

From Click to Call: AI in Action for Interreg

Stage I: AI driven programme analysis

Stoyan Kanatov / 01.10.2026

Interact



Co-funded by
the European Union
Interreg

Agenda/ day two

01

AI driven analysis

02

From analysis to
drafting a document

03

Launching a
campaign with AI

04

Hackathon on
Day 2

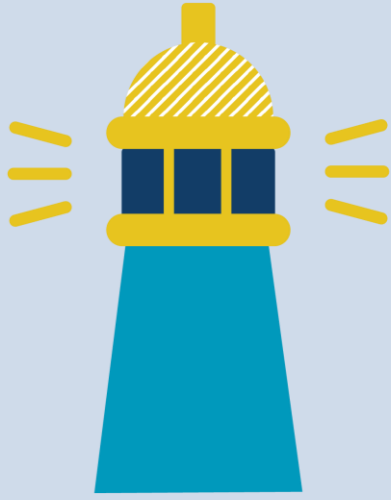
05

Feedback and
conclusion



**“In God we trust.
All others must bring data.”**

W. Edwards Deming



Let's break the ice

Join at
slido.com
#2921 541



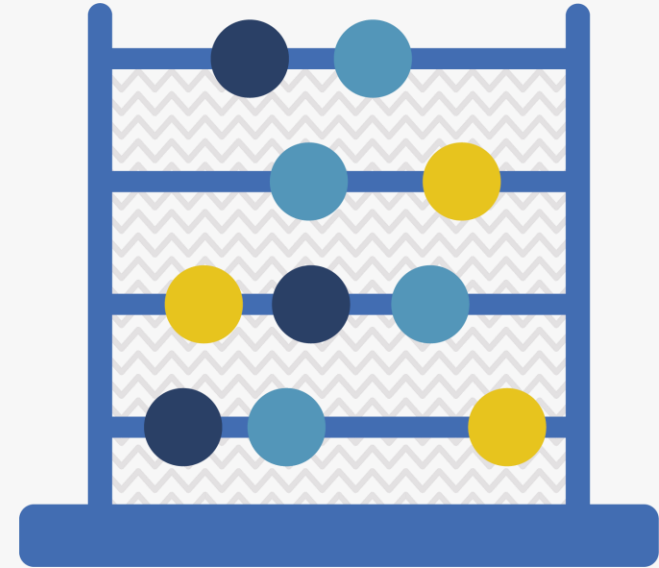
AI Illustration by onjtonmicia7 using Midjourney, CC

Why analysis matters now

Take stock and organise results: know what the programmes funded and produced.

Now: current capitalisation exercises, finding outputs worth reusing or transferring.

Post-2027: evidence for the intervention strategy, milestones and targets.



