

# Interreg Slam 2023: Rules

## 1. What is the Interreg Slam?



**The Interreg Slam 2023** is a storytelling competition for Interreg projects and programmes. Any Interreg project connected to the “[Skills](#)” theme can participate. The objective is to create the best story about a programme's achievements – whether by explaining one single project story, a mix of projects, or making a story about your programme. To apply, you need to submit your story, using the template we provide. Before that, you can get training with a top level expert in storytelling.

The Interreg Slam is a competition triathlon where the best stories of projects compete to:

1. Win the production of a professional promo video, illustrating a good project story under the [European Year of Skills](#) topic. This would be one of the rewards for the best 5 project stories submitted;
2. Win a trip to Santiago de Compostela, Spain, to show their story on stage in front of policymakers, politicians and professionals in the EU, during the Interreg Annual Event;
3. Win the award of the "best social media video" in October.

**The deadline for application with a project story is 31.05.2023.**

One of the most rewarding part of the Slam experience is the opportunity for great project and programme visibility. The Interreg Slam reach on social media has increased from around 400.000 in 2021 to over 1.5 million in 2022. Even more impressive, the Slam video stories have an exceptional organic reach and get thousands of views in a very short time. This is a phenomenal exposure for any project and Programme.

This year, we will try to go even further! Our jury, composed of members of the European Commission and Interact, will select the **five best applications** for the competition.

The Slam is a massive opportunity to reach hundreds of thousands of people across Europe for any project, and the application process is a great learning opportunity. The video is theirs to use as they see fit - they can use it on their website and social media. It is their promotion material.

## 2. Who can apply in the Interreg Slam?

**Participation is open to all Interreg programmes**, including Cross-Border, Transnational, Interregional, Interreg IPA-CBC, Interreg ENI-CBC Programmes. And this extends to all their funded projects. The employees of the European institutions, Interact Programme, their hosting institutions, and their relatives are not eligible to take part. All participants must be over the age of 18.

Programmes must submit only applications where they are sure that related staff is willing and available to come and participate in the event: this must be verified, in due time, with the identified team and according to the deadlines. Participants with different accents in English are welcome, as long as their speech is understandable. Participants are responsible for any costs or expenses incurred due to participation in the Interreg Slam.

The Interreg Project Slam focuses on the achievements of Interreg Programmes, no matter the period. You could have a unique project from 10 years ago; as long as it shows a connection with the "Skills" theme, you can apply.

## 3. How to apply?

- Download the Application form template in Powerpoint;
- Read the Instructions for application;
- Book a training course and enjoy one of our most popular training workshops;
- Once you have a story you are satisfied with, fill in the Application form template and send it in PDF to the email: [stoyan.kanatov@interact-eu.net](mailto:stoyan.kanatov@interact-eu.net)

To help you do this work of creating your stories, we provide **2 training events in May 2023**, involving an expert storyteller to help you craft better stories faster. You can register to the events by clicking the following links:

- The webinar "[How to write your stories](#)" will be held online on 03.05.2023 and will cover the topics of story-telling techniques and methods of turning stories into videos;

- The workshop “[How to refine your stories](#)” will be held online on 18.05.2023 and will be building up on the online training, by providing practical advice and guidance for improvement of already prepared applications.

### **The deadline for applications is 31.05.2023.**

Each Programme should identify its most appropriate story and apply a "storytelling structure" by following the template we provide. Programmes may have an internal selection of the stories they wish to submit, and you can ask us what would work best. There's no limit to the number of applications per Programme.

**NB!** Even though applications are prepared by project teams, they must be submitted by the Managing Authority or the Joint Secretariat of the respective Interreg programme, taking full responsibility for participation in this initiative.

If a pre-selected applicant cannot be contacted after reasonable attempts have been made to do so, Interact reserves the right to offer to proceed to the next one. Once applications are received, Interact will check all details for suitability of content. No responsibility is accepted for ineligible applications.

