

INTERREG COOPERATION DAY 2024



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Introduction

Interreg Cooperation Day is one of the biggest communication campaigns to showcase European Territorial Cooperation. Every year, around 21 September, events are organised across the continent and beyond to celebrate the benefits of working together across borders. These events come in all shapes and sizes - cultural festivals, recreational activities, sports events, workshops and aim to involve citizens who might not normally be part of EU cooperation projects.

Since 2012, hundreds of these activities have taken place in over 30 countries, bringing people together to cycle, sing, share meals, and simply enjoy each other's company. The goal? To remind everyone that great things happen when we join forces, whether across rivers, mountains, regions or even bureaucracies.

Up until 2022 the campaign was known as European Cooperation Day, but starting from

2023 we decided to highlight and contribute to the long term development of the "Interreg" brand.

This report analyses the results of Interreg Cooperation Day. For this, the data collected directly by Interact has been used, as well as the information extracted from the survey carried out on the programmes that have organised events. This is the seventh edition that the report has been prepared following the same methodology. Therefore, in many sections the information includes comparison with the results from previous years, showing the evolution over time of some key characteristics.

We would like to thank all the programmes, projects, institutions, and individuals who have contributed to making these events possible. Together, we are showing that European cooperation has a bright future ahead.



INTERREG DAY 2024 AT A GLANCE

Number of events

75

events

+27%

than 2023

Location of events

22 + 50

countries + cities

40 programmes involved

4

Strands

2

Continents

2

Periods

Place of the event

32%

indoor

35%

outdoor

21%

indoor & outdoor

9%

online

3%

indoor or outdoor & online

Participants

24 295

people

The number of attendees has increased sharply.

Most used and effective communication tool

Facebook

It continues to be the most used and most effective communication tool.

Social Media

17 321 825

people reached

The impact of social media is the highest in the historical series.

Main difficulties

Time constraints

In addition to time constraints, budget and personnel constraints continue to be the most important ones for yet another year.

Organisers' satisfaction

8.7

The degree of satisfaction of the organizers has been growing every year since the pandemic.

Interact support satisfaction

9.0

The assessment of Interact by those who received support continues to be very positive.

EVENTS

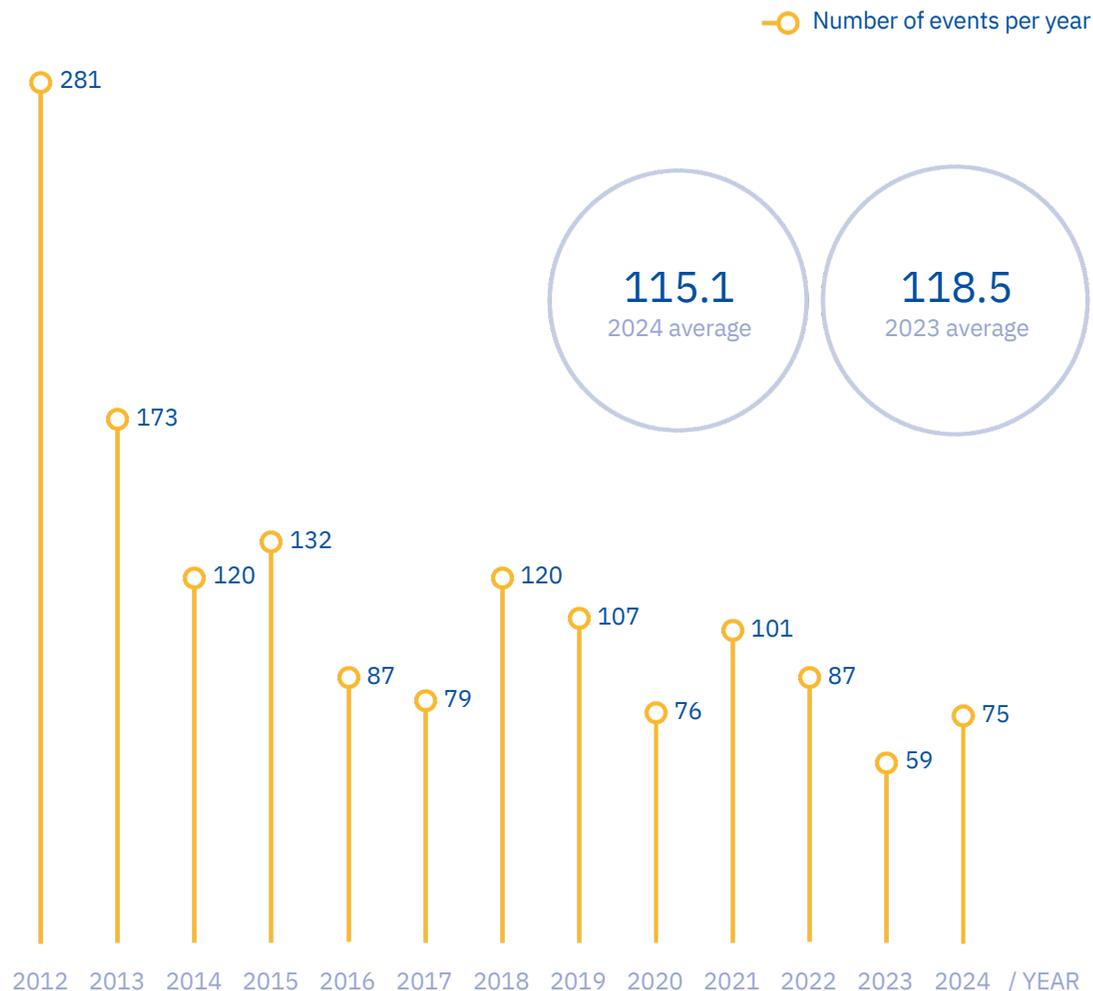


How many?

75 events.

The number of events is up 27% compared to last year.

However, it still remains at the lowest levels in the historical series.



Where?

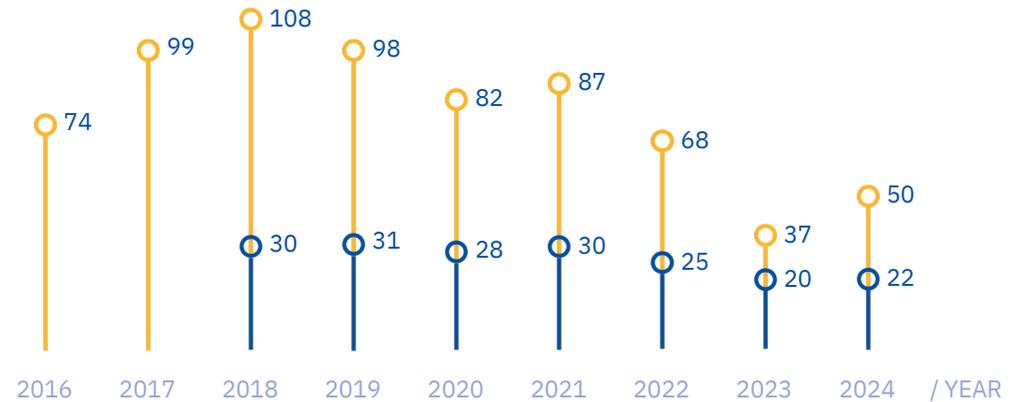
Countries & Cities

**22 countries
& 50 cities**

The number of participating countries and cities is increasing, but still remains at low levels.

However, the geographical dispersion of the events has improved and is not so concentrated in the east.