Three programmes

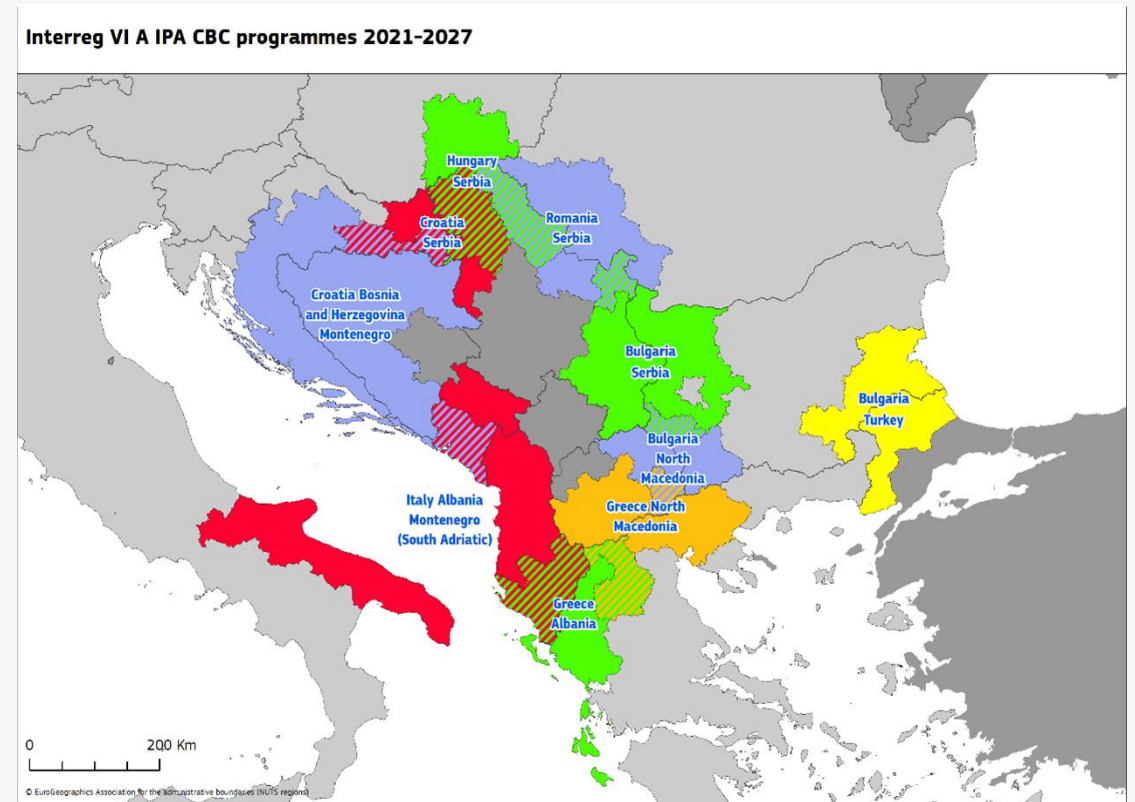
Interreg IPA Bulgaria-Serbia

Interreg IPA Bulgaria-North Macedonia

Interreg IPA Bulgaria-Türkiye

Common ground: same 2021-2027 period,
same public data sources

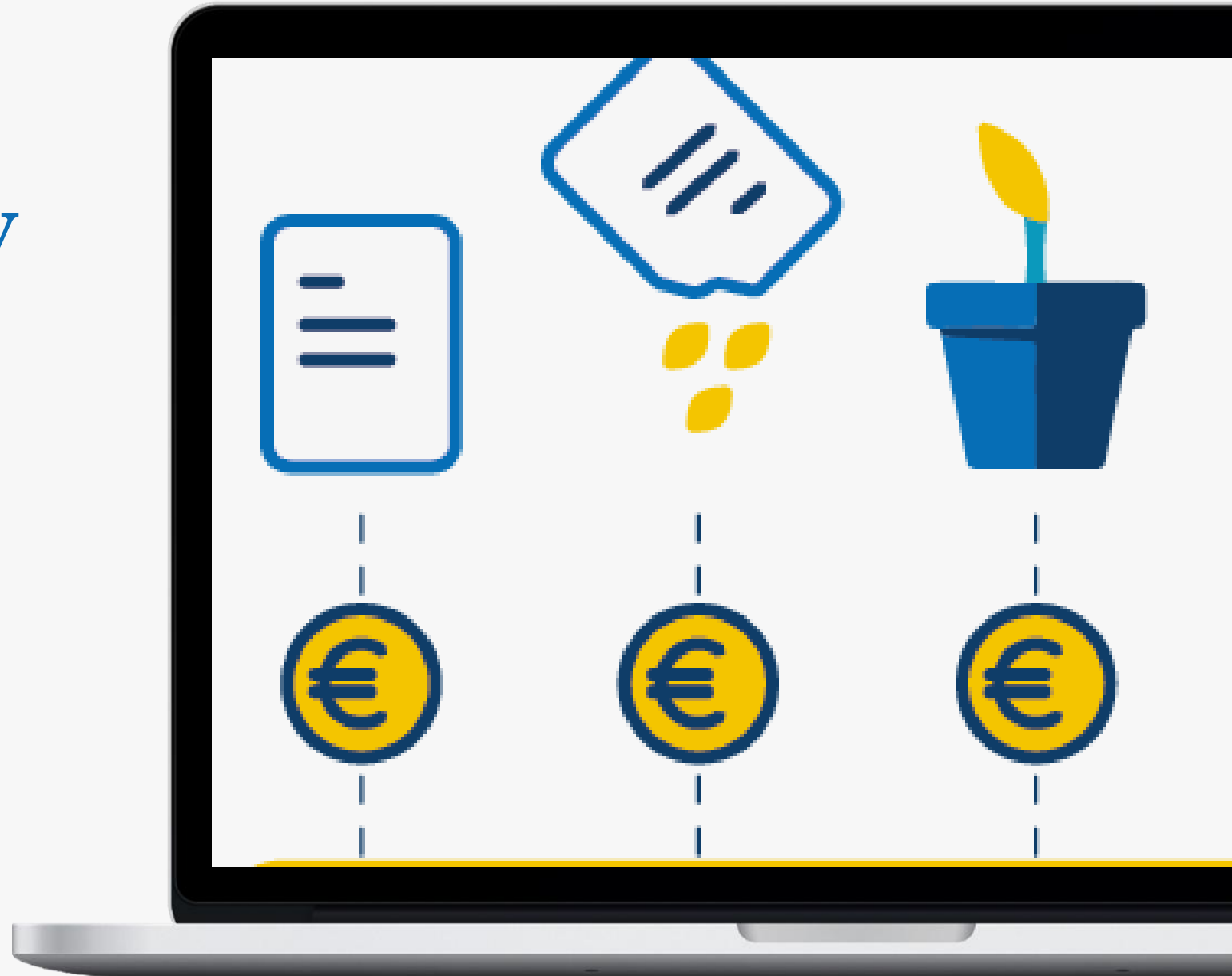
Why it matters: outputs from one
programme can be read against the
challenges of the other two



