

Interreg Cooperation Day 2025

From Online to Offline: Communication strategies to make your Interreg Day local event stand out

Rosa Escamilla & Nebojsa Nikolic | Interact | 12.06.2025

Interact



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Interreg

Join us on Mentimeter

Have you already thought about your next
Interreg Cooperation Day event?

If yes, tell us where or what it will be 😊



Agenda

01

**New
Interreg.eu
Website**

02

**Media
Outreach**

03

**Social Media
Strategies**

04

**Paid
promotional
Campaign**

05

Q&A



**The most important thing in
communication is hearing what isn't said**

Peter Drucker

New product Factsheet

- Designed to support your communication efforts and get others involved
- Provides a concise and visual summary of the campaign's key messages and structure
- Ideal for sharing within your networks and with partners
- It's a simplified version of the full Interreg Cooperation Day Guide
- It is available here: interact.eu/library/398



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.

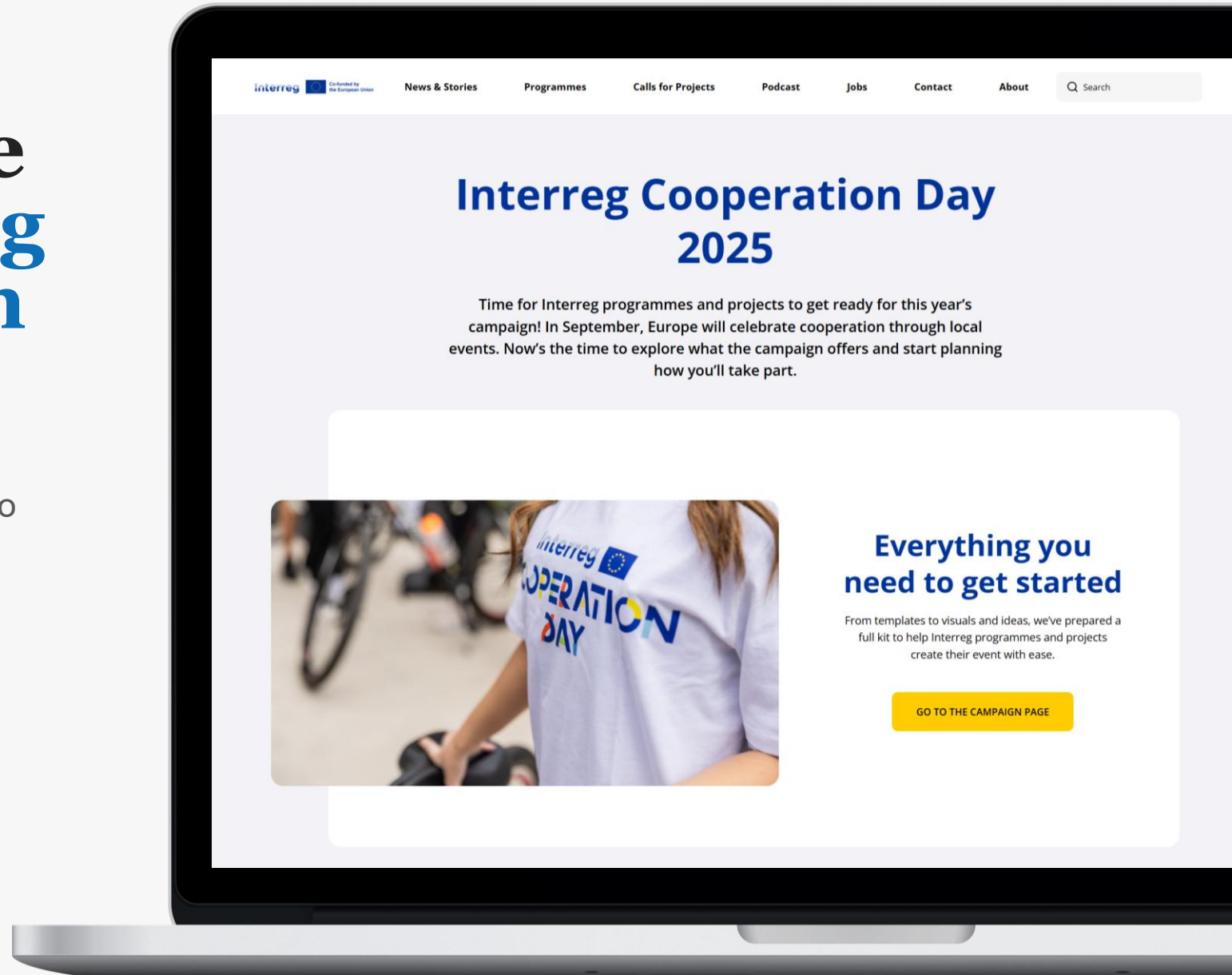


Access Ready-Made Tools

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

Discover the new **Interreg Cooperation Day** site

Everything you need to know to publish your events and get visibility in 2025.



Inside the new interreg.eu website!

