



2025
Interreg Cooperation Day
***Evaluation
Report***

Stronger
Together

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Introduction

Interreg Cooperation Day is one of the biggest communication campaigns showcasing the value of European Territorial Cooperation. Every year, around 21 September, programmes across Europe and beyond organise a broad range of events to highlight what EU collaboration brings to citizens' daily lives.

Since its launch in 2012, the initiative has grown into hundreds of local actions - in fact more than 1.500 events to date - bringing people together for cycling tours, concerts, community meals, sports or workshops! These events reach large audiences and show, in simple and engaging ways, that meaningful results happen when communities join forces across rivers, mountains, regions or administrative systems.

This year's edition also coincides with Interreg's 35th anniversary, a milestone that underlines how deeply rooted territorial cooperation has become across Europe.

This report presents the analysis of Interreg Cooperation Day 2025. It draws on the data collected directly by Interact and on the information submitted through the survey completed by the programmes that organised events this year.

This is the eighth edition of the report using the same methodology, which allows for direct comparison with previous years and highlights the evolution of key campaign characteristics over time.





Interreg Day 2025 at Glance

N° events



Location of events



39 programmes involved



Place of the event



Participants



Most used and effective
communicative tool



Social Media



Main difficulties



Organisers'
satisfaction



Interact
support satisfaction



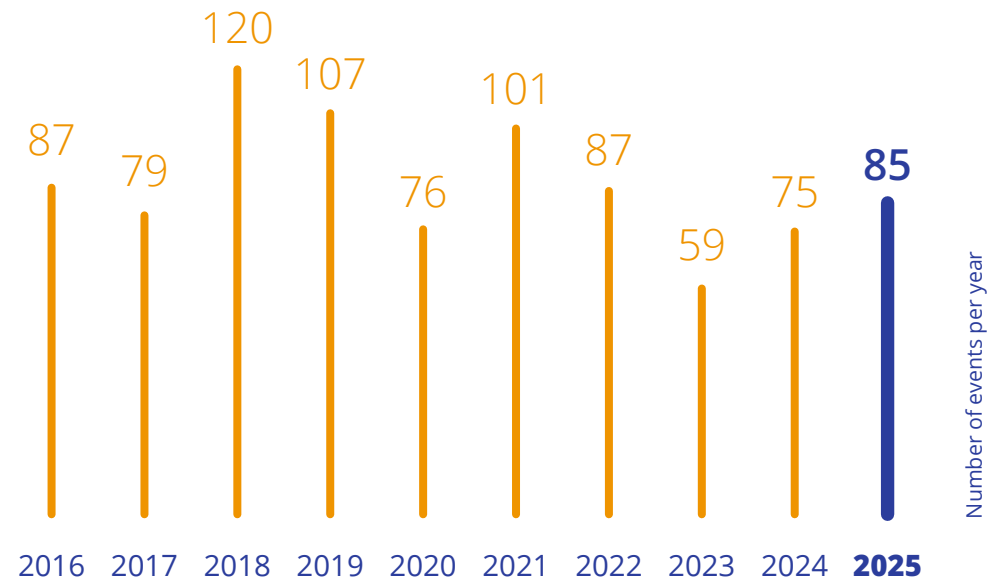
Events

How many?

85 events

The number of events remains stable, with a slight increase.

Over the last 10 years, the average is 87 events, with a range from 70 to 100, including some positive and negative peaks.



Average last 10 years

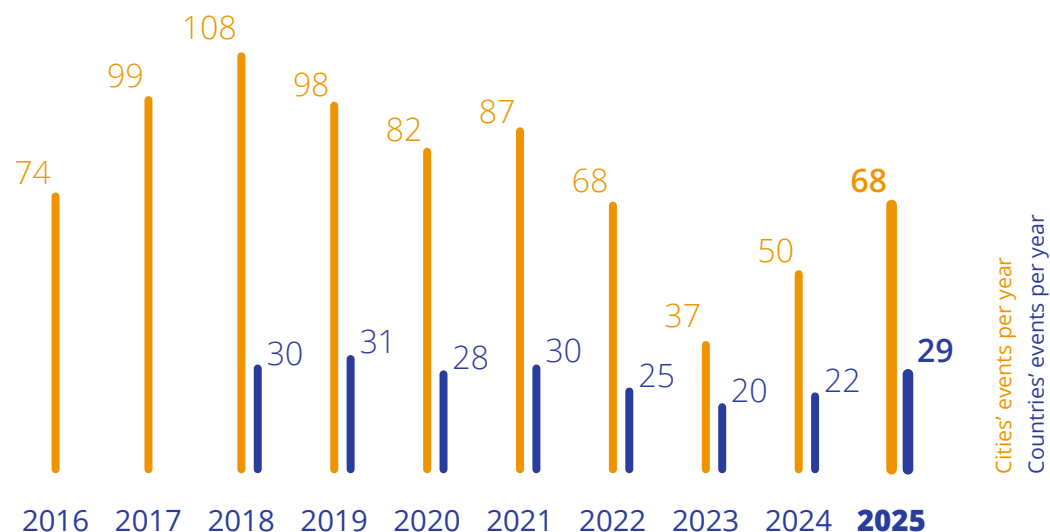
87

Where? Countries & cities

**29 countries &
68 cities**

In this edition, the number of countries and cities has grown significantly. The number of countries is close to the highest levels in the historical series.

