

Interreg Slam!

Interreg Slam 2024-2025: Rules of application

1. What is the Interreg Slam?



The **Interreg Slam 2024-2025** is a storytelling competition for Interreg projects and programmes. The theme of the Slam campaign is defined as **Stories of inclusion and empowerment**, and any Interreg project connected to the topic of [European values](#) can participate. This includes the values: Human dignity, Freedom, Democracy, Equality, Rule of law and Human rights. In particular, we are searching for stories of projects providing equal access to education, health and work. We are also looking for projects addressing the appreciation of diversity through partnerships and building of inclusive community relationships. In the spirit of Interreg, all of them should result in a strong impact across borders.

The **objective** of the Slam is to create the best story about a programme's achievements – whether by explaining one single project story, a mix of projects, or making a story about your programme. To apply, you need to submit your story, using the template we provide. Before that, you can get training with a top level expert in storytelling.

The Interreg Slam is a competition triathlon where the best stories of projects aim to:

1. Obtain certificates for completed trainings in Storytelling and Video-making, both courses of Interact Academy;
2. Win the production of a professional promo video, illustrating a good project story under the [European values](#) topic. This video be one of the rewards for the best 6 project stories submitted;
3. Win a trip to Nova Gorica / Gorizia, Slovenia / Italy, to show their story on stage in front of policymakers, politicians and professionals in the EU, during the Interreg GO! event;
4. Reach million of people all around Europe;
5. Win one of the Slam awards: Interreg Slam 2024-2025 Winner, Commission's choice award and Social Media award.

The deadline for application with a project story is 01 July 2024.

One of the most rewarding parts of the Slam experience is the opportunity for great project and programme visibility. The Interreg Slam reach on social media has increased from around 400.000 in 2021 to 1.5 million in 2022, and doubled to the stunning 3 million in 2023. Even more impressive, the Slam video stories have an exceptional organic reach and get tens of thousands of views in a very short time. This is a phenomenal exposure for any project and programme. **We truly are better than ever!**

This year, we will try to go even further! Our jury, composed of members of the European Commission and Interact, will select the **six best applications** for the competition.

The Slam is a massive opportunity to reach hundreds of thousands of people across Europe for any project, and the application process is a great learning opportunity. The video is theirs to use as they see fit - they can use it on their website and social media. It is their promotion material.

2. Who can apply in the Interreg Slam?

Participation is open to all Interreg programmes, including Cross-Border, Transnational, Interregional, Interreg IPA-CBC, Interreg ENI-CBC programmes. And this extends to all their funded projects. The employees of the European institutions, Interact Programme, their hosting institutions, and their relatives are not eligible to take part. All participants must be over the age of 18.

The Interreg Slam focuses on the achievements of Interreg programmes, no matter the period. You could have a unique project from 10 years ago; as long as it shows a connection with the European values theme, you can apply.

3. How to apply?

- Download the Application form template in PowerPoint;
- Read the Instructions for application;
- Book a training course and enjoy one of our most popular training workshops;
- Once you have a story you are satisfied with, fill in the Application form template

and send it to the email: stoyan.kanatov@interact.eu

To help you do this work of creating your stories, we provide a **Kick-off in May** and **2 training events in June 2024**, involving an expert storyteller to help you craft better stories faster. You can register to the events by clicking the following links:

- The [Kick-off](#) on 20.05.2024 will introduce the storytelling, video-making and social media support, as well as the Slam requirements. For the first time we offer a full scale Storytelling training via Interact Academy, for which you can get a certificate.
- The webinar "[How to write your stories](#)" will be held online on 03.06.2024 and will cover the topics of story-telling techniques and methods of turning stories into videos;
- The workshop "[How to refine your stories](#)" will be held online on 10.06.2024 and will be building up on the online training, by providing practical advice and guidance for improvement of already prepared applications.

Each interested programme or project should identify its most appropriate story and apply a "storytelling structure" by following the template we provide. Programmes may have an internal selection of the stories they wish to submit, and you can ask us what would work best. There's no limit to the number of applications per programme.

NB! Even though applications are prepared by project teams, they must be submitted via email by the Managing Authority or the Joint Secretariat of the respective Interreg programme, taking full responsibility for participation in this initiative. This is required only for the application process, as a form of support by the programme to its beneficiaries.

The deadline for application with a project story is 01 July 2024.

If a pre-selected applicant cannot be contacted after reasonable attempts have been made to do so, Interact reserves the right to offer to proceed to the next one. Once applications are received, Interact will check all details for suitability of content.

