A new chapter for collaboration, communication and impact

The revamped Interreg.eu website and social media.

Eva Martínez, Rosa Escamilla, Elisa Bertieri, Alejandro Nievas| Interact | 10.12.2024

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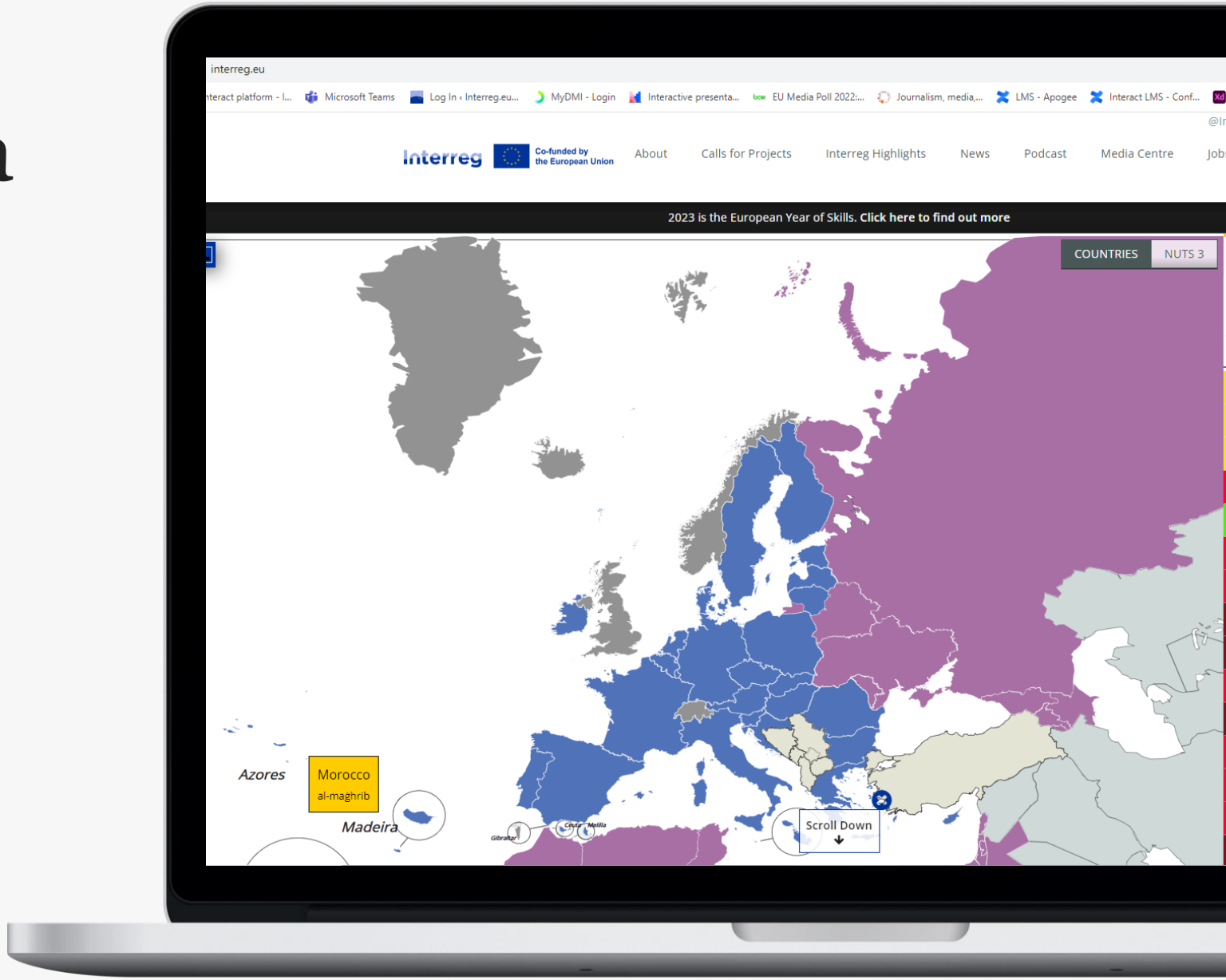
Agenda