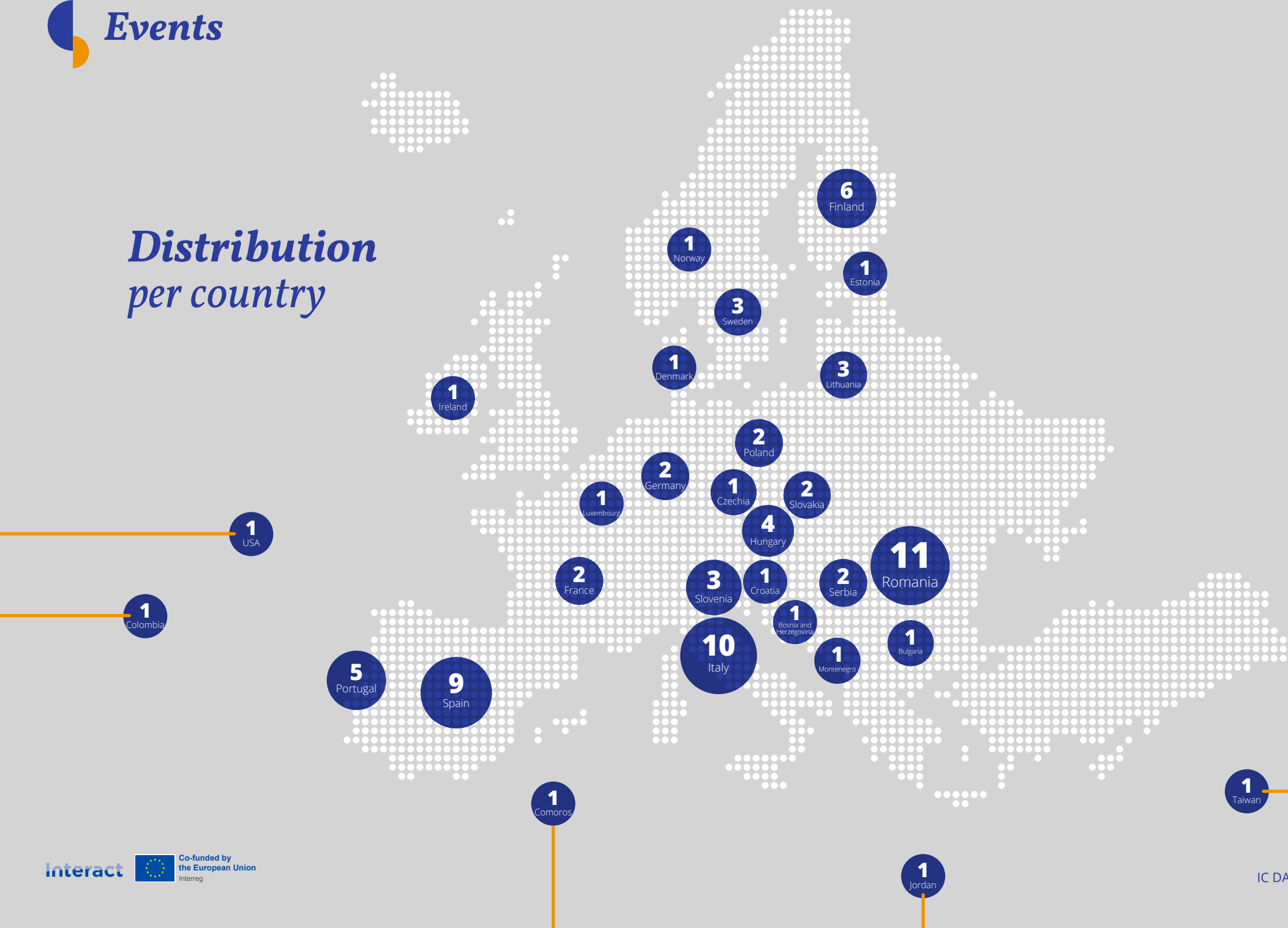
The highest concentration of events occurs in countries bordering Europe, both to the northeast and to the south. Another remarkable fact in this edition is the number of events held in countries outside of Europe, such as Jordan or the United States.



