

Interreg Project Slam 2021 training to applicants

Webinar

1 June 2021 | Zoom

Manuel Gonzalez, Interact

Interreg Project Slam
2021

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What is the “Interreg Project Slam”?

- A **yearly competition** since 2015
- By Interact for all of Interreg
- To **promote innovative communication**
- Present a project in a **fun and engaging** way
- Promotes the use of **social media**
- **Live audience** votes for the best final performance



Interreg 
EUROPEAN UNION



#ProjectSlam

What's new this year?

- In connection with **European Cooperation Day** and **Interreg Annual Event**.
- Focus on the **achievements** of Interreg Programmes in the **2014-2020 period**.
- **Presentation of projects' results** that really show what cooperation is about.
- Applicants are **Managing Authorities or Joint Secretariats** of Interreg programmes.
- **Maximum 2 applications per programme. No categories.**



Who can help us with storytelling?

- To **help you** do this work of creating your stories, we provide **free training courses** in June 2021, involving experts to help craft better stories, faster.
- You may benefit from **personalised support** during the application phase from a communication expert who will guide you through the whole process.



How to submit an application?

<https://ec.europa.eu/eusurvey/runner/InterregProjectSlam2021>



11. Application form

* 1 - Name of Interreg programme

* 2 - Contact person

* 3 - Email of contact person

This field is required.

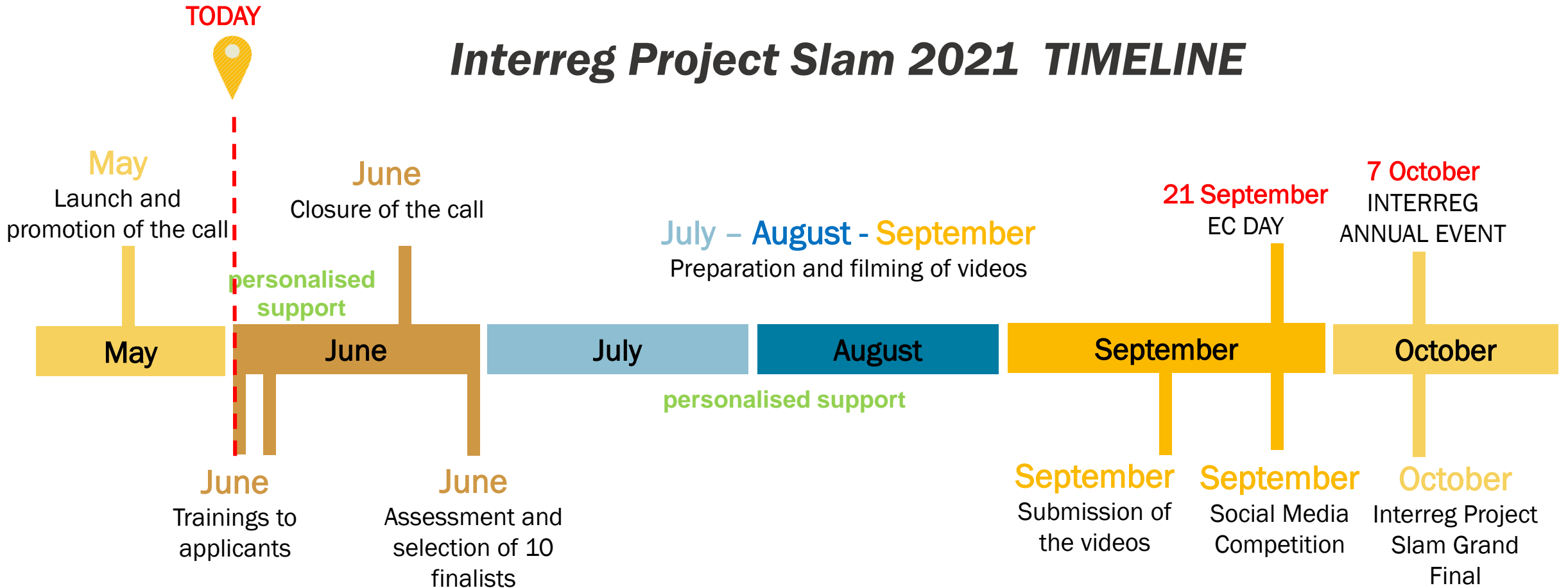
* 4 - Link to the pptx file (Dropbox or similar)

I accept the Terms and Conditions for participation (section 10)

Submit

What is the full process?

Interreg Project Slam 2021 *TIMELINE*



The full process in 5 steps

Step 1: Join our webinar on storytelling and receive personalised support for your application.

Step 2: Produce a .pptx document with your story and submit it before the deadline of 18 June.


