

Interreg Communication Network Webinar

Updates from Interact initiatives 2024

Rosa Escamilla, Laura Belenguer, Arkam Ograk, Eva Martínez, Nebojsa Nikolic, Kevin Fulcher | Interact | 26.02.2023

Interact



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Interreg



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Recording meetings helps us share content with those who cannot be here.

Thank you

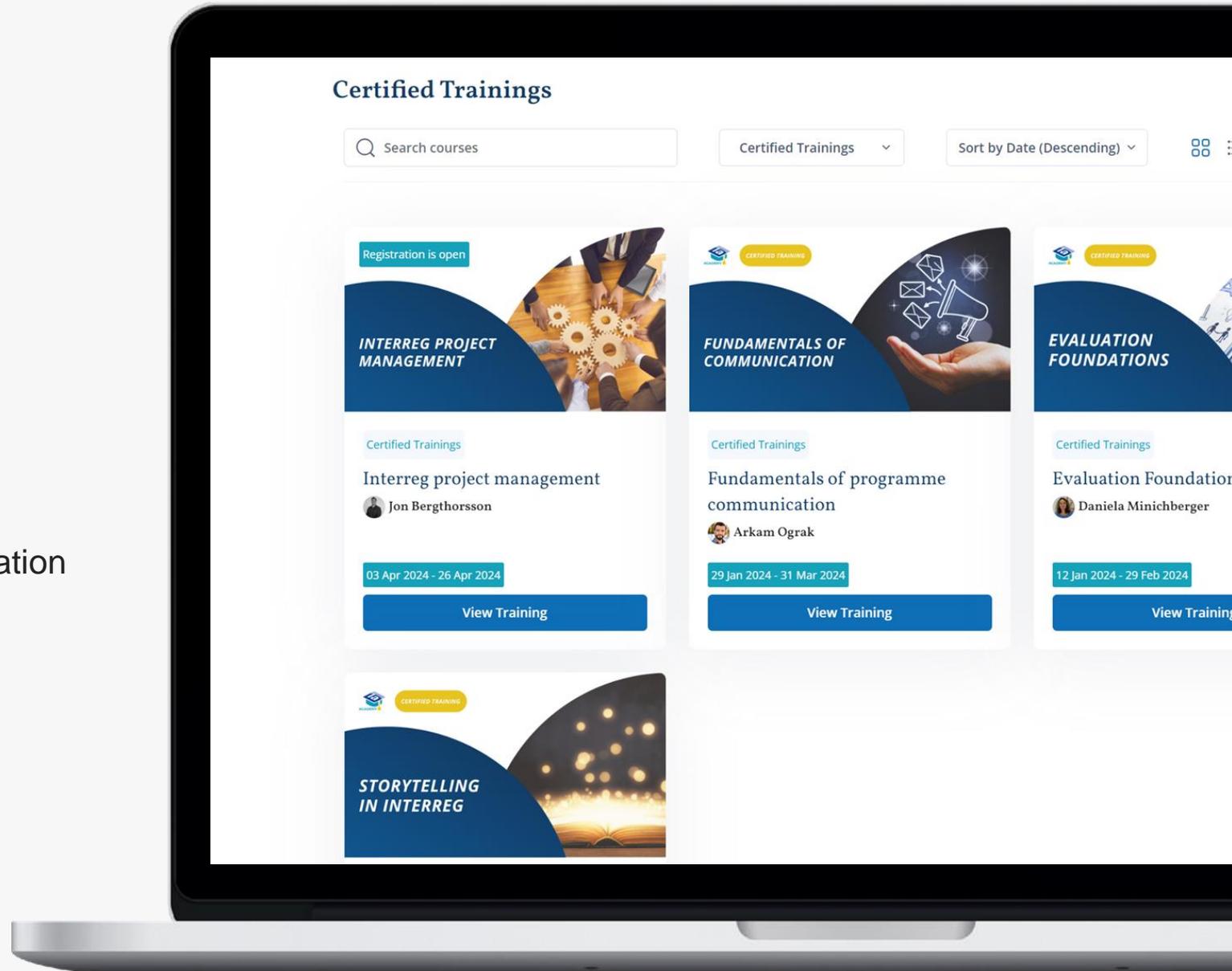
Milestones Calendar

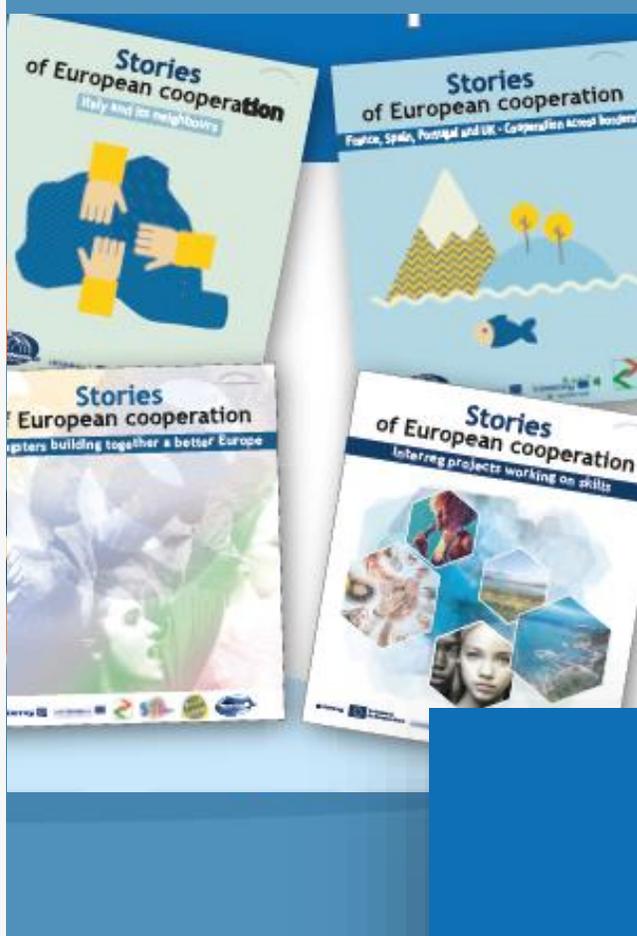
Event/campaign/milestone	When?	Where?	How can programmes take part?	Contact person
CT Storytelling event	7 Feb	Munich	Sign up to Interact Academy, enrol in trainings	Nebojsa
TN Communication network meeting	7 Feb	Online	https://www.interact.eu/events/30	Eva
An introduction to using Plain Language	15 Feb	Online	https://www.interact.eu/events/5	Linda Ring
INFORM EU training: Tips for data visualisation	20 Feb	Online	Make sure you are a part of INFORM EU on MS Teams	Hanna
INFORM EU training: Paid Social Media Strategy & Creative Fundamentals	22 Feb	Online	Make sure you are a part of INFORM EU on MS Teams	Hanna
ICON webinar	26 Feb	Online	https://www.interact.eu/events/77	Rosa, Nebojsa, Laura
Interreg Knowledge Fair	5-7 March	Riga	https://www.interact.eu/events/70	Interact
OSI Lab: Communicating operations of strategic importance	19-20 March	Nafplio, Greece	Registration closed. Make sure you are a part of INFORM EU on MS Teams	Slaven
CT event: Fundamentals of programme communication	26-27 March	Bologna	Sign up to Interact Academy, enrol in trainings	Arkam
EURegionsWeek session applications deadline?	April?	Online		DG Regio