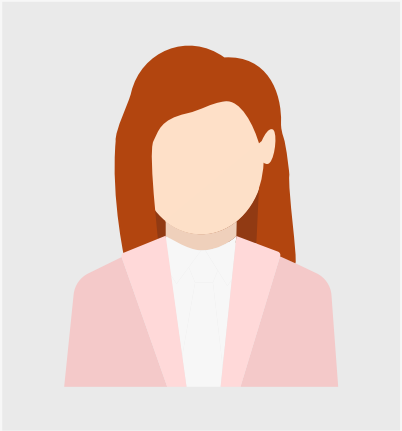
01	02	03	04
Walk through some of the new Interreg.eu features	How to review and refine your programme's content	Stories and campaigns for 2025	Timeline and next steps

Ready for a quiz?



Target Audience Archetypes

The Policy maker



Represents (examples)

- Local, regional & national policy makers
- Committee of the Regions
- EU Parliament members

The Decision maker

Represents (examples)

- Ministries, national agencies, civil servants etc.
- Regional & national authorities

The Potential applicant

Represents (examples)

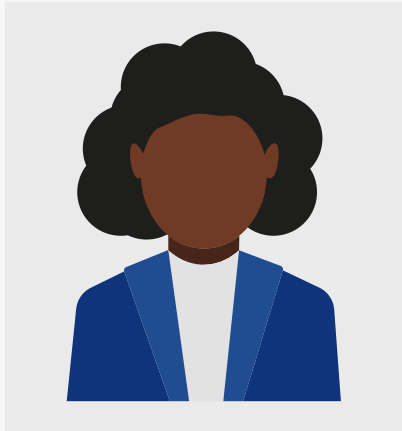
- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

The Beneficiary

Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

Staff working in Programme Joint Secretariats



Represents (examples)

Joint Technical Secretariat

- Communication Managers
- Communication Officers
- Head of Joint Secretariat

Strategic Objectives

Clearly establish Interreg's brand

Why, what and how

Relevance and impact

Showcase societal impact of Interreg in the territories

Overview of programmes

Easy understanding of programmes and access to applicants to funding information.

Engage through storytelling

People and impact before numbers and stats.

Content Principles

Complexity fit for outsiders

Easy to understand, limited jargon.

Impact aspect

All content should contain some evidence of impact.

Humanised

Put a face on impact with testimonials, interviews, images.

Emotional storytelling

Fewer descriptions and more impactful stories.

Fit for re-communication

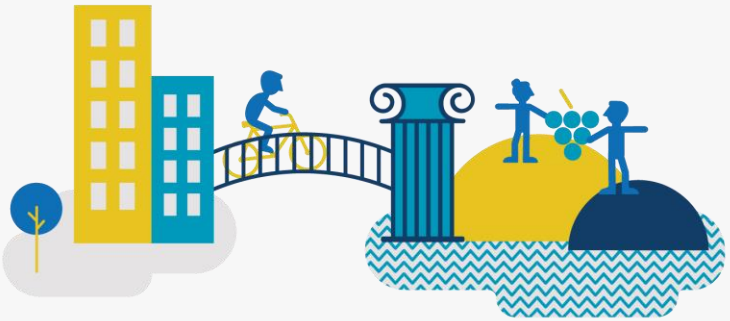
Understandable in 30 secs, enabling re-communication online and offline.

