

Storytelling in Interreg

Certified training

Total duration 13 May – 8 June 2026



All content and sessions will be available online
on Academy platform and Teams





Storytelling in Interreg

Certified training, 13 May – 8 June 2026

Overview

Interreg projects are full of great stories, but they are often buried in technical language that makes their impact hard to understand. Storytelling helps us communicate our work in a way that people can understand and connect with. This certified training introduces a practical storytelling method and template that will help you turn project descriptions into clear and engaging stories. The training runs alongside the Interreg Slam 2026–2027 campaign, which highlights the best Interreg project stories.

Who is it for?

This certified training is open to communication experts and anyone who needs to communicate project results clearly and effectively. The storytelling method can be used to present project results on social media, explain project impact to wider audiences, or communicate programme achievements in presentations and meetings. It is particularly useful for the Interreg Slam competition applicants.

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 (spread out over four weeks) to complete all the components, including the including the online course, the two live webinars and the final storytelling assignment.

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	13 May 2026, 09:30 – 10:00 CET, online (Teams)	Mandatory
Self-paced learning	Online course: Storytelling for Interreg	13 May – 22 May 2026, online (Academy platform)	Mandatory
Webinar	Using emotion, examples and anecdotes in stories	13 May 2026, 10:00 – 12:00 CET, online (Teams)	Mandatory
Webinar	Refining your story drafts	25 May 2026, 10.00 – 12.00 CET, online (Teams)	Mandatory
Knowledge verification	Submit your story	Until 8 June 2026, online (Academy platform)	Mandatory