

# Interreg Slam 2022

## Youth

**A communication competition to show the impact of Interreg programmes and projects related to "Youth" on social media and during a performance on stage in Brussels.**

# Interreg Slam!

## 1. What is the Interreg Slam?

The Interreg Slam is a double competition where the best stories of projects compete to

1. Win the award of the "best social media video" in September, and
2. Win a trip to Brussels to show their story on stage in front of politicians, professionals of EU funding and policymakers.

**This year, the theme is "Youth".**

Any Interreg project connected to this theme can enter the competition.

Last year, we received more than 150 applications from Interreg projects and programmes across Europe, and participants received training sessions in storytelling to prepare their applications. This year, we will try to go even further!

Our jury, composed of members of the European Commission, Interact, Interreg, and independent experts, will select **the six best applications** for the competition.

The six winners

1. Win a video production by the agency Old-Continent, reputed for its work on the EUinmyRegion campaign. This video enters the "social media competition" in September.
2. Enter a coaching programme to prepare their performance on stage – a programme that lasts from June to October 2022, with a summer break.
3. Get to perform their project story on stage in October in Brussels during the Interreg Annual Event, in front of policymakers, politicians and Interreg professionals. All their travel fees and accommodation are covered for up to 3 participants per project.

The Slam is a massive opportunity to reach hundreds of thousands of people across Europe for any project. 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.

The winners will also embark on a three-month training and coaching programme to create a powerful performance on stage that will make their story resonate with the whole community.

Our six winners have 6 minutes each to show their project on stage during the Interreg Annual Event in October.

Any Interreg project and any Interreg programme can participate. The programmes can even send up to three stories to try to pass the first stage of the competition.

The Interreg Slam has reached over 435,000 viewers with over 48,000 engagements in the last years. This is a phenomenal exposure for any project and Programme.

[You can watch a summary of the Interreg Project Slam 2020 HERE](#)



## **2. What is the Interreg Slam?**

Participation is open to all Interreg programmes, including Interreg IPA-CBC and Interreg ENI CBC programmes. And this extends to all their funded projects.

The Interreg Project 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 "Youth" theme, you can apply.

The objective 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 the Programme itself.

To participate in the "Interreg Slam", applications must be submitted by a Managing Authority or Joint Secretariat of an Interreg programme, taking full responsibility for participation in this initiative.

Each Programme shall identify its most appropriate story and apply a "storytelling structure" by following the template we provide.

**There's no limit to the number of applications per Programme.**

### **3. How to apply?**

To apply, you need to send us a story of a project, or a story of your Programme, by using the template we put at your disposal [HERE](#), via this specific [APPLICATION FORM](#).

This template helps you formulate your story and allows us to review 100+ applications with the same criteria.

If we understand what you do in under 5 minutes, convince us about your results, and inspire us with your vision, you will make it to the next stage.

So this template helps you make sure that your project can impress our jury because they won't be experts on every topic related to Cohesion Policy.

The more you help them understand what makes your approach different and impactful, the more chance of winning.

Programmes may have an internal selection of the stories they wish to submit, and you can ask us what would work best.

Remember that you can send us up to three stories as long as they use the template we put in place for you.

### **4. Support for your application**

To help you do this work of creating your stories, we provide 90-minute training courses in May 2022 involving an expert storyteller to help you craft better stories faster.

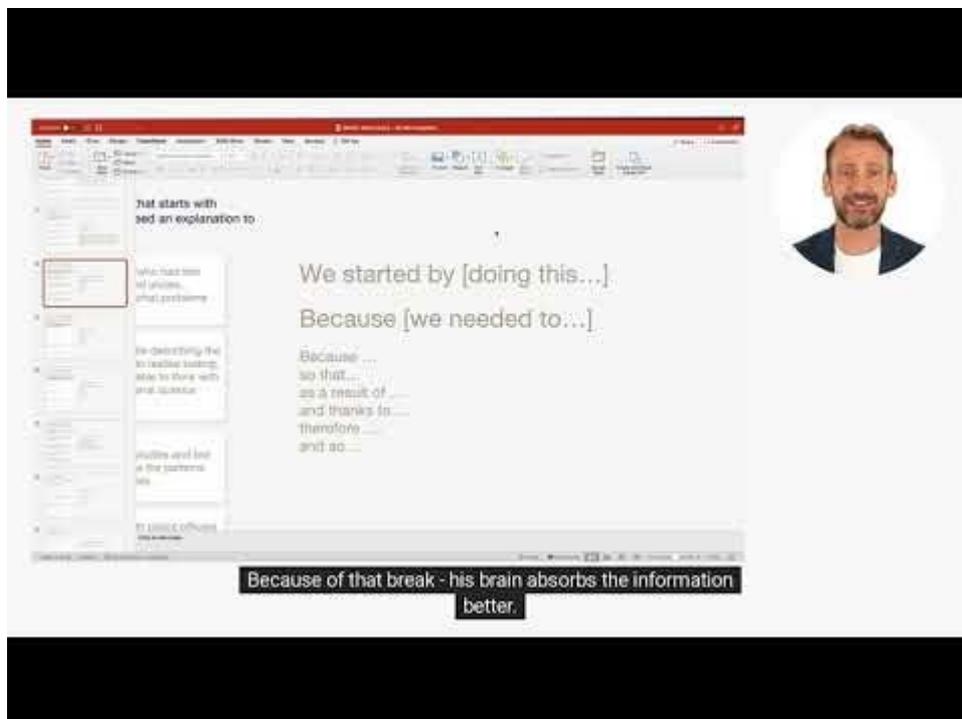
The 3 workshops are the same, these are organised on different dates to help you match your schedule. We will take some examples from your stories to help improve them.