Step 3: If you are among the 10 finalists, you will have to prepare and film a short video (2-5 minutes)

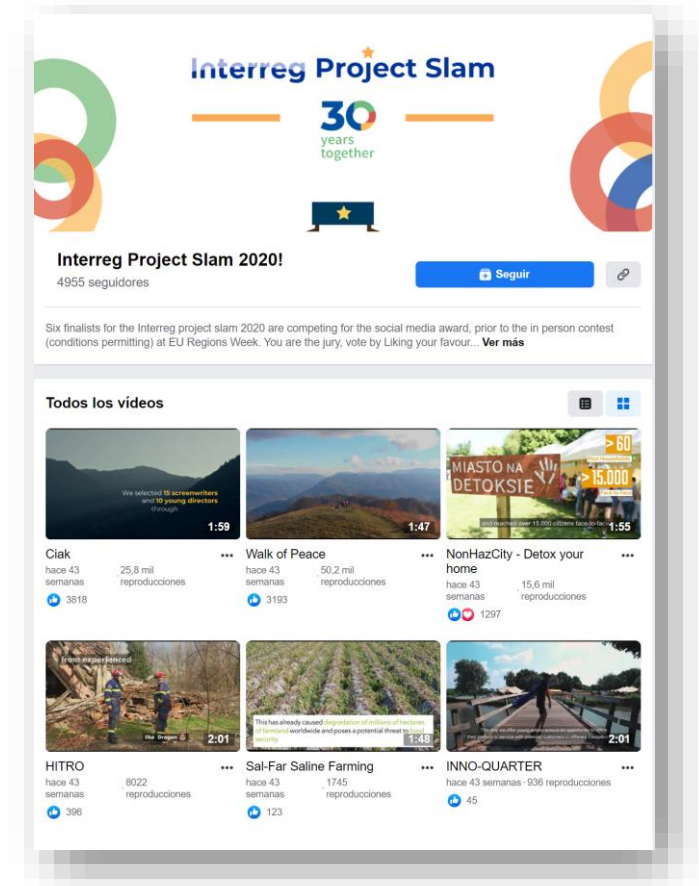
Step 4: Promote your video on social media to receive “likes”



Step 5: Show your video in the Grand Final and win the Slam!

What is the Social Media Competition?

- 10 finalist videos will be uploaded to Interact’s Facebook page.
- Duration of **one week** in order to **boost interest and visibility**.
- Campaign in connection to the **European Cooperation Day** (21 September)
- **Anyone** will be able to vote for the video story they like the most.
- The video which gets the **most “likes”** will be awarded the *“Interreg Project Slam 2021 Social Media Award”*. 
- Only votes in Interact Facebook page will be counted.



The Grand Final in October 2021

- Held within the **Interreg Annual Event** (7 October)
- **Presentation** of performances / videos, including **small chat** with each programme.
- Event will be **broadcasted** in different platforms.
- The winner of the “Interreg Project Slam 2021” will be selected by the **live audience through a live electronic voting system**.
- The second and third place will also be recognized and awarded, and diplomas offered to the rest of finalists.



Next steps and support - ALL information in one place

<https://ec.europa.eu/eusurvey/runner/InterregProjectSlam2021>



EU Survey

Save a backup on your local computer (disable if you are using a public/shared computer)

Interreg Project Slam 2021

Fields marked with * are mandatory.

INTERREG PROJECT SLAM 2021

INTERREG PROJECT SLAM 2021
in the framework of *European Cooperation Day 2021*

Interreg Project Slam
2021

Who can participate? Participation is open to **all Interreg programmes**, including Interreg IPA-CBC and Interreg ENI CBC programmes.

When is the deadline? 18 June 2021

1. Background of the Interreg Project Slam

Each year, Interact organises the 'Interreg Project Slam', an initiative that features original performances by Interreg projects, using storytelling techniques, to share the benefits of their work with a European audience both at the EURegionsWeek and through a digital campaign ahead.

Interact facilitates and supports the programmes and projects, providing guidance and training to unlock effective communication of the projects and their results.

The 'Interreg Project Slam' competition normally opens in spring each year, with finalists being identified and supported over the summer. The final performance is on a key stage at EURegionsWeek in Brussels.

Due to COVID-19 pandemic, in 2020 the Slam changed to an 'online only' format, where applicants benefitted from a specialised training on storytelling and video production, and 6 finalist projects were invited to produce a short video story, which was displayed in Interact Facebook page, boosting the visibility and engagement of the Project Slam to a large number of viewers.

As a consequence of the EURegionsWeek held in a fully digital mode, in 2020 the finalists switched their performances to a recorded video (financed by Interact) in a professional studio, performing their story as they would have done on stage with the audience. The event took place in the framework of the EURegionsWeek, as part of the programme. Over 450 participants watched live via zoom or Facebook Live.

In terms of outreach, the Interreg Project Slam 2020 reached over 435,000 viewers with over 48,000 engagements.

- Everything you need to know.
- Recordings of the webinars will be made available.
- Materials, links and contacts.
- You can benefit from **personalised support** during the application phase from a communication expert who will guide you through the whole process.

Cooperation works

All materials will be available on:

www.interact-eu.net