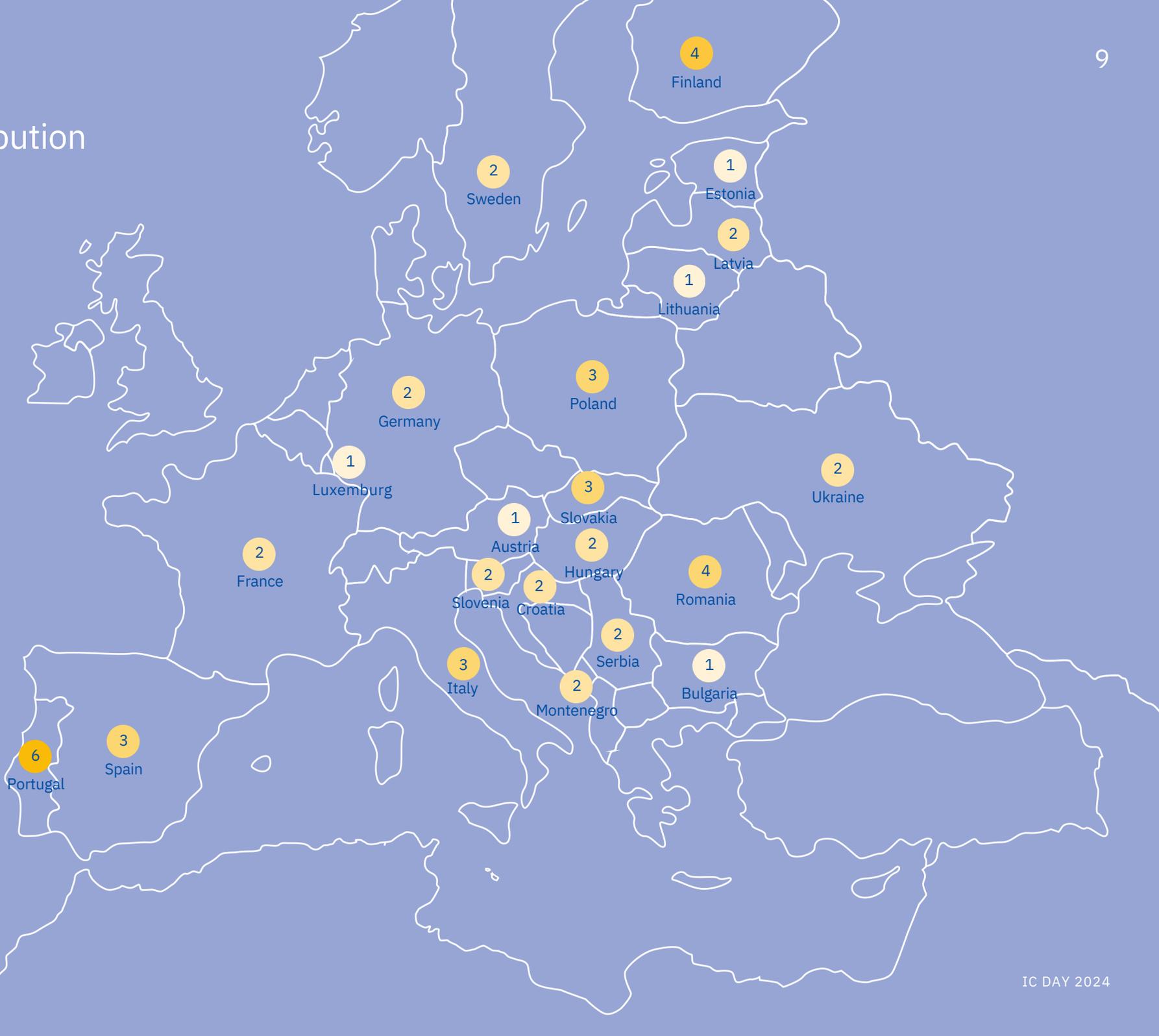
○ Cities' events per year
○ Countries' events per year



● Events

Events distribution per country

2 Amazonia



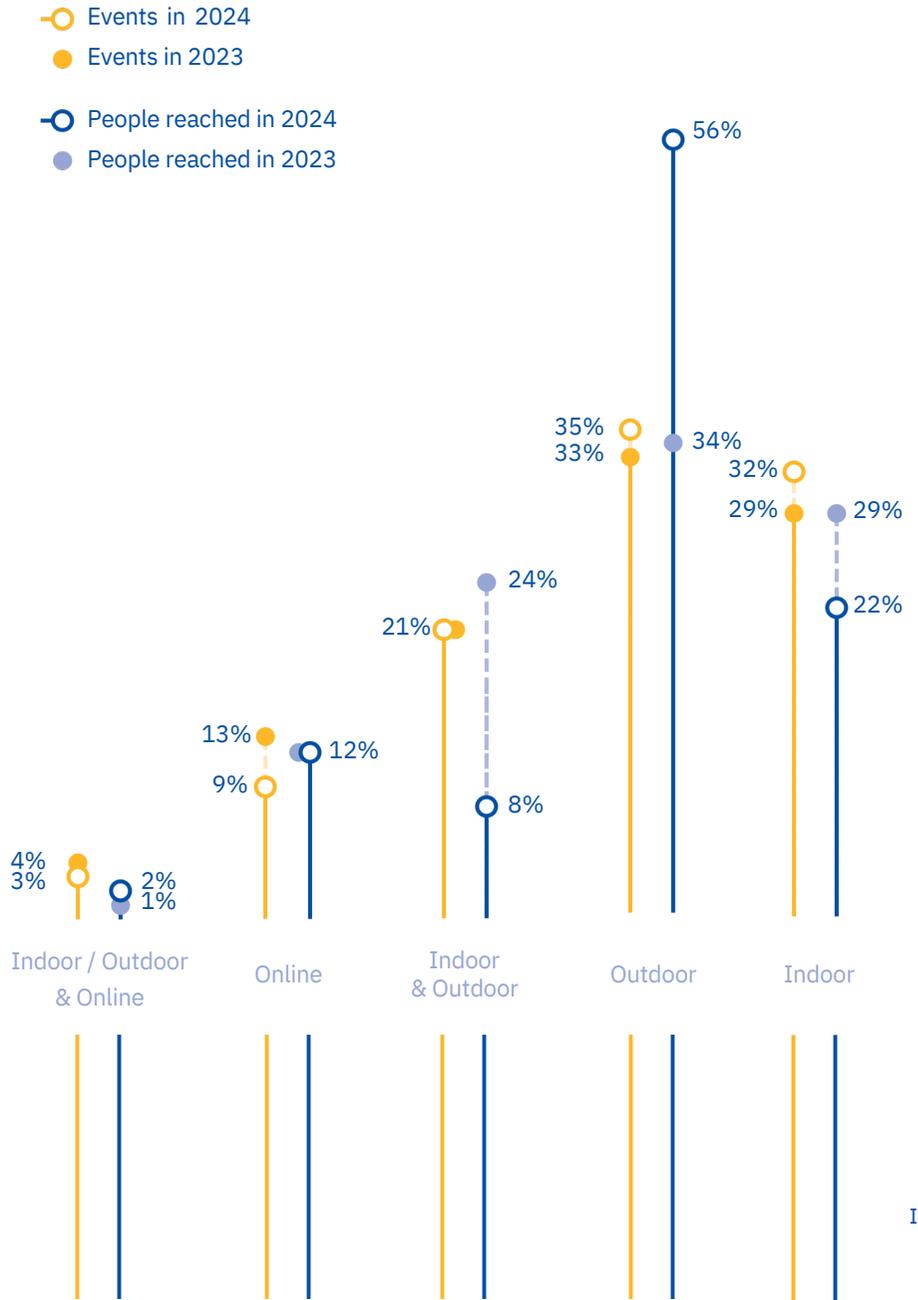
Where?

Indoor & outdoor online

35%

The outdoor events are the most popular (35%), followed by indoor events (32%).

The number of online events continues to fall, although the percentage of attendees it attracts remains at 12% of the total.



The average number of attendees is growing in all formats except for Indoor & Outdoor, which is decreasing slightly.

