



## GUIDE FOR PROGRAMMES 2024

# Interreg COOPERATION DAY



Interreg



Co-funded by  
the European Union



## What's Inside

Welcome to the Interreg Cooperation Day 2024 campaign! Explore each section of the guide to fully embrace this Europe-wide celebration and learn how to organise memorable local events within the framework of your Programme and projects. In addition to facilitating the event organisation process, this guide presents a diverse array of ideas and examples of local events you can host. Furthermore, it provides a package of visual materials and offers guidance on optimising social media outreach, using the [Interreg.eu](https://interreg.eu) website, applying for the Best Local Events contest, and much more!

All of these activities are unified under this year's theme: **EU Values Overcoming Borders**. Delve into this guide to understand the core concept behind this year's focus! Additionally, considering the unique context of this year due to the Post-27 consultation with citizens, we offer recommendations on leveraging your Interreg Day event to conduct the consultation and gather relevant information.

Regular updates regarding the 2024 campaign are available on the Interreg Cooperation Day online community and on the websites [interreg.eu](https://interreg.eu) and [interact.eu](https://interact.eu)

Once again, we would like to thank you for your commitment and dedication to this campaign! Interreg Cooperation Day lives thanks to you. Don't miss the opportunity to engage with your local communities by showing the practical results of your work. From all the members of the Interact Team, as well as from the many programmes already on board, welcome to this year's Interreg Cooperation Day! In case you have questions about the contents of this guide, do not hesitate to contact us at [rosa.escamilla@interact.eu](mailto:rosa.escamilla@interact.eu)

**Disclaimer:** Cooperation can be complex, and while Interact's job is to make it easier, Interact cannot offer assurances on the accuracy of our pan-European information in any specific context.

Furthermore, understanding and knowledge evolves throughout the programming period. If you spot something out of date or inconsistent, please contact us at [communication@interact.eu](mailto:communication@interact.eu)

**Publisher:** Interact Programme

**Publication leader:** Rosa Escamilla

**Contributors:** Nebojsa Nikolic

**Date:** 07.05.2024

[interact.eu](https://interact.eu)

**Copyright:** This product is licensed under Creative Commons, under the 'Attribution-NonCommercial-ShareAlike 4.0 International' license (CC BY-NC-SA 4.0). You are permitted to share and adapt this work. You are required to attribute the work, indicating if changes were made. You are required to offer revised work on the same license basis. The material cannot be used for commercial purposes.

For more information about this license please visit [creativecommons.org](https://creativecommons.org)

**Interact**



Co-funded by  
the European Union  
Interreg



# MAIN SECTIONS

## THE CAMPAIGN ESSENTIALS

Why an Interreg Cooperation Day?	5
When is the Interreg Cooperation Day?	5
What is the aim of the campaign?	5
Who is the target audience?	6
How can my programme participate?	6
How to involve my projects?	7
Which types of events?	7
A calendar to keep in mind	7

---

## HIGHLIGHTS OF 2024 EDITION

Theme: EU values overcoming borders	8
Post 27 Consultation	10

---

## IDEAS FOR LOCAL EVENTS

Key points to consider	11
Practical ideas for local and online events	13
Concepts with organisational advice	16

---

## SERVICES INTERACT OFFERS

Official Identity and Branding	19
Joint social media campaign – boosting your posts	23
Interreg Cooperation Day promotional video	23
Competition for the best local events	24
Visibility through Interreg.eu web and social media	25

---

## FINAL TIPS

Being visible in the media	26
How do I stay informed	26



# THE CAMPAIGN ESSENTIALS

---

## 01

### **Why an Interreg Cooperation Day?**

In 2011, several Interreg programmes saw the need to develop a joint communication activity to promote Interreg results to a wider audience. One year later Interact volunteered to create a pilot action on joint Interreg communication and all programmes were invited to join.

The initiative was a success, with territorial cooperation programmes across the EU and beyond.

The campaign has continued since then, highlighting achievements through territorial cooperation for tens of thousands of people each year. On average, Interreg Cooperation Day is celebrated by dozens of programmes, with around 100 local events in 30 countries.

---

## 02

### **When is the Interreg Cooperation Day?**

Interreg Cooperation Day 2024 will take place on 21 September and the surrounding weeks. If your programme is not able to organise an event within this week but would still want to participate in the campaign, you may consider organising local events at some other time during the year but still within the context of Interreg Cooperation Day.

