

Interreg



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IPA ADRION

Updates on Programme's Communication

14th MC Meeting

Tirana, 25-27 November 2025
Giulia Frattini





2025 COMMUNICATION ACTIVITIES

Main highlights

April - May 2025

- Dissemination and visibility of the 2nd Call for Proposals: **Launch event on 29 April in Bologna** and the 2nd launch event on **6th May at the EUSAIR Forum in Chania**; **11 Info Days** in 9 countries.



Events related to the Launch of the 2nd Call for Proposals



2 LAUNCH OF THE CALL

155 PARTICIPANTS ONSITE

11 INFO DAYS

767 PARTICIPANTS

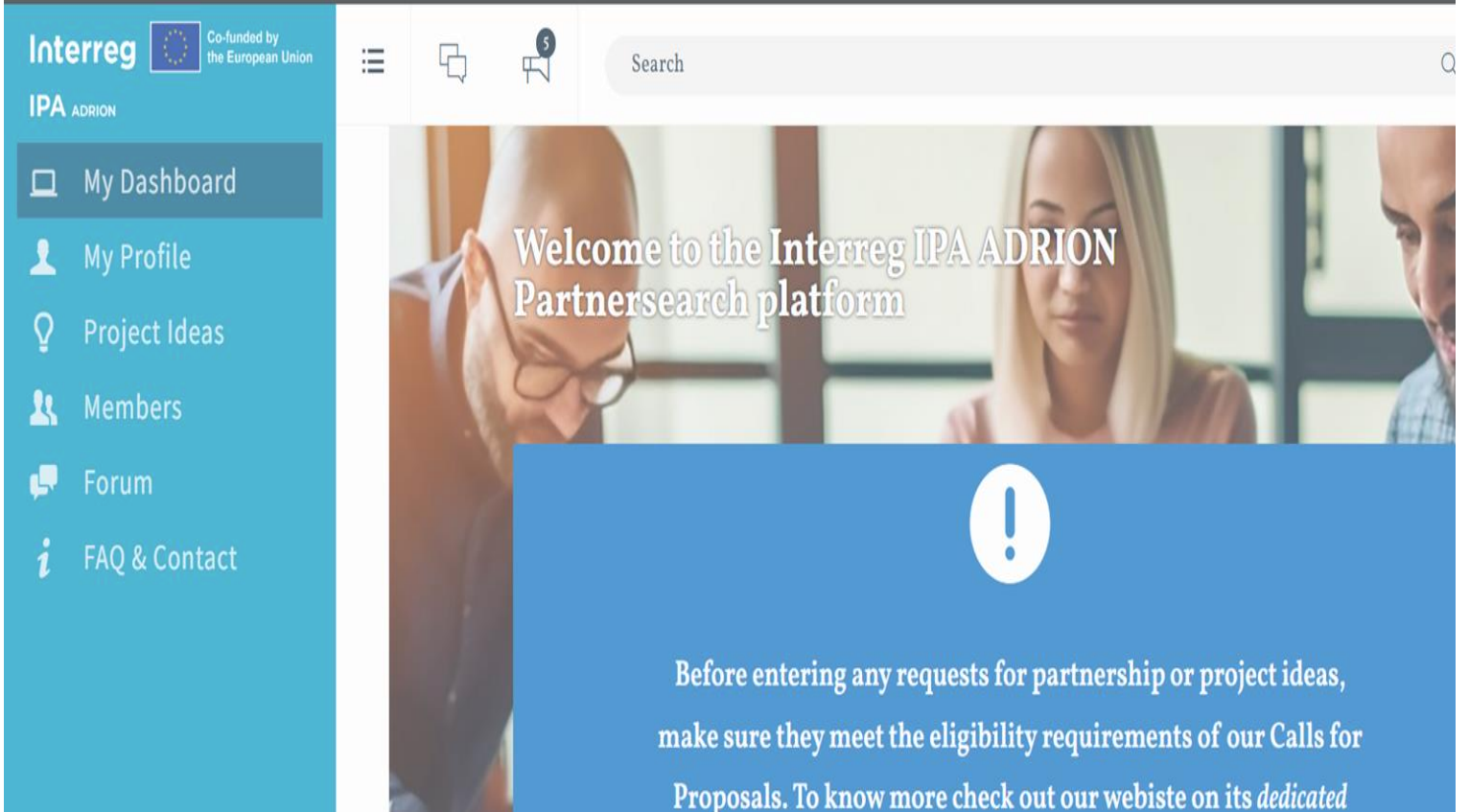
EU part of cooperation area
 Non-EU part of cooperation area

0 500 Km



Launch of the IPA ADRION Partner Search Platform - April 2025

- **561** Members registered
- **51** Project Ideas entered
- **3** Forum sections activated for each Priority



The screenshot shows the user interface of the Interreg IPA ADRION Partner Search Platform. On the left is a teal navigation sidebar with the following menu items: My Dashboard, My Profile, Project Ideas, Members, Forum, and FAQ & Contact. The main content area features a header with the Interreg logo and a search bar. Below the header is a large banner image of three people in a meeting, with the text "Welcome to the Interreg IPA ADRION Partnersearch platform" overlaid. A prominent blue notification box with a white exclamation mark icon contains the following text: "Before entering any requests for partnership or project ideas, make sure they meet the eligibility requirements of our Calls for Proposals. To know more check out our webiste on its *dedicated*".

