



Guide Interreg Cooperation Day 2025

Stronger **Together** 







# Thank you for making it happen

On behalf of Interact, we would like to express our warm thanks for your continued commitment to the Interreg Cooperation Day campaign. Your efforts are bringing the European project closer to citizens, helping to strengthen their connection with Interreg and its tangible impact on their everyday lives.

Since the launch of this campaign in 2012, we have collectively made a significant mark: over 1.490 events organised, more than 266,000 participants engaged, and an impressive reach of 47 million through social media. These figures are a testament to the power of collective action and the dedication of programmes, projects and stakeholders across Europe and beyond. In 2024, celebrations even reached as far as the Amazon, where two events were held, showing that cooperation truly knows no borders.

In 2025, we mark an important milestone: **35 years of Interreg.** This anniversary is an opportunity to show how, through **Interreg funding**, our regions have **evolved**, **adapted and transformed** over the decades. We invite you to reflect this story in your events, to continue involving citizens, and to **celebrate the achievements of cooperation across borders.** 

We are stronger together

# What's inside

Welcome to the Interreg Day Guide 2025. This document has been designed to support you in organising meaningful and visible events as part of this shared European celebration. It offers practical information and inspiration, ranging from event ideas and planning tips to communication tools and outreach support.

In the following pages, you will find guidance on how to feature your event on the Interreg.eu portal, how to take part in the joint social media efforts, and how to make the most of the campaign's visual identity. The guide also includes details on how to request a customised version of the official promotional video, and encourages you to engage Interreg projects directly in the planning and implementation of your events.

All of these efforts come together in the spirit of celebrating 35 years of Interreg. For the latest updates on the campaign, please consult the Interreg Cooperation Day **SharePoint** and **Teams channel**, as well as the websites **interreg.eu** and **interact.eu**. We hope this guide serves as a useful and motivating companion as you prepare your events. Should you have any questions, please do not hesitate to contact rosa. escamilla@interact.eu.

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Publisher: Interact Programme Publication leader: Rosa Escamilla Contributors: Nebojsa Nikolic

Date: 09.05.2025

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# The campaign essentials

# Why we celebrate Interreg Cooperation Day

Every year, people across Europe - and beyond - come together to celebrate something that often goes unnoticed: cooperation across borders. Interreg Cooperation Day is a unique opportunity to show what European Territorial Cooperation means in practice, and why it matters.

What started as a simple idea back in 2011 - a pilot initiative led by Interact to create a joint communication campaign - has grown into a vibrant, shared tradition. Year after year, dozens of programmes host more than 70 events in more than 25 countries, giving visibility to the impact of Interreg and the power of cooperation.

Whether it's a small workshop in a border town or a large cultural event in a capital city, these celebrations tell the same story: **Europe works better when we work together!** 

# When it happens and how to make it work for you

Every year, Interreg Cooperation Day takes place on **21 September**, with celebrations often extending to the surrounding weeks. If that date doesn't quite fit your calendar, don't worry - events held later in the year can still be part of the campaign, as long as they connect clearly to its purpose and values.

# What this campaign is really about

At its heart, this campaign is about **making cooperation visible.** We want people - especially those who don't usually hear about EU programmes - to discover how **Interreg, Interreg IPA CBC, NEXT or OMR projects** are reducing obstacles and barriers. All these projects funded by the European Union have helped improve people's lives along the many borders within Europe and beyond.

Simply put, the goal of the campaign is to organise creative and engaging public events that would show the real results of our programmes and projects.

# What we're aiming to achieve

The campaign focuses on four core objectives:



## Identify representative project results and benefits

- Showcase strong project results
- Find new and engaging ways to illustrate how cooperation improves people's lives



## Disseminate the benefits of cooperation to citizens and society

- Share these results with target
- audiences in ways that resonate
   Strike a balance between broad reach and tailored outreach





## Build understanding of European **Territorial Cooperation**

- Making people aware of the cooperation existing in their region through its benefits
- Communicating cooperation among regions in an interesting way that creates a positive image of ÉU regional activities and shows its added value





#### Increase cultural understanding within Europe

- Highlight Europe's rich cultural mix and how cooperation turns it into a
- Show how different regions come together for shared goals

# Who are we talking to

This campaign is for everyone, but especially for those who **don't usually hear about the EU.** Think students, commuters, families, festival-goers, hikers, artists... Interreg Cooperation Day is your chance to step outside the usual Brussels bubble and meet people where they are.

Promoting your event on social media (even with small budgets) can help you reach your audience effectively and creatively.















# How your programme can get involved

Participation is open to all Interreg programmes, and every single event matters. Whether you host a solo initiative or join forces with other programmes or projects, your involvement adds visibility and value to the campaign.

If you're looking for inspiration, take a look at our **ready-to-use joint activity formats** (pages <u>25</u> and <u>27</u>) or check out the winners of the **Best Local Event** contest from last year (page <u>23</u>)!

# Putting projects at the heart of it all

Our projects are the heart of what we do - and they can be at the centre of this campaign too. Encourage them to take part:

- · Organise their own events in its specific locality and with its specific target audience.
- Collaborate with other projects in the region.
- Join your event together to highlight the programme's impact in a certain region thanks to the implementation of these projects.