Please register by clicking on the following link:

Register for the training in storytelling

- Friday 13.05.2022 11.00 - 12.30 (17 working days before the end of the competition) - Registration Until 12.05: <https://apps.interact-eu.net/interact/events.nsf/registrationform.xsp?eid=1F432>
- Thursday 19.05.2022 - 16.00 -17.30 (12 working days before the end of the competition) - Registration Until 18.05: <https://apps.interact-eu.net/interact/events.nsf/registrationform.xsp?eid=1F436>
- Tuesday 24.05.2022 11.00 - 12.30 (10 working days before the end of the competition) - Registration Until 23.05: <https://apps.interact-eu.net/interact/events.nsf/registrationform.xsp?eid=1F43A>

**[You can also watch a 5 minutes video guiding you through the main steps of the template](#)**



## 5. In brief

- The Interreg Slam is a storytelling competition for Interreg projects and programmes.
- The theme in 2022 is "Youth"
- The deadline for application is 6.06.2022
- The six winners will fly to Brussels and perform their project on stage
- To apply, you need to submit a story about a project or Programme, using the template we provide [HERE](#), via this specific [APPLICATION FORM](#).
- You can get training in storytelling with our expert during the application
- If you win, you'll get a professionally produced video from our agency
- And coaching and training to craft your stage performance

## 6. More details about the social media competition

The six winners of the competition get a professionally produced video from the communication agency Old-Continent. These videos later enter a social media competition on [Interact's Facebook page](#).

The social media competition lasts two weeks, and all videos are promoted with an advertisement 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".

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.

## **7. More details about the SLAM stage performance in Brussels**

A Grand Final will occur in connection with the Interact Annual Event on 24 October 2022 (exact date to be confirmed), to present the six finalist videos.

After each video, we will see the performance on stage of each winning project. You'll have up to 6 minutes to impress the audience in the room and the audience following the live stream.

The live audience will select the "Interreg Slam 2022" winner through a live electronic voting system (such as Slido).

The second and third place projects will also receive an award and diplomas offered to the rest of the finalists.

## **8. Recommendations to apply to the Interreg Slam 2022**

- Download the template in Powerpoint [HERE](#)
- Read the instructions on the first slide
- Book a training course if you are not confident you can do it by yourself
- Once you have a story you are satisfied with, send it via the [APPLICATION FORM](#) in PDF

In addition, you may benefit from personalised support during the application phase from a communication expert who will guide you through the whole process.

If you are interested, you must already have produced a draft presentation to receive valuable feedback. If interested in receiving input during the application process, please write to [story@75percent.eu](mailto:story@75percent.eu).

## **9. Questions and answers**

### **If we win, will we have to provide the images for the videos?**

You're telling the story of the project. 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 database 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 Old-Continent will produce your video between June and September. You will have to help them understand your project and make decisions on production – but they will lead the work and produce the video. So that by mid-September, the video will be ready to compete in the "social media competition".

### **Is there another way to present the story? Only ppt?**

We ask you to use Powerpoint, Apple Keynote, Google Slides or a PDF done with another programme - that goes through the ten steps of your story so that we can review the 100+ applications along with the same criteria. The file you'll have to send should be a PDF – so we can check the applications faster, with the same standards to evaluate all competitors.

### What do you expect in the .ppt? Do you have any guidelines available?

During the training, we share a template and a way of producing a Powerpoint - 10 steps in storytelling. You can use images from your Programme or any stock photo database.