Average
last 10
years

87

Distribution per country



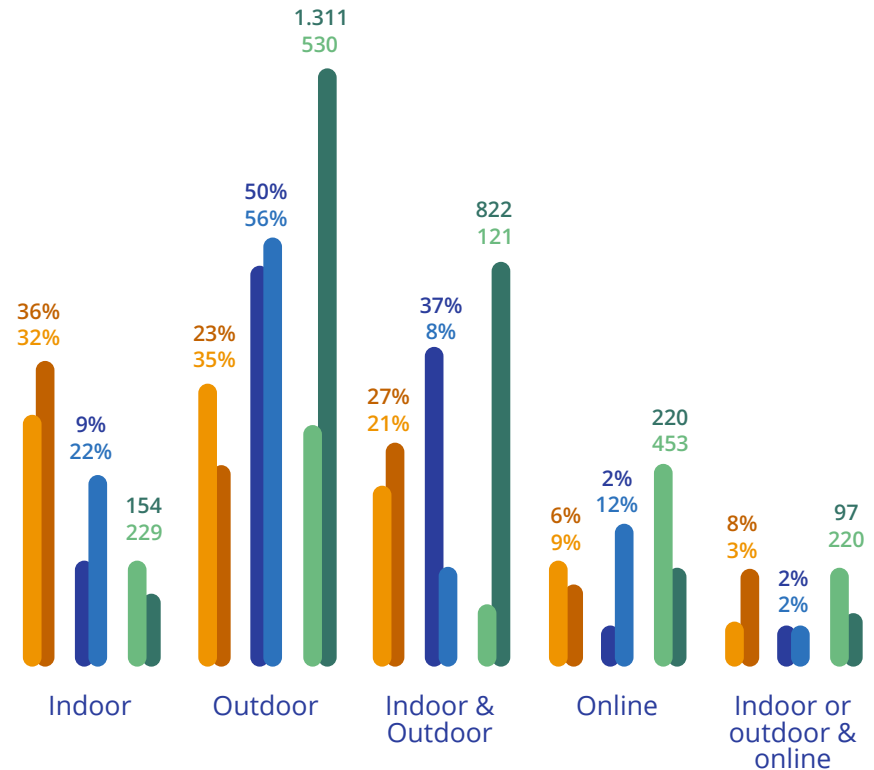
Where? Outdoor, indoor, online

37%

This year the most numerous events have been indoor (37%), followed by indoor+outdoor (28%).

However, events with outdoor activities have attracted the most attendees by far, both in absolute and relative numbers.

Online events continue the downward trend of recent years.
Large-scale events (mainly outdoor) are having the greatest impact.



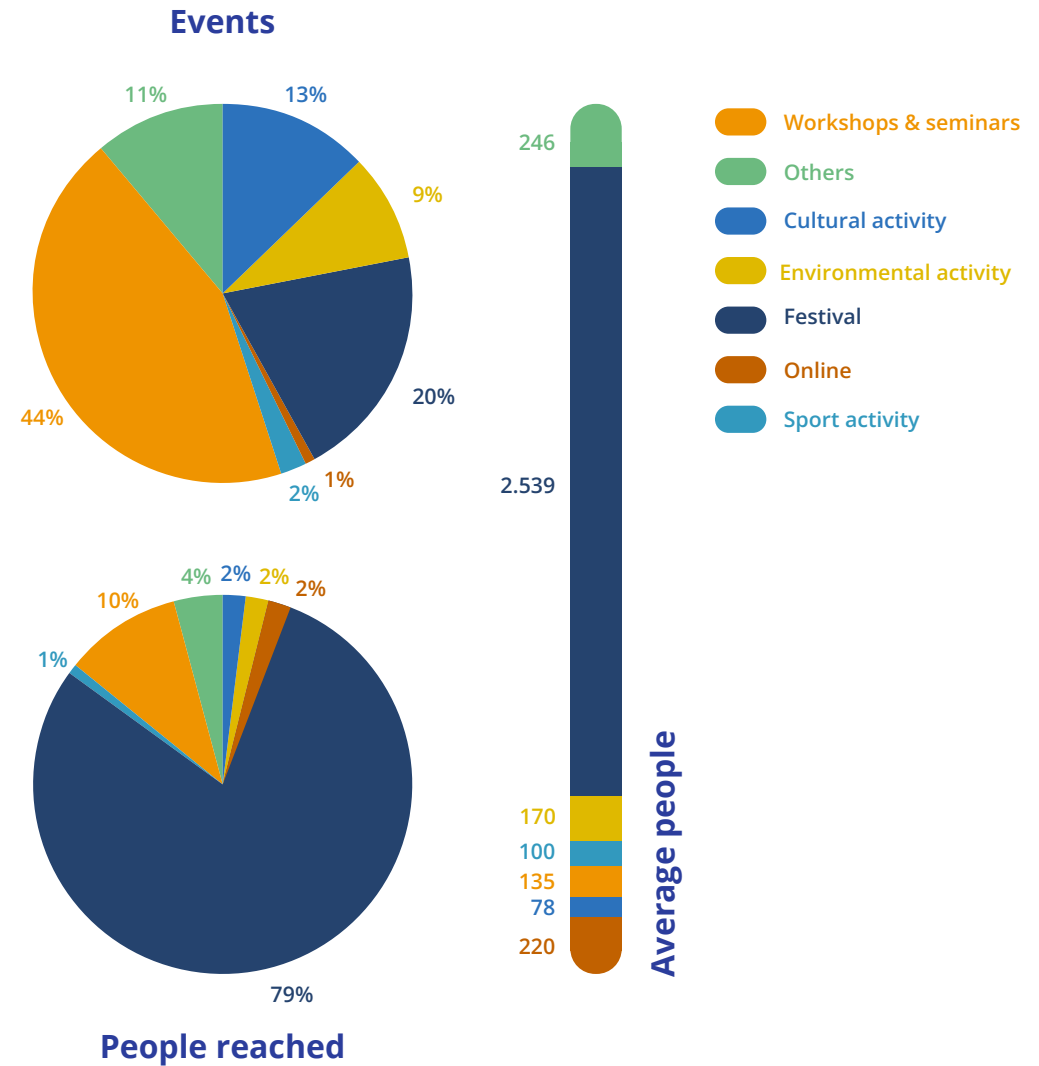
Events in 2023 - Events in 2025
People reached 2023 - People reached 2025
Average people 2023 - Average people 2025