1

Interreg Cooperation Day 2025 now has a **dedicated space within Interreg.eu**

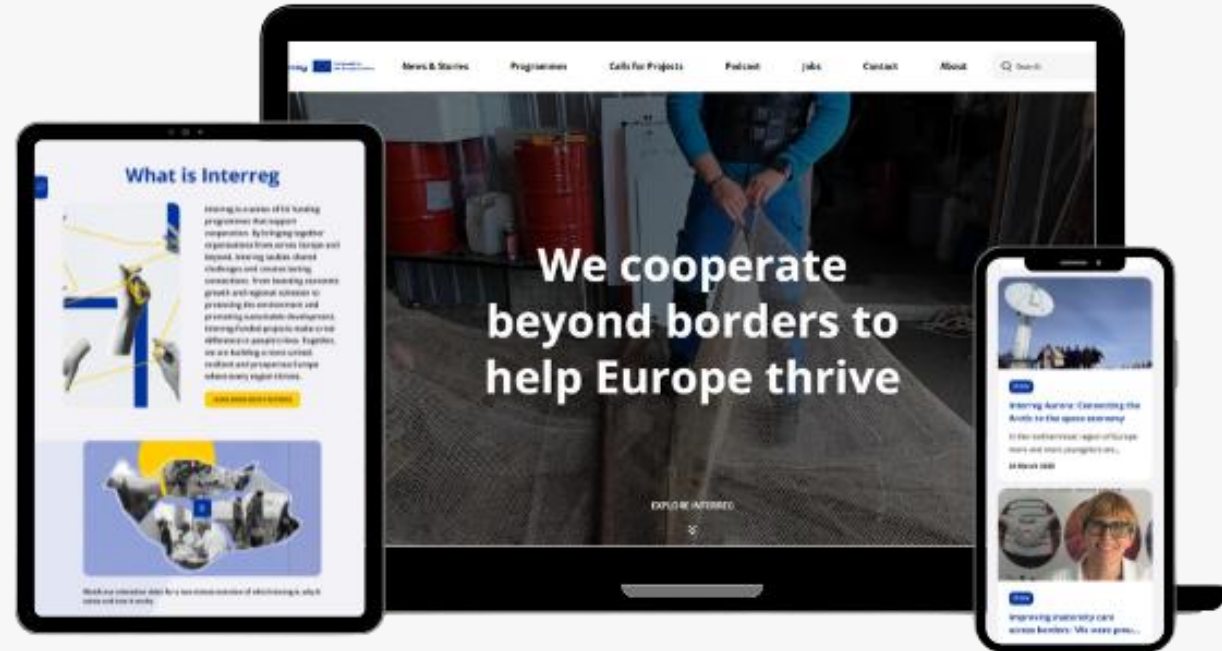
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No more external microsite - **it's all under the same roof**

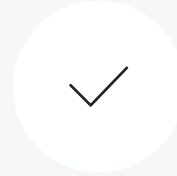
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Easily accessible **from the homepage**

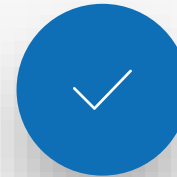
Integrated approach



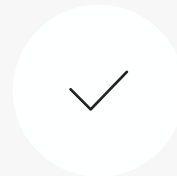
Benefits of integration



Increased visibility
Across Europe



Unified branding
and stronger recognition



One single entry point
for everything Interreg

One of the key challenges we face is that communication within Interreg is fragmented. The interreg.eu helps ensure that our Interreg programmes and projects are perceived by the public as **coherent and meaningful** actions, rather than as fragmented or opaque initiatives.

DG REGIO – European Commission



How it's performing:

Early signs of strong uptake

Stats as of 10 June 2025

- **Over 154% increase in unique users** compared to same period in 2024.
- Active browsing: Around 3 pages / visit on average
- High engagement: 2min38 secs / visit

Traffic sources

- More than half arrive via search engines
- Direct traffic is high
- LinkedIn is growing fast

Interreg Day site overview

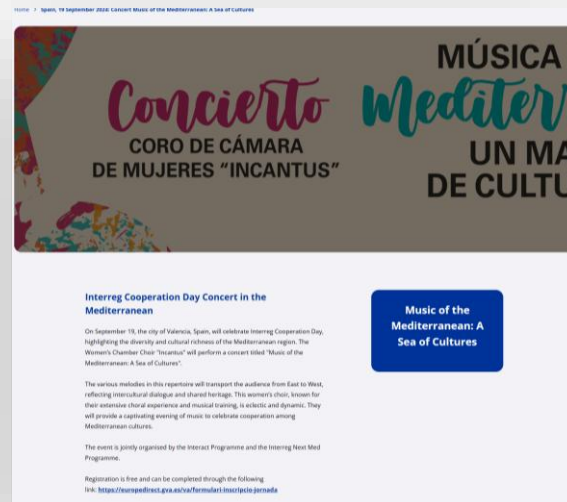


How your event gets featured

On the interactive event map



As a dedicated article
(if you send full content)



In the global photo gallery
(if you send pictures)



Send your event to: **rosa.escamilla@interact.eu**

What we need

- Event title
- Location (city, country)
- Date & time
- Short description of activities

If available

- Registration link
- Pictures
- Full text (optional but very helpful)



Use the official template

- Template available on SharePoint
- Simple structure to fill in
- Ensures consistency and makes publishing faster
- Send it directly to rosa.escamilla@interact.eu



Timeline and tips

Send early

The sooner you send it,
the better the visibility

Meet deadline

Suggested deadline: 3
weeks before your
event

Add visuals

Events with strong
visual material = more
impact

3 key things to remember

- 1. Check out the new page**
- 2. Send us your event details via email**
- 3. Use the materials available to boost your local communication**

From Online to Offline: Communication strategies to make your Interreg Day event stand out

Media outreach: examples, tips and tricks

Nebojsa Nikolic/ Interact /12.06.2025

Interact

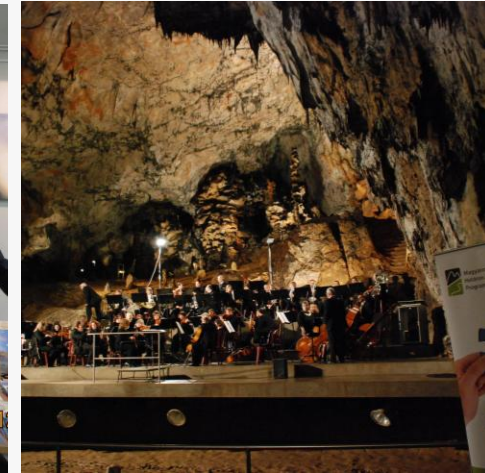
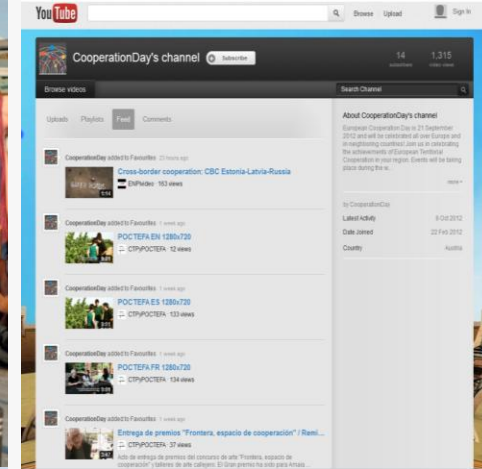