Social Media landscape in the EU

448 million citizens

27 Member States

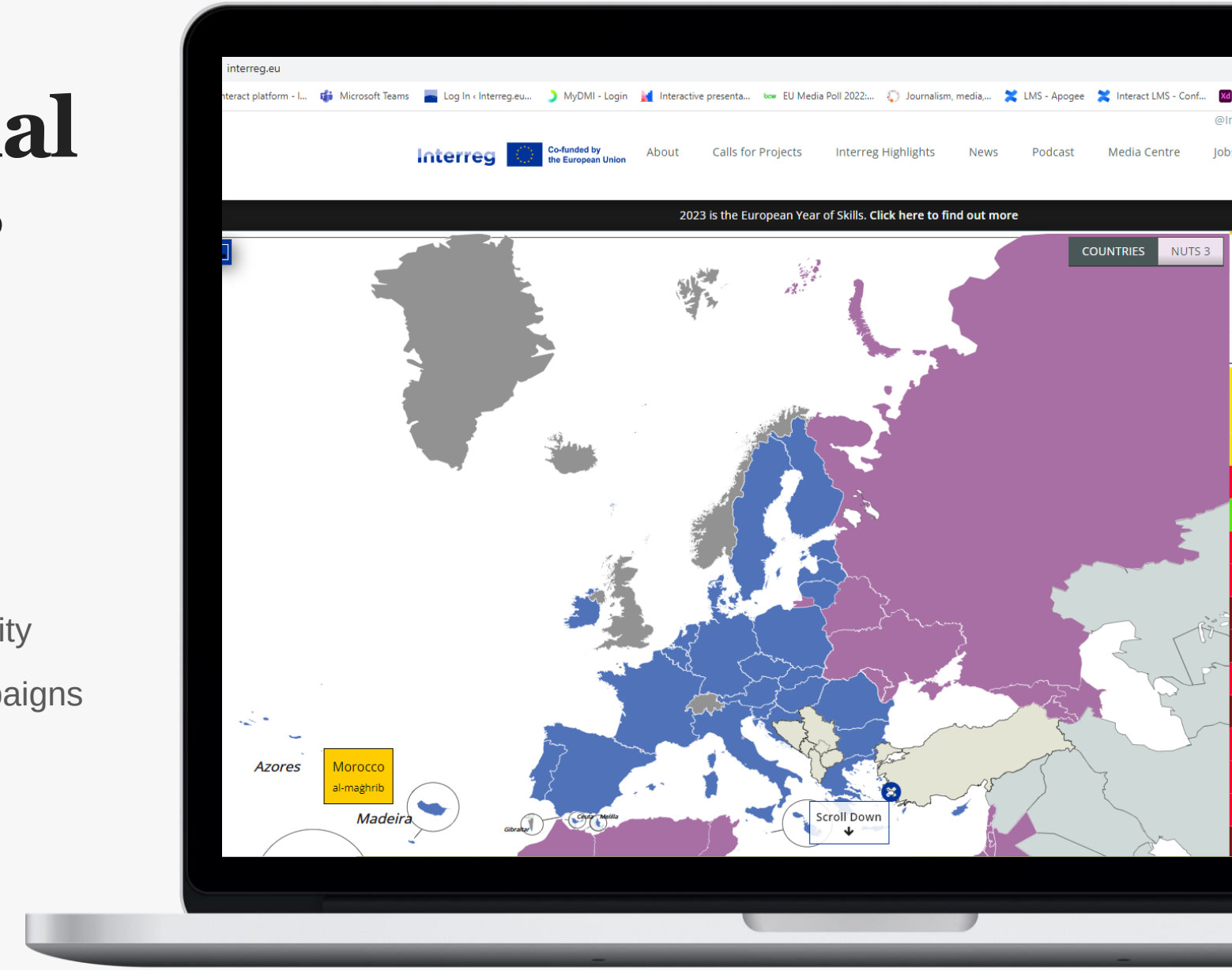
24 Official languages



Interreg.eu Social Media Channels

Managed by Interact and fueled by the **collaborative work of all Interreg programmes**, our channels serve as:

- The voice of the entire Interreg community
- The window to our communication campaigns



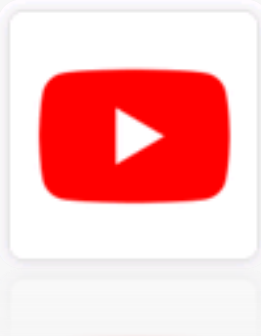
Where are we represented?

@Interreg

@Interreg

@Interreg_eu

@Interreg_eu



@Interreg_eu

With a broad vision to join new platforms!

