

From Click to Call: AI in Action for Interreg

AI Case Study Stage III: From document to action

Nebojsa Nikolic/ Interact / 1.10.2026

Interact

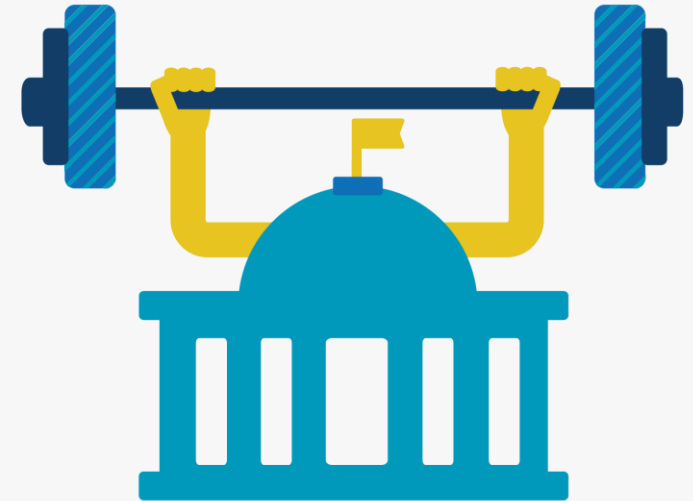


**Co-funded by
the European Union**
Interreg

Interreg is like the black-footed cat

Small but extremely efficient

- 60% hunting success rate
- Lions have 25%, tigers only 5%



Coca Cola ads

- **Revenue:** \$45–47 billion/year
- **Marketing:** \$5+ billion/year
- **Advertising:** \$5 billion/year



How to get ahead

Targeting

We target “general public”, like we are Coca Cola, but we don’t have Coca Cola money. We need to target specific audiences.

Clarity

We use heavy bureaucratic language. We communicate like we are reporting – dry and technical. We need storytelling and plain language.

Multimedia

We lack time, money and tools to create quality content for social media. AI can help us with this as well.

How to use AI to promote a Call:

Step 1

Create a project with
[Notion](#) & [Claude](#)

All-in-one campaign
management, with AI

Step 2

Use [Claude](#) to draft:

Audience profiles
Cost/Impact table
Comm. action plan

Step 3

For **text** content:

[Claude](#)
[Resoomer](#)
[Hemingway App](#)
[Gamma AI](#)
[DeepL](#)
[OtterAI](#)

Step 4

For **multimedia**:

[Canva](#)
[ChatGPT](#)
[Nano Banana 2](#)
[Notebook LM](#)
[ElevenLabs](#)
[Midjourney](#)
[Runway](#)

Step 1

Notion

- Upload everything*
- Connect team and Claude
- Plan and keep track

* Non confidential



Step 2

Target Audience

Making a “communication persona”

- A profile of a **typical audience member**, representing people who **might care** about your campaign
- Think about age, education, hobbies, **what bothers them**, how your programme can **help** them, social media they use, etc.
- Write your content for THEM



Exercise

Communication persona

- Personal details, name, age, where they work
- What do they want, related to their professional life?
- What holds them back, frustrations, problems?
- How can we reach them and help with the problems?
- Preferred communication channels

Target audience – Focus 2 “Tourism”

Personal details: Desislava Petrova, age 41, works as Municipal EU projects expert.

Wants: Bulgarian seaside to be as popular as the Greek or Croatian. She wants to help with a project.

Held back by: English-only documents, unclear procedures, fear of costly mistakes, doesn't know where to start.

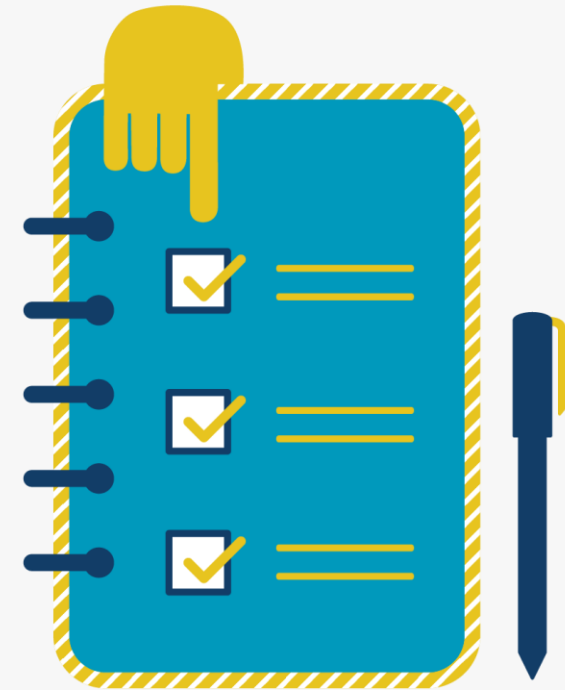
Reached by: Facebook, Viber, email, info events.