---

## 03

### **What is the aim of the campaign?**

Interreg Cooperation Day improves the visibility and public awareness of Interreg, Interreg IPA CBC, NEXT and OMR cooperation programmes by highlighting how cross-border, transnational, interregional and outermost regions' cooperation projects are reducing obstacles and disparities. 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.

---

## INTERREG COOPERATION DAY SPECIFIC GOALS

**Goal 1.** To identify representative project results and benefits

- Spotting good projects with impactful results.
- Finding innovative and interesting ways to present how cooperation improves people's lives.

**Goal 2.** To disseminate the benefits of cooperation to citizens and society

- Finding ways to present the identified results and benefits to the selected target groups.
- Having a balance between reaching large groups of people and having specific target groups.

**Goal 3.** To create better 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 EU regional activities and shows its added value.

**Goal 4.** To increase cultural understanding within Europe

- Displaying the differences between European countries/regions and how they can be brought together for common good.

04

### Who is the target audience?

Our main goal is to reach European citizens who are normally not involved in EU-related events. The local events will target specific groups of citizens (e.g. schoolchildren, commuters, thematic experts).

Social media promotion, like boosting your Facebook posts can be a very cost-effective way to reach your target audience.

05

### How can my programme participate?

Participation in the Interreg Cooperation Day offers a great opportunity for the programmes to reach out together to the people who are not generally familiar with Interreg. It is voluntary and, in practice, participation means organising one or more local events or activities.

Given the goals of Interreg Cooperation Day, programmes share one belief: the greater number of participating programmes, the more successful the campaign will be.

If you are not sure what to organise, you can use and adapt one of our "joint activity" concepts: "Community Urban Art" activity, "Interreg Games Tournament" and "Recycling" challenge; and you can be inspired by the winning events of the edition "Best local events" competition!



## How to involve my projects?

Several programmes in the past made an extra effort and managed to engage their projects to organise local events as well, which has greatly boosted the overall campaign.

We encourage you to contact your projects in advance to make the most of your events. Each of them can organise an event in its specific locality and with its specific target audience, or you can all organise a joint event together to, for example, highlight the programme's impact in a certain region thanks to the implementation of these projects.

## Which types of events?

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.

Head to the Events section to discover the **top 22 inspiring ideas!**

## A CALENDAR TO KEEP IN MIND

May	<ul style="list-style-type: none"> <li>• Launch of the 2024 Guide</li> <li>• Launch of customisable promotional video</li> <li>• Share of visual materials</li> <li>• Webinar on ideas for local events</li> <li>• You can start contacting projects to organise joint events</li> </ul>
June	<ul style="list-style-type: none"> <li>• Webinar on promotional campaign on social media</li> <li>• Ideal time to order your personalised promo video</li> <li>• Establish presence on social media</li> </ul>
July & August	<ul style="list-style-type: none"> <li>• Promote the campaign through interreg.eu social media and website</li> </ul>
September	<ul style="list-style-type: none"> <li>• Local event celebration</li> <li>• Paid promotion of your online publication</li> </ul>
October	<ul style="list-style-type: none"> <li>• Local event celebration</li> <li>• Evaluation</li> <li>• Contest for winning events of the 2024 campaign</li> </ul>

# HIGHLIGHTS OF THE 2024 CAMPAIGN

## THEME: EU Values overcoming borders

### EU VALUES

*Human Dignity*

*Freedom*

*Democracy*

*Equality*

*Rule of Law*

*Human Rights*

The central theme of this year's celebrations will be **"EU Values overcoming borders."**

Specifically, with this campaign, we want to celebrate and organise local events that showcase the remarkable progress and achievements made by our programmes and projects in **equal access to education, health, and work, as well as in building inclusive community relationships.**

The campaign aims to remind people of the **progress made by the EU in removing physical and mental barriers between countries**, ensuring EU Values and equal opportunities.

We want to celebrate the stories of how Interreg works on both larger and smaller scales across the continent to **make boundaries irrelevant in our daily lives.**

**EU VALUES**  
**overcoming**  
**borders**





# Where could you organise your local events?

For **cross-border programmes**, we invite you to organise local events around **historical borders**, such as tripoints, border markers, or crossings. For **transnational, interregional or outermost regions programmes**, we invite you as well to host events in **emblematic locations** where the EU has worked to overcome obstacles, such as ports or train stations.

