

Interreg Cooperation Day 2025 Campaign preparations

Rosa Escamilla | Interact | 09.05.2025

Interact



Co-funded by
the European Union
Interreg

Where are you planning to host a local event in 2025? Let us know the region and country, or just the country

Join us in Mentimeter!



Agenda

01

**The campaign
timeline**

02

**Internal
communication
during the
campaign**

03

**Highlights of
the campaign
2025**

04

**Overview of
the services
we offer**

05

**Best practices
when
organising
events**

Interreg Cooperation Day

Europe-wide campaign facilitated by Interact, but led by Interreg programmes who:

- Organise engaging **events** to connect cooperation with **local communities**
- On **21 September** and surrounding weeks (from August to October)



Services offered by Interact

Official Identity and Branding

Logos, banners and theme

Website & social media visibility

Featured on

[Interreg.eu](https://interreg.eu) portal and social media channels

Paid promotional campaign

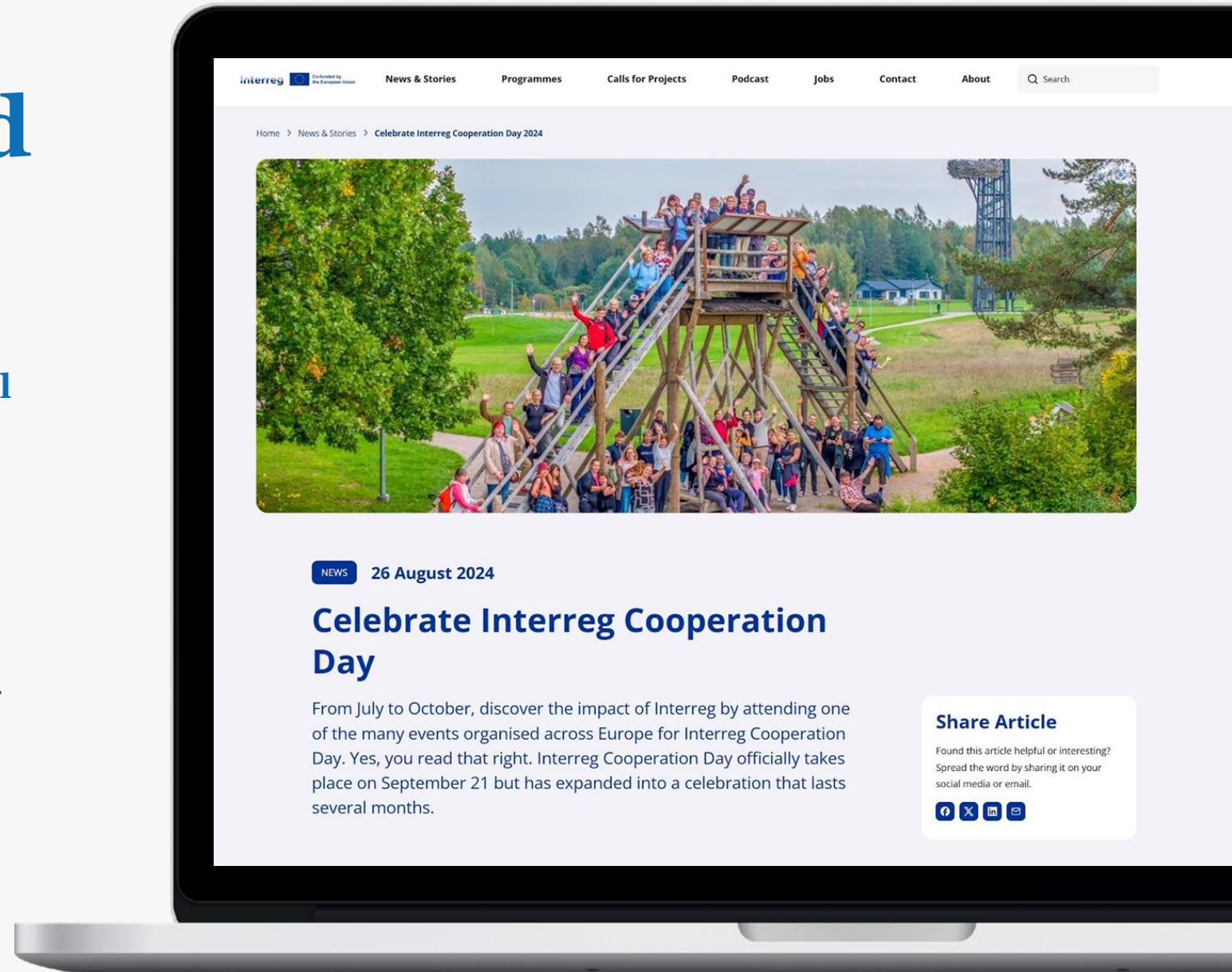
Of programmes publications

Promo video

Promotional video customized with your event information

Guidance

Official guide and factsheet





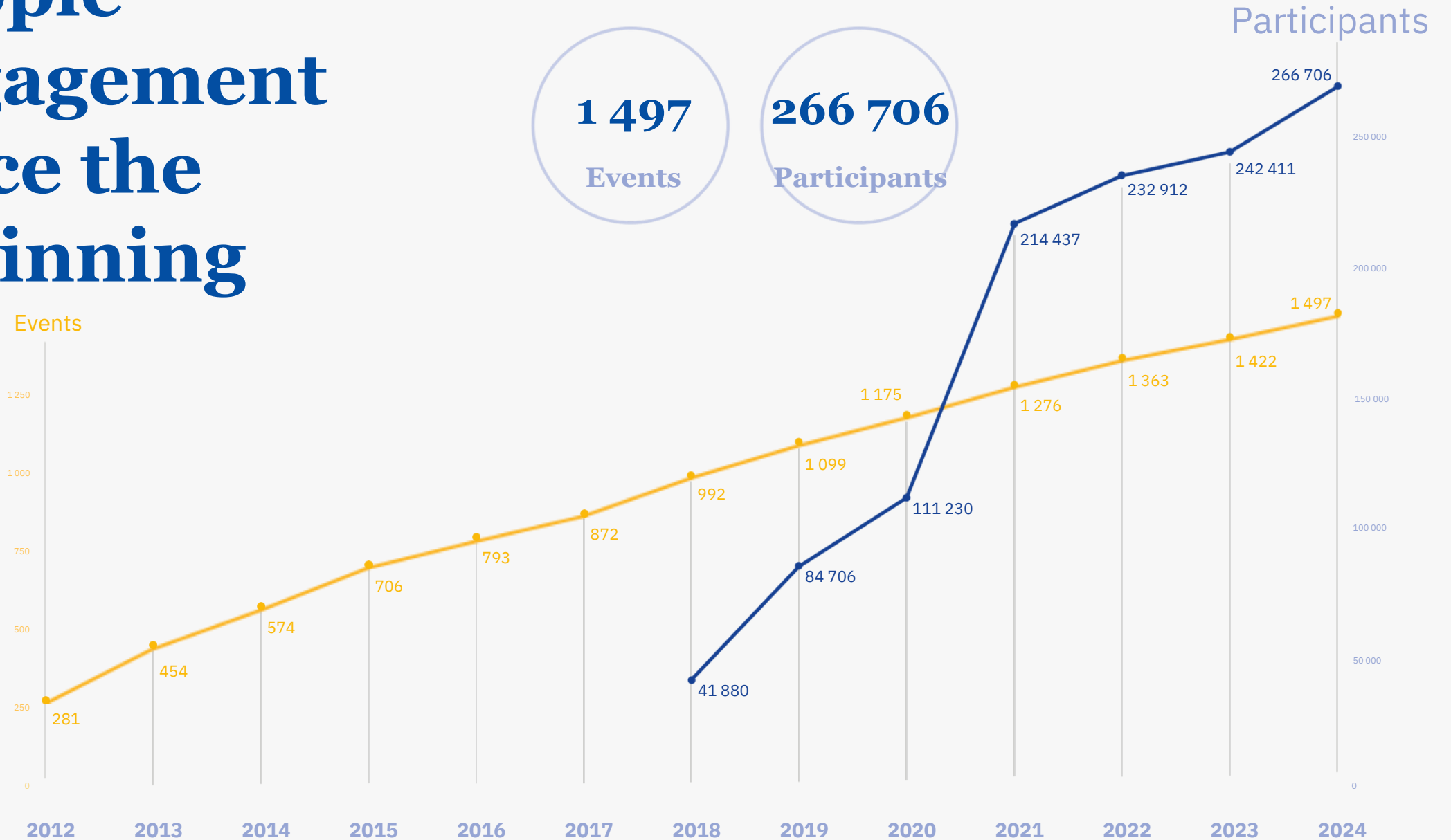
Now more than ever, bringing us closer to citizens



Citizens' commitment to the EU project

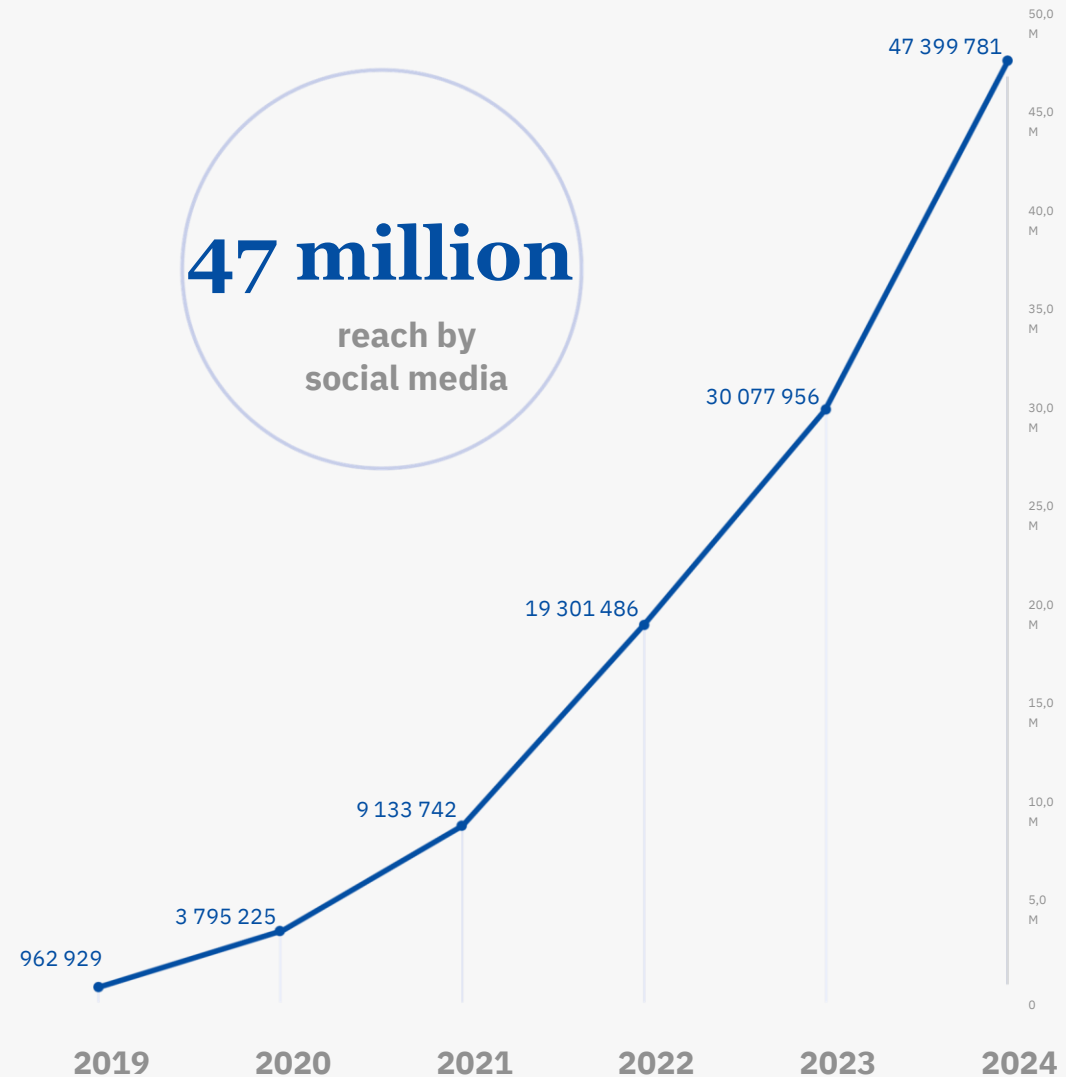


People engagement since the beginning



The power of collective action

Million people
reached



The campaign timeline

NOW

- **Kick-off webinar**
- **Guide + factsheet 2025** - everything you need to know, all in one place.
- **Promotional video** - customisable for your event
- **New visual materials** - fresh designs to boost your outreach.