How to pitch to her: "Everyone needs a starting point. That is what capitalisation offers: a method that already works, which you can adapt."

Once we know the audience

Appeal to them on 3 levels:

- **Visual:** Our content needs to be visually impressive, especially on social media.
- **Logical:** Can they clearly understand the wording and flow of arguments?
- **Emotional:** Will they care about this? How can we help them relate to this issue?



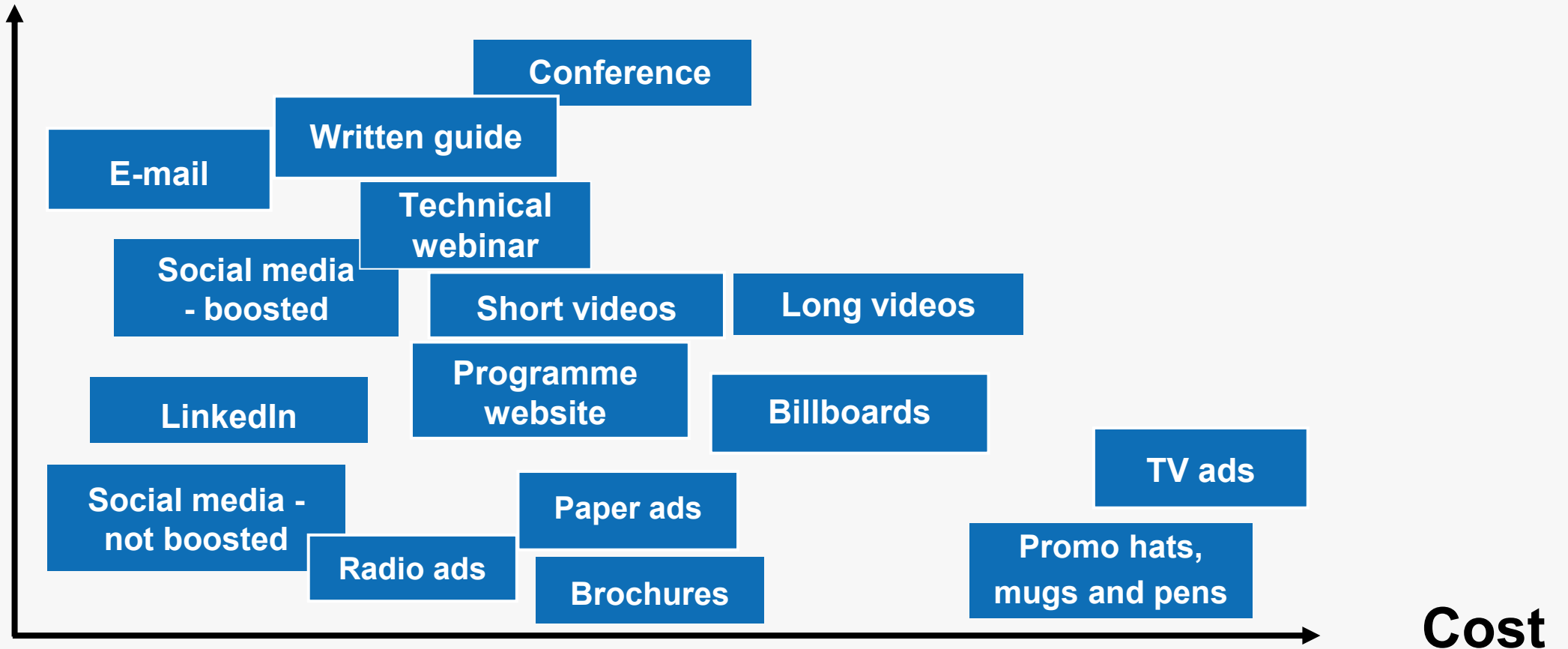
Exercise: how to reach Desislava?

Communication channels

- Which kind of events would she be interested in?
- What kind of traditional media can we reach her on about this?
- What about social media?
- Etc.