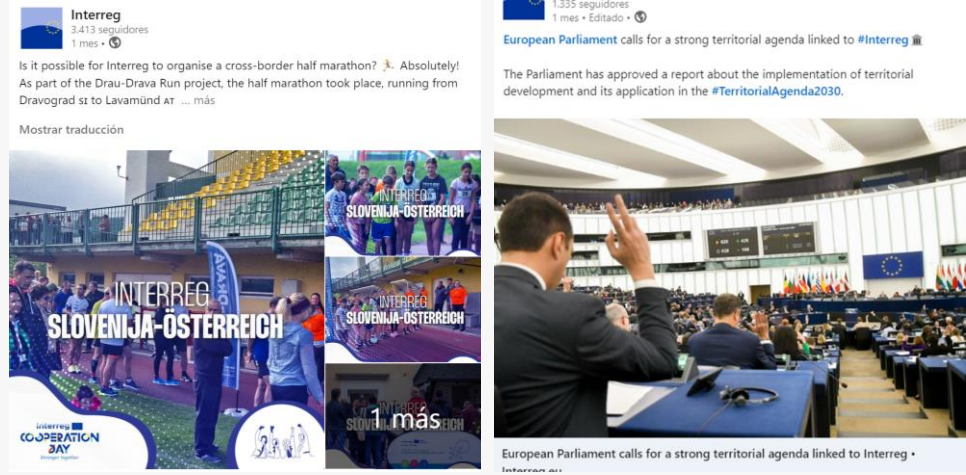
How the use of media has reached 100 million users

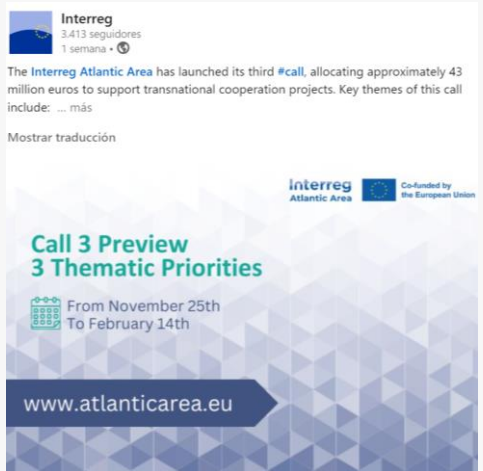
The press **Radio** **Television** **Threads**

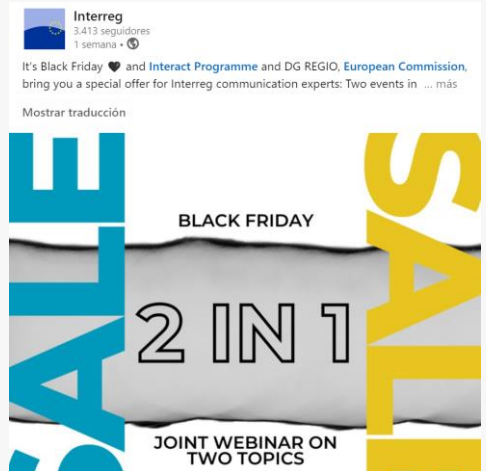
Some of our most recent key figures

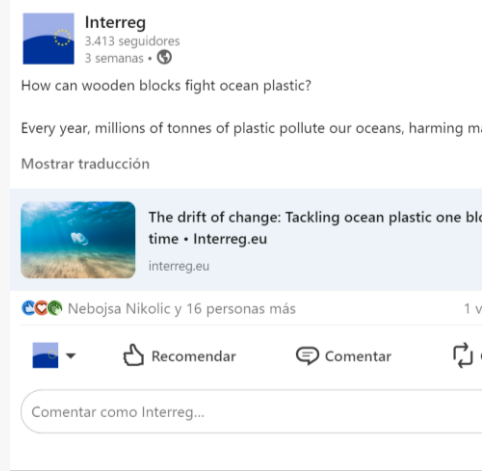
LinkedIn

The **average monthly follower growth** rate on LinkedIn from the account's launch in September 2023 to December 2024 is approximately **66%**