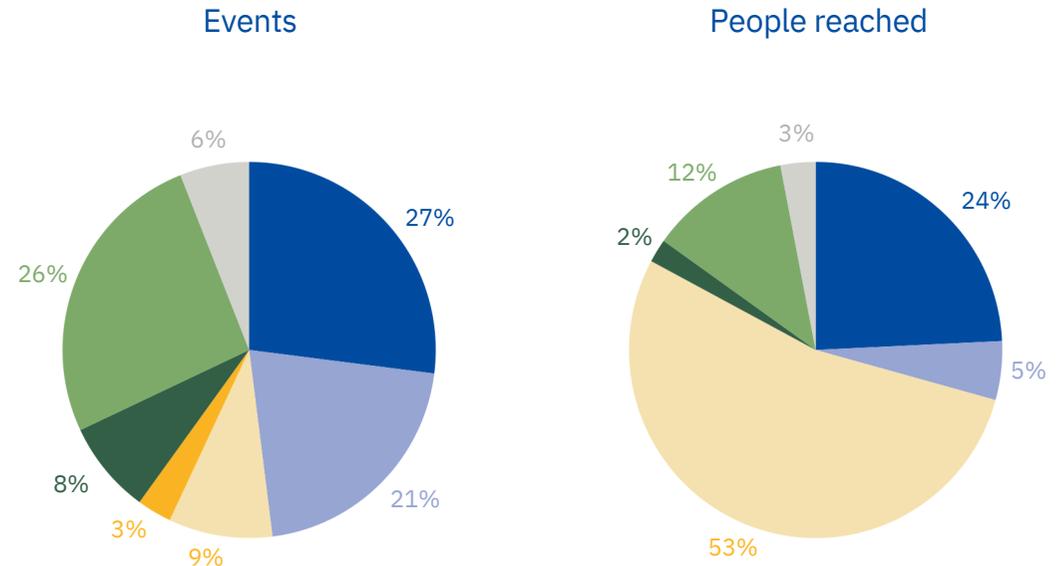


Typology

333 people

The average number of attendees at the events (333) increases compared to last year (161).

This year the festivals and cultural activities have been the most popular events. Together they accounted for 77% of all attendees.



Average people by type



- Cultural activity
- Festival
- Sport activity
- Others
- Environmental activity
- Online
- Workshops & seminars

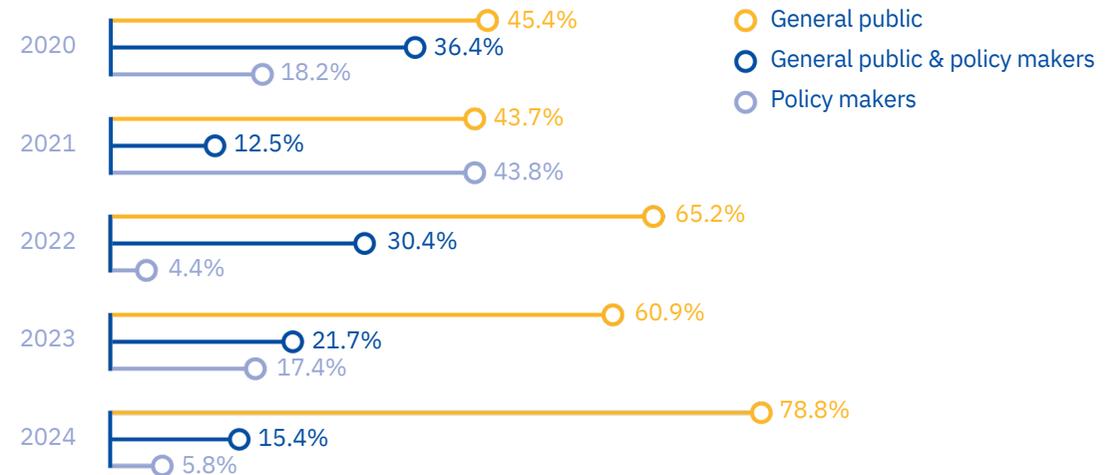
Target

79%

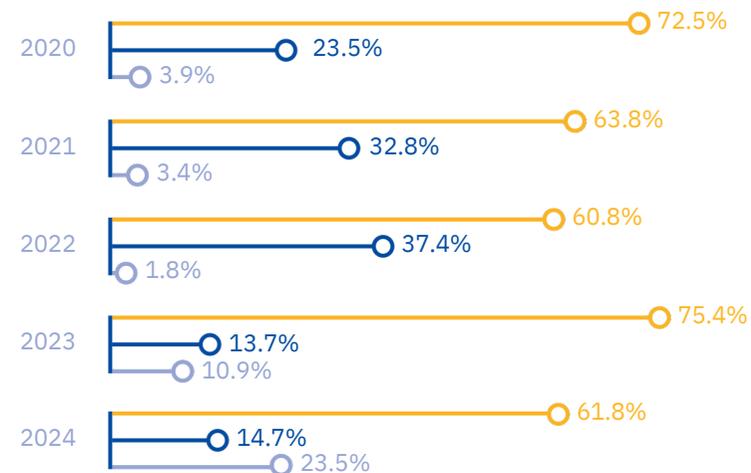
Events aimed at the general public continue to gain weight, reaching 79% this year.

However, in terms of attendees, these events only attracted 62% of the total audience. While those aimed at policy makers have gained a significant audience.

/ Type of event



/ Participants per target audience



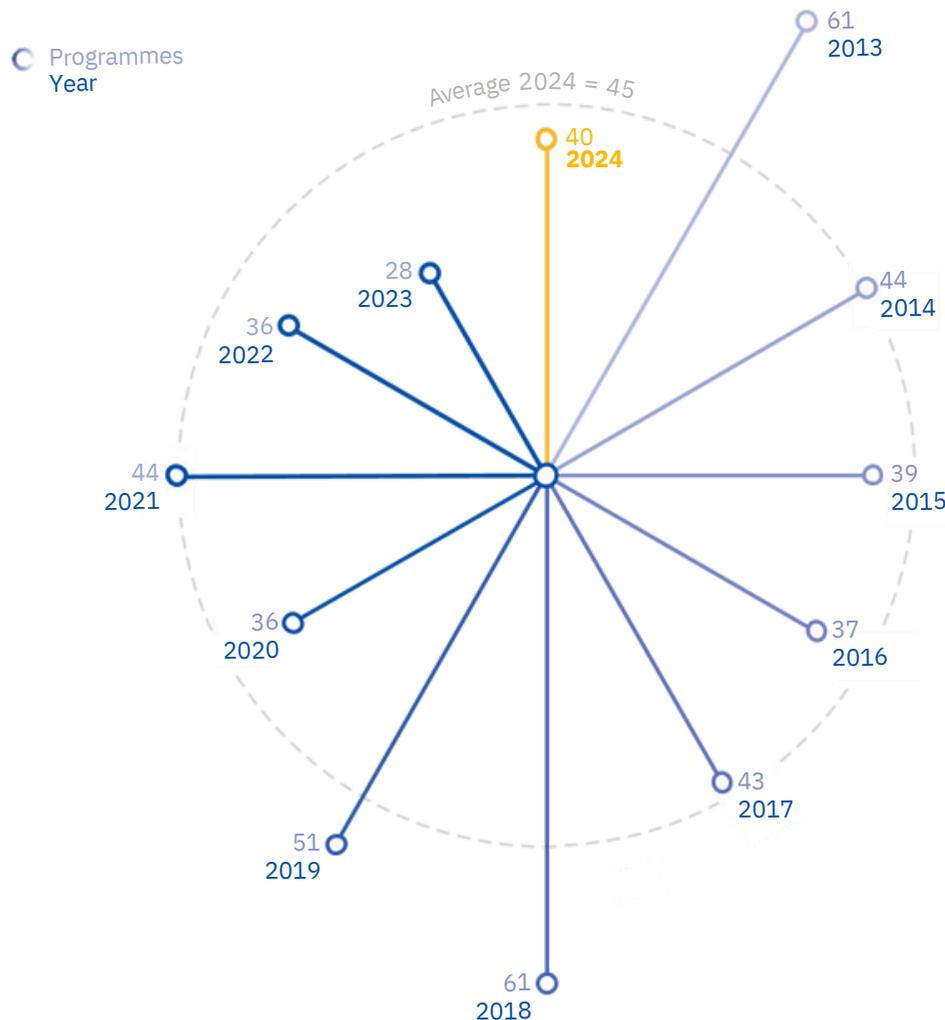


PROGRAMMES

How many?