How to reach Desislava

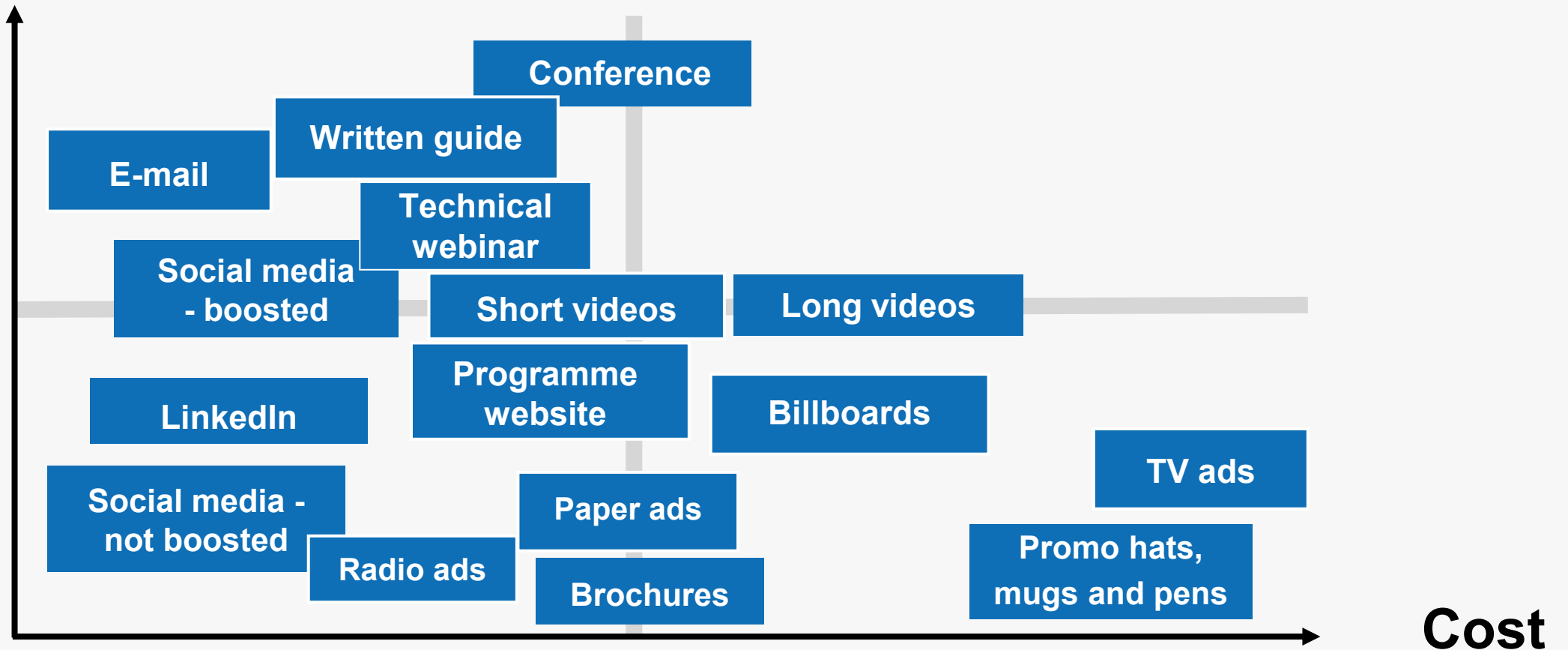
Impact



Cost

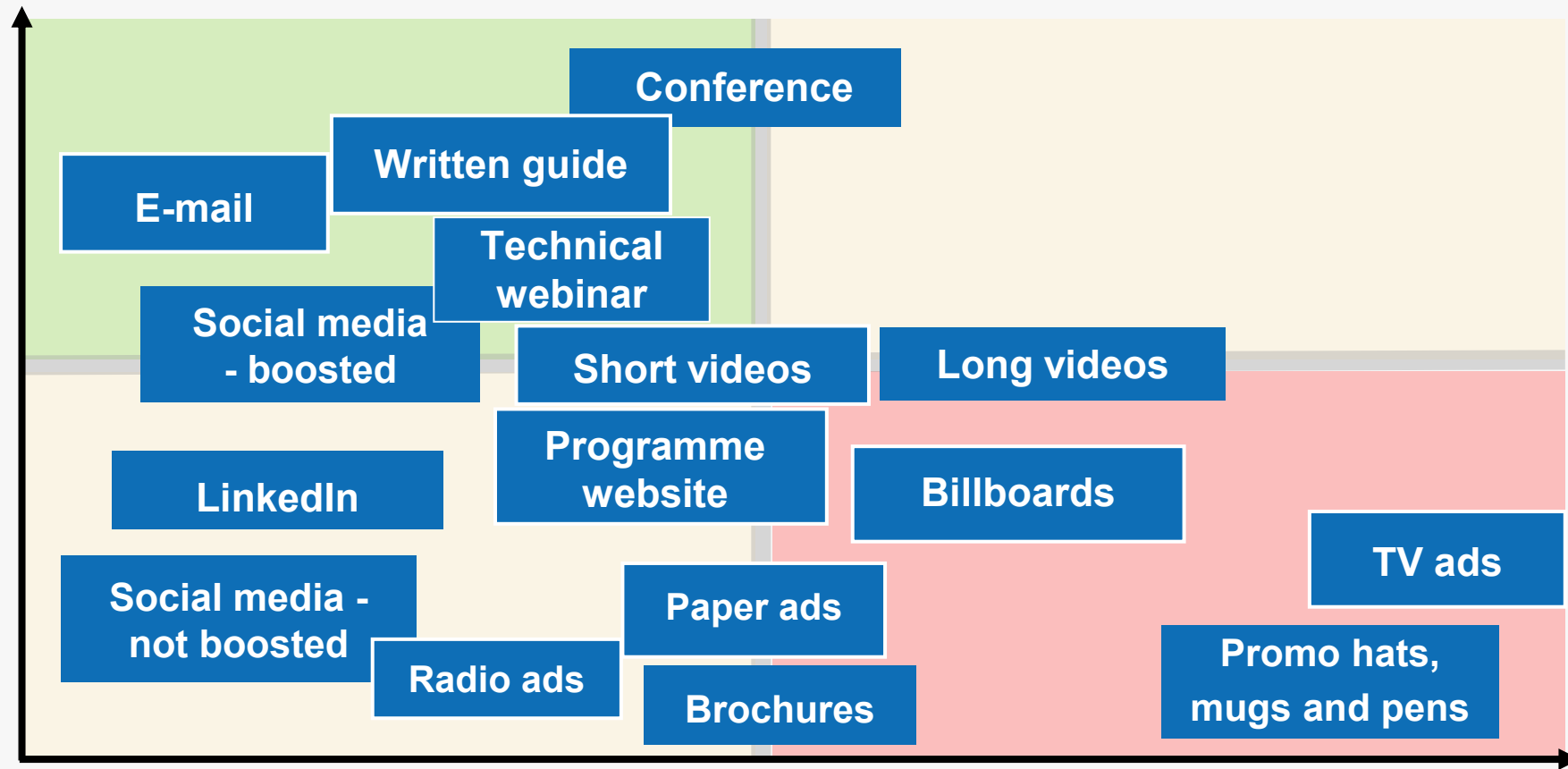
Impact

How to reach Desislava



How to reach Desislava

Impact



Cost

Step 3

Text content

Beware of the common mistakes:

- Complexity of the language
- Quantity of information you give
- Empty phrases vs real meaning





Question

What is a common **readability score** of draft Interreg project story, measured on the education level scale?

Example: 2nd grade, 10th grade, MA, PhD

Shout out your answer



Answer

Before storytelling training, Interreg project stories often fall in the **PhD** readability level.

Surprised?

Instead of saying...

With our 5 workshops, 14 Zoom meetings, promo materials at 3 open days, multiple cross-border synergies on capitalisation and cohesion, and a high-level conference with policy makers on the future of the post-27 thematic ERDF networks, as well as the website, the newsletters and the internships