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The first cooperation day

This first edition was one of the biggest:

- High level enthusiasm – 281 local events
- Novelty and excitement
- High investment



Over the years

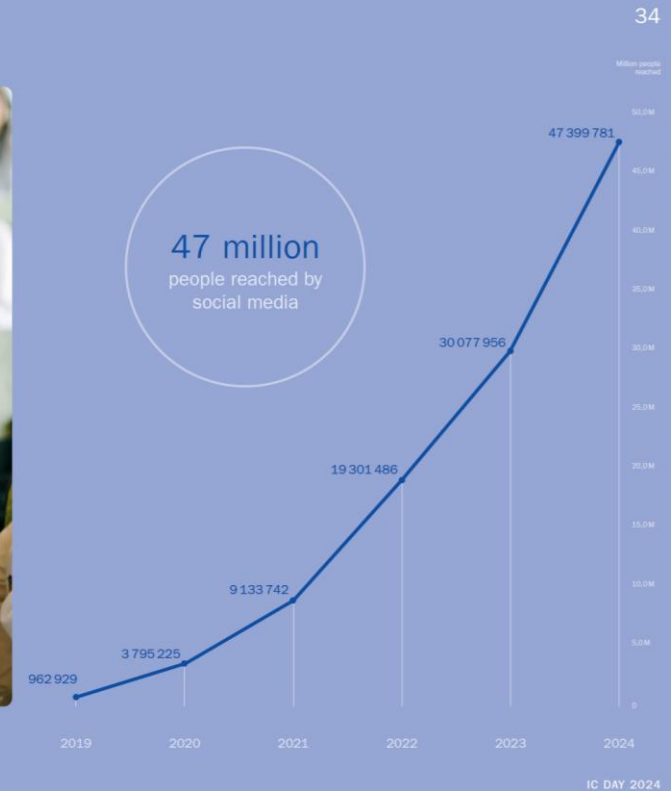
Sporadic success on traditional media and steadily growing success on social media.



People engagement since the beginning



47 million
people reached by
social media



Interact Co-funded by the European Union

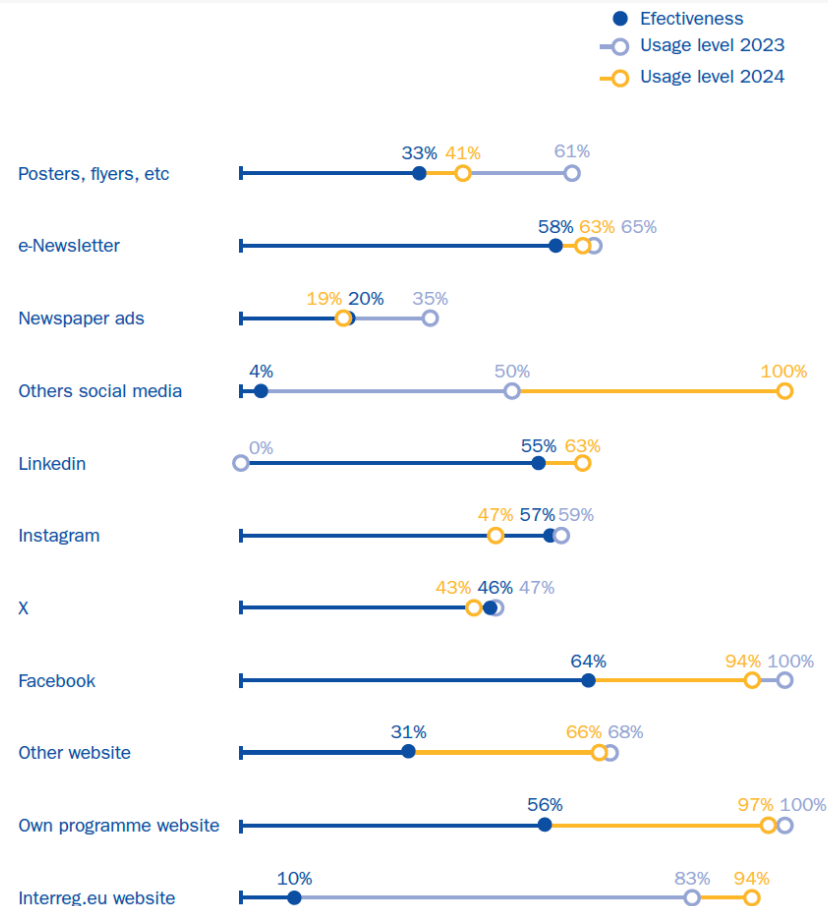
IC DAY 2024

In the last two years

Media effectiveness

Every year organisers use more and more media to impact the audience.

In previous years, Facebook was by far the most used media, but little by little more media are being incorporated into the communication strategy, in fact, the programme's website is the most used media, followed by Facebook and the Interreg website. In terms of effectiveness, Facebook continues to be the most effective, although the level of effectiveness has decreased significantly according to the interviewees.



Tips for reaching traditional media

Don't forget to collect **media clippings**: screenshots, photos of articles, info on average views, circulation, etc.

VIPs

Local, regional, national + diplomatic

The events showcasing tangible results. VIPs will attract the media.

Novelty

Original and creative events

Think of it in terms how the news articles and photos would look like.

Local/Regional

Target local media outlets

It's easier to reach local than national media – local impact matters.

Ready products

Help the journalists with media kits

Journalists work with tight schedules. Give them ready materials.