40 programmes

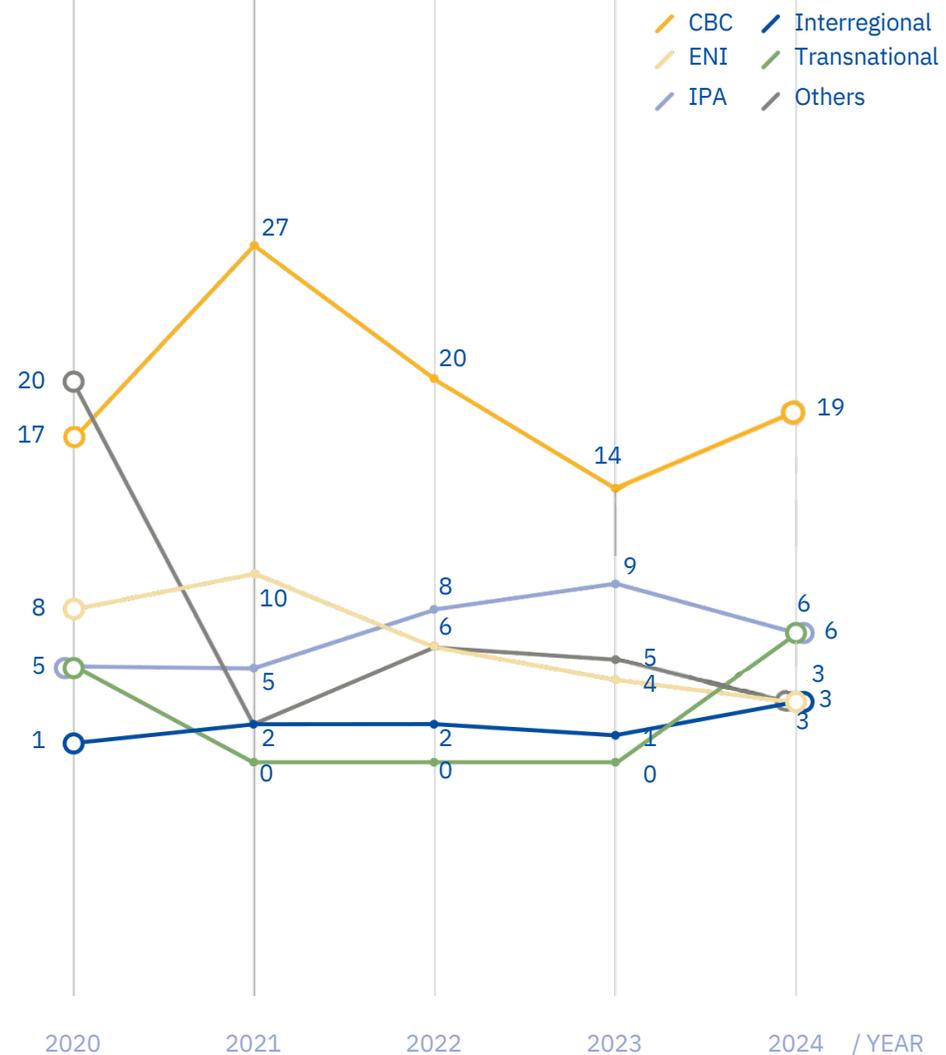
This year, we have had the presence of numerous programmes representing the four strands. Most of them organised physical or online events, others used Cooperation Day to launch public consultations, both in-person and online. Moreover, some participated as speakers at organised events. Additionally, we were joined by national authorities such as Interreg Latvija, which, together with the Latvian and Estonian EU External Border Programmes, held one final physical event in September.





Per strand

All the strands have been represented.



IMPACT



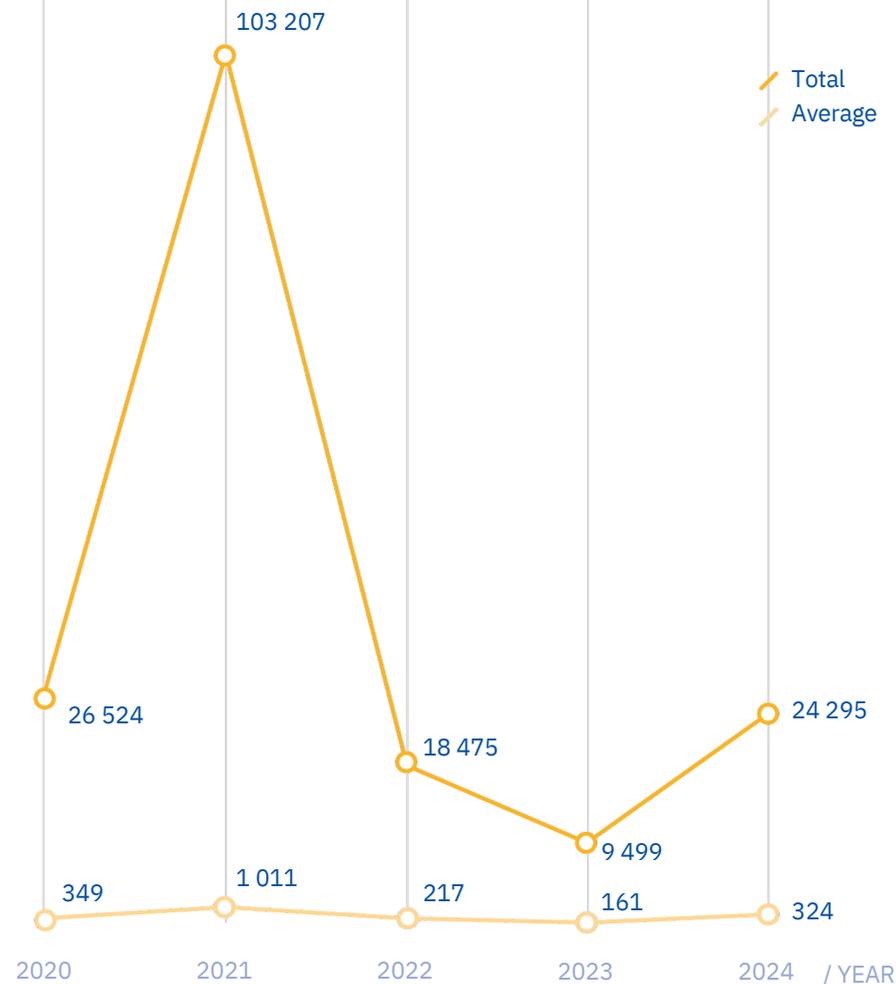
Participants

24 295 participants*

The number of attendees has increased sharply.

Although the average number of attendees (333) has reached levels close to pre-pandemic values, the total number of people still remains below the figures of those years.

(*) The total amount of participants is difficult to calculate since not all organisers filled in the evaluation questionnaire and the majority of the events were open to the public without pass-control. The direct participants in the events are estimated taking into account the answers of the evaluation survey and the total numbers of events.



