



## **Interreg Communication Network Meeting: 2024 Interreg Communication Milestones 26 February 2024**

Online | Zoom

### **Monday, 26 February 2024**

**10.00 – 10.10**

#### **Opening & Introduction**

*Interact Team*

**10.10 – 10.20**

#### **News from the Commission**

*DG REGIO*

- Ongoing communication actions
- SFC2021 update
- Macro Regional Strategies and Sea Basin Strategies Days
- EC as jury in competitions

**10.20 – 10.50**

#### **Country Team Meeting discussion**

*DG REGIO*

- Operations of Strategic Importance (OSIs)
- Reporting
- Budget

Objectives of the session: update participants on DG REGIO's ongoing communication actions and take stock and share experiences of implementation related topics. The discussion builds on the survey responses.

**10.50 – 11.30**

#### **Updates from Interact initiatives 2024**

*Interact Team*

- 2024 Communication milestones
- Interact Academy: Certified Trainings
- Stories of Cooperation
- Interreg Cooperation Day
- Interreg Project Slam
- Artificial Intelligence



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- New Communication Toolkit
- Cap-Com
- Interreg Communication Post 2027 and IVY initiative
- Q&A

Objectives of the session: Introducing the 2024 Communication milestones scheduled by Interact, as well as the implementation of campaigns and initiatives that will take place throughout the year.

**11.30 – 12.00**

### **Kick-off Interreg.eu project**

- Website  
*Eva Martínez & Laura Belenguer, Interact*
- Social Media  
*Rosa Escamilla, Interact*
- Q&A

Objectives of the session: Present the Interreg.eu project, including the website and social media. Introduce the operational methodology and how the Interreg programmes will actively participate in it.