Map by DG Regio, IPA III

How we work today

1. The question
2. The data source
3. Get the data
4. The prompt
5. The AI output
6. The check



Where the data comes from

Keep.eu: projects, partners, SOs, budget, outputs

Programme websites: priorities, SOs, territorial analysis

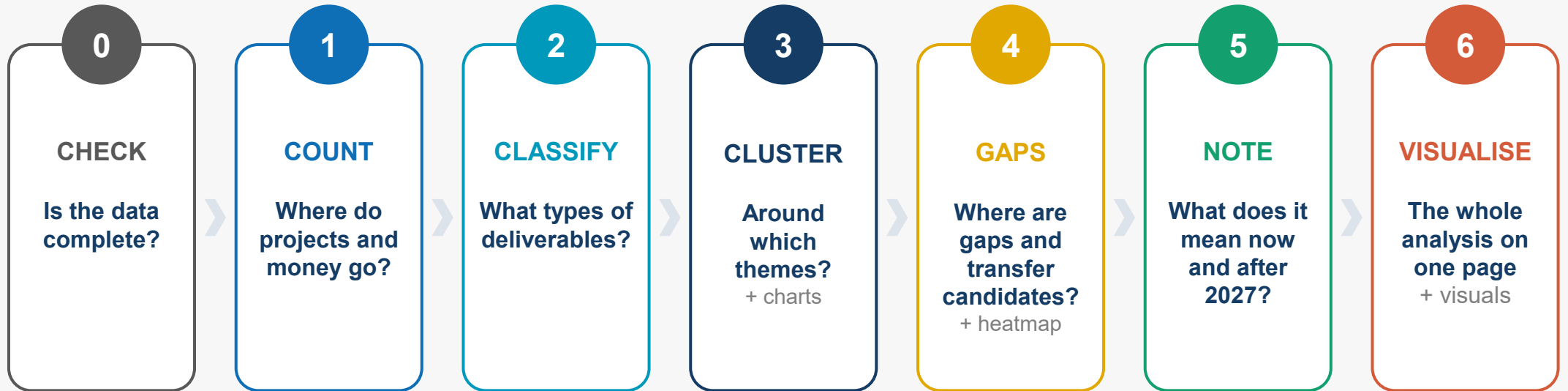
Public data: no login and no personal data

Languages: the AI translates the descriptions

Prompt logic

The prompt at a glance

Role, input and working rules first, then seven blocks in a fixed order



Each block builds on the one before: check, count, classify, cluster, find gaps, write, visualise