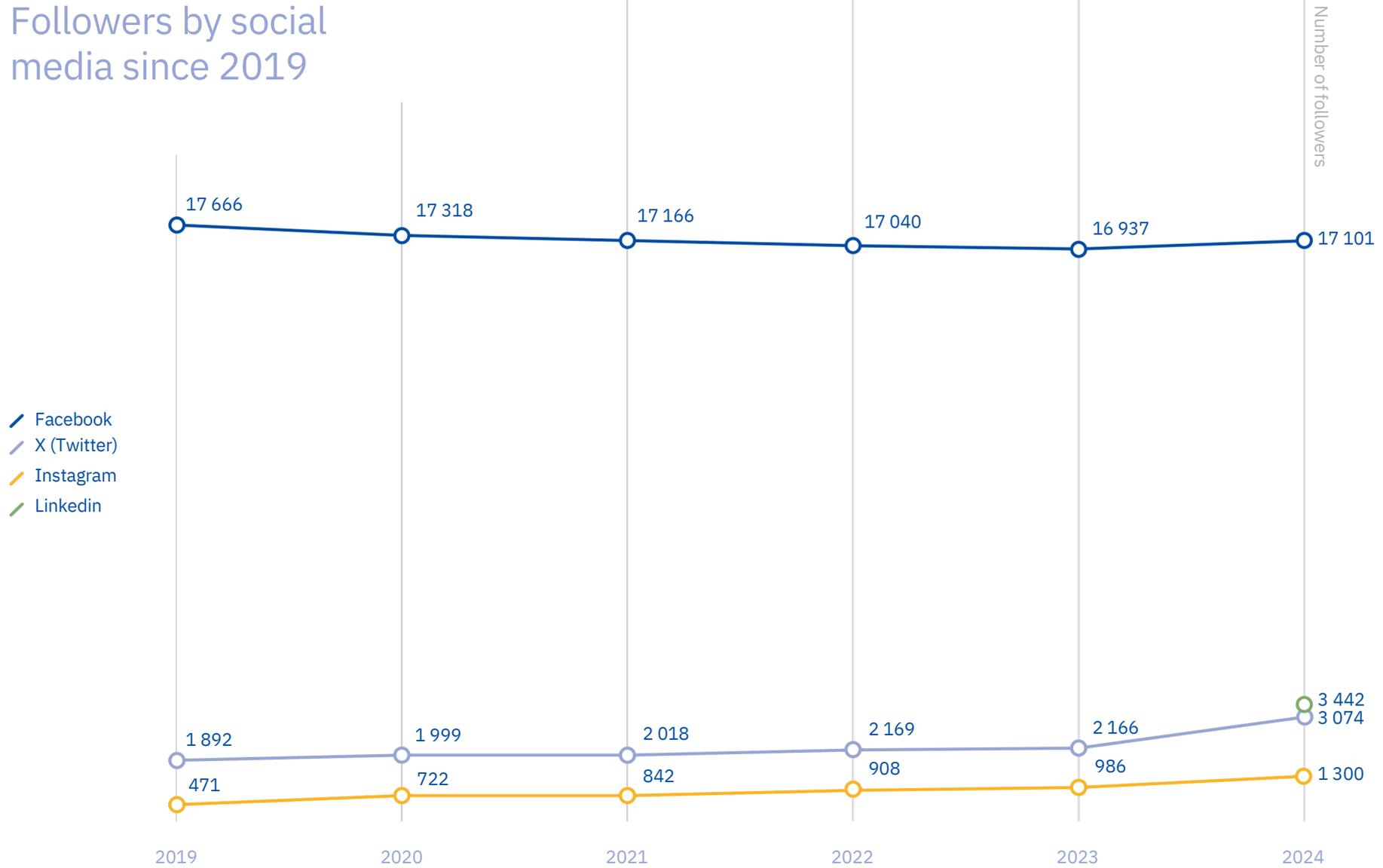


Social Media

17 321 825
people reached
 by social media.

The social media impact of the Interreg Cooperation Day continues to grow, with more than 17 million impacts. This is largely due to the efforts made by both Interact and the programmes to disseminate the events. The human and economic efforts are obtaining very good results in recent years in this area.

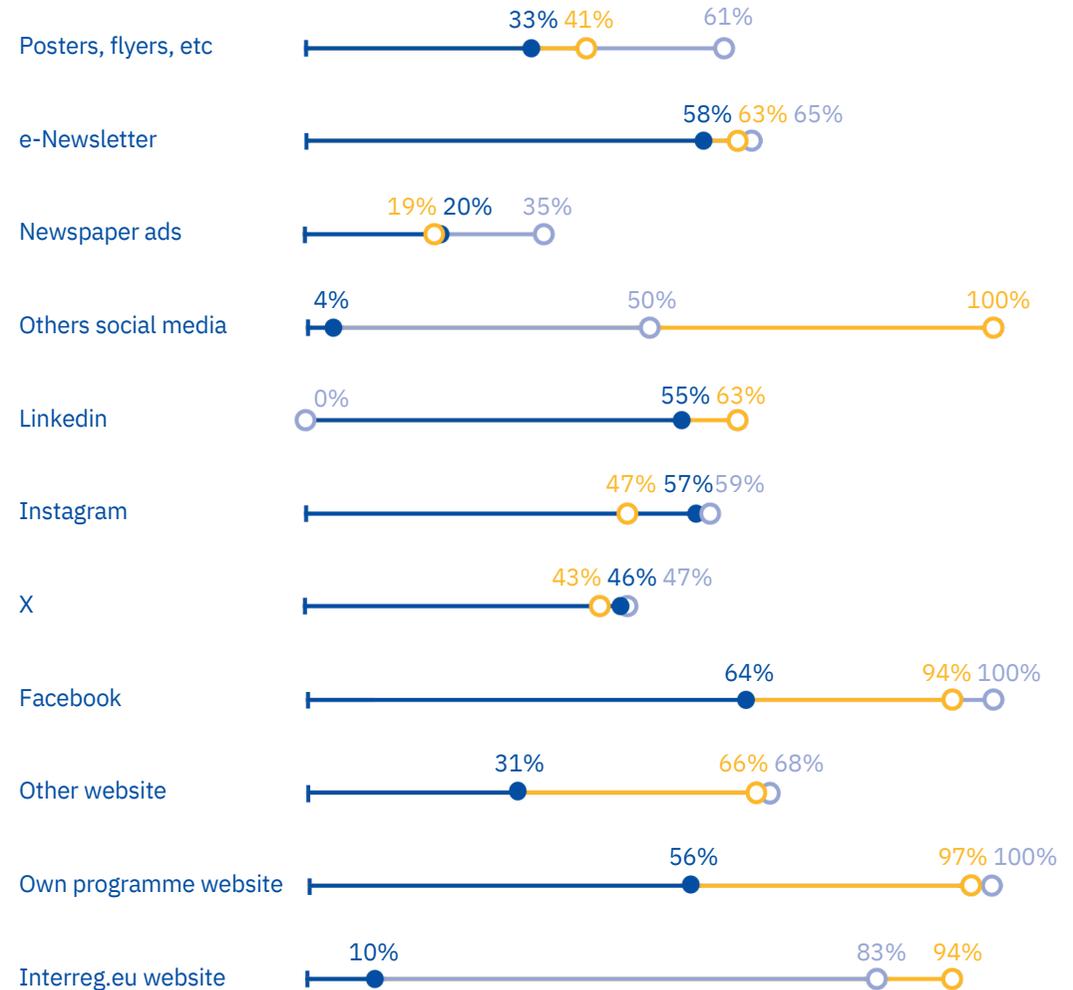
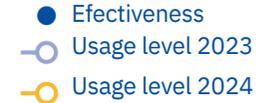
Followers by social media since 2019



Media effectiveness

Every year organisers use more and more media to impact the audience.

In previous years, Facebook was by far the most used media, but little by little more media are being incorporated into the communication strategy, in fact, the programme’s website is the most used media, followed by Facebook and the Interreg website. In terms of effectiveness, Facebook continues to be the most effective, although the level of effectiveness has decreased significantly according to the interviewees.



ORGANISERS

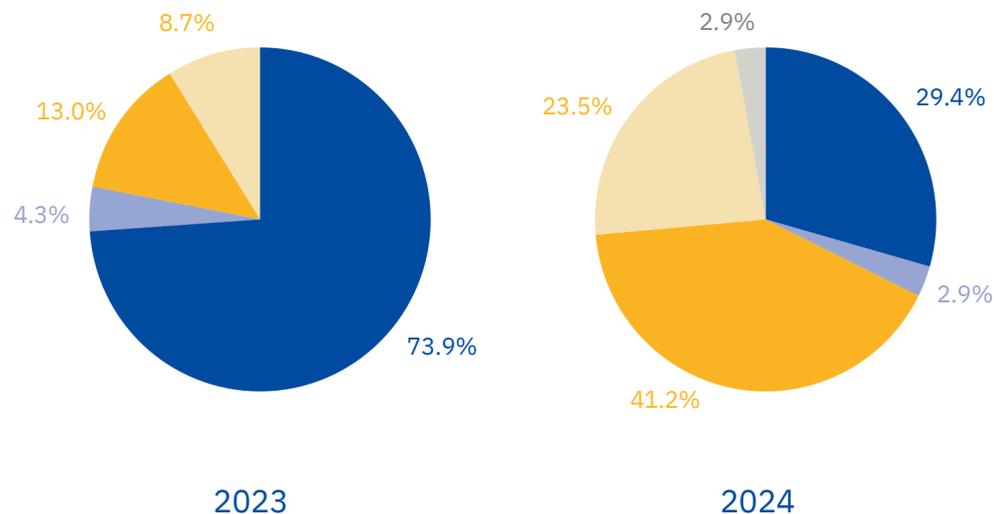


Who?

41%

It is striking that in this edition the most frequent organiser was Interreg projects (41%).

The number of events organised by the programme in collaboration with another institution has also increased significantly (23%).



