

Interreg COOPERATION DAY



Factsheet Interreg Cooperation Day 2025

What is Interreg Cooperation Day?

Interreg Cooperation Day is the **annual campaign celebrating the power of European cooperation across borders**. It takes place on **21 September** and the surrounding weeks (from August to October), and it is facilitated by **Interact** but led by **Interreg programmes**.

The campaign aims to **connect cooperation with local communities** by organising **engaging events**. These include **cultural celebrations, sports activities, creative workshops**, and more! It's a **unique opportunity to showcase the real impact of EU-funded projects**, while stepping outside the usual Brussels bubble to reach **citizens who may not be familiar with Interreg**.

Launched in **2012**, it has grown significantly, with **over 1,490 events organised** and an impressive **reach of 47 million**.

In **2025**, we are **celebrating 35 years of Interreg!** This milestone highlights decades of building bridges and enhancing regional development through EU cooperation.

Why should your programme get involved?



Increase Visibility

Showcase your programme's and projects' achievements to a wider audience through your local events and a coordinated social media campaign.



Engage Local Communities

Inspire citizens to discover the impact of European cooperation by hosting dynamic, creative events.



Collaborate with Your Projects

Involve your project partners in planning and delivering events to enhance authenticity and impact.



Strengthen Partnerships

Connect with other programmes, local authorities, and stakeholders to build stronger networks.



Access Ready-Made Tools

Use the branding, graphics, promotional video, and much more provided by Interact to support your communication.



Services Offered by Interact

Official Branding

Access to the official Interreg Day logo and 35th-anniversary branding to ensure consistent and professional visibility in your event materials

Visual Identity

Includes themed banners (nature, tech, sports, culture, social media, workshop) and icons for consistent branding.

Promotional Video

Interact provides a short video promoting the campaign, with the option to customise it with your local event details, and subtitles in your language.

Joint Social Media Campaign

Boost your Facebook posts through paid promotion managed by Interact, reaching a wider audience.

Visibility through Interreg.eu

Feature your event on the official website, including an interactive map with all European events.

Media Engagement Support

Tips on maximizing visibility before, during, and after your event.

Post-Event Support

Share your event highlights and media coverage with Interact to be featured in the campaign evaluation and interreg.eu social media channels.

Event Ideas to Inspire You

Community Activities

Clean-up campaigns, tree planting, and outdoor games to foster environmental awareness.



Cultural Celebrations

Local art festivals, concerts, or film screenings highlighting cross-border and transnational connections.



Creative Workshops

Engage the public through DIY sessions, storytelling competitions, or cooking challenges.



Sports Events

From cycling rallies to charity runs, encourage active participation while promoting cooperation.



Interactive Experiences

Design treasure hunts, escape rooms, or map-based challenges that highlight your projects.



Need Help? Reach Out!

Campaign materials and support services
Contact: rosa.escamilla@interact.eu

Interreg Cooperation Day
SharePoint and Teams Channel

Social Media channels:



interreg



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interreg_eu



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Interreg
Cooperation
Day 2025
Website



Join Interreg Cooperation Day 2025!
Let's showcase how cooperation makes Europe stronger.