

Agenda

NWE Communication and Impact Workshop

Inspire. Engage. Create impact.



[Interreg North-West Europe \(NWE\)](#)



[@interregnwe.bsky.social](#)

How can communication enhance project impact across North-West Europe? Share your experiences, learn from each other and discuss practical approaches with communication experts from over 70 NWE projects.

Host: **Alexandre Colombani** | Head of Unit – Development and Communication, Interreg NWE Joint Secretariat

9:00 – 10:00 REGISTRATION AND WELCOME COFFEE

Ready to kick off? Grab a coffee and start connecting with participants. Have a look at our discussion corners and share your experience on social media, events, partnerships and make suggestions for the future!

10:00 – 11:00 TELL THE STORY: WHAT IS YOUR PROJECT CHANGING IN NWE?

Beyond deliverables and outputs, what positive change is your project bringing to citizens, communities and territories? In this session, turn your project's achievements into an inspiring and impactful story to share with others.

Rania Balia | Communication Officer, Interreg NWE Joint Secretariat

11:00 – 11:30 COFFEE BREAK

11:30 – 13:00 ENGAGE YOUR AUDIENCE

From citizens and public authorities to policymakers or businesses, identify your main target audience and discuss with peers on common barriers, good practices, and effective approaches to strengthen your outreach.

Nicolas Garnier | Programme Officer, Interact Programme

Roxana Balan | Communication Officer, Interreg NWE Joint Secretariat

13:00 – 14:00 LUNCH

14:00 – 14:30 CREATING IMPACT WITH COMMUNICATION

How can communication support the lasting impact of projects? Discover Programme tips to increase your project's visibility, encourage uptake, and maximise its long-term effects.

Rania Balia | Communication Officer, Interreg NWE Joint Secretariat

Roxana Balan | Communication Officer, Interreg NWE Joint Secretariat



14:30 – 16:15 PEER LEARNING FORUM

Explore successful communication initiatives from 13 NWE projects! Learn from each other's approaches and pick up ideas to strengthen the impact of your communication activities.

1. Turning partners into communication ambassadors ([MultiRoofs](#))
2. Making innovation go viral with spontaneous content ([RE:HOME](#))
3. Influencing policy through a final event ([Care-Peat](#))
4. Engaging target audiences with interactive events ([GreenSKHy](#))
5. Creating awareness via a multi-channel approach ([AquaCOM](#))
6. Designing events for exchange and collaboration ([Cool Neighbourhoods](#))
7. Connecting stakeholders via webinars ([CIRCULAR SHIFT](#))
8. Keeping communication alive with storytelling ([SIMONE](#))
9. Engaging local communities with events ([ACCU](#))
10. Awareness raising campaigns for end-users ([OMELETTE](#))
11. Engaging end-users through demonstration ([STEER-NWE](#))
12. Reaching SMEs through targeted pilot promotion ([STEP4NAMs](#))
13. Building a strong communication framework ([ResiRiver](#))

16:15 – 16:30 KEEP THE MOMENTUM: OPPORTUNITIES FOR COOPERATION

Learn more about future Programme opportunities and perspectives.

David Grzegorzewski | Programme Director, Interreg NWE Joint Secretariat