January

February

March

April

May

June

July

August

September

October

November

December

What to expect in the coming months

- **Webinar:** Tips for optimal media communication
- **Site at Interreg.eu:** Your events go live on our official website!
- Establish presence on **social media**
- Contact **projects** to join
- Procure services for September
- Order costum promo video

January

February

March

April

May

June

July

August

September

October

November

December

What to expect in the coming months

- Establish presence **through website**
- Establish presence on **social media**
- Contact the **local media**

January

February

March

April

May

June

July

August

September

October

November

December

What to expect in the coming months

- **Paid promotional campaign** on social media
- Order costum **promo video**
- **Request previous services** - Request all materials launched in previous months (visuals, website article, etc.).
- We start with the **local events celebration!**

January

February

March

April

May

June

July

August

September

October

November

December

CELEBRATIONS ACROSS EUROPE FOR

Interreg COOPERATION DAY

January

February

March

April

May

June

July

August

September

October

November

December

*You can keep counting on us for all the services you need to make the most of your event - before, during, and after!

What to expect in the coming months

- We send you the **evaluation questionnaire**
- External team works on the evaluation report!

January

February

March

April

May

June

July

August

September

October

November

December

Internal communication during the campaign



Microsoft Teams Our central Hub



Instant Messaging

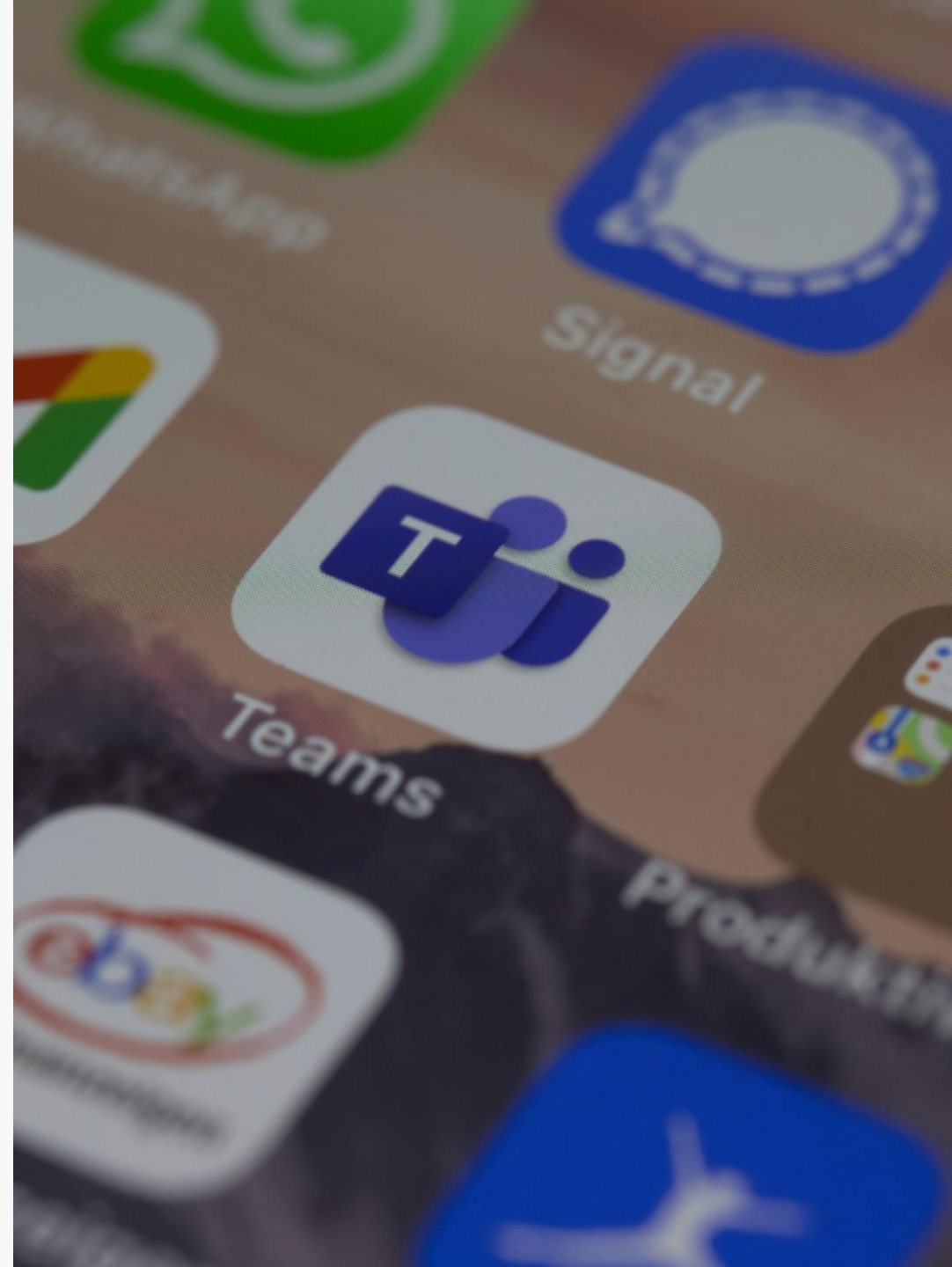
Quick and easy team conversations. Stay updated in real time and keep everyone on the same page.



File Sharing

Seamless access to documents, materials and resources.

We'll share updates, materials, and all the essential information to keep your event planning smooth and organised!



SharePoint

Efficient materials management



Document Library

A central repository for all campaign files.
Access everything you need from one place.



Searchability

Quickly find campaign documents and keep your workflow agile.



Collaboration

Download files directly and collaborate seamlessly with your team.



New ⌵ ⬆ Upload ⌵ ⌂ Edit in grid view ↻ Sync ⋮ ☰ All Documents ⌵			
	Name ⌵	Modified ⌵	Modified By ⌵
	35 Years of Interreg - logo in PNG and Vector formats	March 31	Nebojsa Nikolic Inte
	AI exchange channel	April 2	Nebojsa Nikolic Inte
	Announcements and updates	March 21	SharePoint App
	Ask the group	April 29	Nebojsa Nikolic Inte
	Interreg Cooperation Day	March 21	SharePoint App
	2025_INTERREG_GO_35YEARS.mp4	April 30	Rosa Escamilla Torreg
	Agenda_INFORM_EU_Tallinn.pdf	April 25	Nebojsa Nikolic Inte
	INFORM_EU_Tallinn_practical_info.pdf	April 25	Nebojsa Nikolic Inte

Interreg.eu portal to share with others



Comprehensive Information

Everything you need to know about the campaign, all in one place.