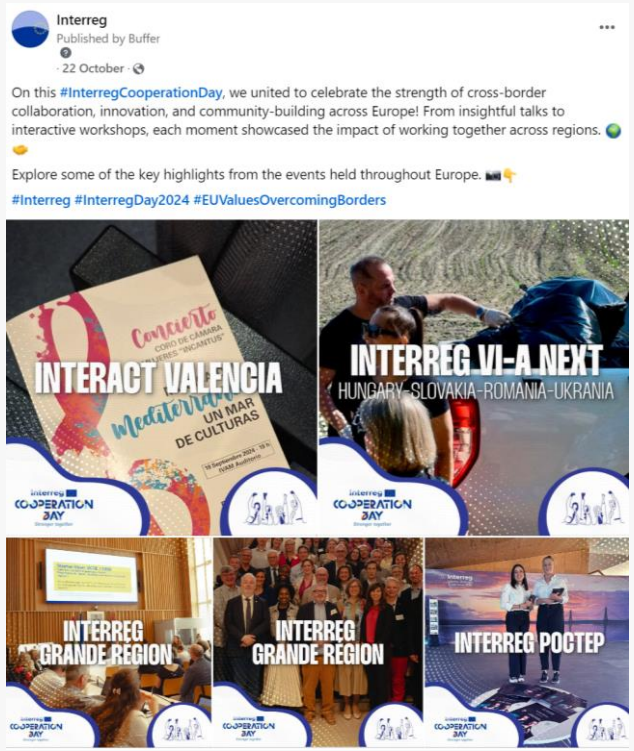


Facebook

With over **17K followers**, reach is on the rise.

Interreg Day 2024 campaign

2.774.631 organic reach



11.845.844 paid reach

Instagram

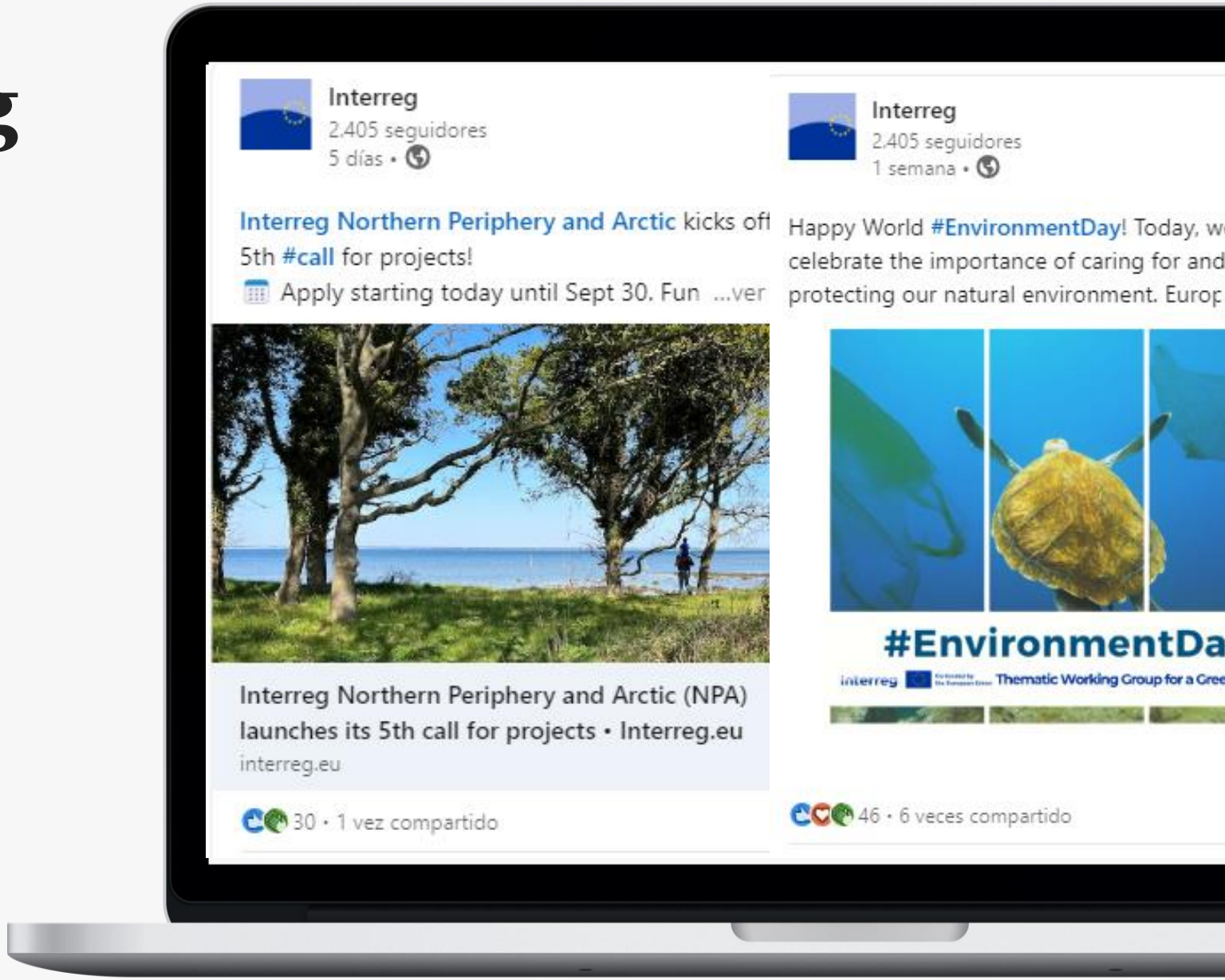
A safe bet for younger audiences.