You can also organise events in a **location within the town or city that represents any of the values** of the EU: Human dignity, Freedom, Democracy, Equality, Rule of law, and Human rights.

Additionally, we encourage to host recreational and competitive activities to promote diverse participation and reflection on the meaning of EU Values.

## SOME BRAINSTORMING IDEAS:

- **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.
- **Cross-border picnic:** Organise a picnic at a border area where people from both sides can come together to enjoy food, games and activities. This relaxed setting encourages socialising and fosters a sense of community across borders.
- **EU Values treasure hunt:** Organise a treasure hunt in your locality where participants explore the area, solving clues that highlight different EU values such as diversity, solidarity, and democracy.
- **Music concert:** Host a music festival featuring local artists from neighboring countries in an emblematic place from your transnational programme. This event can celebrate cultural diversity and promote unity through music.
- **Road Tour:** Embark on a road tour visiting emblematic projects or significant locations in the area that have promoted and solidified equal opportunities and rights among citizens. Participants engage in interactive activities at each stop, learning about the EU's commitment to equality, diversity, and social inclusion.

Seize this opportunity to host events showcasing projects that have enhanced the lives of citizens across borders or in regions scattered across the continent and beyond, thereby improving the well-being of communities!

Show and demonstrate the added value of Interreg in advancing the EU!

**We want to make this campaign a repository of great Interreg cooperation stories.**

Contact  
rosa.escamilla@interact.eu  
to join this movement, and we will give visibility to your narrative.



INTERREG COOPERATION DAY, A PATHWAY TO YOUR

## Citizens' Consultation Post 27

One of things you could do at your local event is to conduct the Post-27 public consultation with your citizens.

We suggest using the Interreg Cooperation Day as a platform to host an interactive event that smoothly incorporates your Post-27 consultation process, either within a larger event or a stand-alone initiative. By bringing together the spirit of cooperation with your local community and inviting their input, we're aiming to encourage open dialogue.

And remember, there are many ways to include your questions and gather this information...

### Ideas for conducting public consultations...

- **Community forums:** Host open meetings in local communities where citizens can share their opinions, concerns, and suggestions on specific issues.
- **Roundtable sessions:** Bring together experts, community leaders, and members of the public to discuss and debate relevant topics, allowing everyone a chance to contribute their viewpoints.
- **Interactive workshops:** Facilitate interactive workshops where group activities and brainstorming exercises can gather ideas and solutions from participants.
- **Surveys at public events:** Conduct surveys or questionnaires during public events, such as fairs, festivals, or concerts, to gather a wide range of opinions from different segments of the population.

### How can the information be collected?

- **Post-it mural:** Set up a large mural in a public area and encourage citizens to write their ideas, comments, or concerns on sticky notes and stick them onto the mural.
- **Suggestion box:** Place a decorative box at the event where people can drop off their comments and suggestions.
- **Video recordings:** Invite citizens to share their opinions and perspectives through short video interviews that you record on the spot with professional equipment.
- **Community urban art:** Host a community art event where participants can express their ideas on the topic through different forms of art. In the section "Concepts with organisational advice," we explain this activity.



# Ideas for local events

There is no one right way of organising a local action or activity. Feel free to combine several kinds of activities into one, or to adapt the ideas in a way that better fits your needs and objectives. When shaping an initiative, your programme is the real protagonist.

## Key points to consider

**Goal:** Keep in mind the objective is to raise awareness of territorial cooperation among the citizens and to attract media interest.

**Active events are the best:** Aim for more active and inclusive events, encouraging hands-on participation and fostering deeper connections.

**Join forces:** Consider cooperating with other programmes to create a joint action or the same type of action in different places. Interreg Cooperation Day can be also organised in connection with another (larger) event to attract more media attention. Take advantage and organise the events alongside your projects.

**Where:** Depending on the circumstances, local events can be organised in one or several places in the programme area. There is no need to be present in all places! One option is to select a place that represents the cooperation idea of the programme, such as:

- A border (land or sea border)
- A bridge
- A cross-border city/village
- A port
- The highest mountain in the transnational area
- A place that has benefited from programme support
- A public space with high foot traffic