Cap&Com	May	Czechia	Interact website	Stoyan, Nicolas, Laura
Interreg Cooperation Day kick-off webinar	May	Online	Be part of the network on Interact Connections	Rosa, Nebojsa
Project Communication Toolkit release	May	Online		Arkam, Rosa
INFORM EU Meeting	May	Hannover	Make sure you are a part of INFORM EU on MS Teams	Hanna
RegioStars applications deadline	31 May	Brussels	Make sure that every programme submits at least 1 application	Hanna & Gianluca
Certified Training: AI for Interreg communication	June	Online	Sign up to Interact Academy, enrol in trainings	Arkam, Nebojsa
Interreg Cooperation social media campaign webinar	June	Online	Be part of the network on Interact Connections	Rosa, Nebojsa
Stories of European Cooperation release	June	Online	Having an IVY working in your programme/projects	Laura, AEBR
Interreg Cooperation Day celebration - local events	September			
Interreg Project Slam 2024	Tbc		Vote for favourite videos, watch finale	Stoyan, Nebojsa, Rosa
RegioStars Projects Pitches (finalists)	October	Brussels	Get to know the finalists, last chance to vote for your favorite project for the public choice award	DG Regio
RegioStars award ceremony	October	Brussels	Join the celebration :)	DG Regio
ICON in person meeting	November (tbc)	Alicante, Spain	Interact website	IO Valencia
INFORM EU Meeting	November	Sevilla	Make sure you are a part of INFORM EU on MS Teams	DG Regio
Interreg Post 27 event	November	tbc		
Certified Training: Video making in Interreg	Early September	Barcelona, Spain	Apply for the training	Nebojsa
Stories of European Cooperation release	December	Online	Having an IVY working in your programme/projects	Laura, AEBR