By submitting their application, the participants accept the following:

- The storytelling applications must be submitted in English, in the provided template;
- The provided materials should not contain any offensive or inappropriate content;
- The participation in the contest in no manner constitutes an endorsement or support by Interact or the EU institutions of your views, aims, or any products or services;
- The participants may be required to take part in publicity or other promotional activities without further consent or payment. Such publicity may include their names, videos, as well as any contributions in the online contest;
- By submitting the application, participants confirm that each identifiable person who appears in their video has granted the rights to be recorded on video in image, likeness and sound of the voice;
- The participant hereby grants Interact and the EU institutions the rights necessary

for distribution and public display of any submitted text, image, or other intellectual property rights that may arise from participation in this contest, the prizes or related publicity. It also grants the permanent right to exclusive, royalty-free and unlimited use, edit, reproduce, distribute, translate, and publicly display or publish any such intellectual property, for whatever purpose, in any form or medium, for promotional activities or events of Interact or the EU institutions, whether locally or worldwide.

5. Social media competition

The best six stories, assessed by a team of experts from the European Commission and Interact, will get professionally produced videos. The assessment of applications will be carried out in July, while the video production itself will take place during the last quarter of 2024. These videos later enter a social media competition on [Interreg.eu Facebook page](#), which will take place in early 2025. All videos will be broadly advertised to gather more engagement (likes/comments/shares).

Projects, programmes, and anyone linked to the project are encouraged to share their video with the community to get even more traction and improve their chance of winning the "Slam social media award". In the end, the video with the most "Likes" wins. We reserve the right to disqualify any video if we suspect the use of "fake likes", fake profiles, and other unfair and unlawful practices.

6. Stage performance in Nova Gorica / Gorizia, Slovenia / Italy

The Slam finale will be held as a part of the **Interreg GO! event**, in March 2025 (exact date to be confirmed), co-hosted by the European Commission and Interact. During the event, we will see the live performance on stage of each of the 6 winning projects. You will have up to 5 minutes to impress the audience in the room. The audience will select the **Interreg Slam 2024-2025 winner** through a live electronic voting system (such as Slido). Two more awards will be given: the representative of the European Commission will give the **Commission's choice award**, while your votes will give the **Social media award**.

7. Questions and answers

How can we check if our story includes the communication topic of European values? The European values are entangled in all EU funded Interreg projects and usually can be found in more specific/material form. For this purpose we have identified some common Interreg specific forms that could illustrate how to search for European values, such as projects providing equal access to education, health and work, as well as projects addressing the appreciation of diversity through partnerships and building of inclusive community relationships.

Is the Slam open for all projects or just for the ones from this programming period?

The Slam is open for all Interreg projects, regardless of their type or completion date. It can also cover projects from the current period, in case they have started their implementation and can demonstrate achievement of results.

How can we get certified in Storytelling and Video-making? Our Slam competition is open to all participants, without any restrictions. For the truly motivated, we have provided the bonus to combine the Slam training with a few more tasks, and at the end if they prepare an application, they will also receive a certificate from the Interact Academy (in July). A similar option will be available for the Video-making training (in September).

If we win the storytelling competition, do we have to provide the multimedia materials for the videos - photos, graphics, video materials, audio materials, etc.? You are telling the story of the project, so all data, infographics, and other elements can add a touch of reality to the video, and if you have some actual footage, it's always a plus. But the agency will also have access to stock images databases and work with you if you do not have enough images.

Do we have to submit a video? For the 2nd phase of the competition, if you are part of the six winners, the agency will produce your video during the last quarter of 2024. You will have to help them understand your project and give feedback on their proposals, but they will lead the process, so it can be ready to compete in the "Social media competition".

Is there another way to present the story? Only in Powerpoint? We ask you to use PowerPoint and to respect the template, so we can review all applications along with the same criteria.

What do you expect in the storytelling template? Do you have any guidelines available? During the training, we share a template and instructions for producing a PowerPoint presentation of your project - 11 steps in storytelling, with included guidance. You can use images from your programme or any stock photo database. You can get more information during the webinar and the workshop.

Can we show an existing video of one of our projects? If you win the first phase, you will be able to reuse images of previous projects in the video. But the video will be a new production from the agency.

Will the quality (resolution) of the images be judged? At the application stage, we will mostly judge the story, but some minor portion of the score will be formed based on the overall care you took in presenting this story with good images.

Will the content of the free training session be the same for the webinar and the workshop? No, both events will be different. The webinar "How to write your stories" will teach you to use story-telling techniques and will guide you in preparing your application. The workshop "How to refine your stories" will be building up on the webinar, but will provide practical advice and guidance for improvement of already prepared applications, as well as using practical examples.

Is the story about the programme or a specific project, or a couple of projects as an example? The story could be about the programme as a whole or one specific funded project that illustrates well the philosophy of the programme, or a project you launched at the programme level to help more project applicants - the possibilities are endless.