The more they're involved, the more authentic and grounded the campaign becomes.





# Getting creative and going local

Some of the adjectives that define this campaign are: public, engaging, fun... So, it is advisable to be creative and propose activities that catch the attention of the citizens. For example, some of the events organised in the past are gastronomic and cultural fairs, concerts, film festivals, bike tours, nature hikes, recycling drives and many more! Your own unique celebration may inspire other programmes in the future!





# Your roadmap: From planning to celebration

Here's a simple timeline to guide your participation:

#### May

- · Launch of the 2025 Guide
- · Launch of the 2025 Factsheet
- Customisable promo video available
- Visuals released
- First kick-off webinar
- Time to start contacting your projects

#### June

- Second webinar on reaching the media
- Order your personalised video
- Set up your social media presence

#### July

- Reach the local media
- · Grow your presence on social media

### August

- Site at <u>Interreg.eu</u>: Your events go live on our official website!
- Paid promotion campaign on your social media channels
- Request previous services Request all materials launched in previous months (visuals, promo video, website article, etc.).
- We start with the local events celebration!

#### September

- Celebrate local events
- · Paid promotion of your online publication

#### October

- Additional events
- Evaluation and feedback
- "Best Local Event" contest





# 35 years of Interreg

This year, **Interreg celebrates 35 years** of connecting regions across Europe. Over the past three and a half decades, Interreg has played a key role in helping communities overcome challenges, build partnerships and create common solutions through territorial cooperation.

This anniversary offers a chance to **reflect on the impact** of the programme, showcasing successful projects and celebrating the positive changes achieved. From **improved infrastructure and green initiatives** to enhanced social inclusion and new economic opportunities, Interreg has been transforming regions, making borders less of a barrier.

And that's exactly what we want to celebrate! The **unique added value** of our programme in the region, which has enabled its **evolution** in recent years. Some programmes were born 35 years ago, while others came later, but all contribute to this shared milestone. You can celebrate this official anniversary while also marking your own programme's journey and growth over the years.



# Some other fresh ideas for your events under the anniversary

Here are some new ideas for your Interreg Cooperation Day events this year:



## Interreg Open Day: Celebrating 35 years of cooperation

Open up the doors to your local Interreg-funded projects and celebrate 35 years of collaboration! Whether it's a community center, a cultural project, or a business incubator, invite the public to visit places where Interreg funding has made a real impact over the past three decades. Offer guided tours, presentations, and interactive demonstrations that showcase the accomplishments of 35 years of cooperation, highlighting how these projects have transformed the region and created lasting connections across borders.



## 35th Anniversary Community Fair: Celebrating Interreg's legacy

Organise a community fair featuring local businesses, NGOs, and project partners who have benefited from Interreg funding over the past 35 years. Set up stands, hold mini-talks, and offer activities that reflect the spirit of regional cooperation. This event will not only celebrate Interreg's anniversary but also share success stories of local initiatives that have thrived with the support of Interreg funds.



# Interactive Project Map + 35th Anniversary Timeline: Visualizing Interreg's impact

Create a physical or digital Interactive Project Map highlighting the different Interreg projects around your region over the past 35 years. This map will allow participants to explore how various initiatives have helped transform local communities. Integrate a 35th Anniversary Timeline to show key milestones of Interreg's journey, from its inception to today, featuring projects, historical moments, and testimonials from those who have benefited from the programme.

# And... we're also bringing you a bonus this year: The Bake Off Challenge - Cook up some cooperation!

What better way to celebrate 35 years of Interreg than with cake?

We're inviting programmes, citizens, and projects to join this tasty challenge by creating cakes inspired by Interreg's legacy of cooperation. Here's how:

- Bake a 35th anniversary cake whether you're part of a programme team or just a fan of EU cooperation, bake your own creation at home or in your secretariat! Share your masterpiece on social media using the hashtags #InterregBakeOff #InterregDay2025 #35YearsofInterreg
- Host a community bake-off invite local citizens to design and bake cakes that celebrate Interreg's achievements and values. A great way to get your community involved, and maybe even discover some hidden baking talent!
- Organise a friendly cake competition with your funded projects and let them showcase their own delicious take on what Interreg means to them.
- Serve your cake at your Interreg Cooperation Day event, a moment to share a slice with participants, it's a fun way to bring people together.



Let's make this anniversary a delicious one, full of colour, creativity, and of course, cooperation.



# Ideas for local events

There's no one-size-fits-all when it comes to organising a local event. Feel free to mix and match activities, or tweak them to fit your needs! We're sharing some fun ideas to inspire you, and you can make them your own.

# What to keep in mind when planning your event

So, what's the goal here? It's all about helping more people discover what territorial cooperation is and why it matters, while also catching the attention of the media. That's the sweet spot!

### Get people moving

Active and inclusive events work best. The more hands-on, the better. Think experiences that bring people together and create real connections.

#### Team up!

Why not join forces with another programme? You could organise a joint event or run the same kind of activity in different places. You can also link your Interreg Cooperation Day to a bigger local or national event—it's a smart way to draw a bigger crowd and catch more media interest. And don't forget: planning your event in connection with an ongoing project can make things easier and more relevant.

