

Interreg Knowledge Fair 5-7 March 2024, Riga (Latvia)

# Information hubs and the success of Interreg

Rafael Agostinho, Janne Kiilunen, Elisa Bertieri | Interact | 07.03.2024

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# Agenda for this session

**01**

**Intro: Our  
information and  
communication  
ecosystem**

**02**

**Keep.eu**

**03**

**Index**

**04**

**Kohesio**

**05**

**Interreg.eu**

**06**

**Your feedback:  
Tell us what's  
missing**

**07**

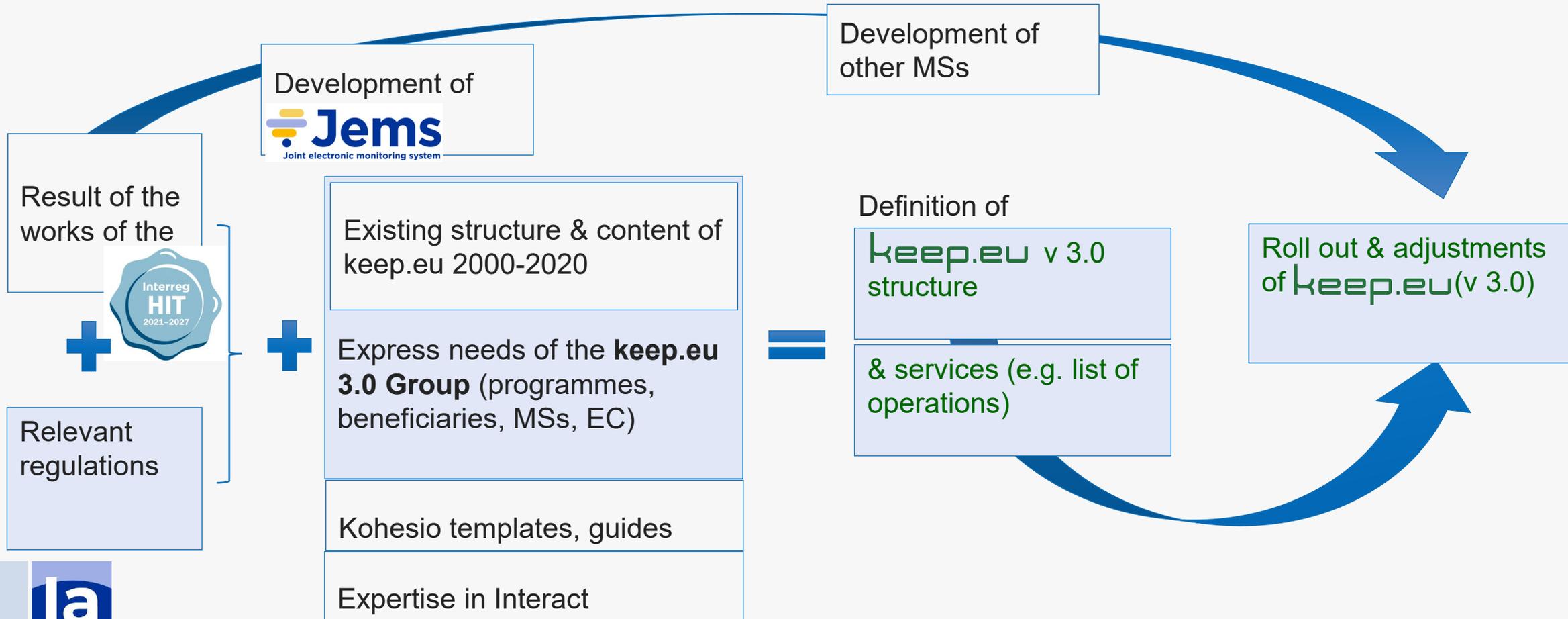
**What's in the  
pipeline**

# Ecosystem of Interreg info & comm

The set of tools that promote knowledge of Interreg, thereby promoting good practices, efficiency, good-will, and work satisfaction

- Keep.eu
- Interreg.eu
- Kohesio
- Index
  
- Other tools (not tackled here)

# Underlying: How does keep.eu define its structure



# For more clarity on this matter

Interact is proud to present the following [video](#), with the complementary participation of three European movie stars that require no introduction

Information hubs and the success of Interreg

# Why and what: **Keep.eu**

Rafael Agostinho | Interact | 07.03.2024

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# Keep.eu's mission

Originally *KEEP, Knowledge and Expertise in European Programmes*.

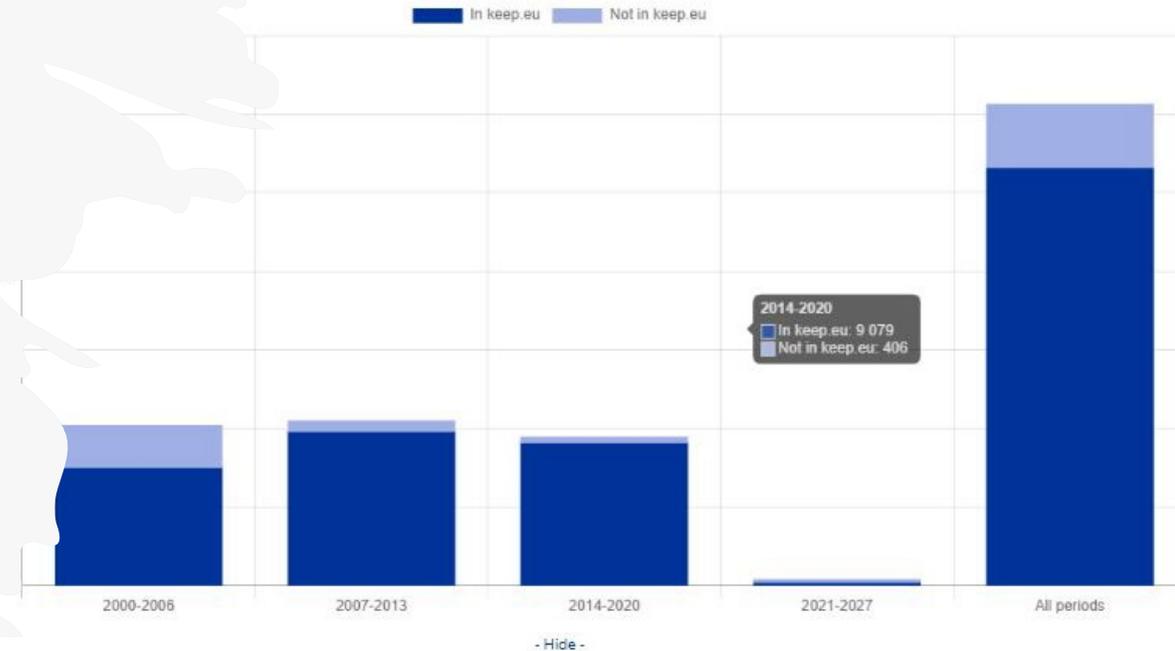
Set up by Interact in 2009, in consultation with Interreg programmes and the European Commission. First online in 2011.