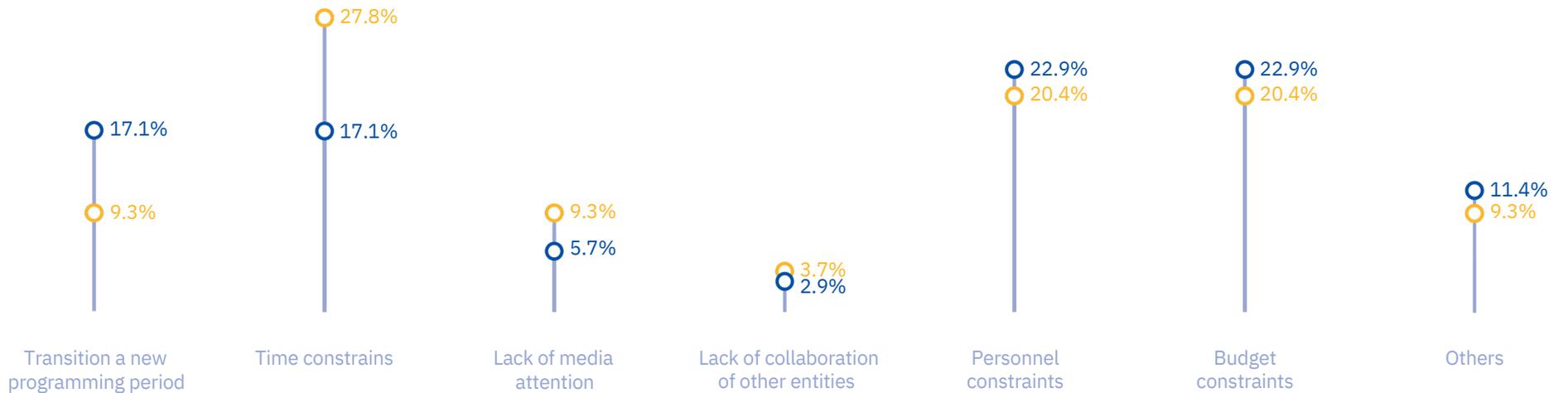
- Our programme was the main organiser of the event
- Our programme organised the event together with another programme(s)
- The event was organised by a project(s) funded by our programme
- Our programme organised the event together with another institution/organization (not a programme)
- Other organisers

Difficulties

○ 2024
○ 2023

Time constraints are the main difficulty in organising events (29%).

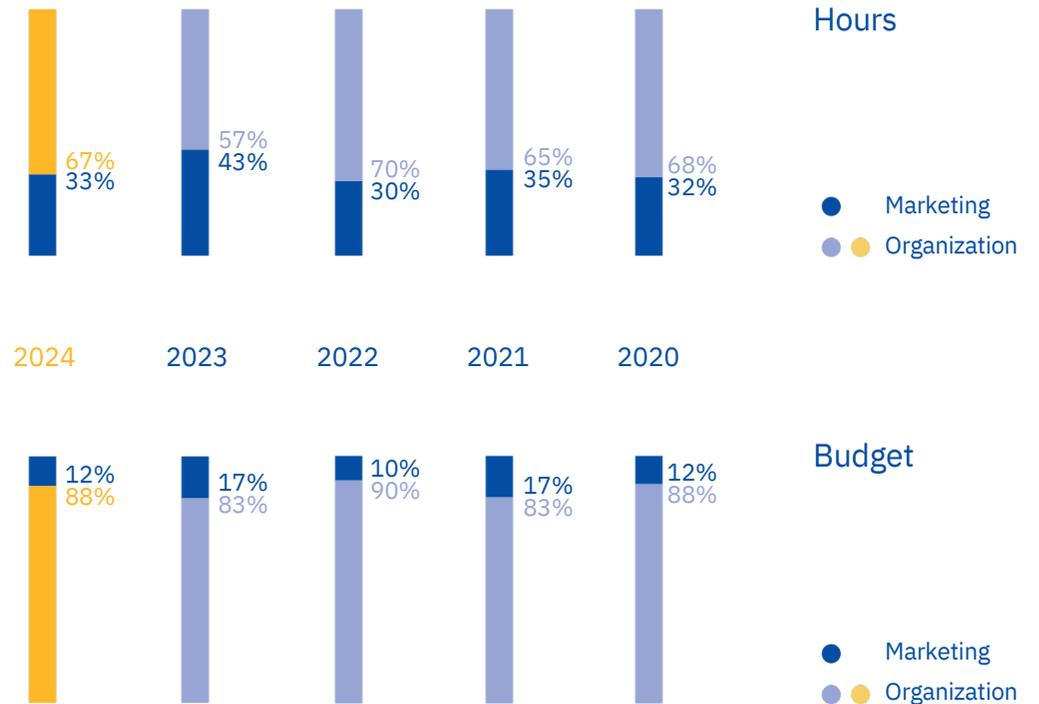
In addition to time constraints, budget and personnel constraints continue to be the most important ones for yet another year. The rest of the difficulties are not very significant.



Efforts

This year the marketing effort has slightly decreased.

Time spent on marketing has fallen by 10 percentage points, while in budgetary terms the drop has been 5 percentage points.

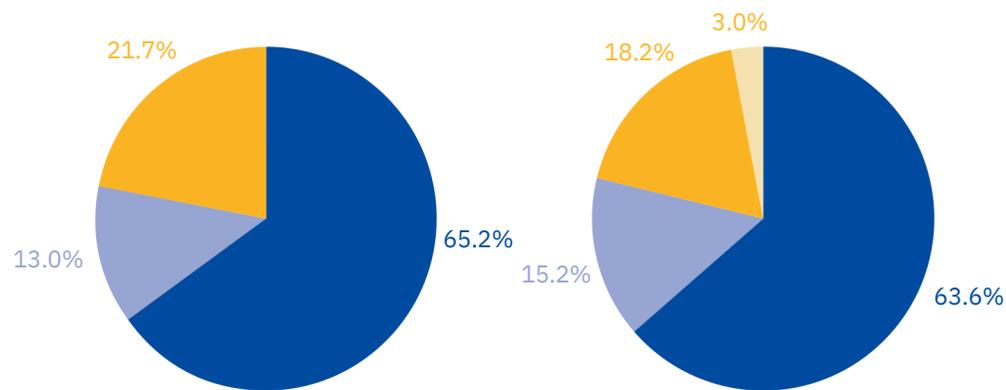


Achievements

63%

Almost two thirds of respondents believe that the event served to improve the visibility of European cooperation.

The impact on the visibility of the European project and the idea of Europe remains at similar levels to previous years. This year, 3% of respondents felt that the event has not been successful in raising the visibility of Europe.