Typology

623 people

The number of attendees per event has almost doubled (+87%) compared to last year.

Although workshops are the most common type of event (44%), festivals are by far the event with the greatest impact in terms of attendees, attracting 81% of the total audience. Festivals are traditionally the most successful type of event in terms of attendance.



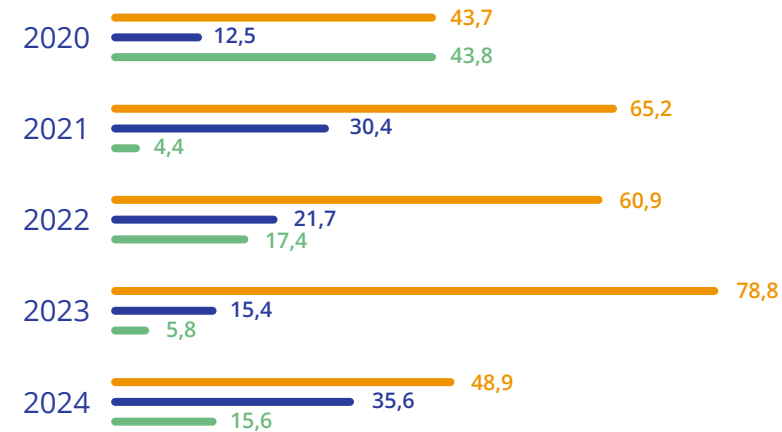
Target

49%

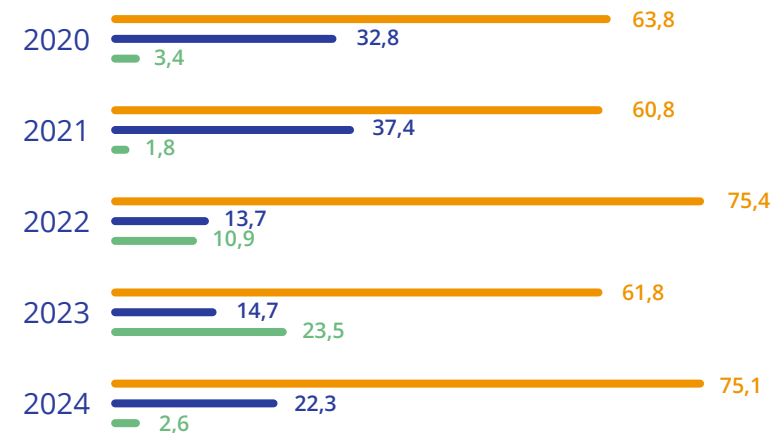
Although the number of events aimed at the general public has decreased to 49%, the impact in terms of attendees has remained at peak levels, reaching 75%.

Events aimed at policy makers, either wholly or partially, will only include 25% of attendees.

