



2021 - Commission communication ahead

Agnès MONFRET, Astrid AULNETTE
Communication with Member States- DG REGIO

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Recurrent opportunities (stakeholders)

- **19th EURegionsWeek** « Together for recovery »
Green, Cohesion, Digital, Citizens ?
Apply by 26 March !
- **14th Regiostars** competition – Apply by 9 May!
- **5th Youth4Regions** young media programme
– promote around you April to mid-July !



2021 opportunities to engage with citizens

- **#DingDongEU challenge** on Instagram
(young audiences)

empowerment phase - including a school toolkit
(eating, moving, housing, producing, preserving)



- **#EU in my region** 2.0 (*in construction*)

Misc. opportunities to sing **Interreg** stories

Commission corporate campaigns

RecoverEU stories
#NextGenerationEU
Green Deal
Digital

Stories from the regions

Smart regions (Euronews)

Pitch us!

Other media partners

(beneficiaries 2019 call for
partnerships)

Pitch
them!

Interreg units

2021 highlights

Units – Communication highlights in 2021

2021-2027 Interreg programmes

- Main focus on ISO 1 & ISO 2
- #EUGov4Coop & #EUCoop4Safety
- Special focus on recovery actions

EU closer to citizens

- Promoting good examples
- Youth Manifesto
- Youth initiatives in MRS
- Futurium platform



#EUYearofRail



Promotion of
events along the
year

#EUinmyRegion