2023

2024

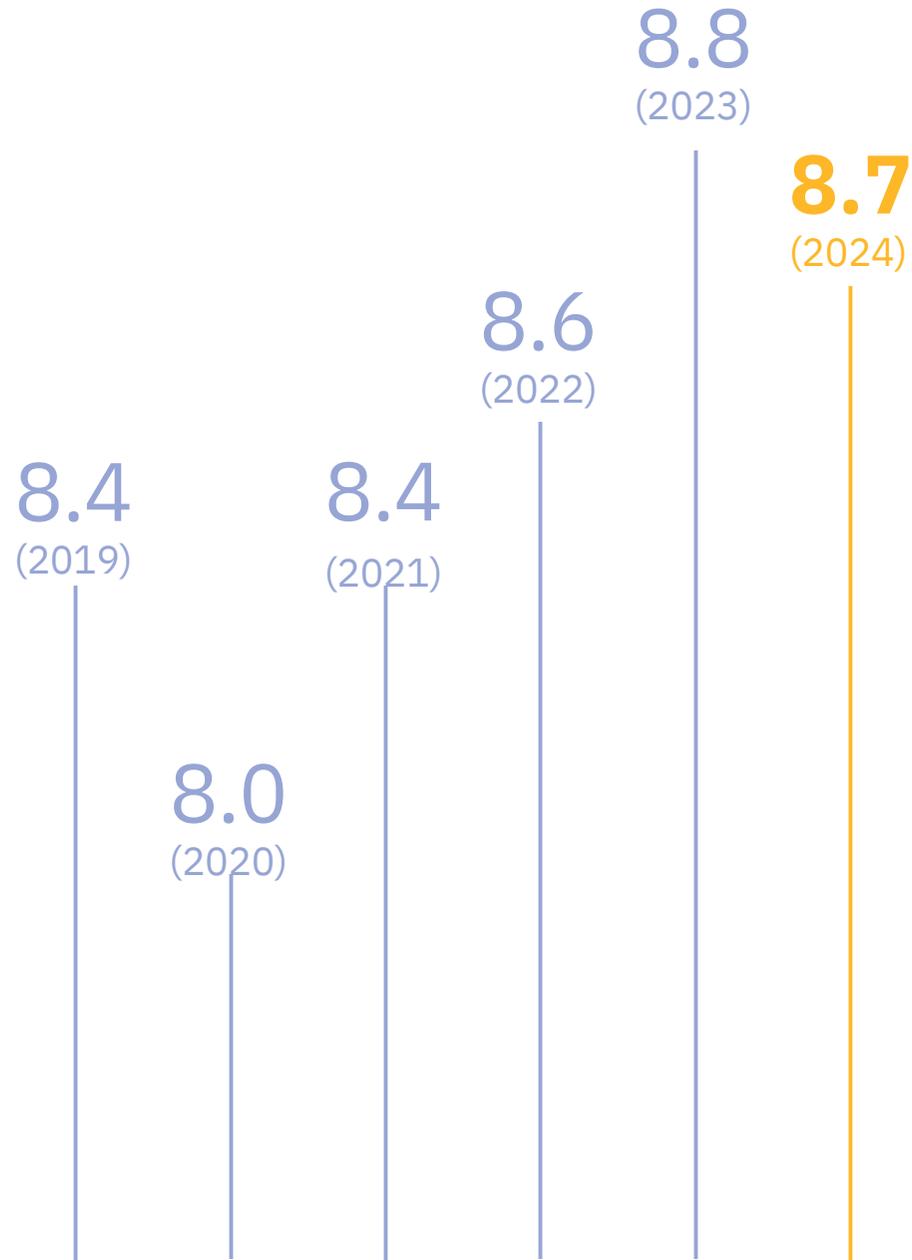
- Improving the visibility of European territorial cooperation
- Improving the visibility of the European Union
- Becoming more familiar with the idea of Europe and its benefits
- Not succeed in getting the message

Satisfaction

8.7

Satisfaction remains at similar levels to recent years (8.7).

The percentage of organisers who say they will organise the event again next year remains at 62% as last year. The remaining 38% have doubts about their participation next year. This year, no organisers said that they would not organise the event next year.



Satisfaction level

Will you organise another event next year?

62%
Yes

38%
Probably

0%
No



IMPACT SUPPORT

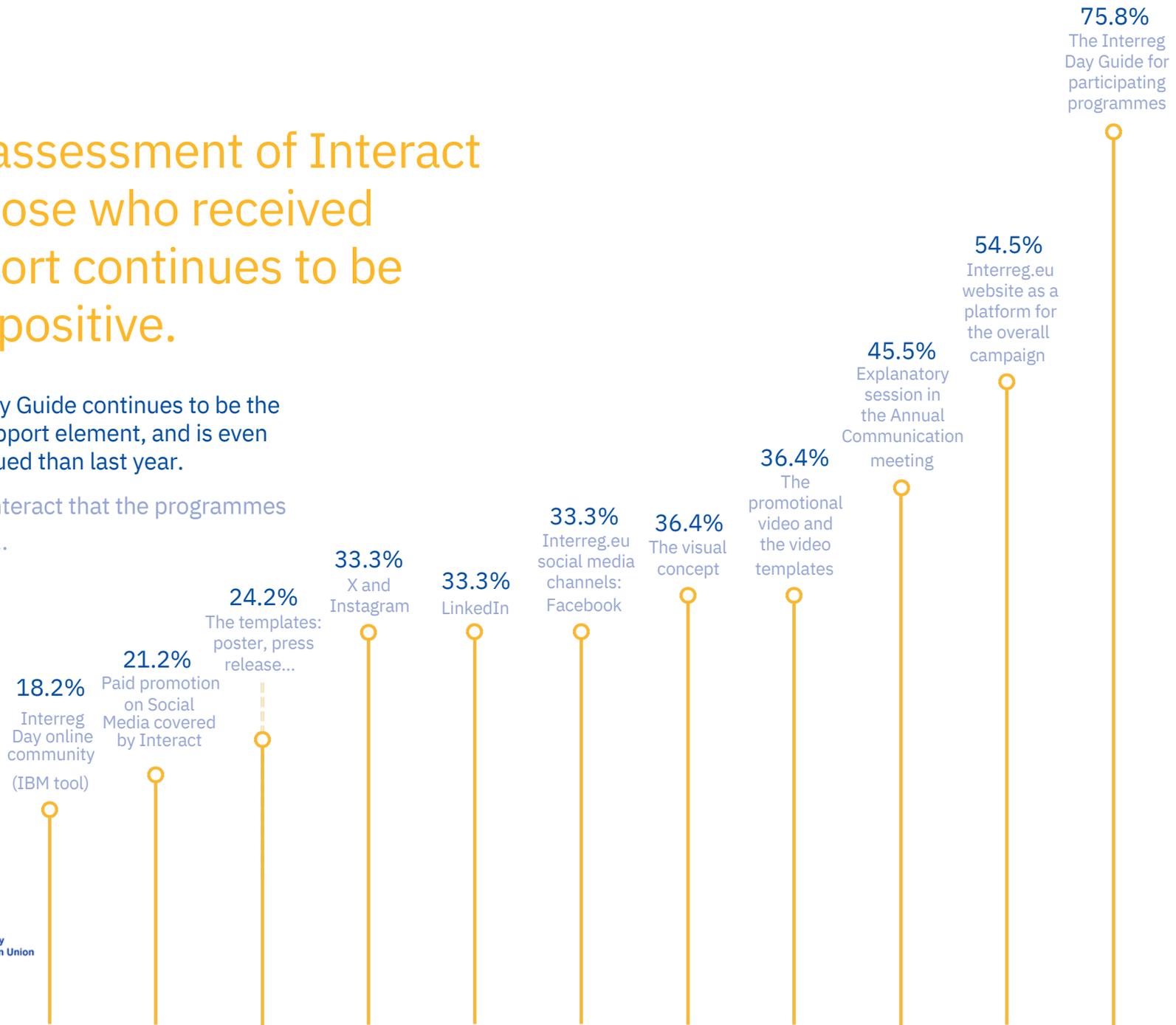


9.0

The assessment of Interact by those who received support continues to be very positive.

The Interreg Day Guide continues to be the most valued support element, and is even more highly valued than last year.

Support from Interact that the programmes value the most...