we have significantly improved the challenging environment of complex systematic administrative congestions when applying for the initial career progression of young people and youths in the programme region.



Try...

We helped twenty young people
start a business.



**Even though this is a Capitalisation Call
you don't have to mention „Capitalisation“**

Step 4

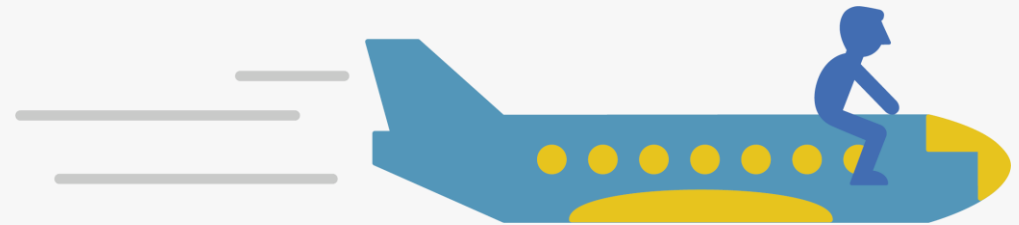
Multimedia

- Use real photos
- Stock images as a boost
- Don't overdo AI generated
- Use AI to “upscale”
- Give yourself time



Interreg is still like the black-footed cat

- Small teams, big results
- AI raised your hit rate
- Now go hunt



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

Co-funded by
the European Union
Interreg

Disclaimer

Publisher

Date updated

Primary knowledge area

Author(s)

Interact Programme

1 October 2026

AI in Interreg programme management

Nebojsa Nikolic

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