Results of the poll by INFORM EU Seville 2024 participants (Cohesion Policy communication experts)

Why is it challenging to get media attention for EU Projects?



Difficulty translating complex EU policies into engaging stories



Low regional and national media interest in EU Cohesion Policy



Media preference for negative stories over positive project impacts



EU funding often unmentioned in media coverage

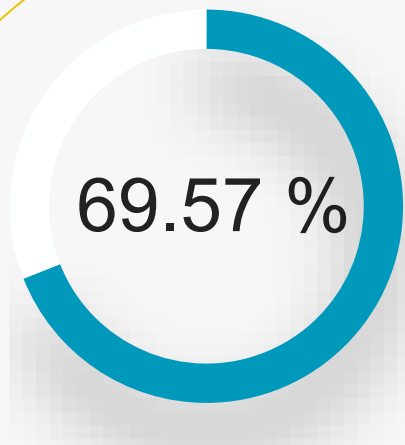


Lack of EU topic specialisation in journalism

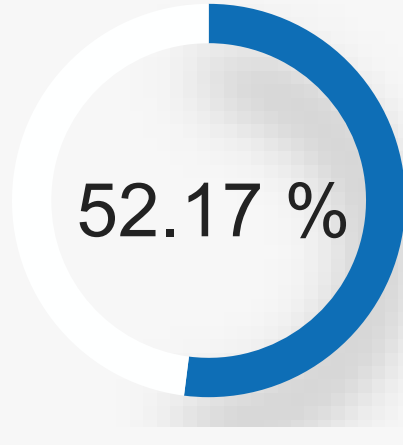


Limited access to up-to-date data for media

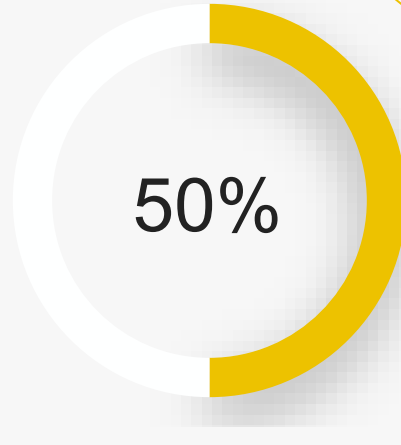
What types of media do you typically engage with?



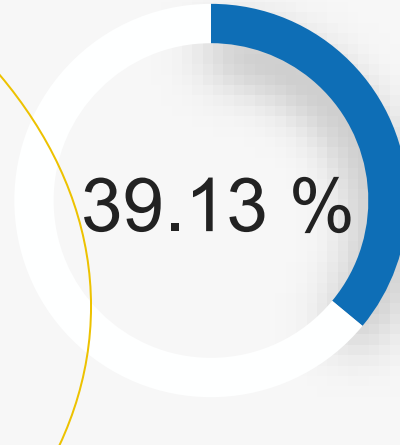
**Local/regional
newspapers**



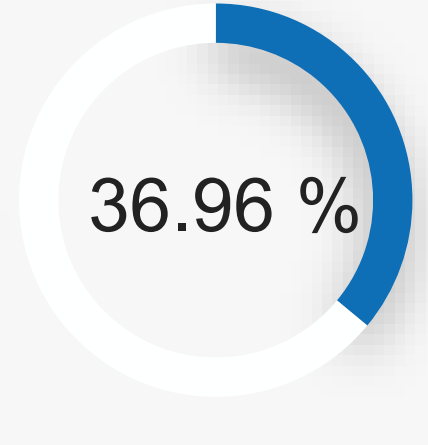
**Local/regional
media sites**



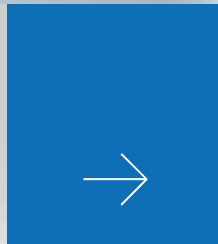
**Local/regional
TVs**



**National
media sites**



**National
newspapers**



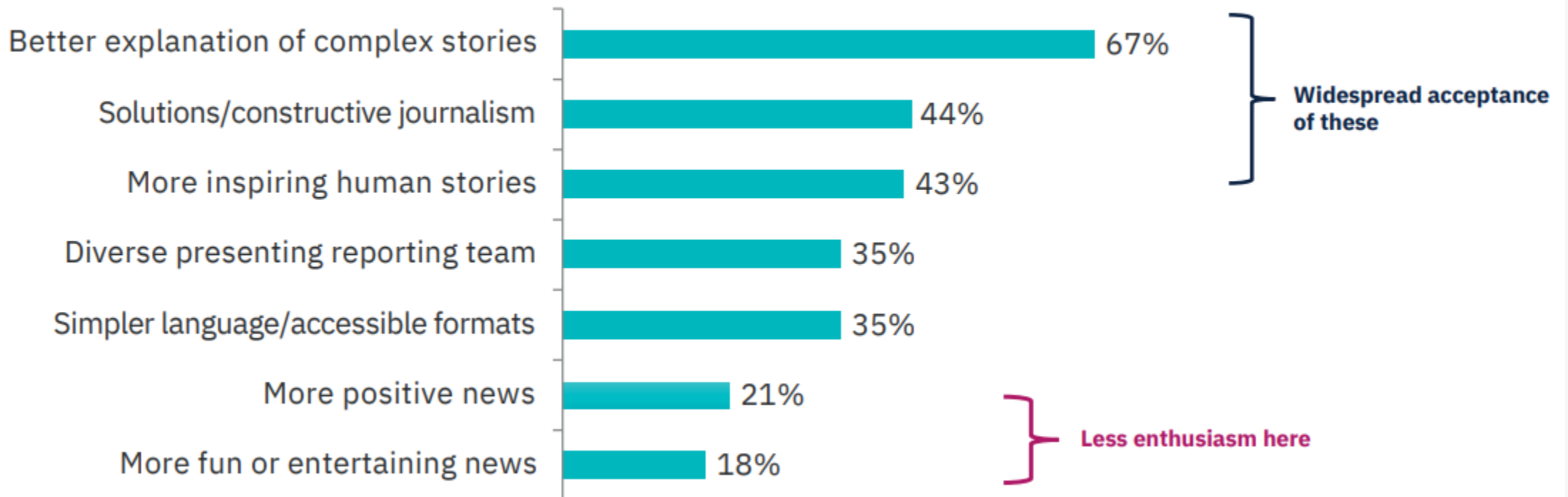
How to reach the media

What are the elements of a good story? How can we reach the media with Interreg?