More than **40%** of our followers are between 18 and 34 years old.

Keep sending us content!

interregonline@interact.eu

- Articles and news
- Informative Campaigns
- Engaging videos
- Joint studies and reports
- Podcast
- Calls for Projects
- Open positions
- Big events



New functionalities of Interreg.eu

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Connection between keep.eu and Interreg.eu

Elisa Bertieri| Interact | 10.12.2024

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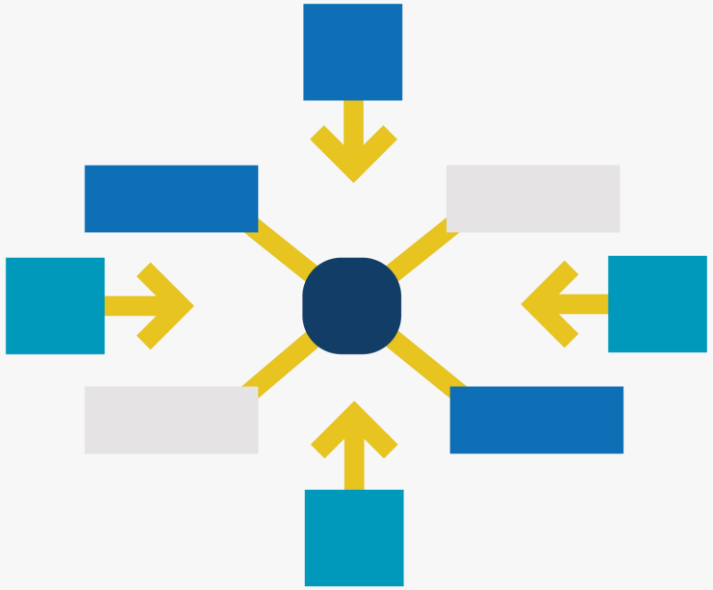
Different platforms, strong connections

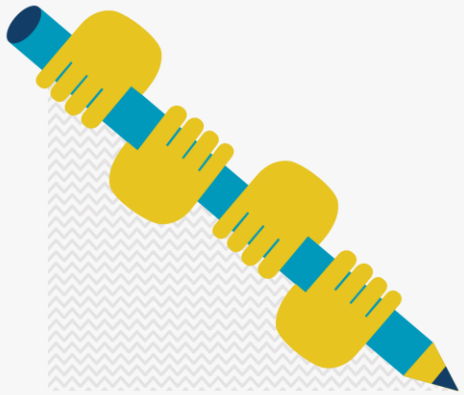
Keep.eu	Data oriented
Interreg.eu	Story oriented
Strong connections	Data from keep.eu available to Interreg.eu via API

Some data comes from keep.eu e.g.



- Specific objectives
- **Programme's website's url**
- Number of projects
- Call information