### **By submitting their application, the participants accept the following:**

- The applications must be submitted in English, together with all other relevant documents required for the application;
- The provided materials should not contain any offensive or inappropriate language or content;
- The participation in the contest in no manner constitutes an endorsement or support by Interact or the EU institutions of your views, aims, or any products or services;
- The participants may be required to take part in publicity or other promotional activities without further consent or payment. Such publicity may include their names, videos, as well as any contributions in the online contest;
- By submitting the application, participants confirm that each identifiable person who appears in their video has granted the rights to be recorded on video in image, likeness and sound of the voice;
- The participant hereby grant Interact and the EU institutions the rights necessary for distribution and public display of any submitted text, image, or other intellectual property rights that may arise from participation in this contest, the prizes or related publicity, and hereby grants Interact and the EU institutions the perpetual right to exclusively, royalty-free and unlimited use, to edit, reproduce, distribute, translate, and publicly display or publish any such intellectual property, for whatever purpose, in any form or medium, either on this website or elsewhere, for promotional activities or events arranged by Interact or the EU institutions, whether locally or worldwide.

## 5. Social media competition

The best five stories, assessed by a team of experts from the European Commission and Interact, will get professionally produced videos. The assessment of applications will be carried out in June, while the video production itself will take place in July and August. These videos later enter a social media competition on [Interact's Facebook page](#). The social media competition will take place in September or October. All videos will be broadly advertised to gather more engagement (likes/comments/shares).

Projects, programmes, and anyone linked to the project are encouraged to share their video with the community to get even more traction and improve their chance of winning the "Slam social media award". In the end, the video with the most "Likes" wins. We reserve the right to disqualify any video if we suspect the use of "fake likes", fake profiles, and other unfair and unlawful practices.

## 6. Stage performance in Santiago de Compostela, Spain

A Slam finale will be held as a part of the **Interact Annual Event**, on 25 or 26 October 2023 (exact date to be confirmed), co-hosted by the European Commission and Interact. During the event, we will see the live performance on stage of each of the 5 winning projects. You'll have up to 5 minutes to impress the audience in the room. The audience will select the "Interreg Slam 2023" winner through a live electronic voting system (such as Slido). The second and third place projects will also receive an award and diplomas offered to the rest of the finalists. In addition, the representative of the European Commission will give the "Commission choice award", as well as the "Slam social media award".

## 7. Questions and answers

**If we win the storytelling competition, do we have to provide the multimedia materials for the videos - photos, graphics, video materials, audio materials, etc.?**

You're telling the story of the project, so all data, infographics, and other elements can add a touch of reality to the video, and if you have some actual footage, it's always a plus. But the agency will also have access to stock images database and work with you if you do not have enough images.

**Do we have to submit a video?** For the 2nd phase of the competition, if you are part of the five winners, the agency will produce your video between June and August. You will have to help them understand your project and give feedback on their proposals, but they will lead the process, so it can be ready to compete in the "social media competition".

**Is there another way to present the story? Only in Powerpoint?** We ask you to use Powerpoint and then convert to PDF. You should respect the template, so that we can review the 100+ applications along with the same criteria.

**What do you expect in the storytelling template? Do you have any guidelines available?** During the training, we share a template and instructions for producing a

Powerpoint presentation of your project - 10 steps in storytelling. You can use images from your Programme or any stock photo database. You can get more information during the webinar and the workshop.

**Can we show an existing video of one of our projects?** If you win the first phase, based on your Powerpoint - you will be able to reuse images of previous projects in the video. But the video will be a new production from the agency.

**Will the quality (resolution) of the images be judged?** At the application stage, we will mostly judge the story, but some minor portion of the score will be formed based on the overall care you took in presenting this story with good images.

**Will the content of the free training session be the same for the webinar and the workshop?** No, both events will be different. The webinar “How to write your stories” will teach you to use story-telling techniques and methods of turning stories into videos, as well as will guide you in preparing your application. The workshop “How to refine your stories” will be building up on the webinar, but will provide practical advice and guidance for improvement of already prepared applications, as well as using practical examples.

**Is the story about the Programme; or a specific project, or a couple of projects as an example?** The story is about the Programme as a whole, or one specific funded project that illustrates well the philosophy of the Programme, or a project you launched at the programme level to help more project applicants - the possibilities are endless.