

Storytelling in Interreg

Certified training

1 October – 31 October 2025





Storytelling in Interreg

Certified training, 1 October – 31 October 2025

Overview

Thousands of Interreg experts still use dry, bureaucratic language when communicating their programme and project achievements. But this prevents millions of people from truly understanding the impact Interreg creates in their communities. We're excellent at formal reporting, but it is storytelling that helps audiences genuinely connect and care. Used effectively by top brands, engaging educators, and world leaders, storytelling is a powerful skill that you can master.

Who is it for?

This certified training is open to all communication experts and anyone else who needs to communicate effectively and is interested in doing so. The storytelling method can easily be applied to promote your project story on social media and to communicate the story of your programme results in front of a Monitoring Committee.

What will I learn?

At the end of the training, you will have a clear methodology for applying the storytelling method. You will take away one project story which you have written and improved with the help of the trainers and your fellow learners.

How long does the training take?

It typically takes 15 hours (within 1 month) to complete all the components, including the short online course, the written assignment, and the webinars.

How do I get my certificate?

We issue your certificate when you have completed all the mandatory components of the training and have successfully completed a simple final task – submit a short story (up to one page long).

Training structure

Type of component	Title	Time and place	Status
Online meeting	Introductory meeting	1 Oct 2025, 10:00 – 11:00 CET	Mandatory
Self-paced learning	Storytelling for Interreg	1 Oct – 10 Oct 2025	Mandatory
Online meeting	How to introduce emotion, examples and anecdotes	10 Oct 2025, 10:00 – 12:30 CET	Mandatory
Online meeting	Refining your story drafts – prepare to give and receive constructive feedback	22 Oct 2025, 10.00 – 12.30 CET	Mandatory
Knowledge verification	Submit your story	Submit before the end of the day of 31 Oct 2025	Mandatory