[Link to the video](#)

Journalism, Media, and Technology Trends and Predictions 2024, Reuters Institute.

Approaches that are considered very important for combatting news avoidance/fatigue





(...) the concept of **constructive news** is all about: Giving the editorial glasses a polish so that we also see the stories about things that work. Things that dare to inspire to be both critical and constructive, to speak out about problems and actively search out stories that contribute to a solution.

Ulrik Haagerup,
CEO Constructive Institute, DK

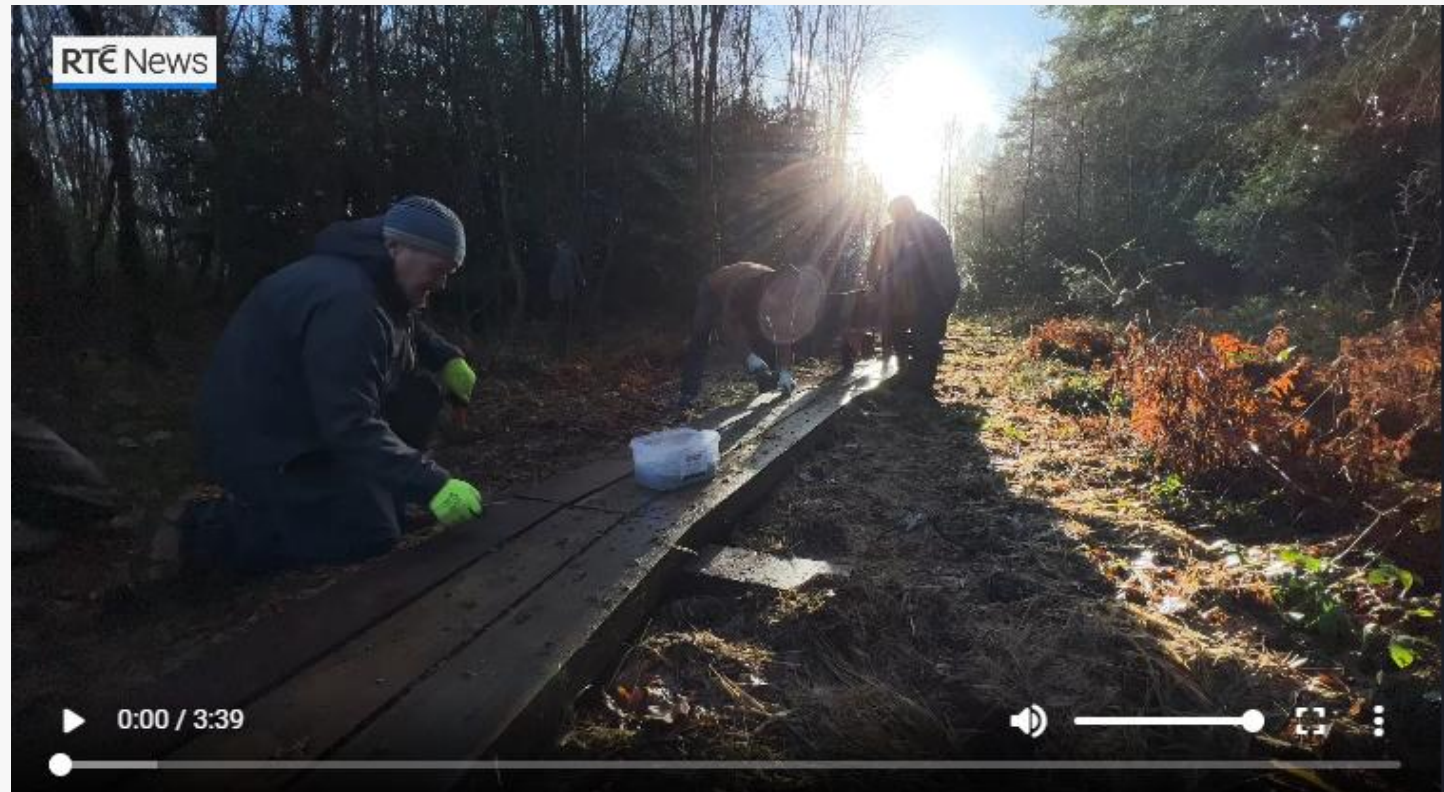
Letting go of doomsday narratives on climate change.

Example:

Series:

[Climate Heros \(RTE, Ireland\)](#)

Shows how individuals and businesses are making a difference.



THE JOURNALISM MINI-GUIDE

How to communicate effectively?



Are you working in the communication field but did not major in communications? Don't worry. This short guide will give you the key elements you should take into account when communicating an Interreg story.

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01

Some basic
journalism principles

02

How to deal with
the media?

03

The reality of media:
key figures

04

What EU media said about
communicating Interreg

05

Evaluation of your
communication activities

[Link to the guide](#)

Pitching to the media

When the media calls

Pitching to the media

Contacting journalists

Right journalist?

Quick intro

Ask if they have time



Your pitch

Clear message
(30 secs)

Why it's relevant

What you need
from them



If they're interested

Confirm next steps:
send info, photos, etc.

