



FACTSHEET

Contributions to EU-wide and Commission's events and campaigns

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INTRODUCTION

Your Interreg transnational project is unique: your work beyond borders to address shared challenges stands for fundamental EU values. By bringing in diverse cultural backgrounds, knowledge, and expertise, you efficiently shape solutions tailored to the very local needs that spread across the region. Whether translated into best practice or new policy, your project has an important role in the ongoing transition to a green and resilient Baltic Sea region.

Yet, your #MadeWithInterreg solutions are as good as they are recognised, spread, and applied. Having full trust in your close work with your target group, we would like to hear your voice resonate across Europe. This is why, twice within your project lifetime (by mid-term report and by final report), we expect you to contribute to an EU-wide or Commission event or campaign in order to drive well-deserved attention to your project and increase the visibility of your solution(s). **A step towards getting an EU-wide recognition is smaller than you may think!**

Interreg Baltic Sea Region Managing Authority/ Joint Secretariat

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interreg-baltic.eu | matchmaking.interreg-baltic.eu | facebook.com/InterregBSR | twitter.com/InterregBSR

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● ACT BSR, THINK EU-WIDE!

There are multiple thematic events addressing thematic experts, practitioners, and policymakers organised every year on the Europe level. There are also campaigns that reach out to hundreds of thousands of people around the EU, which may help reinforce your messages.

Attending such events will create an opportunity for you to engage with your target groups, and perhaps help with a stronger impact on policy change needed in many spheres. It will also be a unique chance to get inspired, build new connections, and, naturally, spread your project results further, also beyond your target groups.

Even though your project actions are naturally set in the Baltic Sea region context, your cooperation results can inspire others far beyond the region. At the same time, your actions today, showcasing #MadeWithInterreg solutions achieved through efficient and meaningful work, shape the future of Cohesion Policy. They prove that local and regional actions are the key to the transition to a green, digital, and more resilient Europe as a whole.

● WHAT DOES 'CONTRIBUTION TO AN EVENT/CAMPAIGN' MEAN?

You may contribute to EU-wide or Commission events and campaigns in many different ways. It all depends on the type of event/campaign you select, the state of your project implementation as well as your capacities at a given point in time. You contribute to an event or a campaign by representing your project in a physical or virtual manner through, e.g.:

- organising or co-organising a workshop or a session;
- delivering a speech or a presentation about the project;
- taking an active role in a panel discussion or something similar that is related to the project activities;
- organising or co-organising an exhibition stand;
- creating or contributing to a publication or video;
- holding a project event as a side-event of an EU-wide campaign or event.

● HOW TO SELECT AN EVENT OR CAMPAIGN?

The aim of EU-wide events or campaigns is to involve relevant target groups geographically located in and beyond the Baltic Sea region. In a nutshell, your contribution should increase the visibility of your project, your results, and the Programme. The list of events includes, e.g.:

- Europe Day (9 May)
- [Interreg Cooperation Day](#) (21 September)
- [Europe in my Region](#) and interrelated campaigns
- European Week of Regions and Cities



- EU Green Week
- EU Industry Days
- EU Sustainable Energy Week
- Maritime Day
- [RegioStars awards](#)
- European Research and Innovation Days
- European Development Days
- Annual Fora of the EU Strategy for the Baltic Sea Region

And here are some additional events that you can consider to be relevant but not listed in the Programme Manual:

- EU Macro-Regional Strategies Week
- Events of the EU Missions in HORIZON Europe
- [Connecting Europe Days](#)

It can happen that in the course of your project implementation, you will identify another event or campaign that is not listed above. If you are convinced that your contribution will ensure good outreach, that you will engage relevant target groups and it will simply add value to your project, please contact your respective Project Officer or Communication Officer before the event or campaign to receive a green light for listing your contribution while reporting at a later stage.

● HOW MANY CONTRIBUTIONS AND WHEN?

Note! The requirement to contribute to EU-wide events or campaigns **applies to core projects only**. Small projects are naturally encouraged to contribute to relevant events but it is not a formal requirement for them.

As a core project, you are expected to **contribute twice within your project lifetime** to an EU-wide or Commission event or campaign:

- Once by the **mid-term report** (in practice: plan your contribution any time it fits you before submitting your mid-term report)
- Once by the **final report** (in practice: plan your contribution any time between mid-term and final reports)

Good to know!

Sky is the limit! Even though we are in particular interested in two (most outstanding) of your project contributions, treat it as the minimum, not the maximum requirement. The more you speak about your project and be where your target groups are, the better!



Note! If you notice that the deadline for submitting the mid-term report falls a few weeks or even months before your preferred project contribution, please contact your respective Project Officer or Communication Officer beforehand and agree on whether it is acceptable to report about your contribution with the following progress report.

Example: You plan to attend the EU Regions Week taking place in October whereas your mid-term report covers project activities taking place until June only. Is that acceptable?

Answer: Yes, if you agree with your Project Officer or Communication Officer beforehand and if you prove your preparations for the event itself.

● WHAT DO I DO BEFORE, DURING AND AFTER THE CONTRIBUTION?

Before the event:

- Identify an event/campaign of your interest;
- If your event/campaign of interest is not on the list provided above (as in the Programme Manual), get an OK from your Project Officer;
- Add an event entry to the event calendar on your project page and mark 'Contribution to an EU-wide/Commission event': it means that your event will also be displayed on the Programme calendar;
- Plan your project contribution well.

During the event:

- If you use social media channels, tag the Programme;
- If you use social media channels, use the hashtags #MadeWithInterreg and/or #InterregBSR and/or #EUinmyRegion
- If you do not use social media channels, share info/a press release and some pictures (with copyrights) with the Programme communication team at communication@interreg-baltic.eu so that we can promote your event via the Programme channels.

After the event:

- Make sure that you promote your contribution on your own project page by e.g. writing a project story about it, creating a photo gallery, a video, or sharing quotes – whatever fits the context!
- If you promote your content via social media, please tag the Programme;
- If there is any extraordinary news, story, interview, or outcome that you liked to highlight before reporting, please share it via communication@interreg-baltic.eu;
- Include a link to the calendar event entry and/or project story in the Comms Annex in your mid-term/final report.



● **JUST TO BE SURE, HOW DO I REPORT ABOUT MY CONTRIBUTION?**

While preparing your mid-term and final reports in BAMOS+, there will be a special Annex available for you. This Annex covers, among other things, the communication products that we expect you to deliver, including contributions to EU-wide/Commission events/campaigns.

Use the dedicated space to include a link to a calendar entry and/or project story published on your project page. Additionally, use the open text field to provide us with more information, if applicable.

● **LAST BUT NOT LEAST, HOW DO I KNOW WHEN EVENTS ARE TAKING PLACE?**

Be in touch with the Programme communication team, get involved in the Forum for comms managers, and join us for comms coffee meetings, whenever feasible for you. We will keep you posted about upcoming events and deadlines to the extent possible. However, keep your eyes and ears open: [you know best which relevant event is about to happen within your thematic field.](#)

Reference document:

Programme Manual

<https://interreg-baltic.eu/toolkit/online-programme-manual/i-communication-in-projects/i-4project-contribution-to-programme-communication/>

Contact:

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