## Keep in mind that...

- You should know the regulations and requirements that apply to the organisation of large public events in your region. Make sure the needed arrangements for participants are covered (public security, etc.) and deal with the minors through their parents, guardians or teachers.
- You may also consider inviting VIP guests to your event since their involvement may increase the profile and visibility of your action. Lastly, for outdoor events, you should monitor weather forecasts and define a backup plan just in case.
- Involve the projects in your plans from the very start: use this guide and the social media channels to inform and inspire.
- Identify the projects that are the most likely to attract public attention.
- Be aware that not every project is suitable for marketing to wider audiences.
- Consider and communicate the budget implication for project participation.
- Emphasise the benefit of increased visibility for projects. For instance, a tourism project could coincide with an Interreg Cooperation Day activity, or a fire/rescue project could perform a demonstration as part of an Interreg Cooperation Day fair or exhibit.
- Encourage projects to work together for Interreg Cooperation Day. The projects can join forces through actions located in the same area (common exhibition, etc.) or within the same theme: tourism, energy, environment, etc.
- Brainstorm ideas for local events together with your projects: let's foster creativity! Use any media contacts projects may have to increase the impact of the event.
- Encourage projects to use Interreg Cooperation Day social media platforms to share pictures, videos and tweets of the local events they create or visit.

## And remember...

High involvement of projects will distribute the workload and increase communication flows and relations between your programme and projects!

In many cases, projects are the human face of your programme and they often have the most frequent or recognised contact with local population. In the past, the involvement of projects has been a key to successful participation in the Interreg Cooperation Day for many programmes!



## No ideas yet? We can suggest some!

### Practical ideas for local events

With the aim to inspire you, we are listing here some ideas for local events that can be applied in different scenarios, including a low budget, lack of human resources, or even tight time constraints.

You can adapt and reimagine any of the ideas from this list according to your needs and resources. The final word on what and how you do is yours.

In addition to the usual standards of safety and efficiency, we must consider the tone and style of the events we organise. It might not be appropriate to organise a celebration style event if there is a recurring crisis in our community. However, a Interreg Cooperation Day event does not have to be a big flashy party. It can be a modest commemorative or an appreciation/charity drive.

**Remember that in the highlights section, we've already recommended some ideas around the theme of EU Values Overcoming Borders and about this year's Post-27 citizens consultation!**

#### CITY BIKE RALLY

Organize a bike rally that guides participants through points of interest in the city/village, thus promoting sustainable transportation and active community exploration. Along the route, you can showcase iconic landmarks of the city and even Interreg projects located in that area. All this while enjoying a unique cycling experience!

#### ASTRONOMICAL OBSERVATION NIGHT

Collaborate with a local astronomy group to host a stargazing night, offering telescope observation and educational sessions on astronomy basics. Before the event, coordinate with the astronomy group to ensure the availability of telescopes and to plan educational sessions on astronomy basics. Additionally, promote the event with your projects, and through local schools and local organizations to encourage participation.

#### EU VALUES OVERCOMING BORDERS PHOTOGRAPHY CONTEST + STORYTELLING

Launch a contest encouraging citizens to submit photos accompanied by short narratives illustrating the theme of EU Values Overcoming Borders. Additionally, complement it with an exhibition of projects to show participants the added value of Interreg at the cross-border and transnational levels.

#### INTERNATIONAL CULTURE MARKET

Invite members of the community from different countries to share their culture through food and traditional activities, promoting diversity and intercultural understanding. You can also organise a market where community members can sell and share products and crafts that represent their culture and traditions.

#### CULTURAL EXCURSION

A trip to historical or cultural sites relevant to the EU in the city or region, where you can share all the stories of how your programme and projects have helped overcome the borders that previously limited the territory. Depending on the distances, you can either arrange for a bus rental or plan the frequency of public transportation in advance for seamless travel between locations.

#### LOCAL ART FESTIVAL

Organise an event that highlights local artistic talent, with art exhibitions, live music and theater performances. Before the event, it's crucial to reach out to local artists well in advance to secure their participation and artwork submissions. Additionally, effective promotion through social media channels, local publications, and community networks is essential to ensure maximum attendance.

### EXCHANGE FAIR

Host an event where people can exchange items they no longer need, such as books, clothes, toys, etc., promoting reuse and responsible consumption. Maximise involvement of green recycling projects to showcase sustainability efforts. Offer information on sustainable living practices to raise awareness among participants.

### EU OLYMPICS

Think about a series of competitions and games that test children's knowledge of European history, geography, and culture! Coordinate with local schools and educators to encourage participation and provide support for teams.

### ALTERNATIVE SPORTS DAY

Organise a dedicated day featuring unconventional sports like rock climbing, slacklining, ultimate frisbee... To ensure a smooth event, organise efficient rotation schedules, provide adequate equipment for each sport, secure spacious outdoor areas, and hire specialized instructors to oversee activities safely.