Some data comes from you

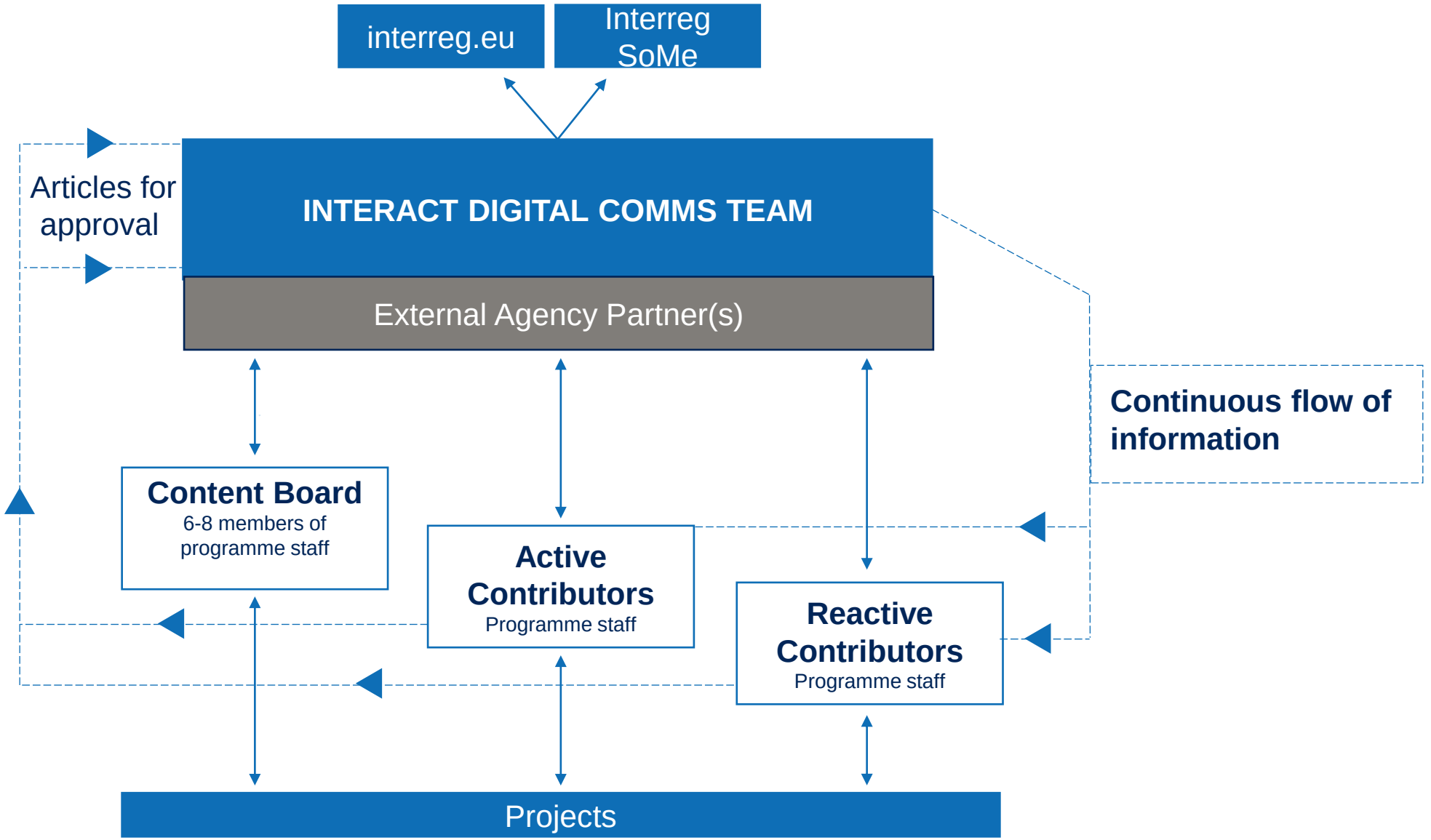


- Programme description
- **Social Media handles**
- Overall ERDF already allocated to projects
- Overall ERDF still to be allocated to projects

This is just the beginning

New developments and connections between keep.eu and Interreg.eu will come out next year.

Governance Model



Content planned for 2025

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Faces of Interreg

Meet the people behind Interreg and their work.

A short-format series introducing people from the Interreg community and their work.

Designed to foster a stronger sense of belonging and connection.

*Pexels, photo by **Fauxels***

Regions Profile

Discover the impact of projects in your region.

Showcasing the work of projects on regions to inform policymakers and inspire future applicants with real-world solutions.

Interreg seen by first timers

Stories from people outside the Interreg bubble - like IVYs - discovering the programmes and projects for the first time and witnessing their impact.