Type of event



Participant per target audience



General public
General public & policy makers
Policy makers

Programmes

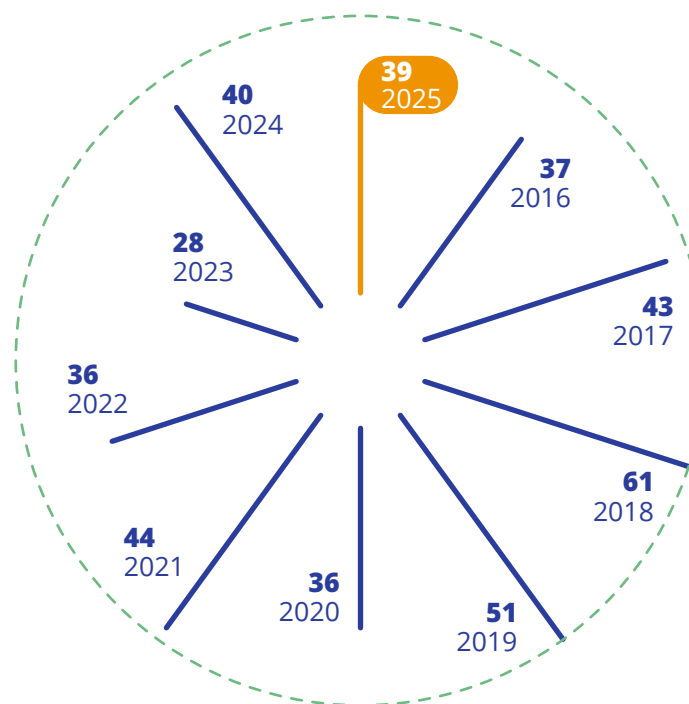


Photo credits: InterregNPA / Christian Lindahl Finstad

How many?

39 programmes

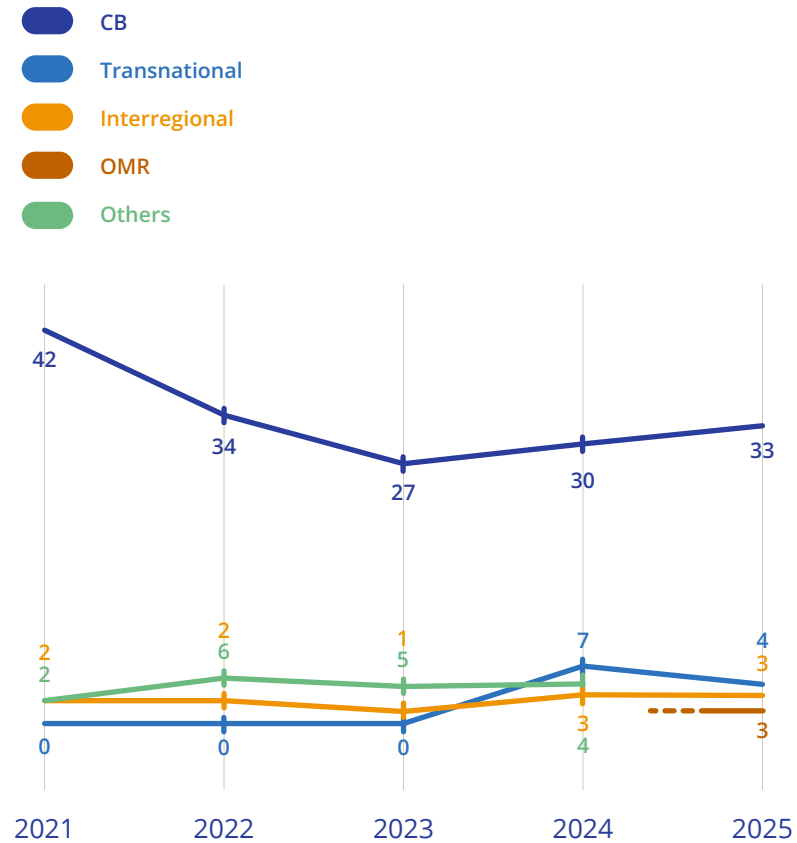
This year, a total of 39 programmes participated, among them 4 transnational and 2 outermost programmes. Their involvement was complemented by the presence of 3 National Contact Points, whose contributions added further value to the activities carried out. A notable trend this year was the predominance of in-person events, as programmes increasingly opted for physical gatherings, resulting in a clear drop in online activities. This shift highlights a renewed preference for face-to-face interaction. Looking at the broader picture, participation levels remain consistent with previous years.