## Keep.eu vs the sector (%)

Keep.eu projects in the database with the overall number of actual projects. The latter is collected manually from all the Interreg every three months. Be sure to check the dates on the top-right side of this page to understand when the last count was and when it will be.

Keep.eu focuses on contracted projects. Representativeness per project thus shows, as much as possible, how many contracted projects are in the database versus overall. However, some programmes show on their websites the number of approved projects only. In these cases, we are not scored with the number of approved projects in the denominator. We thus tend to show an apparent representativeness rate of the real one.

To see the figures feeding the chart, click the link right below it. For full detail on the representativeness of each project field (per programming period or programme), use the Export to Excel button (button to the right of this text, temporarily disabled for technical reasons on



Project type/programming	2000-2006			2007-2013			2014-2020			2021-2027			All programming periods		
	In keep.eu	Overall	%	In keep.eu	Overall	%									
(Internal)	4 713	7 159	66%	6 594	7 057	93%	5 314	5 588	95%	95	180	53%	16 716	19 984	84%
	723	723	100%	973	973	100%	1 300	1 318	99%	101	168	60%	3 097	3 182	97%
	363	363	100%	333	333	100%	411	419	98%	0	72	0%	1 107	1 187	93%
(e)	828	939	88%	1 068	1 070	100%	886	940	94%	0	0	100%	2 782	2 949	94%
	201	253	79%	197	285	69%	401	402	100%	0	0	100%	799	940	85%
	675	799	84%	633	802	79%	767	818	94%	0	0	100%	2 075	2 419	86%
	7 503	10 236	73%	9 798	10 520	93%	9 079	9 485	96%	196	420	47%	26 576	30 661	87%

of EU macro-regional strategies featured in keep.eu: 440  
 projects featured in keep.eu: 62  
 27 078

# Keep.eu's mission

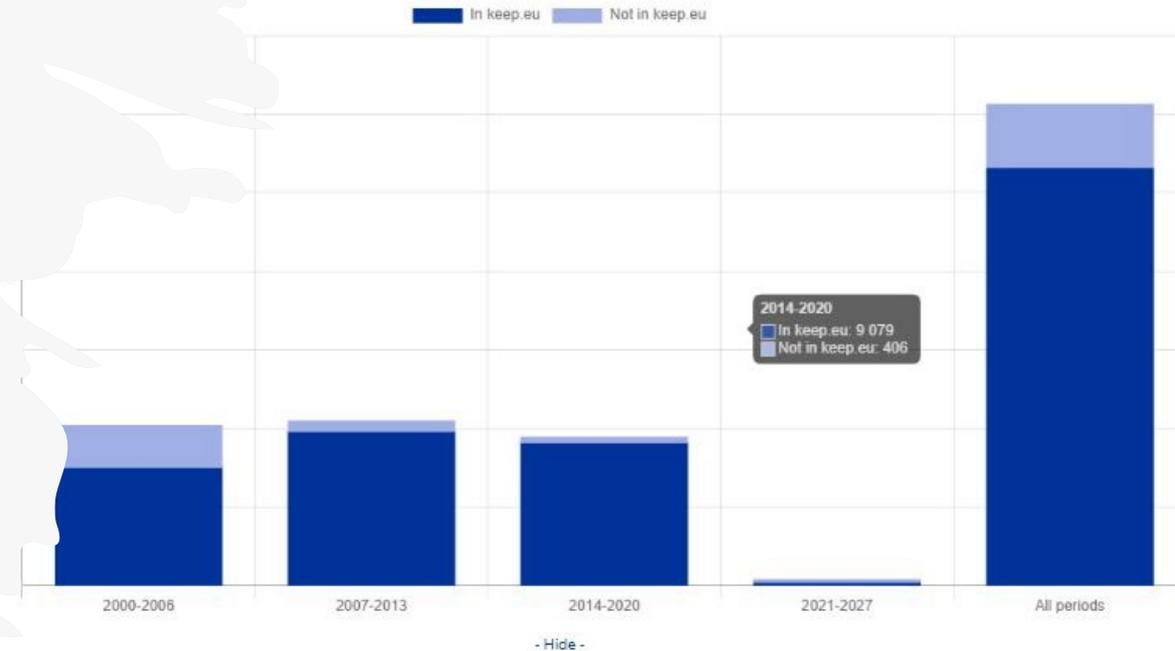
To collect, curate, aggregate, publish and distribute data and meta-data on Interreg and Interreg-related current and past projects, partners and programmes, for the benefit of Interreg and its direct (professional) stakeholders.

## eu versus the sector (%)

... projects in the database with the overall number of actual projects. The latter is collected manually from all the Interreg every three months. Be sure to check the dates on the top-right side of this page to understand when the last count was and when...