#### Pick your place wisely

No need to be everywhere! Choose a spot that really reflects what your programme is about. Here are a few fun ideas:

- A border (land or sea)
- · A bridge between countries
- A cross-border town or village
- A port or marina
- The highest mountain in your programme area
- A place that's already benefited from Interreg support
- Or just go for a public space with lots of foot traffic. It's all about visibility!

#### Some practical tips

- Make sure you're aware of the local rules for public events: permits, safety, insurance, you name it. If kids are involved, coordinate with parents, teachers or guardians.
- Thinking of inviting someone important? Go for it! A VIP guest can boost your event's profile.

- For outdoor events, keep an eye on the weather forecast and have a backup plan ready, just in case.
- Make it easy for people to attend: think about transport, access, rest areas, shade... the little things count!

# Where could you organise your local events?

When it comes to the places where you can hold your local events, get creative! Here are some suggestions based on the essence of what Interreg represents:

- Local landmarks: Choose iconic locations in your region where transformation has occurred thanks to Interreg funding. This could be a renovated public space, a new piece of infrastructure, or a community center built as a result of collaboration.
- **Public spaces:** Whether it's a town square, park, or city street, public spaces are a great spot for an event that involves the community. These spaces are central to everyday life and can represent how Interreg has made everyday activities, like commuting, leisure, or cultural activities, more connected across borders.
- Cultural or educational institutions: Museums, cultural centers, universities, and libraries are perfect places to host events that highlight the educational and cultural impact of Interreg. You can showcase regional projects, creative collaborations, or even offer workshops or talks on the importance of European cooperation.
- **Technology Hubs or Innovation Centers:** If your region has a tech hub or innovation center, this could be the perfect setting to show off the technological advances and digital transformation projects that Interreg has supported over the years.
- Nature and outdoor locations: If your region has been involved in environmental projects, why not host an event in a natural setting? This could include outdoor activities like nature walks, clean-up events, or environmental workshops that reflect how Interreg projects have contributed to sustainability.

Over the past three and a half decades, Interreg has played a key role in helping communities overcome challenges, build partnerships and create common solutions through territorial cooperation.



## Bring the projects on board from the start

Let your projects know about the celebration early on: use this guide, talk to them and keep them inspired. Find out which projects are most likely to catch the public's interest.

Not every project will be easy to "sell" to a wider audience, and that's okay! But for the ones that are, make sure to explain the added visibility they'll get by joining. You can even help them think through low-cost, creative ways to join in.

#### For example:

- A youth-focused project could organise an interactive art wall where young people express what cooperation means to them.
- An environmental project could lead a clean-up day or a DIY workshop on upcycling, inviting local families to join.

## Get projects to work together

Encourage collaboration between projects, especially if they're in the same area or working on similar topics like tourism, climate or innovation. Shared exhibitions, joint workshops, or themed zones can create real buzz.

#### Brainstorm with them

Sit down with your projects and co-create. What would they love to do? What skills or ideas can they bring to the table? Let creativity lead the way, and don't forget, many of them already have useful media contacts. Tap into those networks to boost your reach!

#### Make it social!

Encourage everyone to use Interreg Cooperation Day hashtags and social media channels to share photos, videos and updates from their events. That way, we can all see what's happening across Europe.

If you're not sure where to start, here are some suggestions:

# Practical ideas for local events

# Sports and games event ideas

• City Bike Rally. Host a bike rally around your city or town, taking participants to local landmarks and showcasing Interreg projects along the way. It's a fun way to promote sustainable transportation and explore your community at the same time!





- Outdoor Games for Everyone. Who doesn't love some quirky sports? Plan a day with alternative sports like rock climbing, slacklining, ultimate frisbee, or even a competition with traditional regional games. You'll need instructors and some spacious outdoor spots, but it'll be worth it!
- Charity Marathon or 5K Race. Think about organising a run that can be as formal or casual as you want. You could even use the opportunity to raise funds for a local charity! Run for a good cause and get everyone moving!
- **Board Game Olympics.** Bring together kids and adults for a fun "Board Game Olympics" with games like chess, checkers or Twister. It's a playful way to learn how to compete, collaborate and have fun!
- Football, Basketball or Tennis Tournament. If you prefer the classics, go ahead and host a football, basketball or tennis tournament. It's easy to set up, you can form local teams, and finish it off with a small awards ceremony to make it extra fun.

## Nature Event Ideas

• **Astronomical Observation Night.** Plan a stargazing night in collaboration with a local astronomy group. You'll get to observe the stars, and you can also tell participants about the projects happening in the area. A cosmic experience for all!















- Tree Planting. Tree planting can be a big group activity, but it can also be a smaller symbolic gesture with just a few people. Whether you plant one big tree or several, it's a great way to show you care for the environment. Just make sure the trees are well taken care of afterward!
- Beach or Forest Cleanup. Get the community together to clean up a local beach or forest. You can make it competitive by rewarding whoever picks up the most trash, but make sure to cover health and safety guidelines first. It's a fantastic way to give back to nature.
- Nature Walk or Bike Tour. Organize a hike or bike ride through the natural landscapes of your area. Along the way, share the stories behind local Interreg projects that support nature conservation. End the tour with a relaxing picnic to enjoy the outdoors together!