### EUROPEAN COSTUME PARTY

Host a European Costume Party inviting children and families to immerse themselves in the diverse cultures of Europe by dressing in traditional costumes from various countries. Before the event, encourage participants to research and choose costumes representing different European regions. Additionally, plan engaging activities such as traditional dances, crafts, and storytelling sessions to enhance the cultural experience.

### A HEALTHY MIND IN A HEALTHY BODY

We should take care not only of our body, but also of our mind and our inner peace. Our pace of life has made us accustomed to living in a permanent state of stress and anxiety. Organising a yoga, pilates, tai chi or mindfulness course in the open air will be enriching for citizens. A better world can be built from a serene perspective! You can organise the session in a nice area/park in the region.

### 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 assess 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 initiative 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.

### EUROPEAN LANGUAGE WORKSHOPS

Provide introductory language classes in the European languages from your programme to promote cross-cultural understanding and exchange among citizens. These workshops could facilitate communication and appreciation of diverse linguistic and cultural backgrounds within Europe. Keep in mind that you will need specialised educators in the field.

### OBSTACLES GAME

Organisation of a physical and mental adventure game where participants must solve a series of riddles and puzzles against the clock, or pass a series of physical tests following a specific theme. We recommend celebrating this game outdoors, as it can be a way to get to know a city or connect with nature. You can involve projects to organise each of the puzzles and quizzes around information from their results and the EU.

### BEACH/FOREST CLEAN-UP

Let's all do our bit for the recovery of our nature by collecting, as a team, all the waste that is improperly left on our beaches and forests. Ideal activity to involve your 'green vision projects'. To make it as dynamic as possible, you can organise small groups accompanied by an expert in the field. It can be also set in the context of a competition: whoever picks up the most plastics wins! But, before the physical activity, remember that health, safety and security measures must be explained.

### FOOD TASTING AND COOKING EVENTS

Free food is a great way to attract a crowd. Several programmes have organised cross-border cooking events where the participants learned about the regional cuisine and, in many cases, its importance for regional tourism. Many projects are dealing with protecting or preserving the culinary traditions of the region and you can involve them in the organisation. You can organise such an event in a park renovated under a project.

### **CHARITY MARATHON/RACE**

The theme of the run can be very specific, or it can simply promote a healthy lifestyle. You can combine the race with raising donations for a charitable cause and promoting the relevant projects (healthy eating, fighting obesity, climate change – take a bike to work, etc.).

### **BOARD GAME OLYMPICS**

Board games have been present in our lives since we were children, and they have taught us to compete, collaborate, and know how to win and lose. Organising an Olympiad of traditional board games together with projects (chess, dominoes, parcheesi or twister) can be a very fun and dynamic activity for everyone.

### **MOVIE/DOCUMENTAL SCREENING**

These are a bit harder to organise than the music and theatre performances because it is hard to find a meaningful film and procure the screening rights for it at the right venue. Still, if you have the support of some of the local institutions, you can make it work several programmes organised such events in the past years.

### **MUSIC AND THEATRE PERFORMANCES**

These usually attract many participants on their own, but you can also combine them with something else. Invite local performers and try to organise such an event at a venue that has benefited from the programme funding

### **OPEN-AIR EXHIBITIONS**

One of the successful ideas from previous years is to organise an online photo competition and then to print the best photos in high quality and exhibit them in a public place. You can also organise exhibitions showcasing collections curated by one or more projects.

### **TREE PLANTING**

This is an activity that can be done in a big way, with lots of people and many trees planted at the same time. However, you can also organise a small symbolic planting, with just one larger tree and a few people present (local VIPs for example), to ensure the safety of the participants. In any case, you should consult the local authorities to find a suitable location for the planting and to ensure that someone will take the long-term responsibility to water and take care of the tree/s.



# Concepts with organisational advice

## Community Urban Art

Objective: Transform a urban public space into a creative and vibrant place through citizen collaboration.

### Step 1: Planning and preparation space selection:

- Identify a suitable public space for the project, such as a building wall, a bridge, a park, or an alley.
- Permissions: Contact local authorities to obtain the necessary permits to carry out the mural painting activity in the selected space.
- Human Resources: Recruit local volunteers and artists to participate in the activity.