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# Keep.eu's mission

Basic (data) layer for:

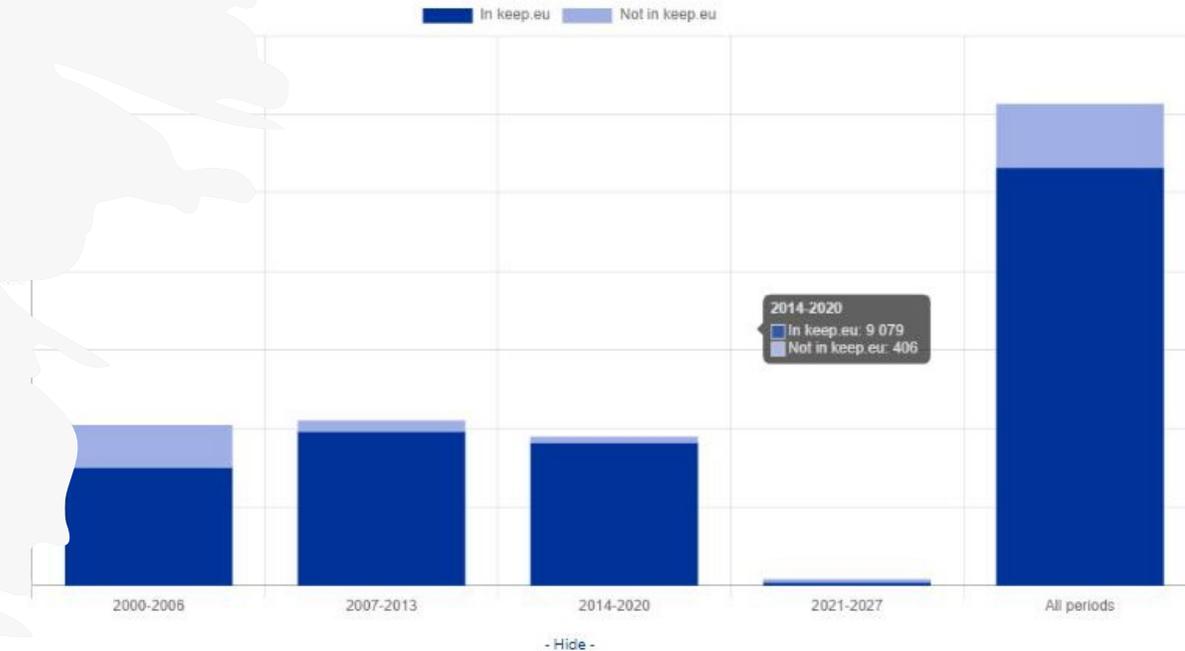
- Project management (ideas, documentation from previous projects, partner finding, ...)
- Programme management (looking out for similar programmes, understanding previous projects in the area, ...)
- Communication (project documentation, thematic x geographic project finding, ...)
- ...

## Keep.eu versus the sector (%)

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# Keep.eu's challenges are those of a knowledge-management tool

## Challenges of data integrity

- **Accessibility.** (Are the data easily available?)
- **Completeness.** (Are the data complete? Are critical data fields populated?)
- **Correctness.** (Are formats as expected? Is the format consistent?)
- **Timeliness.** (Are the data updated, timely delivered, compared and aggregated?)
- **Synchronisation.** (Do proper links exist? Are data relationships consistent?)
- **Usage.** (Are data effectively used and relevant?)

# Keep.eu, brief overview of contents

Popular searches Find from map Need help? News from Keep.eu

Does your project need a helping hand?  
Find information about partners in keep.eu

Explore

27 371

Interreg Projects  
84% of all projects

Go to projects and documents

56 925

Documents

Go to projects and documents

379

Interreg Programmes  
100% of all programmes

Go to programmes

125 919

Interreg Partnerships  
79% of all partnerships

Go to partners

## Popular searches

1. Projects and documents: Period 2014-2020

2. Partners: Period 2021-2027

## Click on a country

to see its programmes, projects and partners



# Interact



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Interreg

## Interact

- **Mission:** To support Interreg programmes and other cooperation stakeholders, as well as wider cooperation actors.

# Interact

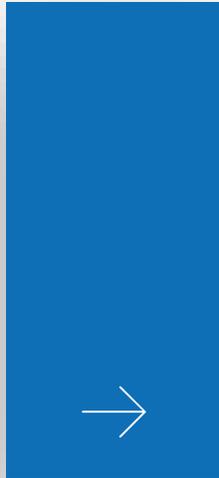


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## Interact: Why keep.eu?

- **Policy objective (Interreg -specific):** PO6. A better cooperation governance
- **Specific objective:** ISO6.1. Enhance the institutional capacity of public authorities, in particular those mandated to manage a specific territory, and of stakeholders. **Three priorities:**
- **P1: Increasing efficiency:** Strengthening the management capacity of Interreg programmes and other cooperation actors.
- **P2: Enabling individuals:** Strengthening the capacity to work in cooperation programmes and context.
- **P3: Interreg visibility:** Strengthening the capacity to capture and communicate programme and project results and to increase visibility.

# Keep.eu, Kohesio, open data



How does keep.eu collect its data? How does it contribute to Kohesio? What are the synergies?

# Lists of operations and contribution to Kohesio, other fields (keep.eu)

The Interreg template of the list of operations contains all the critical fields defined within the scope of the keep.eu 3.0 Group.