Interact Academy

Certified trainings

- Storytelling
- Fundamentals of communication
- AI & Comms – June
- Video making – July





Stories of European Cooperation

In close collaboration with the Association of European Border Regions (AEBR)

Written by young volunteers (IVYs)

Impact of Interreg projects / programmes



10
issues
launched

49
projects
explained

50
volunteers as
writers



Themis Christophidou
DG EAC



Slawomir Tokarski
DG REGIO



Erwin Siveris
Interreg Europe

Italy-Croatia **Interreg MED** Italy-France Maritime
Alpine Space Greece-North Macedonia **Caraibes**
Central Europe **Next MED** Greece-Bulgaria
Alcotra SUDOE

Main novelties 2024

1

Incorporation of stories written by participants in the 'Storytelling' certified training (Interact Academy)

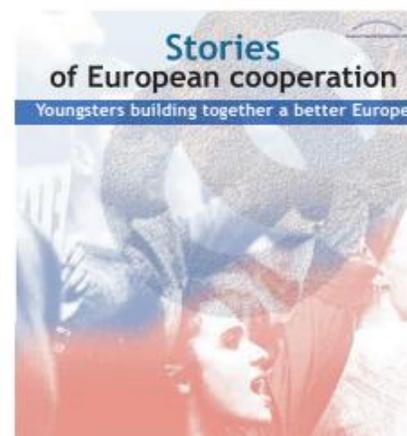
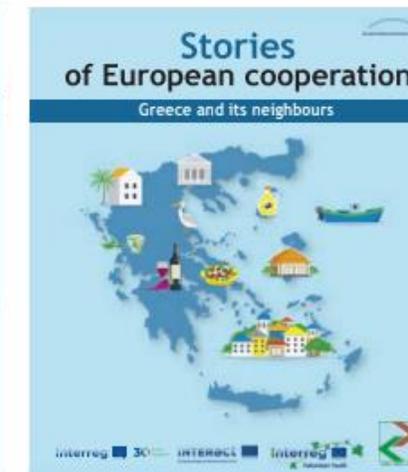
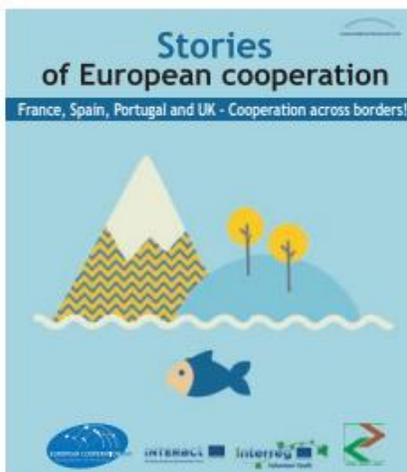
2

Online event on 'How to write a good article?' for the participating IVYs, programmes and projects

Reach out to us!

We are 7 billion humans.
No one cares about
what we do.

Our job is to make
people care.



Interreg Cooperation Day 2024

Europe-wide campaign facilitated by Interact, but led by Interreg programmes who:

- Organise engaging **events** to connect cooperation with **local communities**
- On **21 September** and surrounding weeks

We offer **guidance, visibility and daily support.**



Cooperation overcoming borders

Local events around:

- **Historical borders** (like tripoints, border markers or border crossings)
- **Emblematic locations** where the EU has worked to overcome obstacles (like ports or train stations)
- **Any other venue** under the umbrella of cooperation

Your local event can be the direct pathway to **citizens' consultation Post 2027**

Stay tuned:

- IKF stand
- Kick-off in May 2024

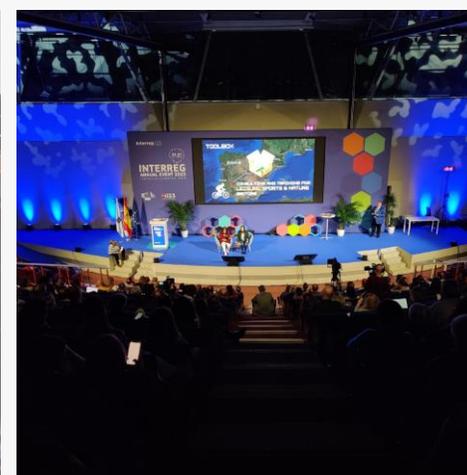
Contact: rosa.escamilla@interact.eu



Interreg Slam 2024

Storytelling competition

- Apply and get a free storytelling training
- Finalists get a professional video and the travel
- High reach – over 3 million in 2023