### Step 2: Mural design brainstorming session:

- Organise a creative session where participants can propose ideas and designs for the mural around EU Values.
- Selection of the design: After gathering ideas, choose a design that reflects the identity and culture of the community.

### Step 3: Site preparation and cleaning:

- Before starting to paint, make sure the area is clean and ready to work.
- Material preparation: Acquire high-quality mural paint in vibrant colors, brushes, rollers, and other necessary materials.

### Step 4: Task division:

- Assign roles and responsibilities to volunteers, such as painters, supervisors and assistants.
- Mural painting: Begin painting the mural following the selected design. Encourage collaboration and creativity from all participants.

### Step 5: Celebration and outreach inauguration event:

- Organise an inauguration event to celebrate the completion of the mural and thank all participants.
- You could here invite participants to debate and reflect, and even encourage them to make your Post-27 citizens consultation.
- Social Media outreach: Document the process and share photos and videos of the mural on social media to inspire others and promote community cooperation.

### Step 6: Long-term maintenance:

- Provide information on how to maintain and care for the mural over time.
- Continuity promotion: Encourage the community to continue participating in urban beautification projects and to use public space responsibly!





# Interreg Games Tournament



## Introduction

The "Interreg Games Tournament" can foster camaraderie and cultural exchange among teams from different regions or countries! By organising a friendly sports tournament, we can promote cooperation and EU Values as equality through traditional and unique regional games.

## Preparatory activities

- **Venue selection:** Choose a suitable venue with facilities for various sports activities, such as football fields, volleyball courts or indoor gyms. Ensure the venue can accommodate multiple teams and spectators comfortably.
- **Team recruitment:** Reach out to regions participating in your Interreg programme and invite them to form teams for the tournament.
- **Sports equipment:** Arrange for the necessary sports equipment and gear for each game, including balls, nets, goalposts, and any specialized equipment required.
- **Invite projects and partnerships** from your area to join the activity.

## Tournament Format

**Game selection:** Decide on the sports to be included in the tournament, which may range from traditional sports like football and basketball to unique regional games specific from the area.

**Team allocation:** Divide participating teams into groups based on the number of teams and the chosen sports. Determine the tournament format, whether it's a round-robin group stage followed by knockout rounds or a single-elimination format.

**Schedule and timings:** Create a detailed schedule outlining the timing and location of each game, as well as breaks for rest and refreshments.

## Tournament Execution

**Opening Ceremony:** Kick off the tournament with an opening ceremony that celebrates cooperation day.

**Game management:** Ensure that games are officiated by qualified referees or officials to enforce rules and maintain fairness. Provide adequate support staff to manage logistics, scorekeeping and any medical emergencies that may arise.

**Conclusions and awards:** You can conclude the tournament with a closing ceremony that celebrates the achievements of the participating teams.

# Recycling Challenge



## Introduction

The "Recycling Challenge" can be an activity aimed at promoting environmental awareness and creativity through the reuse of recycled materials. You can start the day with a workshop where participants can learn new recycling techniques and create unique and functional objects from materials that would otherwise end up in the trash. You can engage your green projects in this endeavor. Following the workshop, invite participants to a hands-on challenge where they will manufacture their own products!

## Preparatory activities

- **Venue Selection:** Find a suitable space to conduct the workshop, such as a community center, school, or outdoor area if weather permits. Ensure you have work tables, chairs, and enough space for participants.
- **Materials collection:** Gather a wide variety of recycled materials for participants to use in their projects, such as cardboard, paper, plastic bottles, cans, corks, fabric, among others. You'll also need basic tools such as scissors, glue, tape and paints.
- **Event Promotion:** Use local media, social networks, and posters to promote the activity.
- **Invite schools, community groups, local businesses, and residents to participate**

## Activity development

**Demonstrations and techniques:** Offer demonstrations of different creative recycling techniques, such as origami folding with recycled paper, creating jewelry with reused materials, home decorations or making toys with plastic containers. Provide step-by-step instructions and practical tips to ensure that all participants feel comfortable and capable of participating.

**Hands-on Activities:** Divide participants into smaller groups and provide time for them to work on their projects!

**Conclusions and awards:** Select a jury composed of partners from projects in your area and decide which is the best output!

# SERVICES OFFERED BY INTERACT

## *Slogan Stronger Together*

Now, more than ever, the unity of EU territories and citizens towards common objectives and views for the future of the next generations, is our strongest asset. Interreg Cooperation Day is empowering EU society to get 'Stronger' if only we stay 'Together', with no separation or hesitation towards a common view for the future.