<https://keep.eu/faq/data-what-kind-of-data-is-available-in-keep/>

<https://keep.eu/faq/list-of-operations-what-is-it-what-is-its-relation-with-keep-eu/>

# How does Interact collect Interreg's 2021-2027 project-partner data?

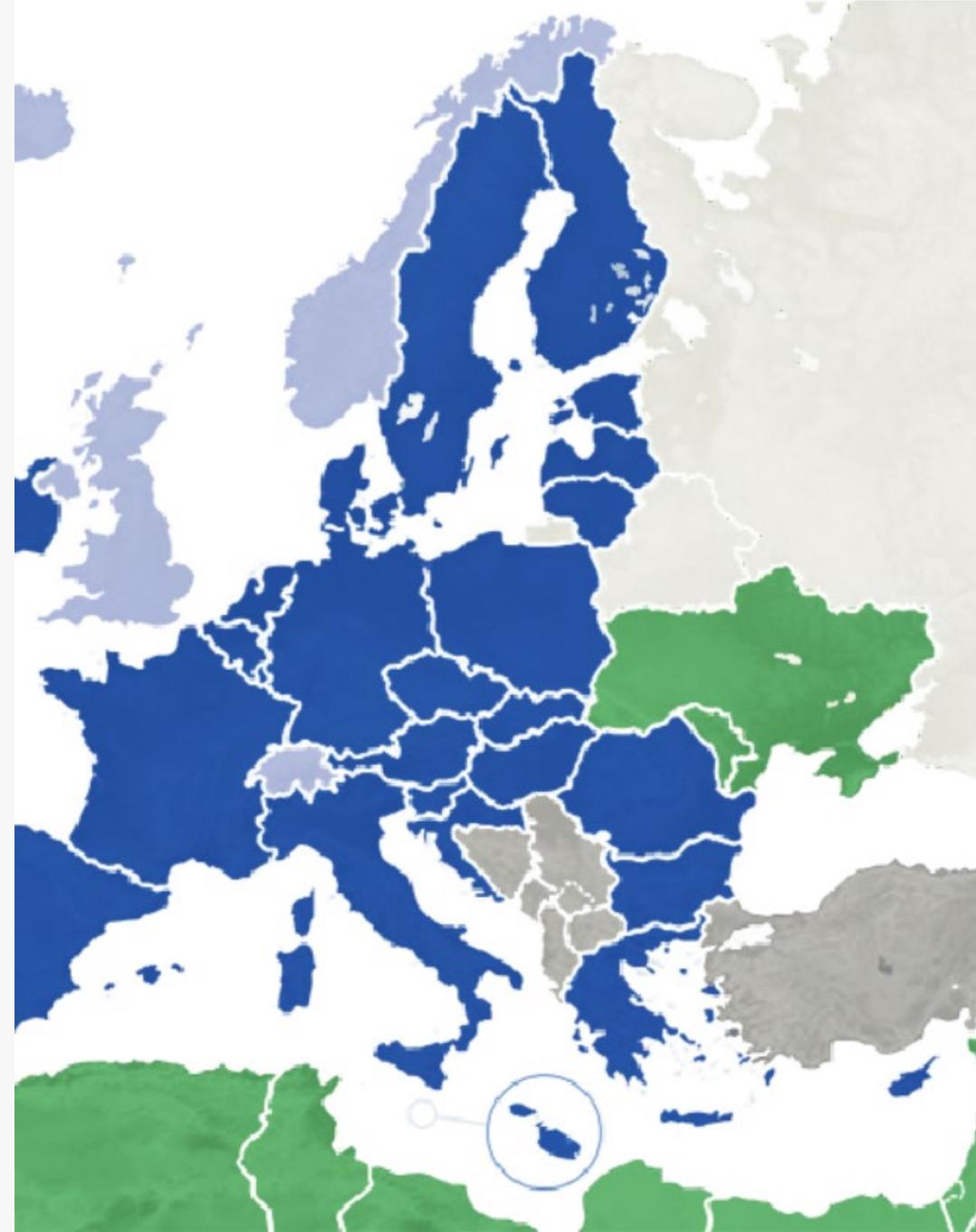
## Programme by programme:

- Programmes send data (json and xml) to keep.eu through a plugin in Jems.
- Programmes export data from their MSs (e.g. to Excel), email to keep.eu.
- Programmes set up automatic exports (xml) from their MSs and send data at specific intervals to keep.eu (namely by FTP).
- Team working with keep.eu collects limited sets of data from programmes' websites.

# Keep.(eu) in touch

[keep.support@interact.eu](mailto:keep.support@interact.eu)

to see its programme



# INDEX – Interact Data Exchange

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# A very Interreg dilemma

Programmes work on a defined programme, on a defined territory

**BUT** are asked to find and act on cross-programme synergies

Programmes are asked to select the best projects, and to avoid funding already existing initiatives or projects

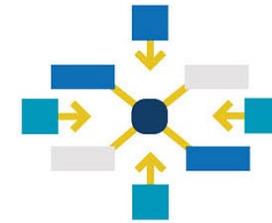
**BUT** are not able to fully see which projects already exist or are about to be funded by other programmes

Programmes are asked to ensure that all regions in their territory are participating

**BUT** cannot fully see the wider picture and fund concentration across a larger region

# What if..

programmes could know what projects and partners their neighbours are funding?



# Index

# Why in 2021-2027 period?

Harmonisation of data fields

IT maturity of programmes and use of e-monitoring systems

Experience with co-creation and service design

# Other Considerations

## Main principles

- Automation: limited to no additional workload for programmes
- Fact-based cross-programme cooperation initiatives
- Already from the assessment stage
- Works with data that is not public

## Flexible in defining user cases

- To identify synergies and build on these
- To ensure Value for Money and realise greater gains for the regions with less funding
- ...

# Q&A

# Kohesio – Cohesion Funds Data platform

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# Kohesio

## State of play & ongoing developments

Roberto MUSMECI & Slaven KLICEK

REGIO.A2

'Knowledge Management' & 'Communication with MS' teams

Interact Knowledge Fair 2024

05 – 07 March, Riga, LV

[Kohesio](#)



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Information hubs and the success of Interreg