Visual Materials

Access graphics, videos, and other media to boost your communications.



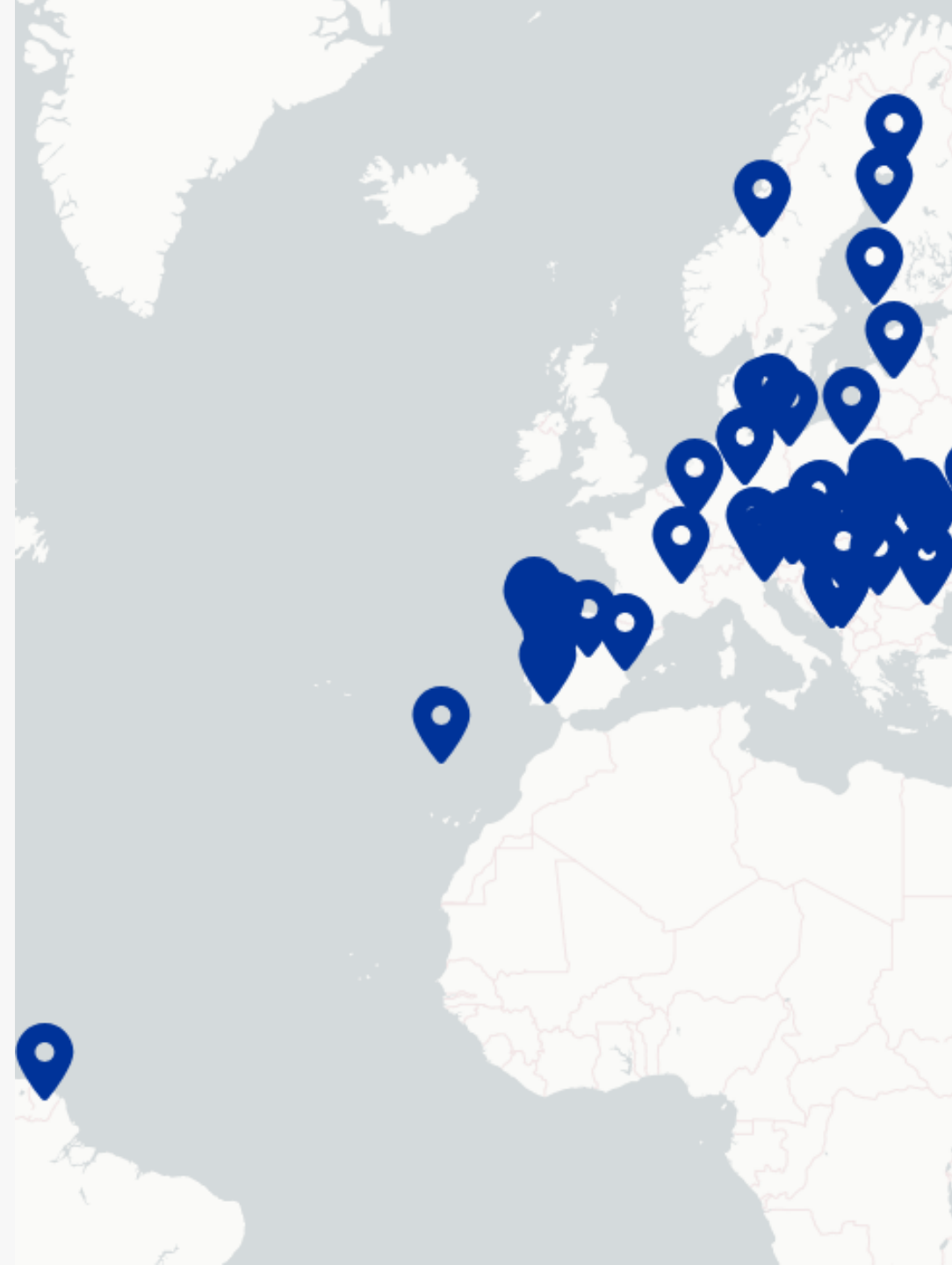
Interactive Map

Explore local events across Europe with just a click.



Events Details

Find key information about each event and stay updated.



**Any questions at this stage about the
new system?**

Highlights of the campaign 2025

Interreg Day & 35 years of Interreg

Let's celebrate the anniversary with our regions!

- Show your citizens how, thanks to Interreg funds, your regions have evolved and transformed over the past 35 years
- Engage local projects to organise events!



Celebrating the journey

- Some Interreg programmes started 35 years ago, others later
- All contribute to this collective success
- Celebrate the evolution of your own programme alongside the official anniversary



Creative ways to celebrate

**Interreg Open Day: Celebrating
35 Years of Cooperation**



**35th Anniversary Community Fair:
Celebrating Interreg's Legacy**



**Interactive Project Map + 35th
Anniversary Timeline**





The Bake Off Challenge

Cook Up some cooperation!

- Bake an anniversary cake and share on social media (#InterregBakeOff #InterregDay2025)
- Host a community bake-off
- Serve cake at your Interreg local event and share the photos!



EU Cooperation Activities Pack

Are you planning to organise an event for schools? For young people? Then this is for you!

Through interactive experiences, we can move beyond technical documents.

Educational tools make cooperation tangible and fun.





Check the guide and discover inspiring educational activities in

- Sustainability and the environment
- Education and Vocational Learning
- Innovation and Technology





Immersive learning experiences



Cooperation Escape Room

A portable puzzle experience based on real Interreg projects. Each solution reveals cross-border collaboration stories.



My Cooperative City

Students design ideal cities incorporating Interreg project elements. Focuses on mobility, sustainability, and inclusion.



CoopTalks for Youth

TEDx-style events where students pitch cross-border cooperation ideas. Based on classroom learning and field activities.