You can get more information during the training or watch the video instructions. Ideally, do both 😊

### Can we show an existing video of one of our projects?

If you win the first phase, based on your Powerpoint - you will be able to re-use images of previous projects in the video. But the video will be a new production from the agency Old-Continent.

### Will the quality (resolution) of the images be judged?

At the application stage, we will mostly judge the story - but 10% of the points will go for the overall care you took in presenting this story with good images

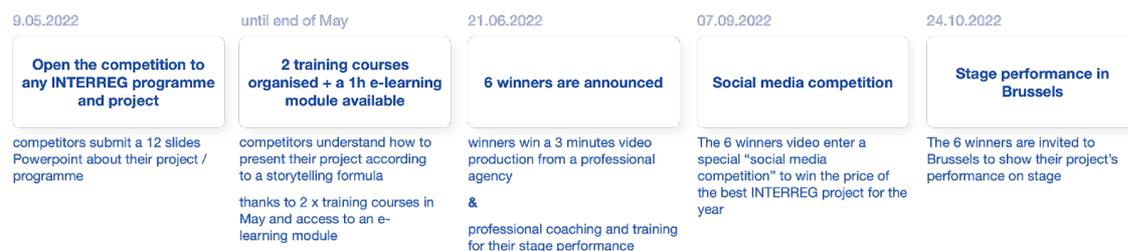
### Will the content of the free training session be the same for the 3 sessions?

Yes, all sessions are the same and are organised to let you join one or the other depending on your availability.

### Is the story about the Programme; or a specific project, or a couple of projects as an example.

The story is 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 - possibilities are endless

## 10. Timeline



Launch and promotion of the competition: 9.05.2022

Training activities for applicants:

- Friday 13.05.2022 (17 working days before the end of the competition)
- Thursday 19.05.2022 (12 working days before the end of the competition)
- Tuesday 24.05.2022 (10 working days before the end of the competition)

Application close on: 06.06.2022

Assessment and selection of finalists on **30 June 2022**

Preparation and filming of videos for the six winners: **July - September**

Social Media Campaign: **September 2022**

Announcement of the 'Social Media Award': **September 2022**

## Interreg Slam Grand Final: 24 October 2022 (TBC)



### 11. Terms and conditions for participation

The contest is open to any Interreg programme (Cross-Border, Transnational, Interregional, Interreg IPA-CBC, Interreg ENI-CBC).

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.

Programmes must submit only applications where they are sure that related staff is willing and available to come and participate in the event: this must be verified, in due time, with the identified team and according to the deadlines.

Participants with different accents in English are welcome, as long as their speech is understandable.

Participants are responsible for any costs or expenses incurred due to participation in the Interreg Slam 2022. Following a previous consultation, some financial support could be provided and paid by Interact.

Participants and winners agree that they may be required to take part in publicity or other promotional activities without further consent or payment as later determined by Interact. Such publicity may include their names, videos, as well as any contributions in the online contest.

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, and hereby grants Interact and the EU institutions the perpetual right to exclusively, royalty-free and unlimited use, to edit, reproduce, distribute, translate, and publicly display or publish any such intellectual property, for whatever purpose, in any form or medium, either on this website or elsewhere, for promotional activities or events arranged by Interact or the EU institutions, whether locally or worldwide.

Any personal information, including the participant's name, age, address (including postcode) and e-mail address, will be used solely in connection with this contest and will not be disclosed to any third party except for the purpose of this contest (including subsequent promotions as stated in these terms and conditions).

By submitting your video, you confirm that EACH identifiable person who appears in your video has granted the rights to be recorded on video in image, likeness and sound of the voice.

Interact does not take any responsibility for late or lost entries.

You must supply full details as this call requires and comply with all rules to be eligible for the contest and prize(s). No responsibility is accepted for ineligible applications.

Once applications are received, Interact will check all details for suitability of content matter before posting.

The videos should not contain any offensive or inappropriate language or content.

The applications must be submitted in English and all the other relevant documents required for the application.

The prizes are as stated and are non-transferable and cannot be exchanged. No cash or credit alternatives will be offered. If, due to circumstances beyond Interact's control, Interact is unable to provide the stated awards, Interact reserves the right to award as a substitute a prize of equal or higher value.

Interact may decide to award additional prizes according to budget availability.

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.

Your participation in the contest, including being selected to present, in no manner constitutes an endorsement or support by Interact or the EU institutions of your views, aims, or any products or services.

By submitting one application, the participants accept the contest's official rules.

Promotion of any award will be the sole responsibility of the respective project, and Programme and Interact will not be responsible for producing any material or visuals in this respect. Interact will reserve its right to validate and authorise the use of any material or visual elaborated by projects mentioning the Project Slam contest.