# The niche of **Interreg.eu** website.

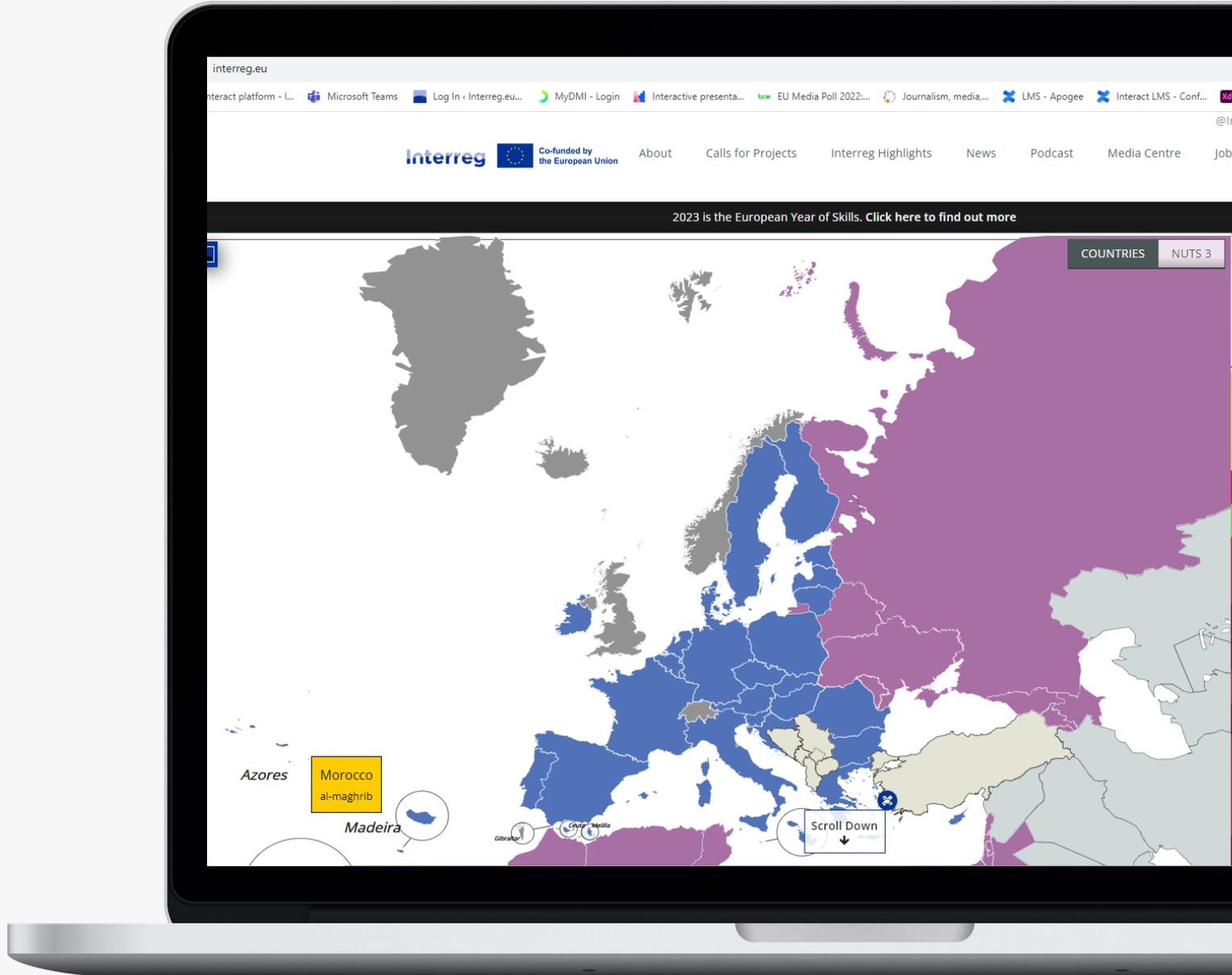
Eva Martínez | Interact | 07.03.2024

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# Where are we standing with **Interreg.eu** and where do we go?



# Consultation with the Interreg community

## Interviews + Sonar

7

Stakeholder Interviews

## Focus Groups

1

Stakeholder Focus Group  
(7 participants)

## Surveys

120

Stakeholder Respondents

## Follow up interviews

5

Stakeholder Respondents

9

Sonar Stakeholder Interviews

1

Interact Focus Group  
(5 participants)

30

Interact Respondents

2

Interact Respondents

# Consensus to communicate together

**90.3%** of all stakeholders agree that it is relevant for Interreg programmes to communicate jointly on a new website and social media channels.



## Stakeholder Quotes and Insights:

***“Collaboration between programmes is quite important and will better support joint campaigns”***

- Communication Manager, Programme

***“In general, I consider it relevant for the programmes to communicate jointly. First of all because it reaches a higher number of stakeholders and second of all because when together, Interreg programmes can be more powerful and can actually show what the added value is for the entire Interreg community”***