Overview of the services we offer

Guide Interreg Day 2025



Interreg 
COOPERATION
DAY

*Guide Interreg
Cooperation
Day 2025*

*Stronger
Together*



Main sections

<i><u>The campaign essentials</u></i>	<i>5</i>
<i><u>35 Years of Interreg</u></i>	<i>II</i>
<i><u>Ideas for local events</u></i>	<i>14</i>
<i><u>Services interact offers</u></i>	<i>32</i>
<i><u>Final notes to keep in mind</u></i>	<i>41</i>

Easy shareable factsheet

- Summarises the main campaign messages
- Helps explain the campaign quickly and clearly
- Designed for easy sharing across networks, projects and stakeholders



Interreg
COOPERATION
DAY

*Guide Interreg
Cooperation
Day 2025*

*Stronger
Together*

Official identity 2021-2027



Stronger together



Colour strategy



Colour
 Reflex Blue
Pantone
 Reflex Blue
CMYK
 100 / 80 / 0 / 0
HEX
 003399
RGB
 0 / 51 / 153

Colour
 Light Blue
Pantone
 2716
CMYK
 41 / 30 / 0 / 0
HEX
 9FAEE5
RGB
 159 / 174 / 229

A smarter Europe –
 innovative and smart
 economic transformation
 PO 1
CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

A greener,
 low-carbon Europe
 PO 2
CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

A more connected
 Europe – mobility and
 regional ICT connectivity
 PO 3
CMYK 0 / 56 / 77 / 0
HEX #F68A42
RGB 246 / 138 / 66

A more social Europe
 – implementing the
 European Pillar of
 Social Rights
 PO 4
CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

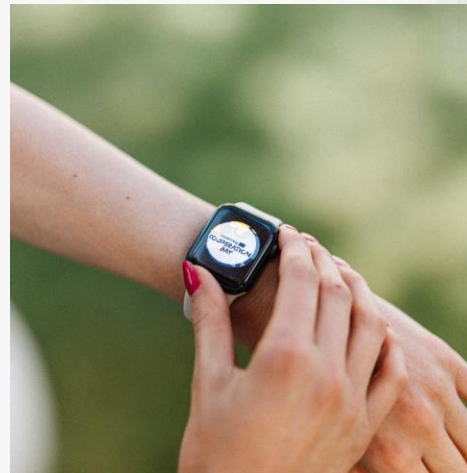
A Europe closer to
 citizens – sustainable and
 integrated development
 of urban, rural and
 coastal areas through
 local initiatives
 PO 5
CMYK 73 / 9 / 6 / 0
HEX #00ADD8
RGB 0 / 173 / 220

A better Interreg
 governance
 ISO 1
CMYK 87 / 51 / 0 / 0
HEX #0E6EB6
RGB 14 / 110 / 182

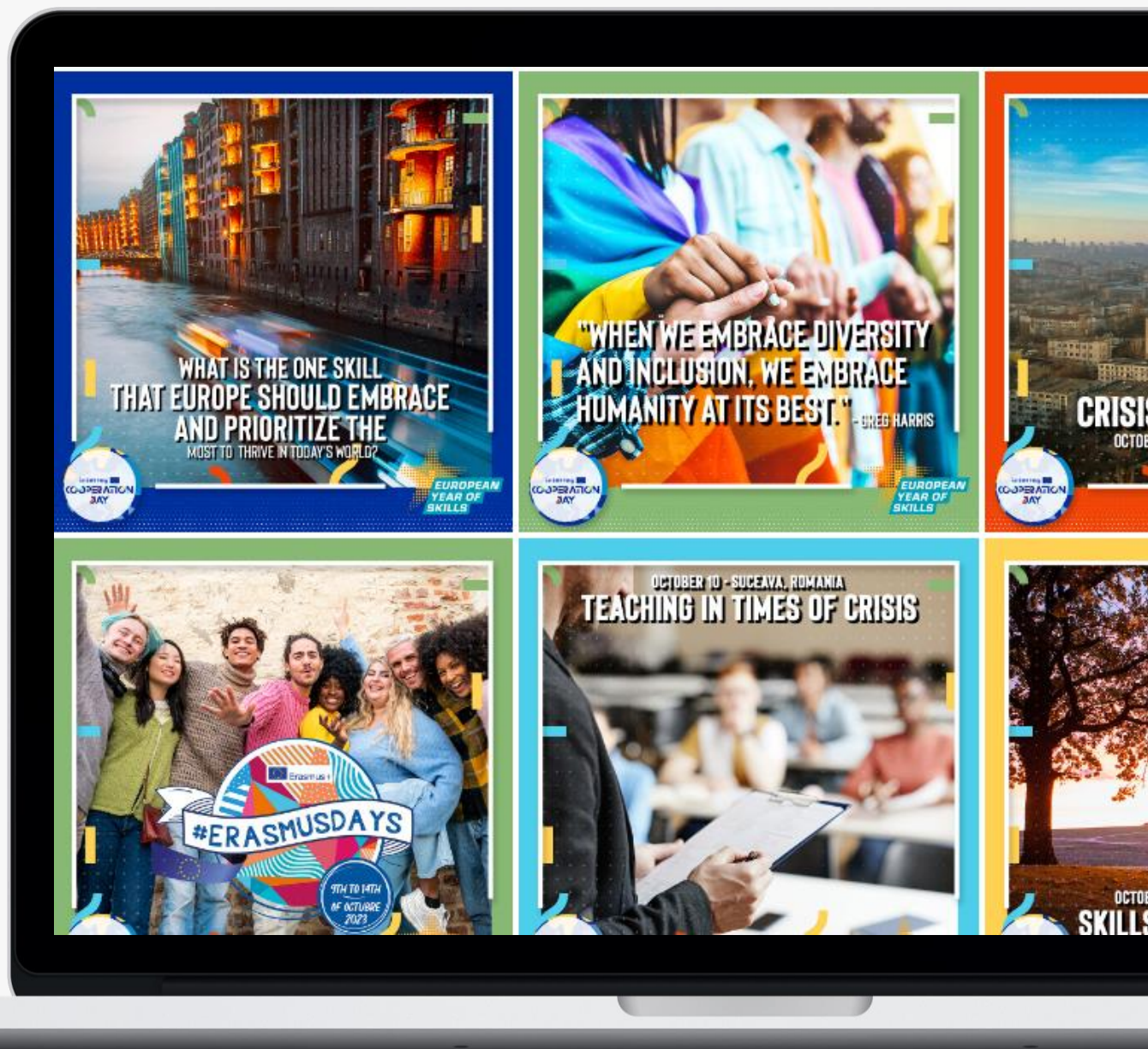
A safer and more
 secure Europe
 ISO 2
CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