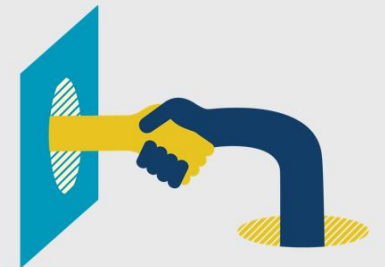
Be clear on what you
discussed



Follow up

Send promised
materials

Thank them if
published



European
Commission

Interact

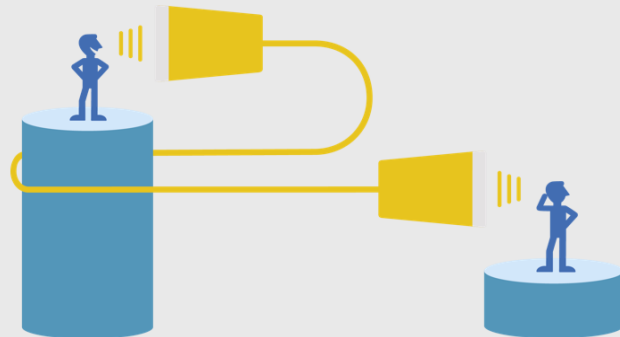


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When the media **calls**

First steps

Find out which media he/she represents, confirm their name and contact details



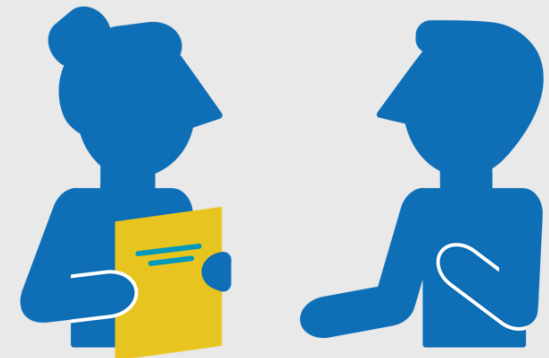
Their story

What's their angle?
Info needed and how it's used



Interview details

Live or recorded?
Air/publish date?
Confirm deadlines



European
Commission

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Focus on national, regional and local media (always highlighting the European angle)

Beatriz Ríos, Spanish
correspondent in Brussels



The ‘Elevator pitch’

It's an informal term that refers to a quick way to introduce yourself, summarize an idea or project, and connect with someone. This is key nowadays due to all the informational "noise" and our lack of time.

ABCs of effective communication: **A**ccuracy,
Brevity and **C**larity

**The client always tunes into
WIIFM (What's In It For Me?).
Everything else is noise.**

Steve Woodruff, President
Impactiviti/ClarityFuel

PROBLEM



SOLUTION



RESULT



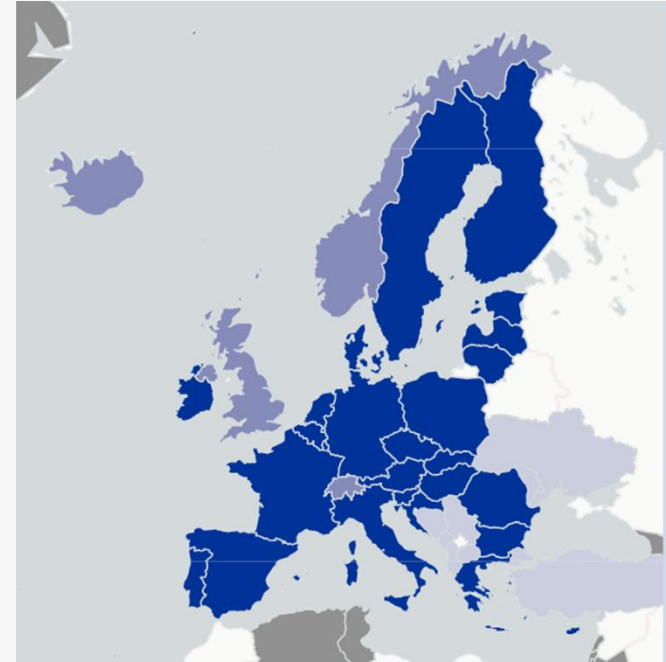
PROBLEM



SOLUTION



RESULT



PROBLEM



SOLUTION



RESULT



BRANDING



Main conclusions

- **Personalize** your event
- The **impact** of Interreg in your region is not just one element, it's **the key!**
- Translate Interreg into **practical examples**
- Provide **all information** about the event
- Find a **different angle** for it
- Avoid general labels such as „climate change“ - **be more specific**
- Make the piece of news: **interesting, new, engaging, informative and relatable** for as many people as possible



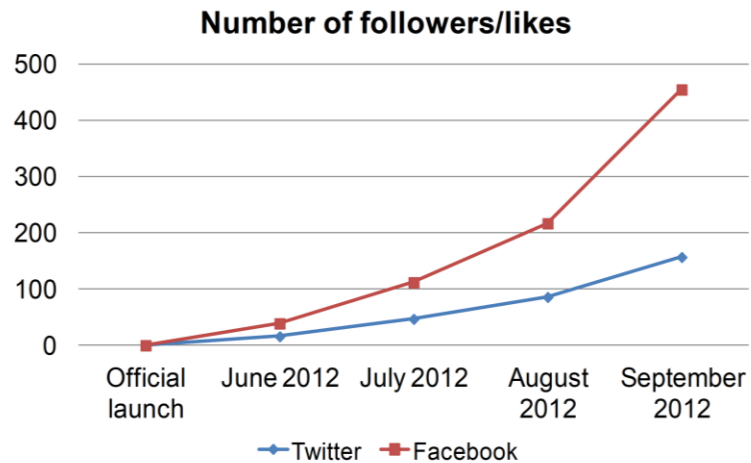
How to promote on social media

Tips and tricks on how to maximise
visibility of our local events



Why social media matters?

Interreg Cooperation Day is all about local impact. Social media brings that impact **to life** and **to more people**. Our **goal for 10 years** of Cooperation Day became our **annual reach target**.



Social Media

17 321 825
people reached
by social media.

The social media impact of the Interreg Cooperation Day continues to grow, with more than 17 million impacts. This is largely due to the efforts made by both Interact and the programmes to disseminate the events. The human and economic efforts are obtaining very good results in recent years in this area.