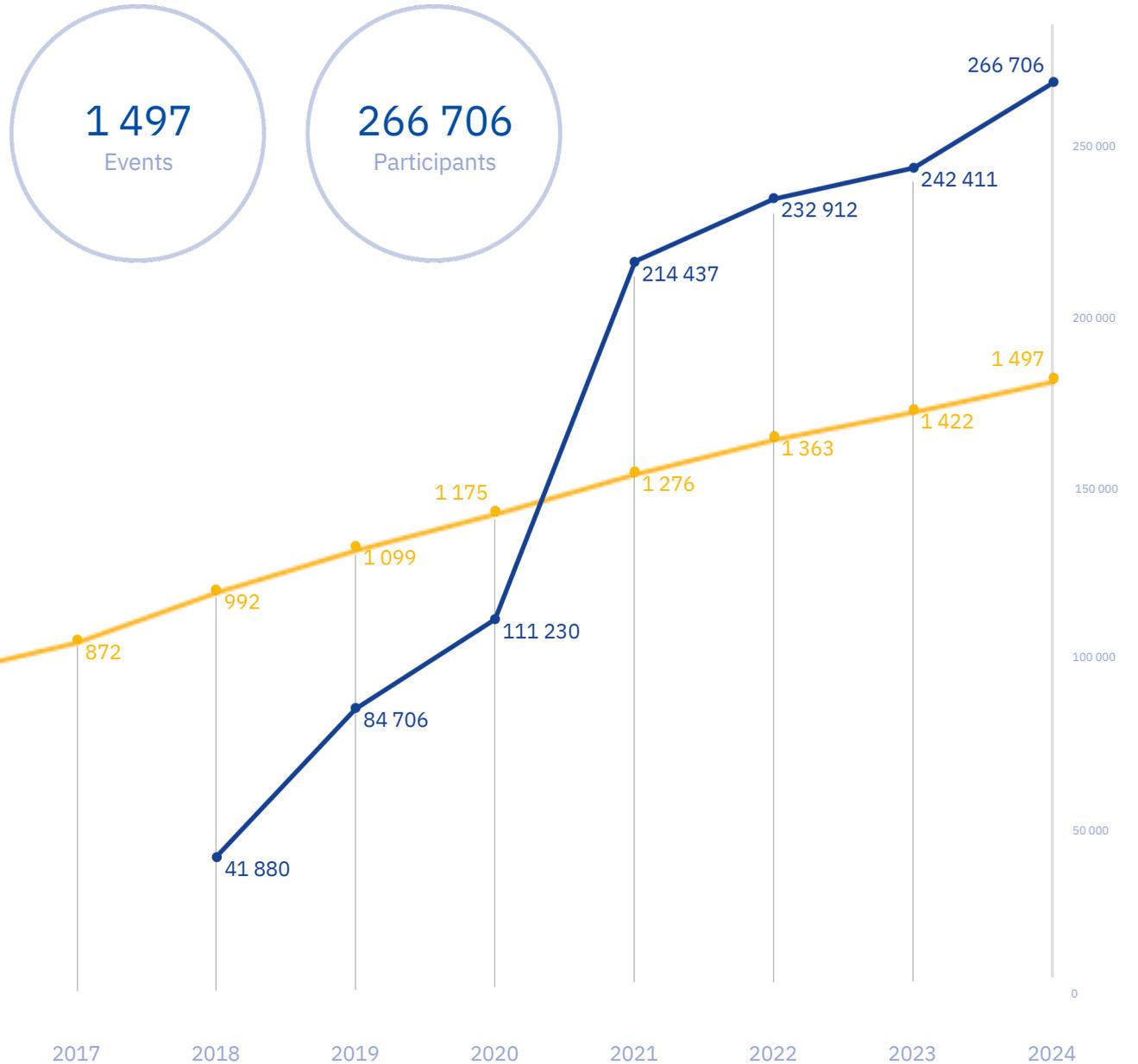
PEOPLE ENGAGEMENT



People engagement since the beginning

This year we added this new section to the report to show citizens' participation over the years, as a way of showing citizens' commitment to the European project.

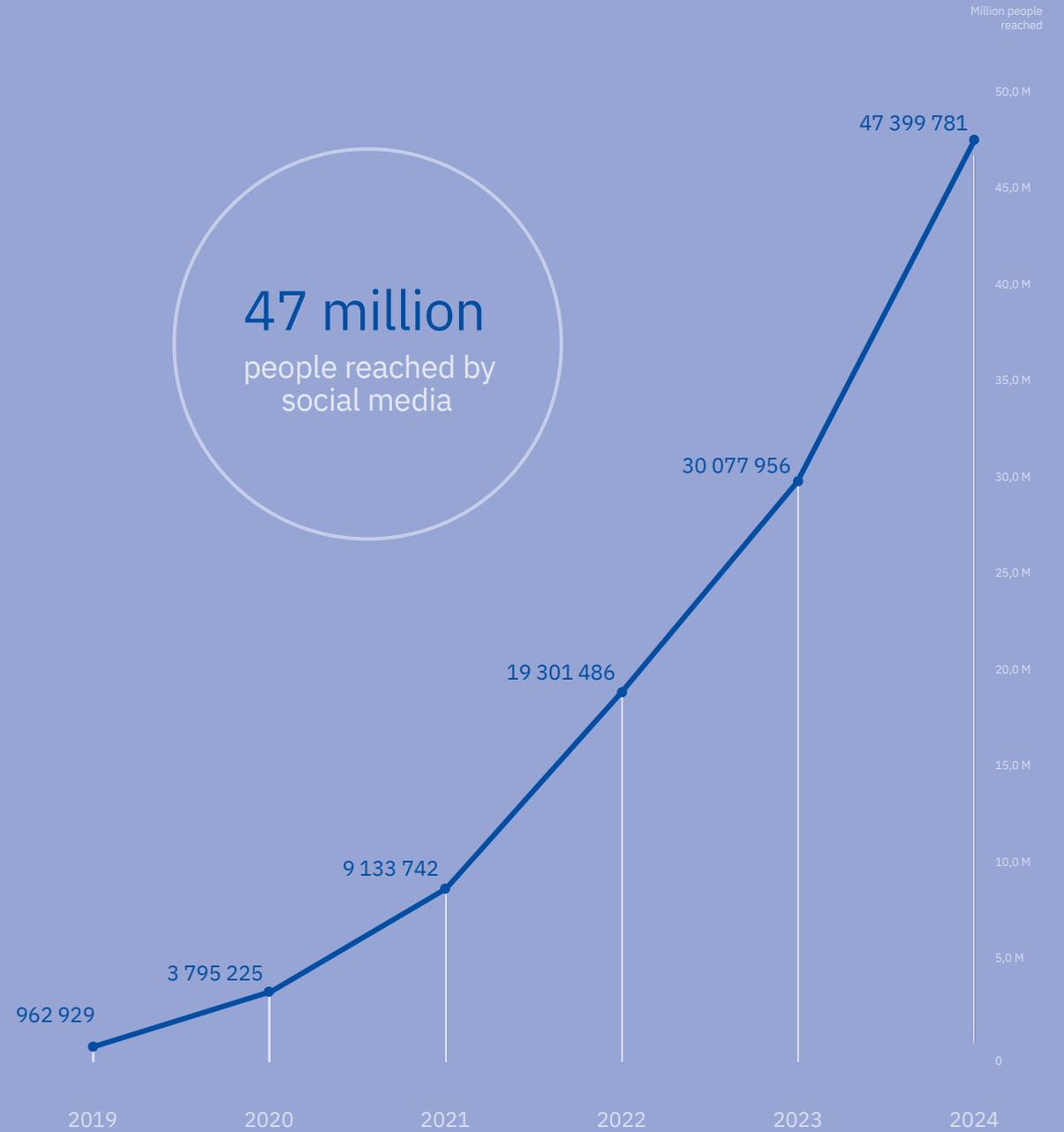
Although we do not have a historical evolution since the first year, at least, it serves to visualise how engagement has evolved both in direct participation and through social networks. The graphs show cumulative data.



● People engagement since the beginning



47 million
people reached by
social media





Conclusions

The 2024 edition of Interreg Cooperation Day stands out for the increase in the number of events, 27% more than last year. This has translated into **a greater impact in terms of attendees, which have increased by 155% compared to 2023**. Despite this recovery, participation figures still remain in the lower range of the historical series. Therefore, efforts must continue to be made to increase the participation of all programmes. **The number of countries and cities where events have been held has increased compared to 2023**.

However, it still remains at low levels. This year the dispersion has been more balanced, breaking the usual trend where more activities were concentrated in Eastern Europe. This change is due to both an increase in activity in the west and north, and a decrease in the east. Indoor and outdoor events are the ones that have been organised the most and have attracted the largest audiences, while online events have been less numerous this year, although they have maintained their share of

the total number of attendees. **One aspect to highlight is the reach of the event on social networks, reaching the highest figure in the historical series, with 17.3 million impacts.**

This figure validates the work and investment made in social networks, and reinforces this line of work, especially if we take into account that young people are a very important segment of the target audience.

The **satisfaction of the organisers remains stable at 8.7 out of 10**, as well as the perception that the event serves to improve the visibility of European territorial cooperation.

Finally, the programmes' rating for the **support received by Interact in the organisation of the event remains at very high levels (9.0)**. Furthermore, 76% of the surveyed programmes agree that the Interreg Day Guide is the most valuable element of support.

/ Acknowledgements

We would like to thank all programmes, projects and other institutions that have organised and participated in the events of IC Day. We would also like to thank those who filled in the evaluation survey, without their help this report would not have been possible.

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Interreg Cooperation Day 2024

Evaluation report