Logo Application

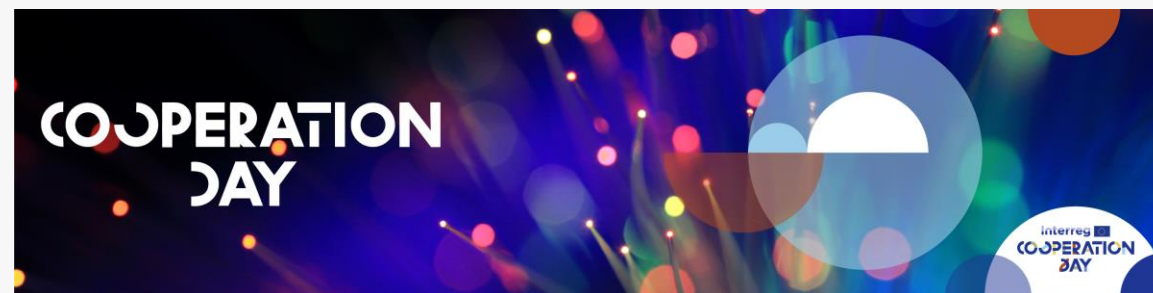
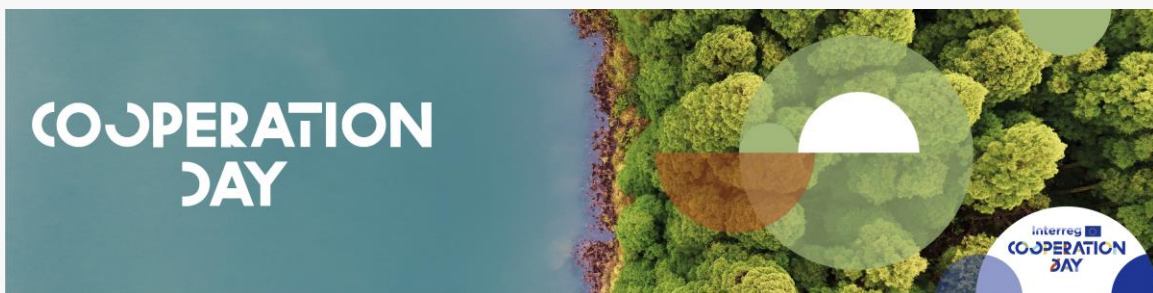
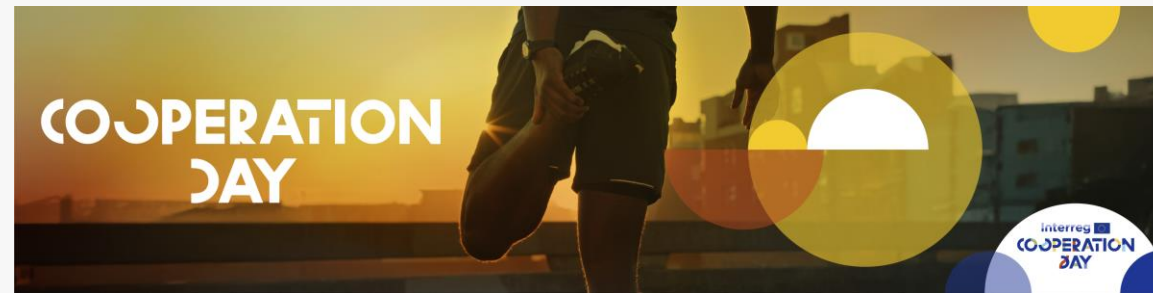
We kept the colourful look that appealed to many people in the past but improved the usability for variety of branding needs, with great readability in small print size and complementing colours to the Interreg visual identity.



Materials for website and social media



Thematic banners

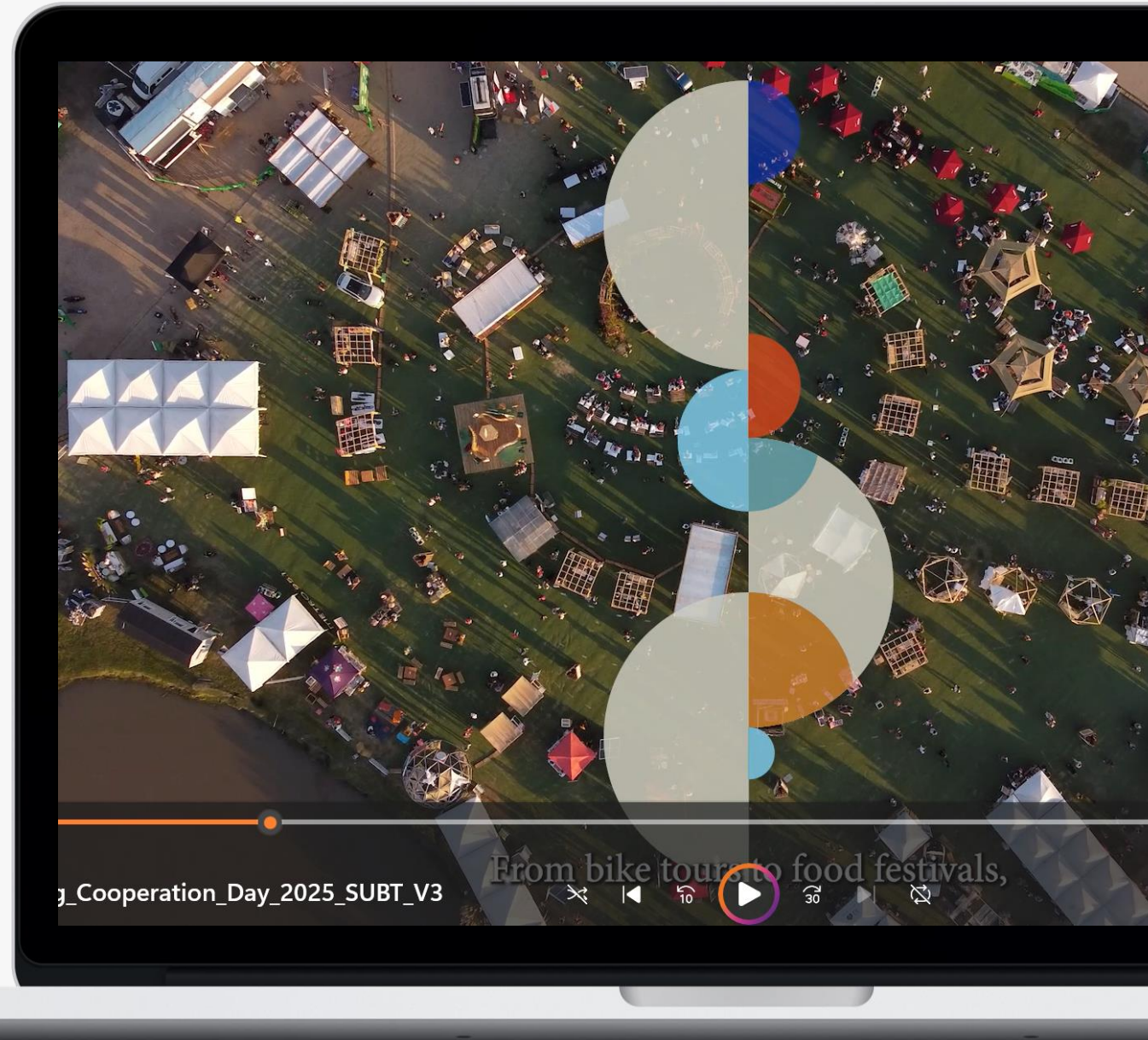


Social Media **ICONS**



Promotional Video 2025

- Customisable
- Already in Youtube!
- Ask it to me rosa.escamilla@interact.eu and send:
 - Name of the event
 - Date
 - Venue
 - Logos
 - Subtitles in your language