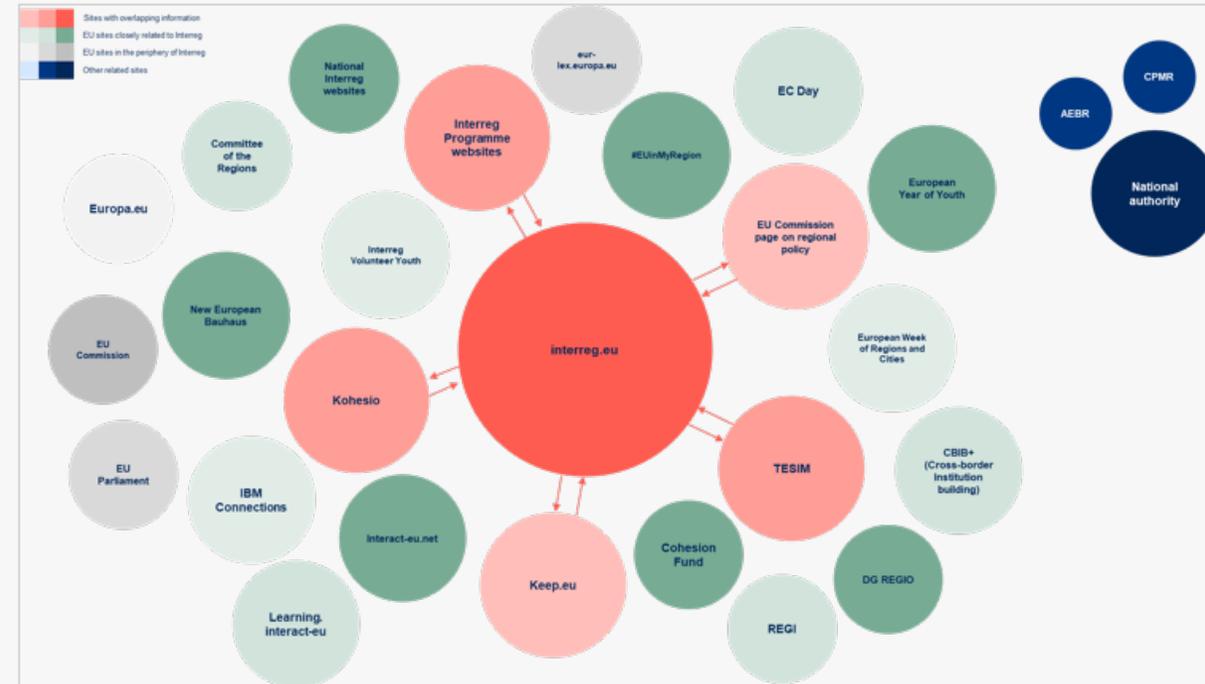
- Head of Secretariat, Programme

# PRESENTATION Interreg's digital ecosystem

## What we have



## What we aim for



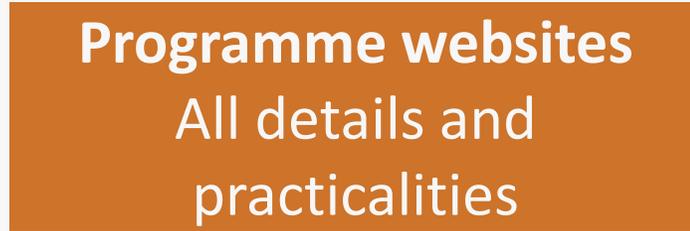
PRESENTATION

# The role of Interreg.eu

Entry point for Interreg 'Outsiders'

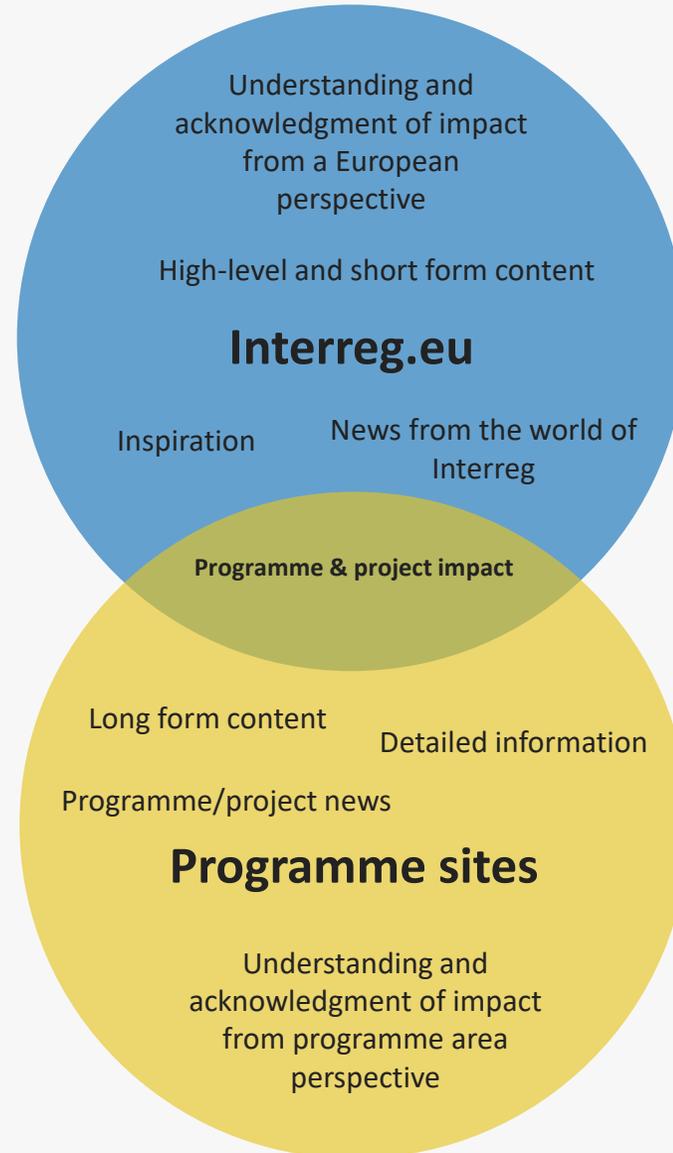


Guiding, deep links



**VS**

# programme websites



# Interreg.eu and Keep.eu

## interreg.eu

What, why, how, where to go next

Entry point for **Interreg outsiders** looking:

to understand Interreg

for high level overview

to be inspired

for human impact stories

for calls across programmes

for inspiration for project ideas

## keep.eu

Technical, statistical, historical

**Interreg professionals** looking:

for statistical data

for technical details

to download data

for historical data

to find partners

# Target Audience Archetypes

## The Policy maker



### Represents (examples)

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

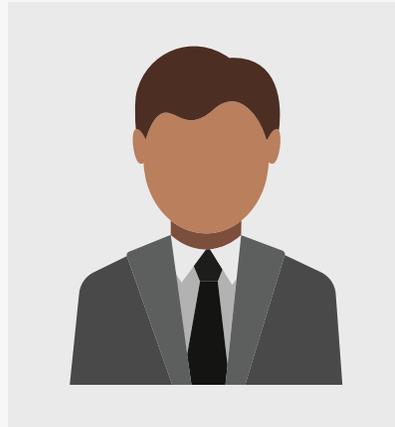
## The Decision maker



### Represents (examples)

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

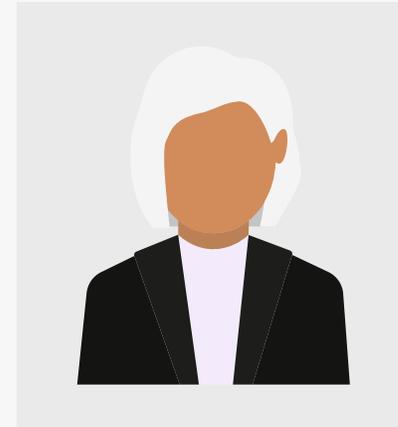
## The Potential applicant



### Represents (examples)

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

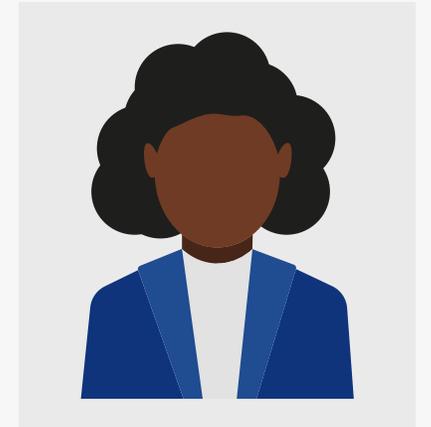
## The Beneficiary



### 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

PRESENTATION

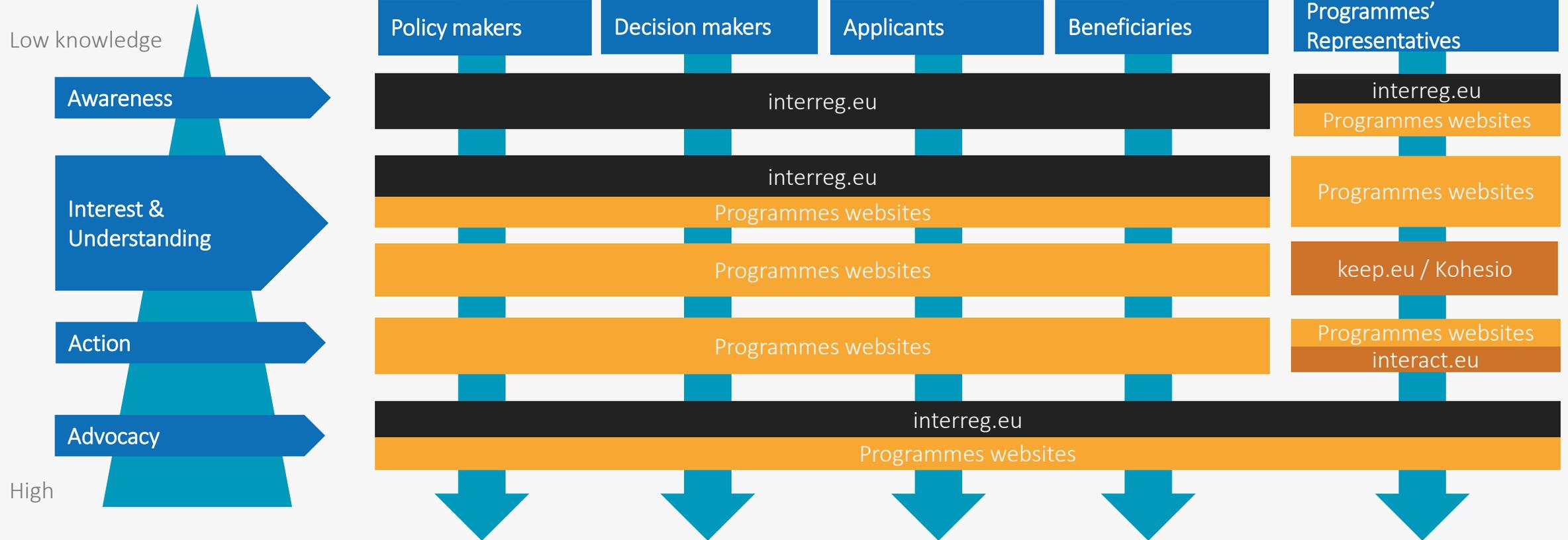
# The role of Interreg.eu

The new interreg.eu website should play a pivotal role in this funnel stages:



# User Maturity and Preferred Channel Choices

Users' 'Interreg Maturity' level



# The niche of Interreg.eu

## An impact hub and portal to the world of Interreg

- **Content to build awareness:** the what, the how, and the why, programmatic overview and high-level guidance for potential applicants.
- **Content to build understanding:** relevance and impact and provide storytelling opportunities.
- Content that is **fit for Interreg outsiders.**
- An **experience that feels integrated with keep.eu.**

# Strategic Objectives



## Why, what and how

Clearly establish Interreg's brand.



## 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

- 1 Content **complexity fit for outsiders**
- 2 Content that is **humanised**
- 3 Content with **emotional storytelling**
- 4 Content with an **impact aspect**
- 5 Content **fit for re-communication**

# Key tactics to support user needs

## Overall Understanding

### Functional

- FAQ about Interreg

### Content

- About Interreg section including mission and vision
- Interreg in 2 mins - animation
- Who is part of Interreg
- History of Interreg
- Strands explained
- Difference between Interreg funding and other EU funding schemes
- Why regional cooperation is valuable

## Guidance and Inspiration

### Functional

- Modular based front-page that teases for subpage content
- Cross inspiration modules on 'all' pages
- Subscribe to newsletter
- Subscribe to updates on programmes, SoMe channels
- Onsite call to action to follow Interreg SoMe channels

### Content

- Content complexity fit for outsiders

## Acknowledgement

### Functional

- Programme level results
- Joint campaign module

### Content

- What difference does Interreg make in EU, territories and for citizens
- Long term impact of Interreg
- Impact vs cost
- Infographics on results and impact
- Emotional storytelling and impact stories

## Being in the Loop

### Functional

- Subscribe to newsletter
- Subscribe to updates on programmes, regions, theme level
- Onsite call to action to follow Interreg SoMe channels

### Content

- Monthly newsletter content
- Website newsroom

## Programme Level Understanding

### Functional

- Programme overview (database)
- Link to programme websites
- High-level contact details

### Content

- Themes of programmes
- Examples of high impact of programmes
- Regional impact data
- Success stories of programmes
- Get inspired for programme co-op