Key channels to focus on

- **Facebook:** Local communities, events, older demographics + Interact boost
- **Instagram:** Visual storytelling, younger audiences, stories & reels
- **LinkedIn:** Partners, institutions, cross-border professionals
- **X (Twitter)*:** Real-time updates, tagging EU stakeholders (*consider alternatives)
- **Bluesky:** Experiment-friendly, early adopters, policy-minded circles
- **YouTube:** Best for recap videos, interviews, and livestreams

Social Media

Follow us on our day to day journey

Dive into captivating stories from our social media platforms.
Follow the day-to-day journey of Interreg EU.



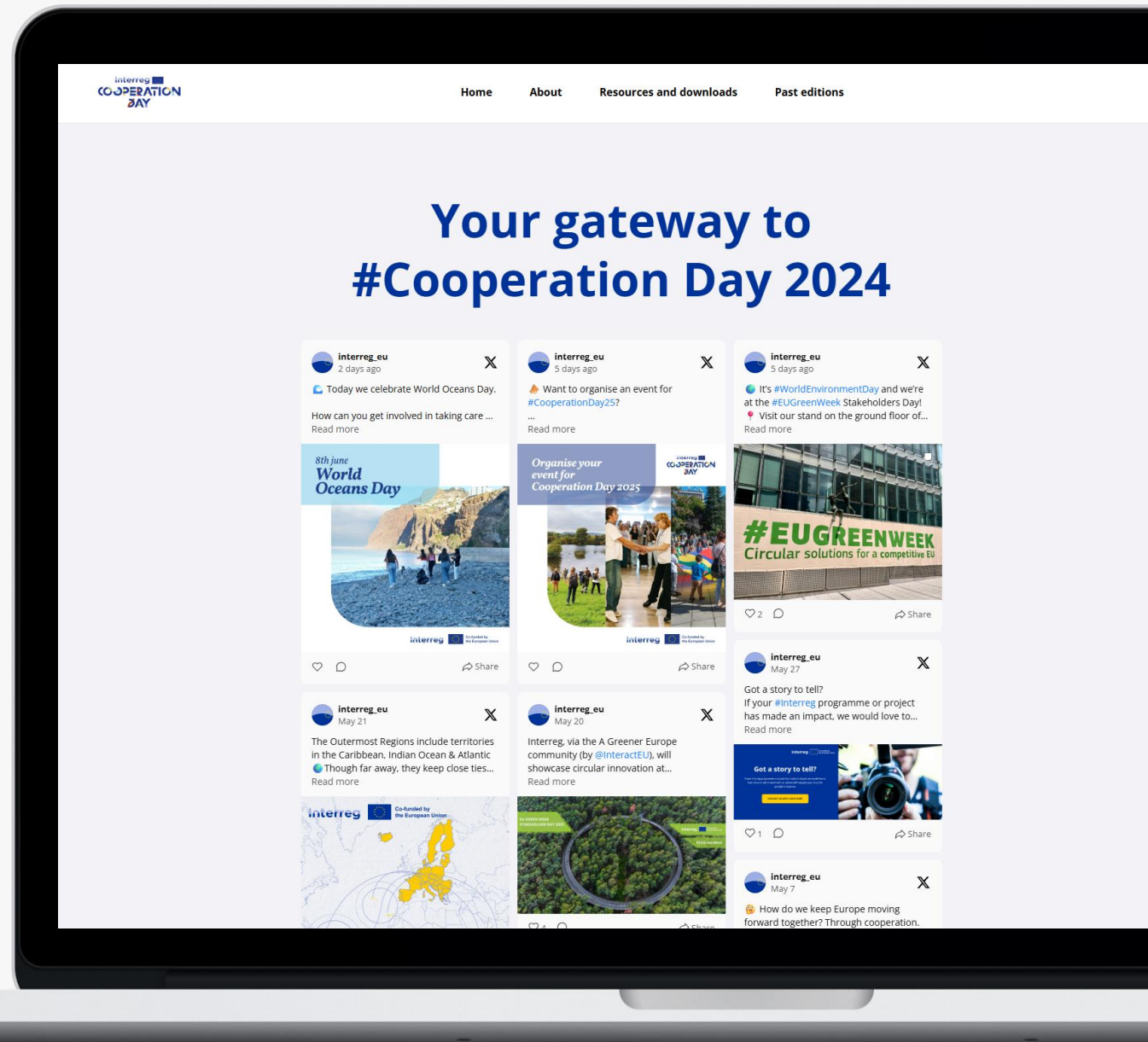
Content type that works best

- **Photos:** people, activities, EU flags, smiles, sincere moments, people enjoying themselves
- **Short videos:** interviews, timelapses, community quotes (re-use: YouTube, Insta, reels)
- **Countdowns & infographics:** fun facts about the campaign, programme, project/s
- **Quotes** from organisers, participants, VIPs
- **Shout-outs** to partners and speakers (tag)



