



Interreg Cooperation Day 2025 - Campaign preparations

12 May 2025

Online

Monday, 12 May 2025

10.00 – 10.10

Introduction

10.10 – 10.20

The campaign timeline

Interact Team

10.20 – 10.30

How will we communicate internally during the campaign?

Rosa Escamilla, Interact

- Teams
- SharePoint
- Interreg.eu portal

10.30 – 11.00

Highlights of the campaign 2025

Rosa Escamilla, Interact

- Theme: 35 Years of Interreg
 - Ideas for local events under this theme
- EU Cooperation activities pack
 - Educational materials and interactive activities at your disposal

11.00 – 11.30

Overview of the services we offer

Rosa Escamilla, Interact

- Guide 2025: Instructions and updates
- Easily shareable factsheet
- Thematic visual identity and fresh designs
- New promotional video
- Joint social media campaign
- Website visibility on interreg.eu

11.30 – 11.50

Best practices from programmes when organising events

Interact Team & Programmes

11.50 – 12.00

Questions and Answers