## Search, Find and Filter

### Functional

- Modern search function
- Filter by themes and territory
- Modular based frontpage that teases for subpage content
- Cross inspiration modules on 'all' pages

### Content

- Content tagging to allow for advanced search and filtering

## Funding and Application

### Functional

- Self-assessment – eligibility for funding
- See open and upcoming calls
- Filter calls based on XYZ
- Subscribe to news about calls
- Subscribe to updates on themes

### Content

- Explain generic application progress
- Relatable example projects within themes/programmes

## Engaging and relatable content

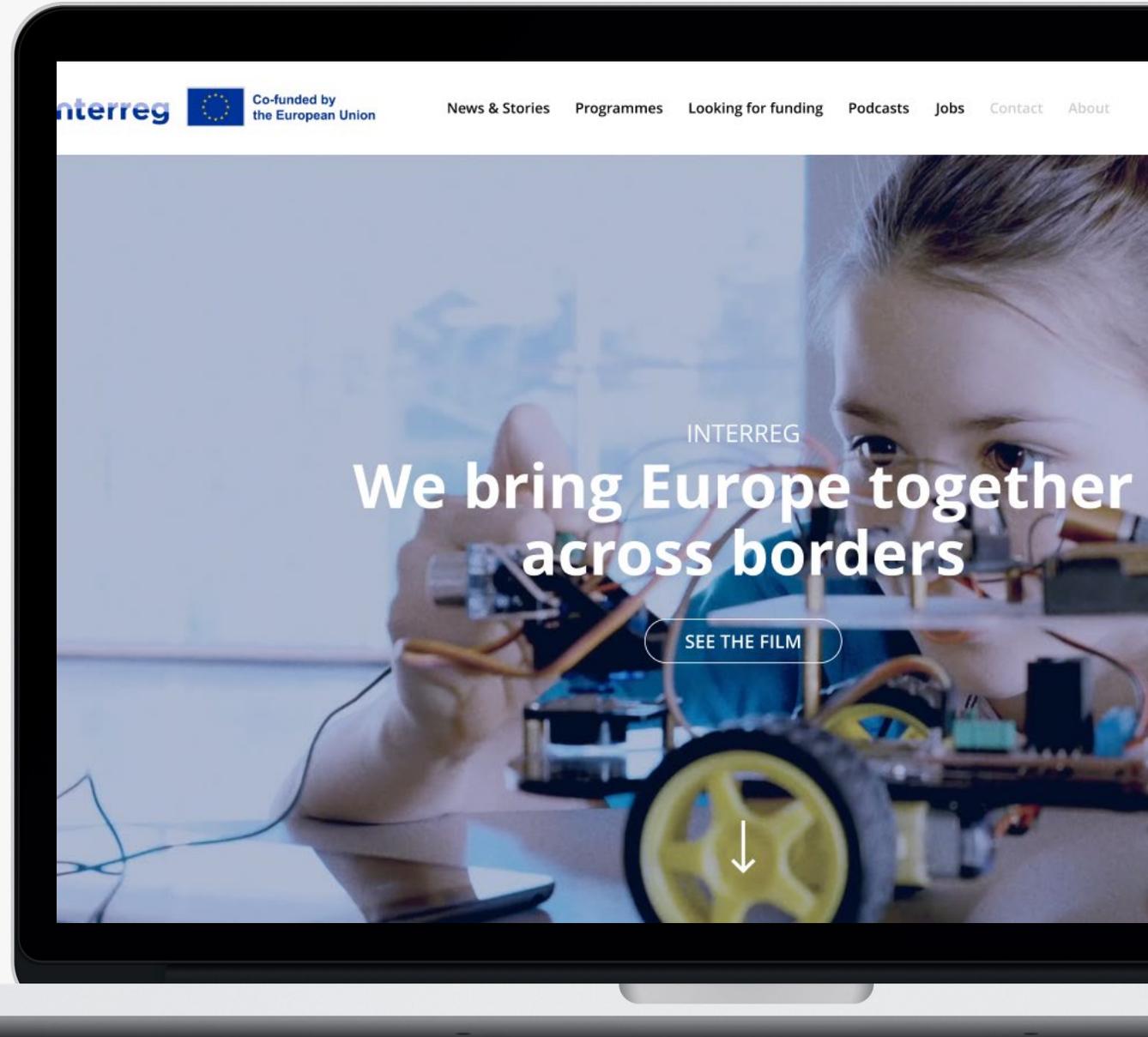
### Functional

- Personalisation
- Modular based frontpage that teases for subpage content
- Cross inspiration modules on 'all' pages

### Content

- Content complexity to embrace Interreg newcomers
- Human stories
- Executive summaries for re-communicating

# Sneak peek on the new website



# Stay in touch

[interregonline@interact.eu](mailto:interregonline@interact.eu)



# Q&A

Information hubs and the success of Interreg

# Your feedback: What's missing

Rafael Agostinho | Interact | 07.03.2024

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# In groups,

**Prepare a few list of issues that:**

- Are already existing services that should be taken into account when describing the ecosystem of Interreg's info and comm tools**
- And/or are services that you know are being prepared and are relevant to us all in Interreg**
- And/or are services that we could all benefit from and that still do not exist**

Information hubs and the success of Interreg

# Coming up: **Keep.eu** 3.0

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# Polls / focus groups / developments

- a) How to populate a few challenging fields (e.g. deliverables, geographic fields).
- b) How and when to update project and partner data, when to get new data (currently the default is four months).
- c) Connect fields in keep.eu with the latest HIT release.
- d) Project documents and their direct uploading to keep.eu by project partners (setting up a pilot group).
- e) The new partner portal (focus groups).
- f) The API for full-scope project data transfer.
- g) Project information: Send us your data (thus also sending data to Kohesio).
- h) Programme information: Need to validate.

# Cooperation works

Don't forget to evaluate this session in Whova.

All materials will be available on:

[Interact / Events / Interreg Knowledge Fair \(5-7 March 2024\)](#)