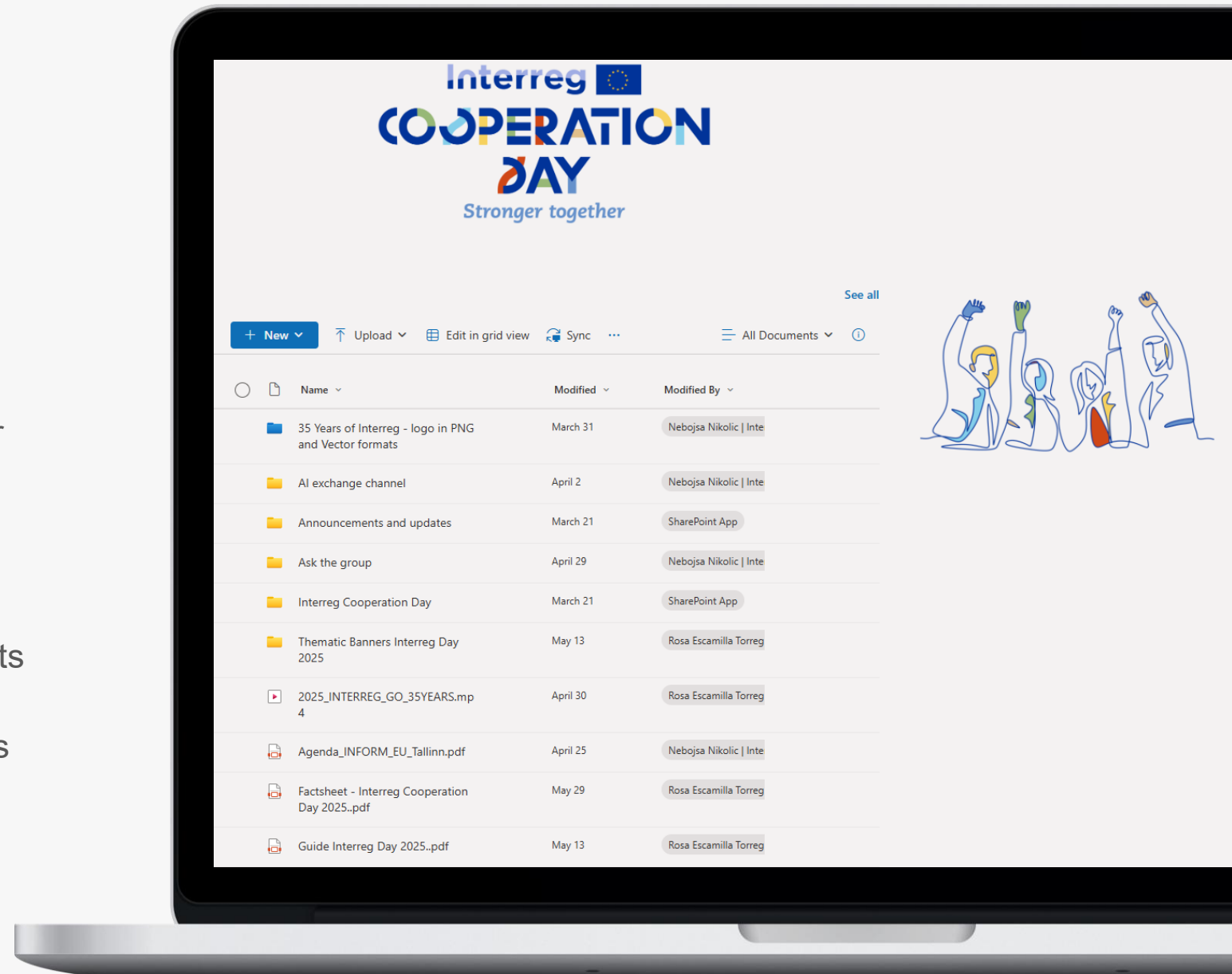
Message tips

- Keep it human and visual
- Use plain and local language/s
- Tasteful humour can be welcome
- Use hashtags:
#InterregDay2025
- Add your region/country/event hashtag too



Use what's already made

- Interact visuals assets: Our SharePoint space
- Promo video (35 years)
- Photos from previous events
- Moments from preparations (“making off” style)



Timing and posting plan

Before the event:

- Announce event
- Share countdown stories/posts
- Tease your preparations

During the event:

- Go live or post real-time photos
- Tag people and partners
- Share participant quotes

After the event:

- Post recap album or short video
- Say thank you
- Highlight a fun or emotional moment



Amplify your local event

Introducing our paid promotion campaign



The challenge

Reaching your audience
in a saturated digital
world



Challenges we might face

Market saturation



Algorithmic changes



Limited budget



The solution

Our dedicated paid promotion campaign to boost your local event posts on Facebook

Social Media

17 321 825

people reached

The impact of social media is the highest in the historical series.

2024 Evaluation Report:

Final number combining paid promotion by Interact and individual promotion by the programmes.

What is a paid promotional social media post?

Sponsored content that businesses or individuals pay to display to a specific audience





This campaign is designed to cut through the noise and **connect you directly with your target audience.**

Interreg Day Team

Key benefits



Increased Reach and Engagement

Connect with a wider audience beyond your current followers.



Precise Audience Targeting

Ensure your event reaches the most relevant individuals.



Higher Visibility

Your event stands out in crowded feeds.



Measurable Results

Track the effectiveness of your promotion efforts.

How it works – the campaign structure – support from Interact

1

Our campaign, running from August to October, is a joint effort to maximize your event's reach

2

Interact will help you boost your local event posts on your Facebook account

3

This can involve a combined promotional budget from Interact and voluntary extra investment from Programmes.

Steps to participate - your role in a successful campaign

Participating in the campaign is straightforward:

1

Plan Your Post

Once your event details are fixed, draft your post and prepare visuals.

2

Share Your Draft

Enter event details in the spreadsheet and upload visuals to the OneDrive folder.

3

Authorize Advertisers

Grant editor rights on your Facebook page to the company managing ads (Estimado)

Important considerations

Defining your target audience

We will consider:

- **Demographic Data:** Age, gender, geographic location, and education level help design resonant messages
- **Interests and Behaviors:** What do they like to do? What other content do they consume?

The more specific you are, the more effective your campaign will be



What do we want to achieve?

Consider what success looks like for your specific event:

- Do you want to drive more traffic to your event's webpage?
- Do you want more participants attending your event?
- Do you want to engage new audiences who haven't attended before?
- Do you want people to register in advance or show up spontaneously?
- Do you want local media or influencers to cover your event?





Deadline

Fill in the excel and give access to your account as soon as possible to allow ample time for promotion (minimum 2 weeks before your event)



Language

Draft your post in English with a translation into local languages. The targeting campaign will prioritize showing ads in the native language



Always fill in the excel, upload the photos and send me an email

rosa.escamilla@interact.eu

Cooperation works

All materials will be available on:

[Interact website](#)