

From Click to Call: AI in Action for Interreg

The Rise of AI-Written Proposals - Challenges and Solutions

Alexandra Kulmer, Jose Almeida | 30.09.2026

Interact



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What this session is about?

Addressing the issue from two perspectives:

AI written proposals ↔ **AI supported assessment**

AI written proposals

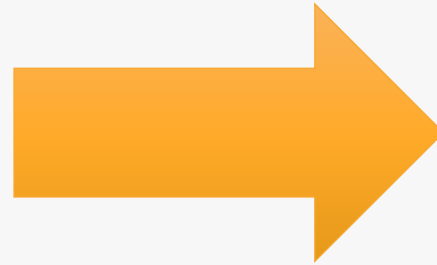
The applicant side



What Generative AI can do

All information on Interreg funding opportunities is public: priorities, objectives, rules, open calls

Information on all projects funded by Interreg is public: summaries, partnerships, outputs and deliverables



Generative AI can be used to analyse funding opportunities, identify the best-fitting call, identify previously successful applications, draft a proposal and check a draft proposal against all quality and eligibility criteria

What Generative AI can do: Opportunities



- Clearer, more understandable proposals
- Better fit between project objectives, activities and call objectives and specifications
- Leveling the field: easier access for non-native speakers, no-consultant/low-experience applicants
- Applicants can test drafts against criteria before submitting – potentially raises baseline quality

What Generative AI can do:

Threats

- Right terminology and empty phrases with no connection to reality and no content behind it
- Objectives/activities reverse-engineered from the call, not real territorial needs
- Homogenisation: proposals converging on the same public material
- Sharp rise in application volume - lower cost of writing raises number of proposals and assessment workload

Now...

People discussing project ideas and writing projects with the support of AI

What's next...

AI agents constantly looking for EU funding opportunities

AI Agents

1. Looking for open calls
2. Analyses programme/call documentation
3. Designs project structure & activities
4. Proposes a partnership(s)
 - Possible inter-agent communication (A2A)
5. Assembles a submission-ready application

Multiple proposals per AI agent (e.g. shotgun approach)

AI Agents **Pros** & **Cons**



Public data

- Programme docs (manual, call ...)
- Projects and partners database (Keep.eu)



Buraucracy

- Physical activities (e.g. meetings, signature)
- Long waiting periods (e.g. Step 1 call results)

Programme experience

AI written proposals

Katarina Hanzelova, communication manager, Interreg Central Europe programme

Floor is open for discussion



AI supported assessment

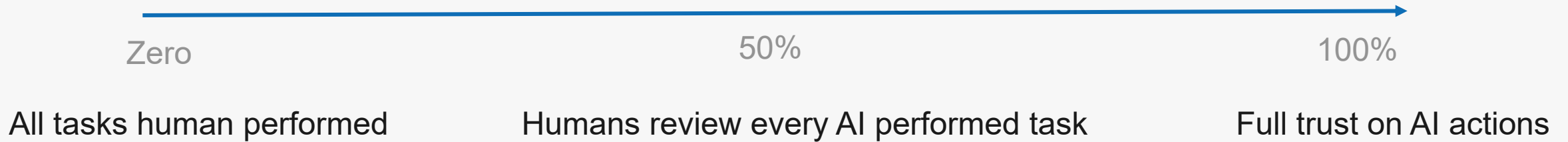
The programme side



How can AI tools support assessment

- **Mitigation proposal strategy**
 - It helps...
- **Hire more people**
 - Not possible...
- **Only solution... Increase productivity**

How can AI tools support assessment



AI pilot: Interact INDEX

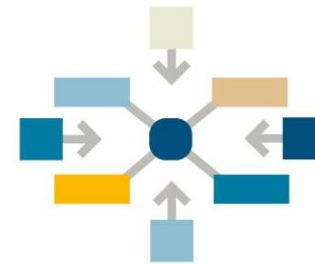
Data sharing and visualization tool

between Interreg programmes

4 pilot groups (Baltic, IPA, MED, Transnational)
with 21 Programmes

4 500 projects and **32 000** partners
including submitted, approved and rejected
projects

Contact: Janne Kiilunen, Ilze Ciganska



Index

Effective cooperation through
live data exchange

AI in INDEX: relevance assessment

Contribution to the
EU Strategy for the
Adriatic and Ionian Region



Pillars

Evaluation to which EUSAIR pillar the project contribute to



Flagships

Evaluation to which EUSAIR flagship the project could contribute to



Scoring

0-100 scoring for each project



Strengths and weaknesses

AI generated assessment of project contribution to EUSAIR

Flagship 1: Fostering quadruple helix ties in the fields of marine technologies and blue bio-technologies for advancing innovation, business development and business adaptation in blue bio-economy

Promoting innovation and business development in marine technologies and blue bio-economy through quadruple helix cooperation

Score: 85/100

✓ Strengths

Strong focus on innovation and research in developing drought-tolerant grapevine genotypes; cross-border collaboration leveraging scientific expertise;

✗ Weaknesses

Limited direct focus on marine technologies or blue bio-technologies; viticulture is agricultural rather than marine economy, so relevance is indirect.

Flagship 9: Protection and enhancement of natural terrestrial habitats and ecosystems

Conserving and enhancing natural terrestrial environments

Score: 70/100

✓ Strengths

Emphasis on protecting and enhancing natural terrestrial ecosystems through comprehensive soil microbial biomass analysis and nature-based solutions; promotes sustainable soil

✗ Weaknesses

Primary focus is on agricultural land rather than broader natural terrestrial habitats; limited geographic scope focused on vineyards; not directly addressing wider ecosystem conservation.

AI in INDEX: application comparison

**Supporting the
Mediterranean Multi-
programme Mechanism
shared call**



Partner involvement analysis

Partner names are sometimes spelled differently; AI helps to assessors to analyse partner involvement regardless of how the name is spelled



Analyse output transfer

MMM shared call aims to support output and result transfer between the involved programmes. AI should support analysis of the planned output transfer.



Analysis of application content

AI should help analyse the content of the applications and spot potential overlaps and complementarities.

Preliminary conclusions

...based on first projects available.

The testing work has only now started with the first call projects available.



How to exclude false positives

The tool's main value is easing programme work with cross-programme comparison, but its main risk is that shared call wording will inflate similarity scores between applications. This will be part of testing process.



Setting the right criteria for the comparison

For example, partner eligibility matches should be treated as stronger evidence than thematic similarity.



Only an advisory and supportive tool

Index is only a supportive tool. The review and the decision will have to be made by assessors.

Programme experience

CoPilot Agents for assessment

Andrejs Krjukovs, project officer, Interreg Latvia-Lithuania programme

AI tool presentation

Jems assistant

Luke Overwien, IT manager, Rechenwerk

Floor is open for discussion



Cooperation works

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

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AI in Interreg programme management

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