

How to make an OSI promotion strategy that works for you

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OSI?

A communication
opportunity



A guiding legal framework

As part of something bigger





Start early & think ahead



Meaningful events



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Build lasting
results



OK, but when the
projects are
just not sexy?





EC has your back

Collaboration with the Commission

Communication Officer of Programme

- Understand Operations of Strategic Importance.
- Engage with project leaders and partners for visibility planning.
- Upload project details to SFC2021 with clear language
- Ensure event presence with EU flag, Interreg branding, and list social media of beneficiaries.
- Compile local media contacts and prepare press releases with beneficiaries.

Regio Interreg Unit Responsibilities

- Handle invitations and assess Regio/Geo Unit attendance.
- Inform EC representations/delegations in concerned countries.
- If absent, arrange recorded interventions and collaborate on press releases.
- Publish event information on the European Commission web and distribute press releases to EC delegations.





