



## 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**