# **Competition Event Ideas**

- Photo/Art Competition. How about a fun competition where people submit photos or artwork that shows the theme "Celebrating 35 Years of Cooperation"? You could even turn it into an exhibition that highlights some of the best Interreg projects happening right now. It's a great way to get the community involved and celebrate creativity!
- Storytelling Competition. Let's get some stories flowing! Encourage people to share their personal stories about how Interreg projects have impacted their lives or communities. Whether it's a video, a written piece, or even a live presentation, it's all about sharing the love and showing the real-world impact of cooperation.
- Cooking Competition. Who doesn't love a good cooking challenge? Host a cross-border cooking event where participants cook regional dishes that have a strong connection to local heritage and tourism. It's a tasty way to bring people together while celebrating the cultural ties that bind us.
- Lego Building Competition. For the creative minds out there, why not host a Lego competition? Participants can build iconic structures, emphasizing teamwork and creativity. It's an event that's fun for all ages and shows how collaboration can result in something amazing.









# Cultural, Arts & Crafts Event Ideas

- Local Art Festival. Get local artists to shine by organising a festival that includes art exhibitions, live music, theater performances or workshops. You can also highlight how local projects are involved in community engagement.
- **Music concert.** Host a music festival featuring local artists from neighboring countries in an emblematic placer from your transnational programme. This event can celebrate cultural diversity and promote unity through music.
- **Cultural Excursion.** Plan a trip to historical or cultural landmarks where participants can learn how Interreg projects have helped overcome geographical and cultural barriers. It's an excellent way to educate and immerse people in both history and the present-day impact of cooperation.
- **EU Film Festival.** Host a film festival showcasing movies from various EU countries. In addition to enjoying internationally acclaimed films, attendees can engage in discussions on social issues relevant to the EU, thereby promoting intercultural dialogue and awareness of EU Values.
- International Culture Market. Why not bring the world to your community? Organise a cultural market where people from different countries can share their food, traditional crafts, and activities. It's a perfect opportunity to celebrate diversity and learn from one another.

• Open-Air Exhibitions. Take the art outdoors! Host an exhibition in a public space that showcases photos from a competition or curated collections from local Interreg projects. This is a simple yet effective way to get the community talking about local culture and creativity.



# **Unique Event Ideas**

- Treasure Hunt. Time for an adventure! Organize
   a treasure hunt where participants follow clues
   about local landmarks or historical events. Not
   only is it fun, but it also helps people learn more
   about their region in an interactive and exciting
   way.
- **Escape Room.** If you're looking for something a bit more intense, an escape room focused on solving riddles about EU cooperation and Interreg's achievements is a blast. Get people working together and thinking critically, all while having a great time.
- Fashion Show. Why not mix fashion and culture? Host a fashion show that celebrates local traditional clothing or even sustainable fashion initiatives linked to cross-border cooperation. It's a chic way to showcase the region's creative spirit.
- **Sailboat Tour.** Set sail on a tour that promotes sustainable tourism. Showcase your region's natural beauty while educating participants about the importance of environmental protection. Plus, who doesn't love being on a boat?
- Donations drive for a local charity. Before you organise such an event you should contact the local authorities and the organisations themselves in order to asses their needs and the best way to organise the collection and donation effort. Once you are completely ready with organizing the logistics, you should promote the initative on social media and, if possible, on the local traditional media as well. You need to plan the promotion well in advance so that the people have the time to get involved.

There's no one-sizefits-all when it comes to organising a local event. Feel free to mix and match activities, or tweak them to fit your needs!







# Results of the 2024 "Best Local Events" Competition



# Biggest local event (total number of participants): 5.000 participants!!

Name event: A Celebration of Cross-Border Success Programme: Interreg IPA Bulgaria-North Macedonia



# Highest publicity reach (including traditional and social media reach): total reach 747.537!!

Name event: Inclusion through Art and Sport in Romania and

Ukraine '
Programme: Interreg

**Programme:** Interreg NEXT

Romania-Ukraine



# Most original local event.

Name event: 4-week sports challenge called "Central Baltic Cooperation Challenge"

Programme: Interreg Central

Baltic



## Best thematic event (Cooperation overcoming borders).

Name event: "Let's follow the common trail!" - Overcoming

challenges together **Programme:** Interreg Poland Ukraine



# Best project engagement (synergies with local project/s).

Name event: Open doors at

Centria

Programme: 3 programmes Interreg Northern Periphery and Arctic, Interreg Baltic Sea Region and Interreg Aurora and 18 projects









# Concepts with organisational advice

# **Interreg Memory Hunt**

**Objective:** Rediscover key milestones, stories and locations of Interreg projects in your region through a fun and educational interactive trail. This activity celebrates 35 years of cooperation by connecting people with places that have benefited from EU-funded projects.

