Interreg communication and keep.eu

30 September 2021
10:00 – 11:00 CET
Online

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Introduction

Transparency of operations remains at the core of communicating EU structural funds in the new financing period. This entiles programmes to publish data on the financed projects according to regulation.

The objective of keep.eu is to provide reliable information on all Interreg, Interreg IPA and ENI CBC/Interreg NEXT programmes and projects in a harmonised way. This facilitates efficient information transfer and minimises the need to gather information from a variety of sources, provided in varying formats.

In the new period 2021-2027 keep.eu continues to gather programme, project and partner information into a single database, helping not only the external user groups to find the information, but also the programmes to publish their data in formats and ways that help them to get visibility and recognition for the cooperation the programmes bring to life.

Keep.eu also collaborates closely with Kohesio, a project information portal with the aim to cover all projects financed under the EU Regional Policy.

Objectives of the session

In this session we will describe how keep.eu and Kohesio can support programmes to have their project information covered in these Europe-wide portals and how to manage the workflow efficiently. We will also be interested to hear how keep.eu is currently used to support programme communication work and collect ideas for new functions which could be useful for communicating Interreg.

The session is aimed at programme staff responsible for and involved in programme communications and making project data available according to the regulations. This can include programme communication managers, IT managers or the Managing Authorities.

The session will be recorded and made available on the Interact website.

Thursday, 30 September 2021

09.50 – 10.00   *Connecting to the meeting, please be on time*

10.00 – 10.15   **Introduction**

10.15 – 10.35   **Keep.eu and the 2021-2027 period**
- What is new?
- What can programme communication take advantage of?

HIT, Jems, keep.eu and Kohesio: How do they work together?
- How do they work together?
- What information is needed to have a programme well represented?

10.35 – 11.00   Questions and answers