Before the blocks

Role: analyst supporting Interreg programme bodies

Purpose: capitalisation now, programming for 2028-2034

Input: the Keep.eu project list of one programme

Columns: deliverables and budget named exactly

Rules: only the data given, acronym for every finding

What counts as a deliverable

Include

- Sites, equipment, tools, services, agreements, strategies, studies, platforms, training

Exclude

- Administration, reporting, team activity, promotional events

Unclear

- Marked and listed once at the end of each block



Block 0: data check

Count: projects per SO and number of deliverables

Gaps: missing fields and duplicates

Languages: which ones appear in the data

Assumptions: listed before any analysis

Stop: the AI waits for your confirmation

Block 1: Counts and budgets

Table: SO, projects, total budget, deliverables

Flag: SOs with 2 or fewer projects

Show: what was counted, from which column

Look for: a few large projects dominating an SO

Block 2: Classification

Type: examples given, not a closed list

New types: added where needed and listed

Quantity: recorded with its unit, e.g. 12 km

Table per SO: type, number, summed quantities

Solutions: defined here, used again in Block 4

What counts as a solution

Solutions

- Infrastructure and sites, equipment, methodologies and tools, digital tools, services, cooperation agreements

Weak basis for reuse

- Clusters with only studies or events

New types

- The AI says whether they count, and why



Block 3: Thematic clusters

Clusters: 5-8 themes across all deliverables

Card: name, definition, inclusion rule

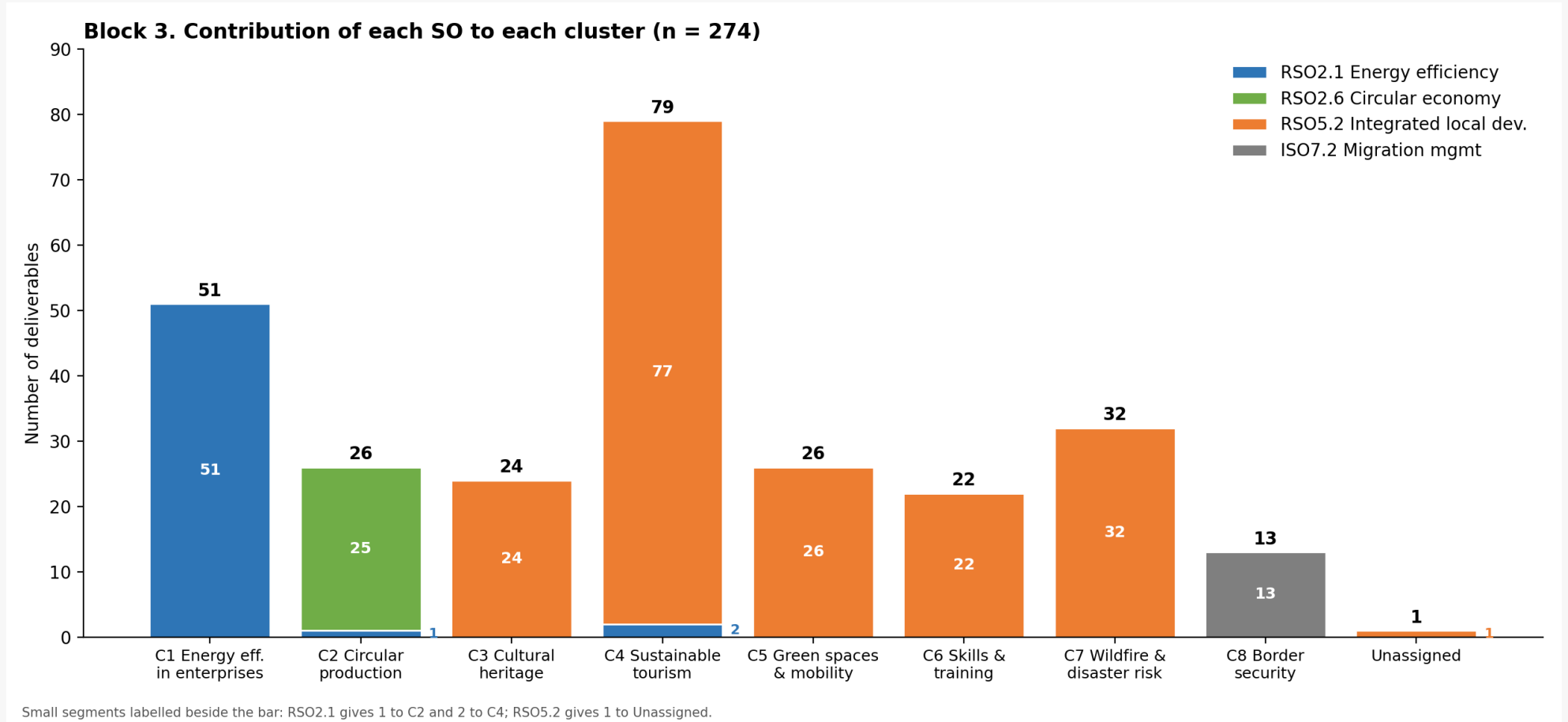
One home: one main cluster per deliverable