# Step 1: Route design

#### **Location selection**

Identify 5 to 10 symbolic places linked to past or ongoing Interreg projects in your city, town or wider region. These could include:

- A cross-border bridge built with Interreg support
- A renovated cultural space
- A nature park restored through environmental cooperation
- A business incubator set up by a project
- · A community centre involved in social inclusion initiatives

Choose locations that are accessible on foot or by bike, and that reflect a variety of project themes (environment, innovation, mobility, youth, etc.).

#### Programme and partner involvement

Contact local project partners and ask them to contribute:

- · A short story about their project or a quote from a beneficiary
- Old project photos or before/after pictures
- · A short video clip explaining the impact of the project

This makes the trail more personal and brings to life the stories behind the funding.

# Step 2: Clues and activity preparation

#### Game design

Design a route in the form of a treasure hunt or geocaching-style game. Each stop on the trail can include:

- A riddle or trivia question about the project
- · A mini-challenge (e.g. taking a photo imitating an old one, answering a quiz, solving a puzzle)
- · A keyword that participants must collect to form a final sentence at the end

#### Example clue:

"This park was once a forgotten space, now buzzing with life thanks to a green cross-border project. Find the hidden bee and scan the QR code to learn more!"

#### Materials

Prepare printed maps and instructions, or create a digital version via a website or app. You can include:

- QR codes linking to short videos, interviews or historical photos
- Signs or stickers with the Interreg Cooperation Day and 35 Years of Interreg branding
- · A stamp or sticker for each location participants visit
- Booklets where kids can collect stamps or draw what they see

Also think of a small reward or certificate for those who complete the trail!

# Step 3: Execution and outreach

#### Fun and educational

Promote the event as a team activity for all ages:

- Schools and universities can use it for EU education
- · Families can enjoy it as a weekend walk
- Youth centres or summer camps can include it in their programme

Create different difficulty levels (easy for kids, advanced with more detailed questions for adults).

#### Digital content

Document the activity with photos and short reels for social media. Encourage participants to tag your programme and share their favourite stop.

You could even create a virtual version of the trail using Google Maps or a simple microsite, to let others explore it even after the event.

#### Bonus: the message wall

At the final stop, set up a creative corner with a message board or digital screen where people can leave messages answering:

"What's your wish for the future of Interreg?"

"What does territorial cooperation mean to you?"

These can be turned into a social media campaign.

# Time Capsule 35

**Objective:** Capture how Interreg has changed lives in your region over the past 35 years and how citizens imagine the future of cross-border cooperation. This activity creates a symbolic and emotional space to reflect on the legacy of the programme - and to dream ahead.

# Step 1: Preparation and call for contributions

#### Launch of the time capsule campaign

Announce the initiative through local media, social media and partner channels. Invite a wide range of people to participate:

- · Citizens who have been part of Interreg projects
- Young people and students
- · Local and regional authorities
- Programme staff and stakeholders

#### Types of contributions

Encourage creative, meaningful content related to Interreg and cooperation. Suggested formats include:

- Letters to the future ("Dear Europe of 2050...")
- **Photos** from project events, field trips, or places transformed by cooperation
- Small symbolic objects (e.g. a map, a flag, a printed project logo, a local product)
- **Drawings or poems** by children imagining Europe in 35 more years
- Short video messages explaining what Interreg means to them

All contributions can be collected physically and/or digitally, with guidelines shared in advance.

# Step 2: Collection day and community event

#### Celebrate together

Organise a festive public event where people can physically deposit their contributions into the capsule. Ideas for the day include:

- · Live music from local bands or choirs
- · Creative workshops on the future of Europe
- A storytelling corner where people can share memories
- A message wall for last-minute contributions
- Food stands from different regions or countries in your programme

Make the capsule a visible and symbolic object, perhaps a beautifully decorated trunk, metal box, or even a custom-built container shaped like the number 35.

#### Regional cooperation twist

Invite neighbouring Interreg programmes to create their own capsules and connect them into a regional capsule network. Each one could be "sealed" at the same time on Cooperation Day as a coordinated gesture of future commitment.

# Step 3: Closing and future commitment

#### Symbolic sealing

End the event with a short ceremony:

- Add a written message or commitment from the programme team
- Close and seal the capsule (literally with a lock, ribbon, or tape)
- Place a label: "To be opened on Interreg Cooperation Day 2035"

This can be done by a local official, a student or even a project beneficiary.

#### Digital capsule

Create an online version of the time capsule where digital contributions (videos, scanned letters, photos) are compiled. You can:

- Publish a short film with quotes from contributors
- Post selected messages weekly on social media
- Tag contributors and promote regional pride





# Education through play: inspiring ideas to engage new audiences

## Introduction

#### Cooperation that you can learn by playing.

Interreg is often presented through policy documents, strategic frameworks and technical vocabulary. But there's another, more human and playful way to connect with European cooperation: games. Board games, classroom challenges, creative contests, or immersive experiences are being used across Europe to bring Interreg closer to young people, and the wider public.

For this year's Interreg Cooperation Day, we've collected some of the most inspiring educational tools developed by programmes and projects. These games and activities are ready to be used, adapted or replicated. They're fun, meaningful, and rooted in real cooperation stories.

From the water cycle to war and peace, from plastic waste to renewable energy—these are examples of how learning and EU cooperation can go hand in hand.