Joint Social Media Campaign 2025

- Promotion of your local event through your own channels
- Targeting the audience of your event
- In 2024: 17 million (between us and your efforts)
- Instruction: in the next webinar



Visibility at interreg.eu social media channels



Sharing your event photos for



Official materials

We'll include your best shots in guides and evaluation reports.



Campaign visibility

Your images help tell the story of cooperation across borders.



Social Media Promotion

Your photos will be featured on Interreg.eu's social platforms.

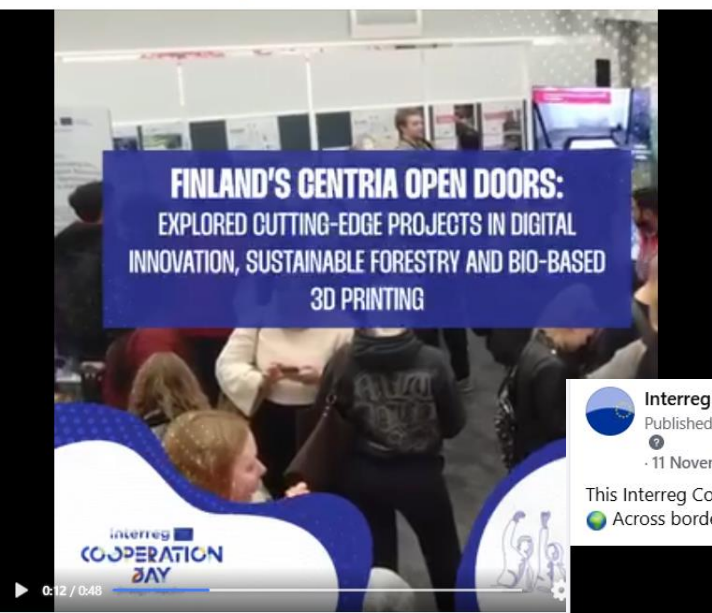



Interreg

Published by Buffer

7 November 2024

Interreg Cooperation Day 2024 spotlighted innovation across Europe ! From an innovation hub featuring 18 Interreg projects in Finland to bio-business initiatives sp... [See more](#)

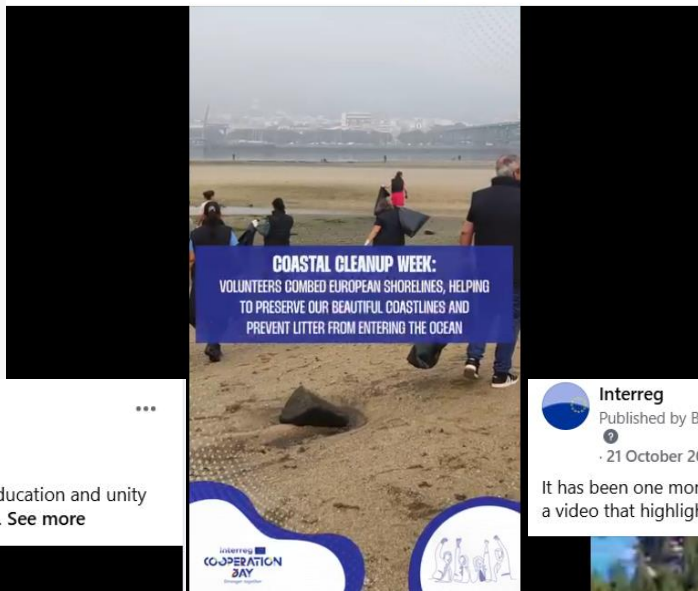


Interreg

Published by Buffer

5 November 2024

This year, Interreg Cooperation Day events took place across Europe and even in the Amazon, uniting communities in a celebration of green initiatives! From Coastal Cl... [See more](#)

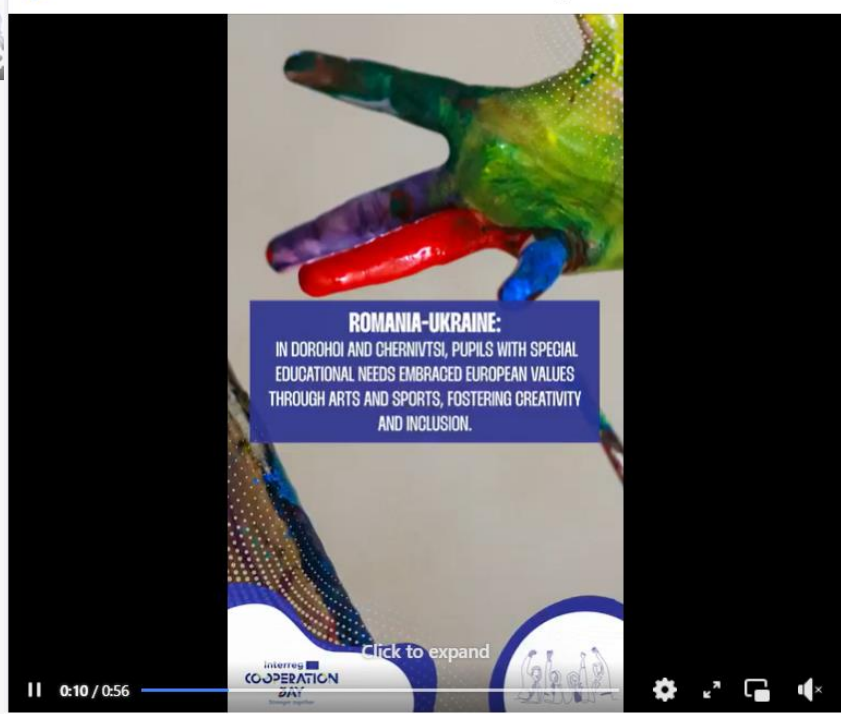


Interreg

Published by Buffer

11 November 2024

This Interreg Cooperation Day, Europe came together to celebrate inclusion, education and unity Across borders -from Romania to Ukraine, Croatia to Montenegro and Pol... [See more](#)



Interreg

Published by Buffer

21 October 2024

It has been one month since Interreg Cooperation Day. To commemorate the event, we are sharing a video that highlights key moments from the unique activities across the... [See more](#)



Which channels **will we primarily use?**



@Interreg



@Interreg



@Interreg.eu

Amplify your online presence



#InterregDay2025

Use our main campaign hashtag for maximum visibility. It connects your event to the broader celebration.