Per strand

*The distribution of programmes between strands **remains largely unchanged.***



Impact



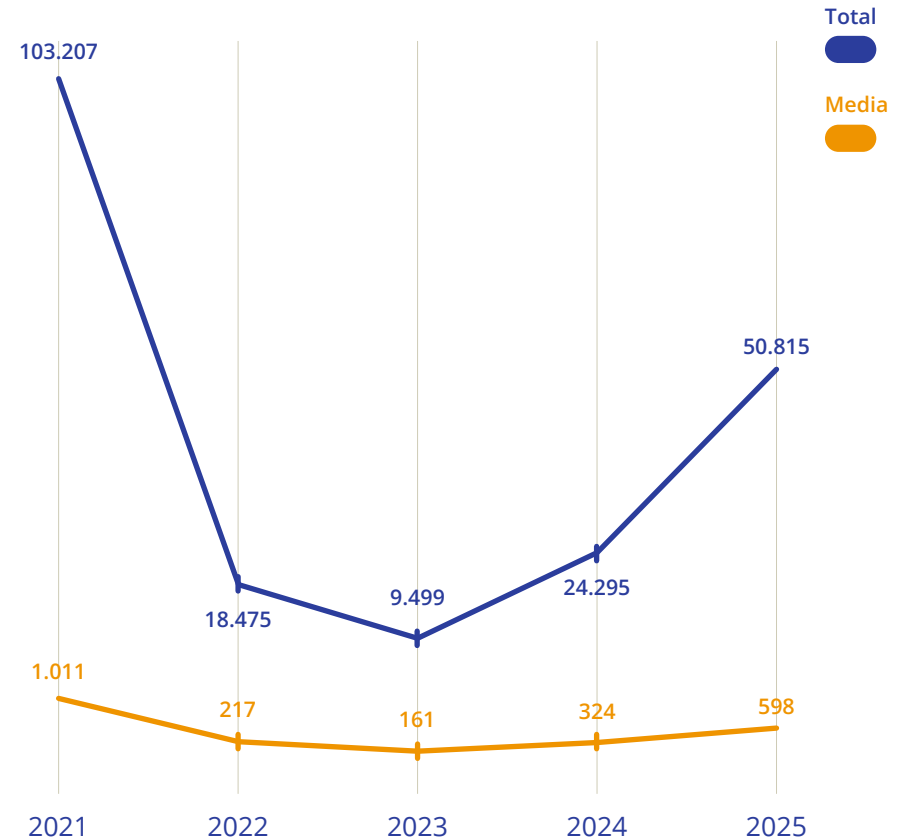
Participants

50.815 participants*

The number of attendees has doubled compared to last year.

This growth is mainly due to the increase in the number of attendees per event (598), not so much to the increase in the number of events.

(*) The total amount of participants is difficult to calculate since not all organisers filled in the evaluation questionnaire and the majority of the events were open to the public without pass-control. The direct participants in the events are estimated taking into account the answers of the evaluation survey and the total numbers of events.



Social media

10.232.894

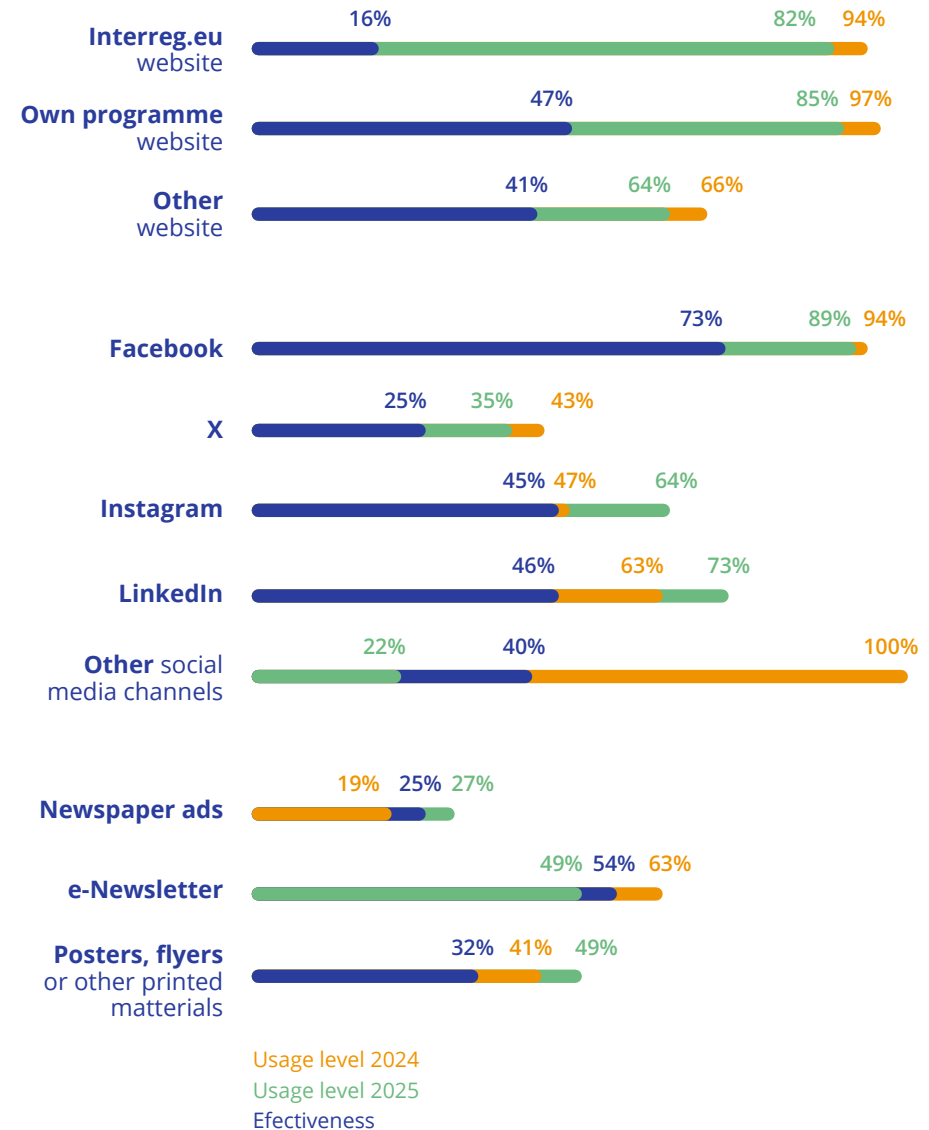
The number of people reached this year has exceeded 10 million. Although this represents a decrease compared to last year, it is important to note that, in the last few months, the global landscape of paid promotion has changed, influencing performance trends across all regions. At the same time, the number of people reached directly through the programmes' own actions has almost doubled, reinforcing their commitment and generating a more direct and immediate impact of the messages about European cooperation.