# Original ideas to inspire new actions

- "Cooperation Escape Room": A portable escape room where players solve puzzles based on real Interreg projects. Each puzzle unlocks a story of cross-border collaboration.
- "My Cooperative City": A creative workshop where students design their ideal city, incorporating elements inspired by Interreg projects (mobility, sustainability, inclusion).
- "CoopTalks" for youth: A TEDx-style event where students pitch ideas to improve cooperation across borders, based on what they've learned in school or field activities.
- "Interreg Passport": At events, visitors receive a passport they can "stamp" by completing different games or challenges. Once full, they earn a certificate as a "cooperation ambassador".
- "Project Hunters": A geolocation scavenger hunt to find clues about Interreg projects in local spaces a digital game that turns cooperation into an adventure.

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# **Inspiring practices**

#### Sustainability and the environment

• **Board Game "Cycle of the Water"** – Interreg CENTRAL EUROPE (City Water Circles) A fun and engaging board game about water cycles, reuse, floods, and droughts - perfect for families or school activities.

Learn more

• + Mobile App "100 Questions 100 Answers About Water

An interactive quiz app to raise awareness of water-related topics in a playful and accessible way.

Learn more

- Game "GeoCleaner" Interreg Europe (INTENSIFY)

  A location-based puzzle simulator game focusing on enhancing the environment.

  Learn more
- Sustainability Board Game (2IMPREZS) Interreg North Sea Region
  A dynamic and educational game to explore the 17 Sustainable Development Goals in classrooms or events.

  Learn more
- "Wadden Games" App Interreg V A "Wadden Agenda 2.0"

  Two mobile games where players help protect the Wadden Sea by reducing marine litter. Ideal for coastal regions and clean-up campaigns.

  Learn more
- Serious Game "RE MIX" Interreg Europe (IRENES)

  A collaborative game where players create energy landscapes that balance renewable energy with other needs. Great for workshops and youth debates.

  Learn more
- Educational Game "RE.CO.RD." Interreg RE.CO.RD.

  A colourful and engaging game aimed at 7–16 year-olds to encourage action on plastic waste and recycling.

  Learn more

## **Education and Vocational Learning**

- Game "Let's Play" Interreg CENTRAL EUROPE (LUMAT)
  An environmental education game focused on brownfield regeneration and urban sustainability. Ideal for classroom sessions.

  Learn more
- Logistics Planning Game InnoWaTr Interreg North Sea Region
   A simulation game where students plan and manage logistics operations preparing them for real-world professional scenarios.

   Learn more
- Competition "STUDENTS4COOPERATION" Interreg Italy–Slovenia A recent contest where secondary school students propose cross-border project ideas. An easy-to-replicate model for engaging youth in cooperation. Learn more

## Innovation and Technology

- VR Game "Puzzle Things" Interreg Baltic Sea Region (BSG-Go)
   A virtual reality cooperative game that encourages players to solve puzzles together.
   Great for immersive learning events.
   Learn more
- Board Game "Before the War" Interreg Grande Région (Land of Memory)
   A powerful educational game where players explore alternate European histories to better understand the causes of war and the value of peace.

   Learn more



# Services Offered by INTERACT

# Official Identity and Branding

The official Interreg logo has been used throughout the past two years, marking a unified and consistent identity for the entire programming period 2021-2027. Thanks to its use over the last two editions, we have built a harmonised, differentiated recognition that stands out over time and shapes our international campaign. This strong, cohesive visual identity highlights the ongoing efforts of Interreg and reinforces our presence globally.

The logo represents Europe as a puzzle made up of different pieces, each symbolizing the history, geography and cultures of the regions and people within their social contexts. Interreg serves as the concrete tool that enables the unity of European and neighboring regions, overcoming distances and reducing obstacles. The logo features simple, universal signs that connect minds and societies, forming a visual identity that celebrates cooperation.

The vibrant colors and symbols of cultural enrichment and diversity merge seamlessly with the bold and striking elements of Interreg branding, creating a unified concept of cooperation. This design illustrates how Interreg cooperation makes European territories and citizens "stronger together" by bringing together and valuing the unique signs and symbols of each region.

This year, as we celebrate 35 years of Interreg, we invite you to incorporate the Interreg 35th-anniversary logo into all of your promotional materials. Use it across photos, videos, and digital communication materials to highlight this important milestone.

To access all visual materials, please contact <a href="mailto:rosa.escamilla@interact.eu">rosa.escamilla@interact.eu</a> to request:







Official logo



35 years of Interreg logo

# Thematic visual identity

Use the Interreg Cooperation Day visual identity for branding all the materials you produce (templates are available on the online community and the website) to fit your local event.

Finally, make sure there are references to the Interreg Cooperation Day campaign during your event so that the audience knows about this initiative - large banners, posters, branded promotional items, etc.

You can also use the following banners for your website and social media:

- Nature banner
- Tech banner
- · Sports banner
- · Culture banner
- Social Media banner
- Workshop banner

Make the most of these resources to boost the visibility and impact of your activities.

