

# 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](mailto:rosa.escamilla@interact.eu)

Interreg Cooperation Day  
SharePoint and Teams Channel

Social Media channels:



[interreg](#)



[interreg](#)



[interreg\\_eu](#)



[interreg\\_eu](#)



[Interreg\\_EU](#)

Interreg  
Cooperation  
Day 2025  
Website



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