Artificial Intelligence & Interreg communication



- Aims to build understanding in use of models for our comms work:
 - LLMs such as ChatGPT, Gemini, Copilot
 - Image models such as Midjourney, Dall-E, Stable Diffusion
 - Video models such as Pika Labs, RunwayML, Sora (coming soon)
- So far a comms-specific webinar (September 2023) and a few smaller interventions
- In future:
 - AI session at IKF - 6 March
 - Certified Training: Use of AI in comms with four webinars in May (24,31) June (7,14)
 - AI-generated Interreg Photography Stock
 - Contact: Arkam & Nebojsa

Communication toolkit 2024

- For projects, not programmes
- A tool rather than a fixed publication
- Editable: inDesign and word formats
- From Interact: Generic guidance to project beneficiaries
- From you: Programme-specific guidance
- Estimated final version: April/May
- Contact: Arkam & Rosa



Chapters overview





CapCom Strategy: connecting results with promotion

Gathering results and promoting these results through targeted campaigns.



Main actions

- 1 Interreg Project Slam campaign
- 2 CapCom event (May) – Capitalization approach during project implementation, ways to capitalize on project results, the future of capitalization (post 27) and tools to communicate results and measure our communication goals.

Main actions

3

CapCom session on INFORM EU (May) – CapCom approach applied in the phase of project application and assessment.

4

The capitalization networks in Interact:

- A greener Europe
- A more Social Europe (example: the Inclusive Growth Postcards).

The Inclusive Growth postcards



POPRI Youth 2021
POPRI Youth 2021 (printing)



RESMYLE
RESMYLE (printing)



Trampoline
Trampoline (printing)



Youth-together
Youth-together (printing)



Balkan Med INNOVA
Balkan Med INNOVA (printing)



CaPabiLiTy
CaPabiLiTy (printing)



EmploYouth
EmploYouth (printing)



EnvironmentYOU
EnvironmentYOU (printing)





Interreg Post 2027 Consultation on the future 2024



Two consultation processes

Programme own consultations

From the toolkit provided by the Commission, programmes organize own consultation.

Support from Interreg IVY

Support from Interreg Cooperation Day campaign.

Interreg-wide consultation

Interact coordinated exchange and discussions on key issues.

Process built around two milestone events.

Majority of inputs collected in thematic and sectoral events organised by Interact.

Milestone 1: 6 March 2024 Interreg Knowledge Fair

Major purposes

- Ideation, brainstorming, sharing
- Collecting the diversity of opinions & ideas on cornerstones of future Interreg
- Presenting our more detailed micro-approach along topics
- Completeness check – did we missed something!

Milestone 2: Oct/Nov 2024 Interreg post 2027 event

Major purposes

- Show what we've harvested up to now
- Hear feedback from Community and Commission
- Check and prioritisation with large, diverse group

Purpose

- Develop a clear picture for our final reflection document / product that should be ready by December 2024, latest January 2025

What questions we are asking

Current regulations

1. What is working?
2. What requires repairing / improvements?
3. What is missing?
4. What do you visualize for the future?

Communication and Post 2027

Milestone 1: Knowledge Fair

Specific session on future of Interreg branding. Along with other relevant sessions which will touch on related matters.

Potential follow up on topics

Potential follow up via online meetings, to explore any key issues. More questions can be asked via ICON Network.

Milestone 2: Autumn 2024

Chance to review any progress or key discussions that have taken place before they are submitted. Aim would be alternative regulatory text.

ICON Network November 2024

Final opportunity for the network to influence the consultation, or to discuss and reflect on any controversy.

IVY volunteers for Interreg post 2027!

Interreg Volunteer Youth (IVY) is a **volunteering programme** to support **Interreg**.

- With IVY, Interreg **programmes** and **projects** can host volunteers to help with:
 - **communication**,
 - **project implementation** and
 - **post-2027 consultations**.
- Volunteers contribute with **new ideas, creativity** and bring **fresh perspectives**.
- **Visit the IVY stand** at the **Interreg Knowledge Fair** in Riga, 5-7 March



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   [@InterregYouth](#)

 [Interreg Volunteer Youth](#)

www.interregyouth.com



Time for Q&A



Cooperation works

All materials will be available on:

[Interact website / ICON community](#)