#### Nature banner



#### Tech banner



## Sports banner



#### Culture banner



#### Social Media banner



## Workshop banner





# Joint Social Media Campaign – Boosting your facebook posts

In the past few years, we have invested small amounts in paid promotion for both our Facebook page and your programme page (boosting posts and paid ads), and the return on investment has been exceptional. In the 2025 campaign, this initiative led to a reach of 17 million, showcasing the immense impact of this effort!

This year, we will continue this successful initiative to help you extend your reach to an even wider audience on Facebook.

#### Here's how it works:

- Our goal is to promote your local Cooperation Day events and initiatives by boosting your relevant posts on Facebook.
- We will divide our budget across all the participating programmes' posts. We expect to boost between 25 and 100 posts in total, depending on the level of interest from the programmes.
- The campaign will primarily run from August until the end of October 2025.
- To get started, we will send you an Excel sheet in at the beginning of August where you'll need to fill in your details (information about the event and organisers, target audience, the timing of the post) and the post you wish to share (in English or in your local language).
- Once we review and approve your submission, we will request temporary
  administrative access to your programme's Facebook page from the representative
  of the social media company we are working with. This access will be temporary and
  will only be used for the purpose of boosting your post.



Full instructions will be provided during the webinar on May 12th, and if you need further clarification, feel free to email rosa.escamilla@interact.eu for more guidance.

We kindly ask that you share the results of the boosted posts with us for the campaign evaluation: number of people reached, number of "Likes," shares, etc.

This initiative is a great opportunity to amplify the visibility of your events and create a broader impact across Europe!

# Interreg Day Promotional Video

Interact will produce a short video for the 2025 campaign, just like in previous years. This time, we will also offer the option to customize the end of the video to promote your local events.

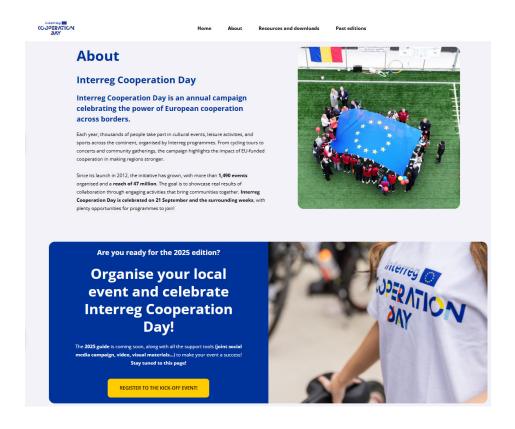
The video will be published in May and made available on the Interreg.eu website. Once it's live, you can email rosa.escamilla@interact.eu to request:

- Subtitles in your local language
- The inclusion of your event details: title, time, location, and any other relevant information
- The logo of your programme and projects participating

We will send you the customized version as soon as possible. You can make your requests until the end of October. But, if you prefer just the original version, feel free to ask, and we will provide it to you! Programmes, projects, and other stakeholders have frequently used these videos to promote the campaign before and during their events, and some even managed to get them shown on national television!

So, this is a great opportunity to enhance the visibility of your local events and contribute to the overall campaign!





# Visibility through the Interreg.eu Portal

Interreg.eu is now the main hub to showcase Interreg stories and achievements - and Interreg Cooperation Day has its very own dedicated space on the portal!

This new campaign site offers:

- A clear overview and visibility of the campaign as a whole
- An interactive map featuring all events across Europe and beyond
- A dedicated article for every single event organised
- · ...and much more!

This is your direct gateway to international recognition - a chance for your local initiative to be part of something bigger and gain visibility across the entire Interreg community.

To make sure your event is featured:

- Prepare a short article with all the key information: title, dynamics, location, timing and any other relevant details
- Include any visuals you'd like us to publish
- Send it to <u>rosa.escamilla@interact.eu</u> with the subject line: Interreg Cooperation Day Publication Request

We'll review your submission and publish it directly on the site.

The official page for this year's campaign is already live: <u>Interreg Cooperation Day 2025 - Interreg EU</u>

# Social Media Promotion from Interreg.eu

From May to October, the Interreg.eu social media channels will be actively promoting the Interreg Cooperation Day campaign - and that includes **your events!** 

We'll be sharing content regularly across all platforms, featuring campaign highlights, stories and updates from programmes and projects like yours. After your event takes place, please don't hesitate to send us any **public photos** you'd like to be considered for publication. We love showcasing your efforts to a wider audience!



Use the campaign hashtags

- #InterregDay2025 our main hashtag for the campaign
- #Interreg and #CohesionPolicy to connect with the wider community
- #35YearsofInterreg to celebrate Interreg's anniversary (don't forget to include the official logo!)

We strongly encourage you to post about your events consistently, before, during and after they happen. When you do, Interreg.eu social media accounts can **repost and share** your messages - helping to increase your reach and visibility at the European level. Also, make your posts more engaging by including **visual materials** from the campaign (logo, banners, video...) to strengthen the unified look and feel of Interreg Cooperation Day across Europe.

in LinkedIn: https://www.linkedin.com/company/eu-interreg

Facebook: https://www.facebook.com/eu.interreg

Instagram: https://www.instagram.com/interreg\_eu

X: https://x.com/interreg\_eu

Youtube: <a href="https://www.youtube.com/@Interreg\_EU">https://www.youtube.com/@Interreg\_EU</a>





# Competition for the Best Local Events

This initiative recognises and rewards the work carried out by many Programmes in the organisation of their respective Interreg Cooperation Day local events.