Second fit: separate column, not counted twice

Unassigned: listed with the reason

Charts: deliverables per cluster, SOs per cluster

The cluster card



AI Illustration by Claude AI, CC

Block 4: Gaps and alignment

Matrix: SOs x clusters, with deliverables

Gaps: SOs with few deliverables

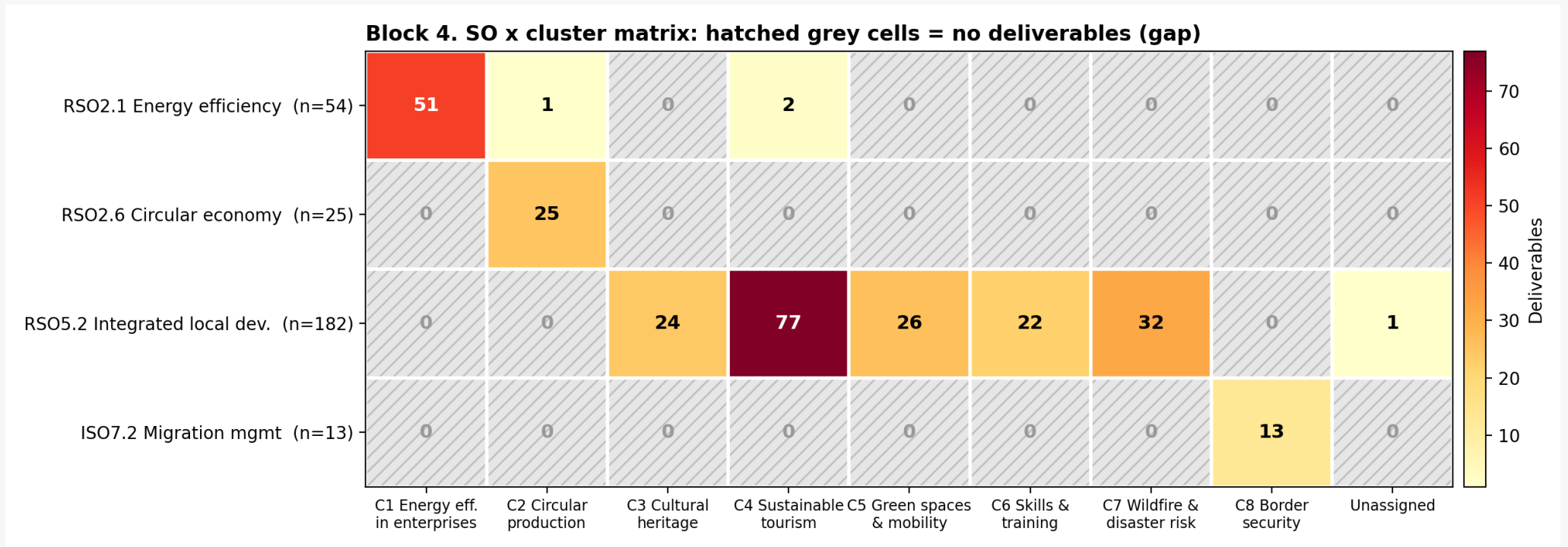
Strength: clusters rich in solutions

Weakness: clusters with only studies or events

Transfer: deliverable, SO, receiving context

Visuals: heatmap and one-page infographic

Gaps heatmap



AI Illustration by Claude AI, CC

Block 5: Analytical note

- What the portfolio shows
- Up to 5 transfer candidates
- Mature themes for 2028-2034
- Limitations of the analysis