## Official identity and branding

Europe is a puzzle made of different pieces, stories, signs and symbols, representing the history, geography and feelings of people within their social contexts. Interreg is the concrete tool for making the unity of European and neighboring regions possible, by narrowing distances and reducing obstacles. The logo revolves around simple and common signs that connect minds and society.

The coloured signs of context, cultural enrichment and diversity meet and melt with the sharpness and colours of Interreg branding in a single idea of cooperation.

A branding that is showing how Interreg Cooperation is making European territories and citizens 'stronger together' by uniting and valorising signs and symbols.

**You can send a direct email to [rosa.escamilla@interact.eu](mailto:rosa.escamilla@interact.eu) requesting the delivery of all the following visual materials:**

## Official logo



Official logo with slogan



Thematic visual identity

**EU VALUES**  
overcoming  
borders



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.



**Use these banners for your website and social media**

**Nature banner**



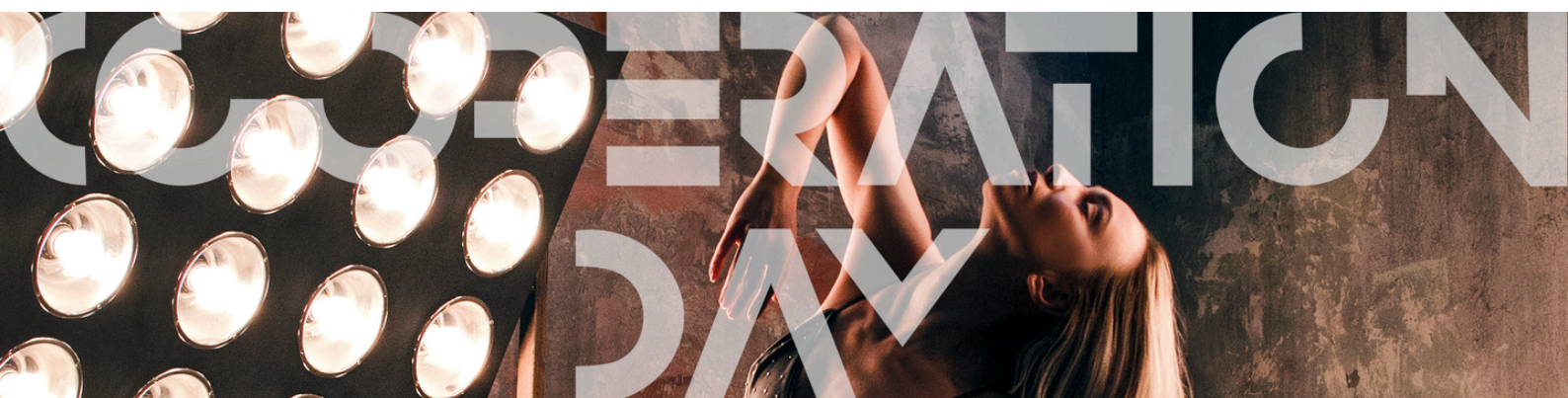
**Tech banner**



**Sports banner**



**Culture banner**





## Consultation with Citizens Post 27 banner



## Social Media banner



## EU Values banner



Send an email to [rosa.escamilla@interact.eu](mailto:rosa.escamilla@interact.eu) and she will send them to you for direct download

# Joint social media campaign – boosting your Facebook posts

In the past few years, we have invested small amounts of money in paid promotion of our Facebook page and your programme page (boosting posts and paid ads) and we got an amazing return on our investment.

This year, we will continue with the very popular initiative to help the programmes to reach a much wider audience on Facebook. Here's how it works:

**At the end of June, we will organise a dedicated webinar exclusively for this service!!**

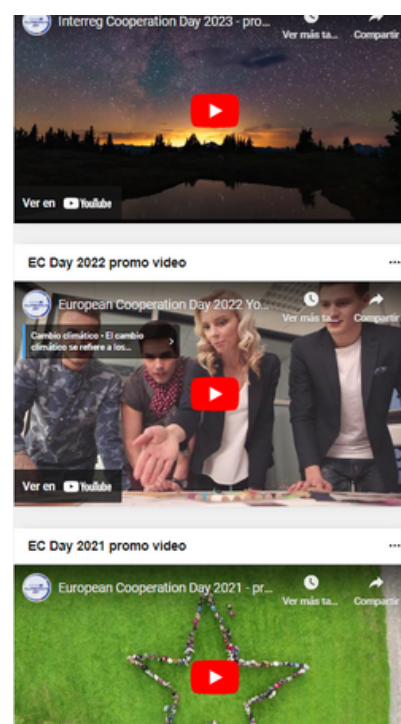
**Don't miss out!**

- Our goal is to promote your local Cooperation Day events and initiatives, by boosting your relevant posts on Facebook.
- We divide our budget among all the posts of the participating programmes.
- We expect to boost between 25 and 100 posts in total, depending on the level of interest from the programmes.
- The campaign will be primarily active from August until the end of October 2024.
- To make it happen, you will have to contact us by email and explain how the post you want boosted will look, target audience and the timing of the post: [rosa.escamilla@interact.eu](mailto:rosa.escamilla@interact.eu)
- We will review your suggestion and, if approved, request you to give temporary administrative access for your programme Facebook page to the representative of the social media company that is working with us. The access will be temporary and to be used solely for boosting your post.
- You will share the results of the boosting with us for the campaign evaluation: number of people reached, number of "Likes", shares, etc.

## Interreg Day promotional video

Interact will produce a short video for the 2024 campaign, as in the previous years. We will also have the option of customizing the end of the video to promote your local events.

Programmes, projects and other stakeholders have often used the videos to promote the campaign before and during their events. Some of them got the videos shown on national television! We will focus on producing the custom videos during late June, July, August and September.



# 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 2024.

**The winners will receive visibility through the [interreg.eu](https://interreg.eu) channels, as well as a recognition diploma.**



# Visibility through Interreg.eu website and social media



All the events organised for the campaign will be made visible on [interreg.eu](https://interreg.eu) website.

We will also promote what you do on our Facebook before and after it takes place. Therefore, it is important to keep your event visible on the website.

In order to upload the information from your event, you should:

- 1 Get your article ready for the website with all the information about the event: title, dynamics, location, and timing, etc.
- 2 Feel free to include any visuals you find appropriate. Send it to us via [rosa.escamilla@interact.eu](mailto:rosa.escamilla@interact.eu) with the subject line: Interreg Cooperation Day Publication Request.
- 3 We'll review your submission
- 4 Anticipate its publication within a week!

## #InterregDay2024

Social media channels are a great tool for promoting your event and staying updated with the latest news. The campaign is on:

#InterregDay2024 is the main hashtag we use for our posts and we also encourage you to use **#Interreg**

We encourage you to use the hashtags and post information regarding your events and initiatives on a regular basis. While doing so, Interreg.eu social media accounts will be able to repost/retweet your messages and reach wider audiences.

For marking the theme EU Values overcoming borders we will use hashtag **#EUValuesOvercomingBorders**

Also, try to use visual material of the Interreg Cooperation Day (video, logo...) to make this a real unified European campaign!



<https://www.linkedin.com/company/eu-interreg/>



<https://www.facebook.com/interregcooperationday>



<https://twitter.com/CooperationDay>



<https://www.instagram.com/interregcooperationday/>



[www.youtube.com/CooperationDay](https://www.youtube.com/CooperationDay)

# FINAL TIPS

## 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.

Use the document templates prepared for the Interreg Cooperation Day: the press release, the poster or the letterhead. The templates will be available on the [Interreg.eu](https://interreg.eu) website.

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 Facebook 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.

## How do I stay informed?

To be in the loop about the updates on the campaign, make sure you are in the Interreg Cooperation Day online community. You can subscribe by sending a request to:

[rosa.escamilla@interact.eu](mailto:rosa.escamilla@interact.eu)

## 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. After 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 couple of 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.

## Follow-up and evaluation

We want our evaluation report to be, as in recent years, visual and fun! We count on you to provide us with the “big numbers”: people who attended your event, media impact, and nice pictures. No matter if your event is big or small, we are sure it’s going to be a success!

### Interreg Cooperation Day online community on “IBM Connections”

Our community has the latest news, important files, forum discussions and many other useful features. Share your ideas, ask questions, upload pictures and feel free to use this community as you'd like

**Here is the access link: <https://connections.interact-eu.net/communities/service/html/-communitystart?communityUuid=8b16ca29-ada7-4226-830d-cde67678e0f1>**

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

**<https://interreg.eu/>**

Interreg 

# COOPERATION DAY

*Stronger together*