#Interreg and #CohesionPolicy

These hashtags link your content to the wider European cooperation community. They expand your reach significantly.



#35YearsofInterreg

Celebrate our milestone anniversary! Always include the official anniversary logo in related materials.

Website visibility at interreg.eu

- We publish your articles
- Map your events

Interreg Cooperation Day

Interreg Cooperation Day is an annual campaign celebrating the power of European cooperation across borders.

Each year, thousands of people take part in cultural events, leisure activities, and sports across the continent, organised by Interreg programmes. From cycling tours to concerts and community gatherings, the campaign highlights the impact of EU-funded cooperation in making regions stronger.

Since its launch in 2012, the initiative has grown, with more than **1,490 events** organised and a **reach of 47 million**. The goal is to showcase real results of collaboration through engaging activities that bring communities together. **Interreg Cooperation Day is celebrated on 21 September and the surrounding weeks**, with plenty opportunities for programmes to join!



Are you ready for the 2025 edition?

**Organise your local
event and celebrate
Interreg Cooperation
Day!**

The **2025 guide** is coming soon, along with all the support tools (**joint social media campaign, video, visual materials...**) to make your event a success!



Involving projects for successful Interreg events



- **Best project engagement:** Interreg Spain-Portugal (POCTEP), with 13 local events involving projects.

Union means strength. Creating synergies with and between your projects can be put into practice through Interreg Cooperation Day. Call your projects, propose joint events, invite the population to get to know and enjoy the results!

We suggest organizing a **festival with activities for participants** – games, cooking, handicraft workshops. You can combine a variety of small activities that would otherwise not attract enough attention by themselves and promote a variety of different projects at the same time. For example, you can combine a workshop on the traditional dances of the region and an exhibition, cooking shows/workshops on how to prepare local delicacies and awareness-raising workshops for children and adults (climate change, social inclusion, health, etc.).



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



BEST PROJECT ENGAGEMENT
Interreg Cooperation Day 2023

"Digital Skills for Citizens"
Interreg Grece - Albania

interreg Co-funded by the European Union

Interreg
Published by Nebojsa Nikolic
15 May 2024 · 🌐

The Interreg Greece-Albania Programme has been honored as the best Interreg Day event in the category 🏆 **Best project engagement** 🏆, bringing together a total of 9 projects in a visual exhibition in Corfu. The event was titled "Digital Skills for Citizens".

A remarkable effort deserving recognition!
Interreg Greece - Albania
Congratulations! 🎉

Edit Boost post

👍 24 🗨 10

Comment as Interreg

**How are you feeling about
Interreg Day 2025 after
this overview?**

Join us in Mentimeter!



Interreg Cooperation Day 2025 - Campaign preparations

Best practices for organising local events

Nebojsa Nikolic/ Interact /12.05.2025

Interact



Co-funded by
the European Union
Interreg

Event ideas

Spin the wheel of ideas:

<https://wheelofnames.com/466-vhf>





Inspiration exists, but
it has to find you
working.

Pablo Picasso

Working for inspiration

Some of the best and most unique event ideas will come from your projects, especially the ones related to tourism, nature protection, cultural heritage, science and technology.

Step 1

Think of a location
that has benefited from
a project: park,
community centre,
sports venue, etc.

Step 2

Get in touch
with local projects and
authorities: ask them
about local attractions,
fun places, event ideas.

Step 3

Ask for free stuff:
venue, audio/video
equipment, stage,
chairs, tour guides,
photographer, etc.

Step 4

Invest in the fun,
unique,
„Instagramable“
aspects.



Tips from real life

Sometimes a small trick can help you
save ton of time and money while
organising an amazing event.



Use AI tools

- Grounding with context
- Explain your plan and ask for advice
- Define target audience
- Plan how to reach the audience
- Craft social media content



Hire professional photograph

- A great event with bad photos is a bad
- A decent event with great photos is amazing
- Small investment, hire local
- Long term benefits and visibility
- Send to Rosa and Nebo



Family-friendly events

- Popular and easy to promote
- Activities for kids
- Arts and crafts
- Light content with important message
- Family values are universal



Interactive activities

- Engage with audience
- Applicable to almost all event types
- People should experience what the projects are about in practice
- Let them climb the truck, paint, practice
- Interactive leads to „Instagramable“

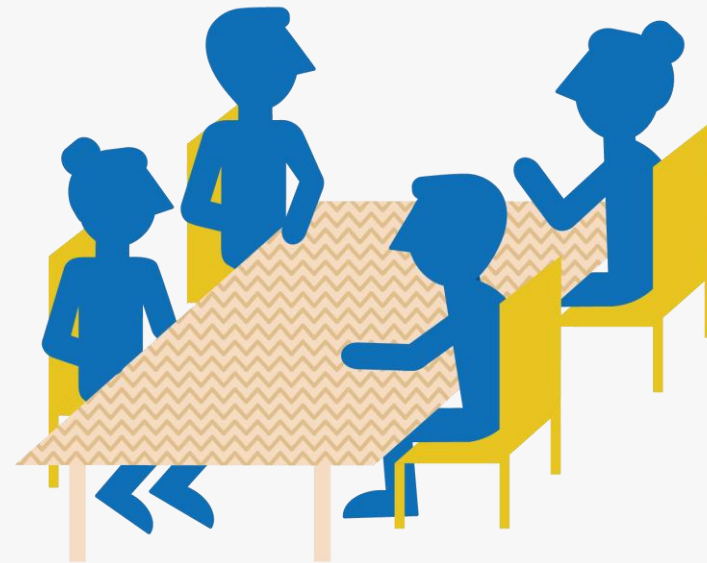


Timing and location

- Use weekends
- Easy to reach location
- Organise transport
- Reserve early
- Have plan in case of rain



Questions & Answers



Join us in the next webinar

12 June 2025 - *From Online to
Offline: Communication strategies
to make your Interreg Day local
event stand out*



Cooperation **works**

All materials will be available on:

Interact website