2021-2027 Interreg VI-A IPA Bulgaria-Türkiye

Portfolio analysis 2021-2027

33

projects

EUR 27.35m

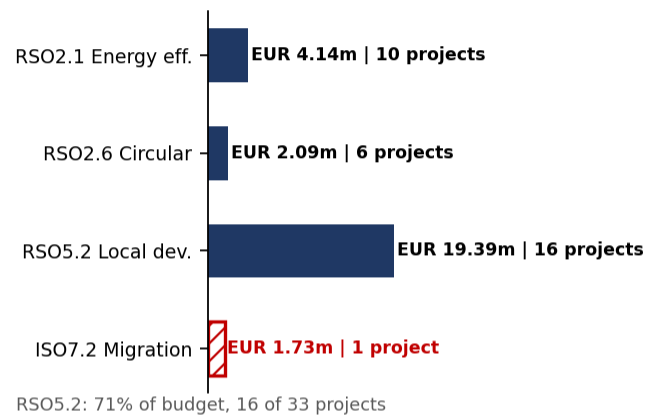
total budget

274

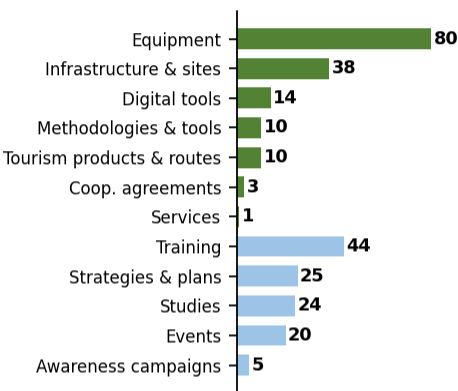
deliverables analysed
(of 763 listed)

Solutions (156) Other types (118) SO with 2 or fewer projects

1 Where the money goes



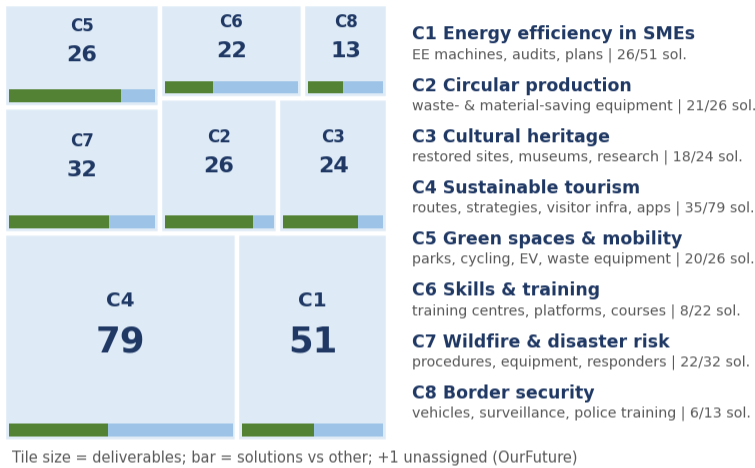
2 What was produced



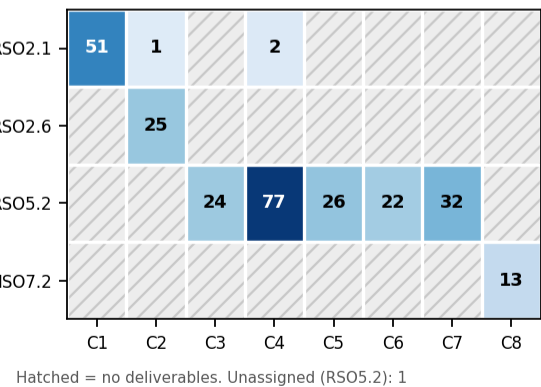
Quantities stated

26 machines
12 vehicles
66 waste containers
5 EV charging points
5 + 3 e-bikes + e-scooters
5 streets renewed
5 energy audits
20 trainings
210 people trained
30 villages trained
2 mobile apps
n/a km (not stated)

