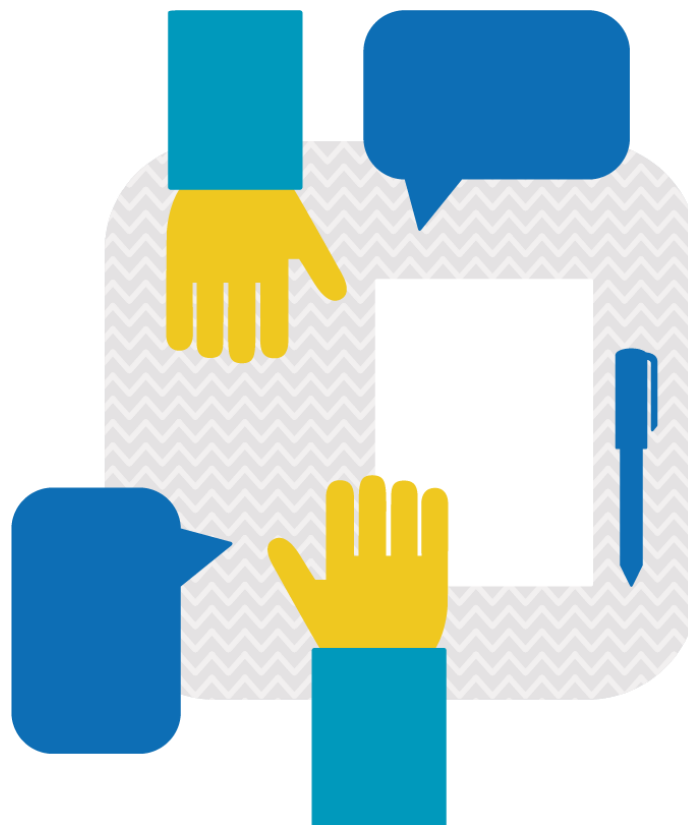


Interreg: Boosted by Youth



8 April 2025
Online | Teams





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8 April 2025

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Outlines

Making cooperation more visible through Interreg programme communication activities, both within local communities and beyond, is a challenging task. Engaging young people who are eager to contribute to Europe's future through communication activities is more important than ever for European cohesion. Interact is bringing together all stakeholders to understand how youth involvement can boost Interreg and amplify its impact.

Objectives

At this online event, Interreg programme staff will have the opportunity to discover the benefits and challenges of hosting Interreg Volunteer Youth (IVY) volunteers at both programme- and project levels. A representative from the European Commission will reinforce the importance of youth engagement in Interreg, and participants will have the chance to discuss how Interreg staff and youth can cooperate to strengthen communication work.

The event is designed for Interreg programme officers interested in enhancing youth involvement by hosting an IVY. It is also open to volunteers who are passionate about EU cooperation, and anyone eager to strengthen communication in Interreg through youth engagement.



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CET

Tuesday, 8 April 2025

13.20 – 13.30

Check-in and on-boarding

13.30 – 13.45

Welcome and introduction

Petra Masáková, Head of the Interact Managing Authority and Secretariat

13.45 – 14.05

Why is youth engagement in Interreg important?

Jean-Pierre Halkin, Head of Unit Directorate-General for Regional and Urban Policy DG REGIO

Objective of the session: to present the European Commission's perspective on the role IVY volunteers play in Interreg programmes, and to update on plans

14.05– 14.15

Interreg Volunteer Youth (IVY) initiative: How IVY helps shape Interreg

Martin Guillermo Ramirez, Secretary General of the Association of European Border Regions (AEBR) and IVY Project Director

Objective of the session: to showcase how the IVY initiative contributes to the success of European Territorial Cooperation by bringing fresh perspectives, enabling innovation and enhancing solidarity across European borders

14.15– 14.35

What is it like to be an IVY?

Sara Battini (former IVY, Interreg Italy-Croatia programme) and Maria-Parthena Moula (former IVY, Managing Authority of Interreg Greece)

Objective of the session: to share first-hand IVY experiences, and highlight the initiative's impact on the lives of young people

14.35– 14.55

How to host an IVY Volunteer

Milena Pallotta, IVY Project Administrator at AEBR

Objective of the session: to share the latest IVY news, and tell how your programme can benefit from the support of an IVY Volunteer

14.55– 15.05

Comfort break



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15.05 – 16.00

Interreg programme: Hosting institution for IVY

Alexandra Gogancea, Interreg Romania-Bulgaria programme

Interreg project: Hosting institution for IVY

Interreg Euro-MED Programme, IVY Mentor Celine Lievre from the Joint Secretariat, with

Interreg Euro-MED Wetland4Change Project, IVY Mentor Christoph Schröder from European Topic Centre – University of Malaga (ETC-UMA)

Objective of the session: to share and discuss how youth involvement boosts programmes' communication & projects' implementation

16.00 – 16.15

Interreg D - IVY in the EU Outermost Regions: What is new? (tbc)

Interact, Interreg Programmes

Objectives of the session: to update on the IVY opportunities for Interreg D programmes

16.15 – 16.30

Wrap-up and next steps

Interact, Interreg Programmes