Media effectiveness

Only Instagram and LinkedIn are increasing their usage levels.

With the exception of these two channels, the overall use of online media has declined. However, the use of offline media (newspaper ads, printed materials) has increased. In terms of effectiveness, Facebook remains the most effective medium, but its downward trend of recent years continues. The effectiveness of e-newsletters is noteworthy; although still far from matching Facebook's effectiveness, they achieve good results with a 54% effectiveness rate. The next most effective channels, with very similar ratings, are programme websites, LinkedIn, and Instagram (around 46%).



Organisers

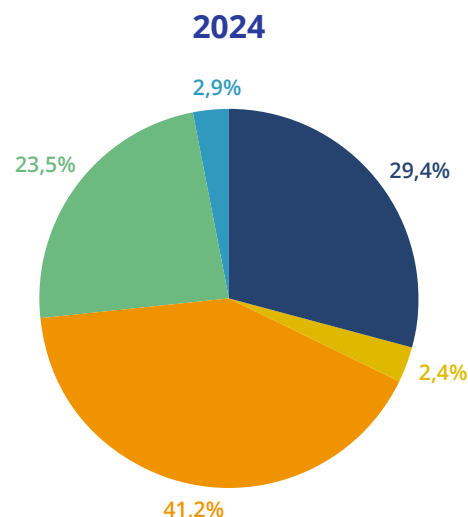


Who

40%

The main organisers are programmes (40%), followed closely by projects (35%).

Shared organisation between programmes has grown, but it is still an underutilized formula on Interreg Cooperation Day.



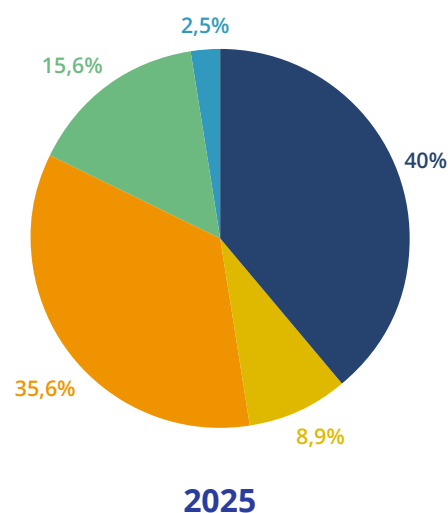
Our programme **was the main organiser of the event**

Our programme organised the event together **with another programme(s)**

The event was organised **by a project(s) funded by our programme**

Our programme organised the event together **with another institution/organisation (not a programme)**