3 Themes (clusters)



4 Gaps and strengths



Few or no deliverables

0 SOs with 2 or fewer
ISO7.2: 13 deliverables, 1 project

Rich in solutions

C2 21/26 (81%) C5 20/26 (77%)
C3 18/24 (75%) C7 22/32 (69%)

Weak for reuse

C4: studies, strategies, events 36/79
C6: 8/22 solutions

5 Transfer candidates

FLAMESHIELD RSO5.2 C7 Deliverable SOPs, joint response plans, volunteer tracking system Receiving context Other municipalities: Malko Tarnovo, Sredets, Vize, Kiyikoy	EE4FUTURE RSO2.1 C1 Deliverable Energy Control and Management System Receiving context 30 other enterprise partners; RSO2.6	WinTechENERGY RSO2.1 C1 Deliverable Guide: energy-efficient, decarbonised buildings Receiving context Public building owners; RSO5.2 municipalities	Time< RSO5.2 C4 Deliverable Methodology for year-round tourism labelling Receiving context Pomorie (SHARE), Kameno (EPACT, MOBIGATE), CULTHRA	TOUCH RSO5.2 C3 Deliverable Research framework for cultural data collection Receiving context Museums in Burgas, Elhovo, Sredets, Malko Tarnovo
---	--	--	---	--

Input for 2028-2034: wildfire and disaster risk has the most complete package, ready to scale geographically; SME energy efficiency is a mature model without shared outputs; tourism is rich in plans (14) with products still at concept or trial stage.

Limitations: deliverables are planned, not delivered (31 of 33 projects end in 2027 or later); quantities rarely stated; administrative lines and 44 repeats removed.

Live demo

Demo steps

1. Export from Keep.eu
2. Upload file and prompt
3. Confirm Block 0
4. Run Blocks 1-3
5. Run Blocks 4-5
6. Run Block 6 and check the output



Verify the output

Checks

- Recount totals against Keep.eu
- Spot-check one row in ten
- Review the list of unclear items
- Rerun Block 3 and compare

Typical errors

- Invented or merged projects
- Promotional events counted
- Clusters that are too broad



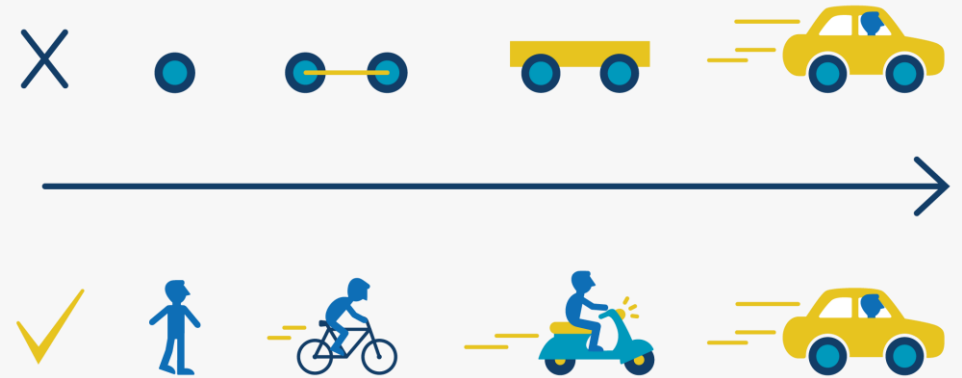
What you take away

The prompt: 6 blocks, ready to reuse

Data: Keep.eu exports for the three programmes

Method: check the data first, verify every output

Next: Stage II turns the note into a document



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

Stoyan Kanatov

Unless otherwise stated,
licensed under [CreativeCommons.org](https://creativecommons.org).
For more information visit creativecommons.org