Pixabay, photo by **Djedj**

Interreg Slam
10 years campaign

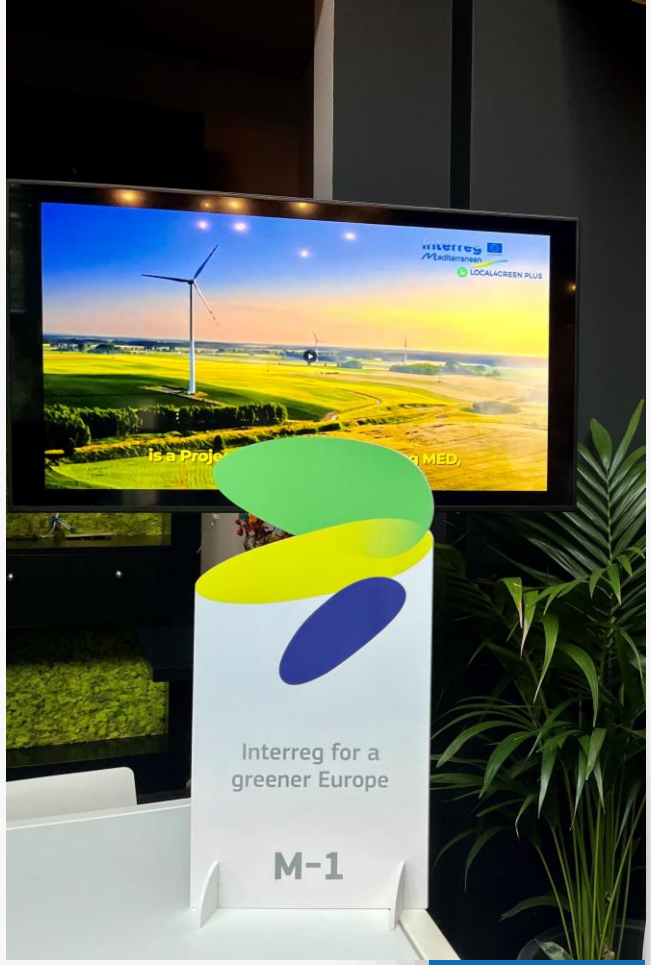
Celebrating a decade anniversary by showcasing the best projects and videos from this exciting competition.

- This campaign will be integrated into the new interreg.eu website and channels.

Interreg
Cooperation Day

Local events, an interactive map, and social media promotion showcasing the celebrations held across the continent and beyond for Cooperation Day on 21 September.

- This campaign will be integrated into the new interreg.eu website and channels.



Multichannel approach

For capitalisation strategy…

The website will support various thematic weeks organised by EU institutions, showcasing how Interreg projects align with the focus of each event.

Connection with events.

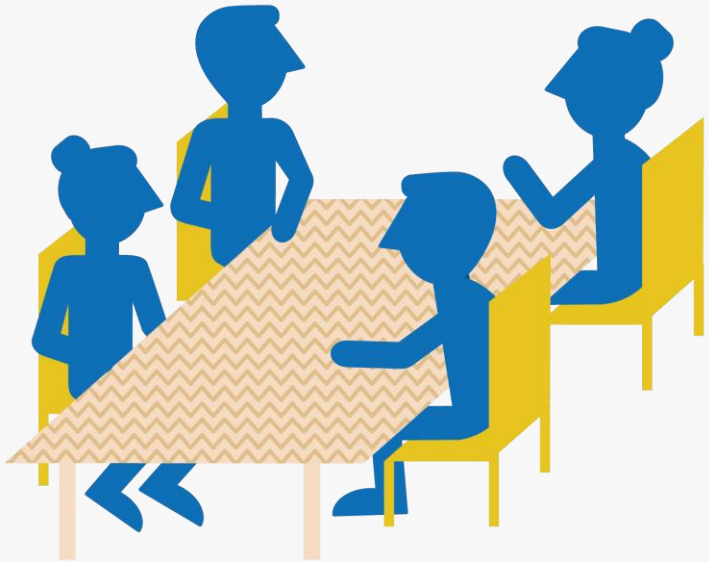
Timeframe
for publication

- Development well on its way
- Content creation in full swing
- Launch foreseen in first quarter of 2025

Send
your stories to:

interregonline@interact.eu

Floor is open for discussion



Cooperation works

All materials will be available on:

Interact connections / MC community