After the celebration of the local events during the months of August, September and October, this contest takes place. Five symbolic prizes are awarded, one for each category:

- Most original local event
- Biggest local event (total number of participants)
- Highest publicity reach (including traditional and social media reach)
- Best project engagement (synergies with local project/s)
- Best thematic event (this year, Cooperation overcoming borders)

But this initiative does not require any additional work from the programmes. Instead, we will organise internally to choose the best initiatives and announce the winner.

## Selection process:

The winners will be chosen by a jury of Interact programme experts who are currently or previously been significantly involved in managing the Interreg Cooperation Day campaign. In the categories for the biggest local event and the highest publicity reach, we will be relying on the official evaluation form data, supported by photos/videos.

We recognise that our professional opinion might not always match your own. After all, what is the "best thematic event" and what would a perfect selection process for the winner look like? Instead of getting stuck with complicated formal procedures for selection, we decided to rely on our internal expertise and bring one more fun element to the campaign.

#### When will we know the winners?

Since the campaign is very active until the end of October, our initial plan is to announce the winners in December 2025.

The winners will receive visibility through the interreg.eu channels, as well as a recognition diploma.



# Final notes to keep in mind

# Photos and activities

We warmly invite you to share with us **all the photos** from your Interreg Cooperation Day event. These photos may be used for various purposes, including:

- Promotion on Interreg.eu's social media and website
- Materials like this guide or the final evaluation
- Any other media where the purpose is to give visibility to the campaign and its events

By sending us the photos, **you confirm that your programme has secured all necessary image rights and photo permissions.** Interact assumes that all legal and GDPR-related responsibilities have been managed at your end.

If your programme organises **several activities** under the Interreg Cooperation Day umbrella - on different days, targeting different audiences, taking place at different venues, or with different purposes - please note that **each of them will be counted as an individual activity** in our records.

That's why we kindly ask you to clarify this information in the campaign evaluation.

# Involving projects from the start

Once again, we strongly encourage you to **involve your Interreg projects right from the beginning** when planning your events. Co-organising with them not only brings valuable content to your activities, but also boosts engagement and visibility for the work done on the ground.

# How do I stay informed?

To stay fully up to date with the campaign, make sure you are part of the **Interreg Cooperation Day** <u>SharePoint</u> **and** <u>Teams channels.</u>
This is where you'll find:



- The latest campaign updates
- Key files and templates
- Discussion forums
- And a community space to share ideas, questions or even photos!

If you have any questions, contact <u>rosa.escamilla@interact.eu</u>. We're here to help!

# Being visible in the media

Make the press aware of your event by sending press releases to local, regional and national media depending on the scale and nature of your event, both in advance and afterwards.

Making personal contact with the media representatives is key: call the journalists to explain why this is an interesting topic for them to report. In order for the journalists to better understand the event's context, include a very brief info note regarding the campaign. Avoid acronyms and jargon as much as you can and make it interesting.

For instance, instead of "Valencia city celebrates the benefits of ETC with a film festival" go for more general options: "Valencia city organises a free European film festival".

You can then include a subheading explaining that this initiative aims at celebrating the benefits of European cooperation among regions.

In addition to the press release and the info note, include high-resolution pictures (you can use those taken from previous Interreg Cooperation Day events) and the links to videos and social media. Contact local television and radio stations in advance and check the possibility of having "live" interviews during the event.

If applicable in your region, consider paid newspaper articles or radio ads depending on your needs, the feasibility of doing so and your available budget. Also, paid promotion on social media channels will boost your posts and improve your chances of reaching individuals who may be interested in your event.

Check the possibility of joining a larger event being organised but make sure your local event does not end up in the shadow. Make sure your event is visible on site. Announce the event well in advance and be very active on social media. Keep people updated when details start to take shape. Experience from previous years shows that there is more media coverage when projects organise events themselves.

For the best tips on how to reach the media, don't hesitate to check out <u>Interact's miniguide for Journalists</u>.





# Follow-up and evaluation of the Interreg Cooperation Day

Interreg Cooperation Day is a continuous process, and we work to develop and improve the campaign year by year. Once the events have taken place, we will ask you to evaluate how well your local event went and if it succeeded in reaching the goals of the Interreg Cooperation Day.

Also, we will invite you to appraise the communication tools and support provided by Interact, so that we can build on this in the years to come. Therefore, please be prepared to report on your event back to us with at least the following information:

- The number of participants.
- The media reach of your event (traditional and social media).
- High-quality photos and/or videos.

Only by collecting these three elements, you will help us extract the main figures of the Interreg Cooperation Day, as we did for the past years.

Additionally, we will ask you for the following information:

- Descriptions of how well your event succeeded in achieving the Cooperation Day goals.
- Good practices in event organisation, what worked out and what could be improved.
- Use of the Interact support what was most useful and what we can improve.

Don't forget to follow us on these social media platforms to stay in the loop: LinkedIn, Twitter, Facebook and Instagram!

Interreg Cooperation Day 2025 - Interreg EU