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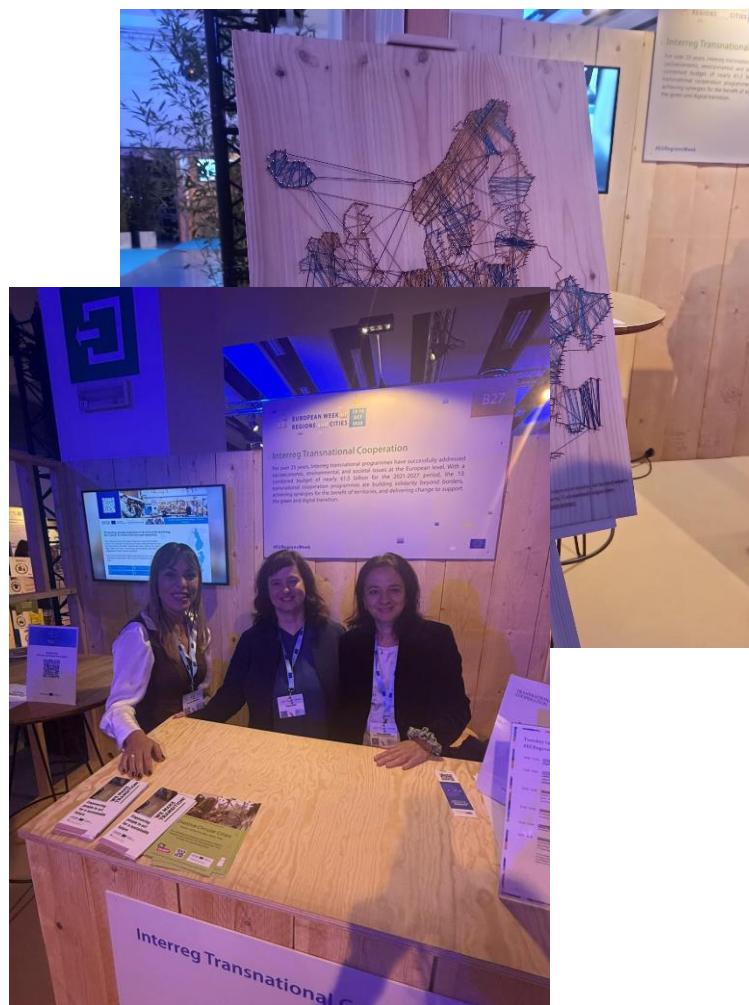
IPA ADRION

EU Week, 14-15 October 2025

Transnational Interreg Stand



Joint stand with 13 Interreg transnational programmes building on the campaign of the 3 Interreg transnational messages: Building solidarity beyond borders, Creating synergies for the benefit of territories, Driving change toward the green and digital transition



Interreg External Cooperation stand

28° ECOMONDO Expo 4-6 November

Thematic focus on Blue economy:
 overall 8 involved projects and 15 project representatives attended the cross-fertilisation workshop and matchmaking event. The sessions gathered a mix of Interreg and Horizon projects with the aim to build synergies and showcase developed solutions.

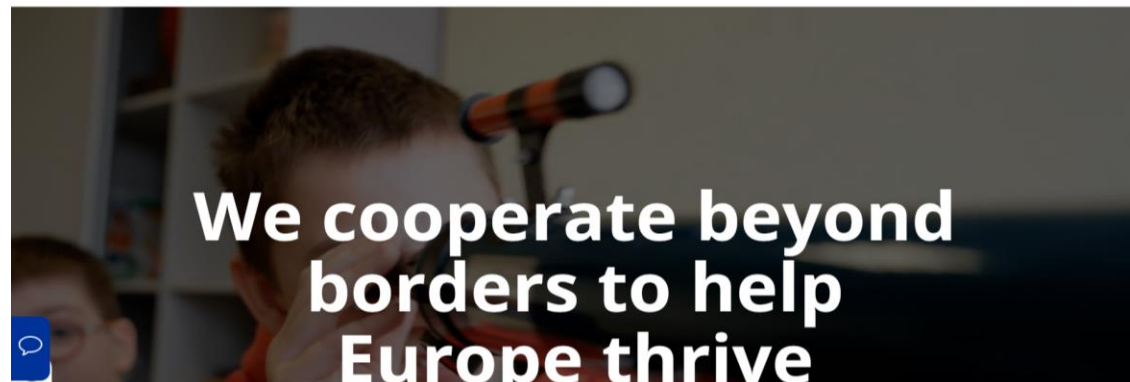
4th November - Boosting the implementation of the EU Mission Ocean and Waters: Tools, Strategies, Knowledge and Legacy for the Mediterranean Sea basin



5th November - Impacting together. Promoting cross fertilization between Interreg and the Mission Ocean and Waters



6th November - IPA ADRION Blue: Accelerating the Ecological and Circular Transition in the Blue Economy Ideas and solutions from projects funded by the Interreg ADRION Programme



Interreg Comm Campaign

**Interreg Stories based on national experience, February
and March 2025:**

**[Transforming elderly care in rural Italy with digital
solutions SI4CARE project](#)**

**[Cultural and natural heritage in digital Slovenia
ADRINETBOOK](#)**

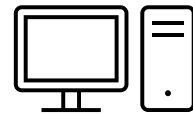
EU Green Week, June 2025

**[From waste to worth: Interreg powers Europe's
circular transition Joinable Project](#)**



Social Media and Website Performance

October 2024 to October 2025



Website's visits 83,378



X (Twitter)

Engagements: 700 ↑ +915%
New Followers: 110 ↑ +479%
Total Followers: 729

Twitter engagements +915%
– major interaction increase



LinkedIn

Page Views: 282 ↑ +193.8%
New Followers: 430 ↑ +1,203%
Total Followers: 6,335

LinkedIn follower growth +1,203%
– strongest community expansion



YouTube

Views: 1.1
New Subscribers: 15 ↑ +36%
Total Subscribers: 92

YouTube subscribers +36%
– growing loyal audience



IVY Volunteer

Beatrice Selice will join
our team in January 2026
for six months

