday, 27 July 2026.**
I would like to take the chance to remind you of **two obligations under the AI Act that are directly relevant to our work:**

- **Transparency (Article 50) – people must know when they are dealing with AI:** amongst others, AI chatbots must tell users they are interacting with AI and offer a route to a human, and AI-generated content the programme publishes without human review must be labelled as AI-generated. The transparency obligations become applicable on **2 August 2026**. The Commission published detailed guidance on these rules on 20 July: <https://digital-strategy.ec.europa.eu/en/library/guidelines-transparency-obligations-providers-and-...>

[see more](#)

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Reply in thread

Keep an eye on Academy courses

- Certified Training: Generative AI for Interreg communications – 4th edition in 2027
- Certified Course: AI in Interreg programme management – in preparation

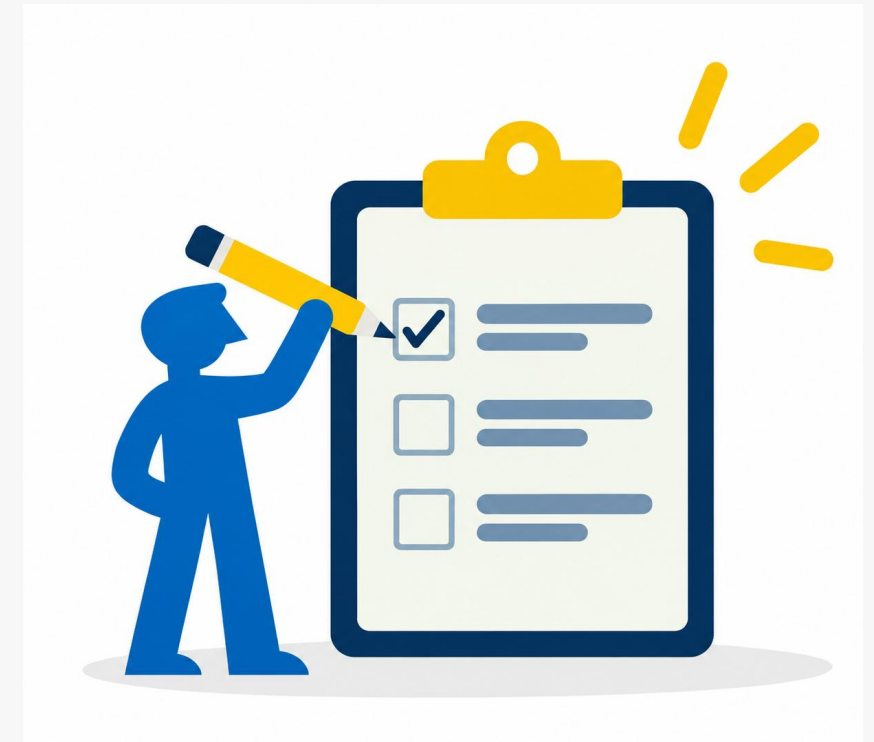
academy.interact.eu



Fill out the survey for your programme

Link to the Survey:

[Interreg and AI: current use, experience and prospects](#)



Cooperation works

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

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Interact Programme

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AI, programme and project management

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