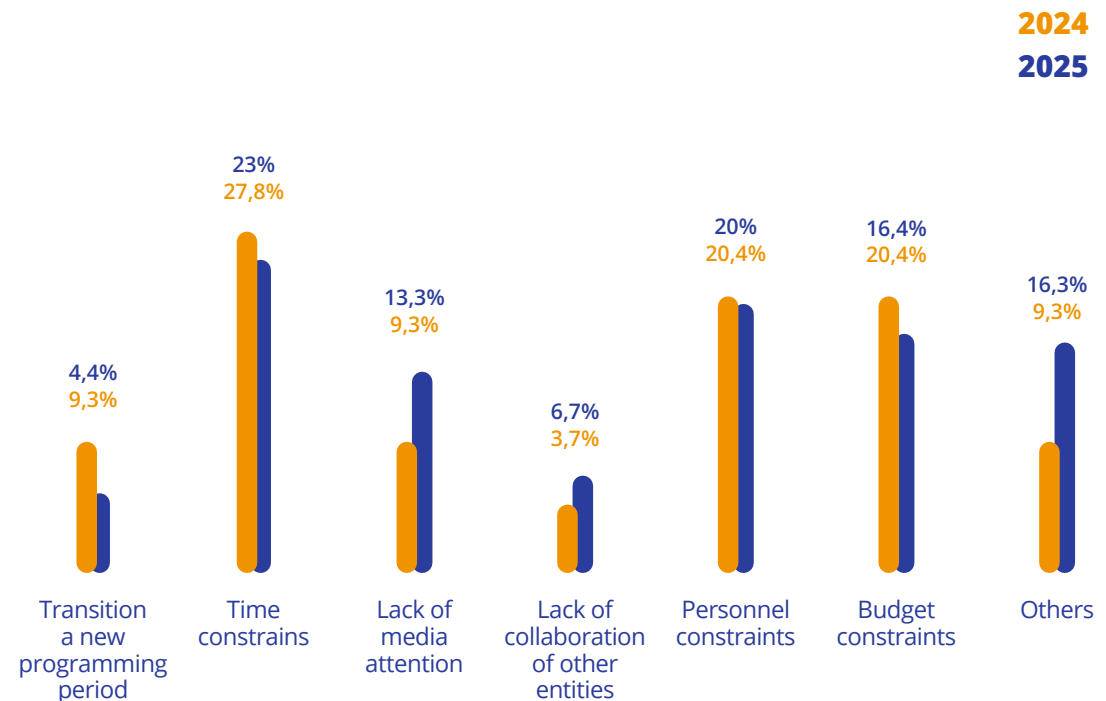
Other organisers



Difficulties

The difficulties in organising the event are very varied, although lack of time remains the main one (23%).

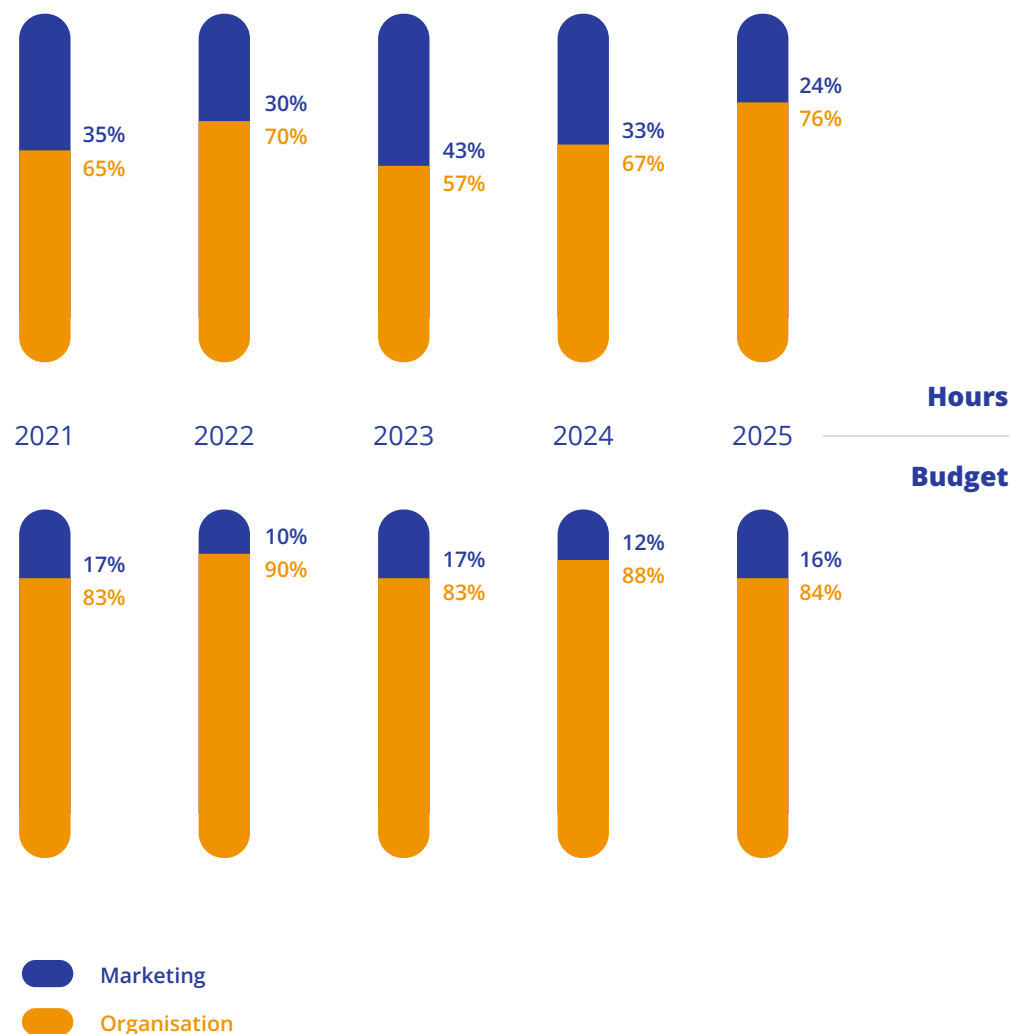
The lack of media attention is increasing for the third consecutive year and is approaching in importance (13%) the main limitations that are most common (time, staff and budget).



Efforts

Scarce effort is dedicated to marketing the events.

Both human and financial marketing resources have little weight in the overall organisation of the events. The effort in hours is the lowest in the historical record.

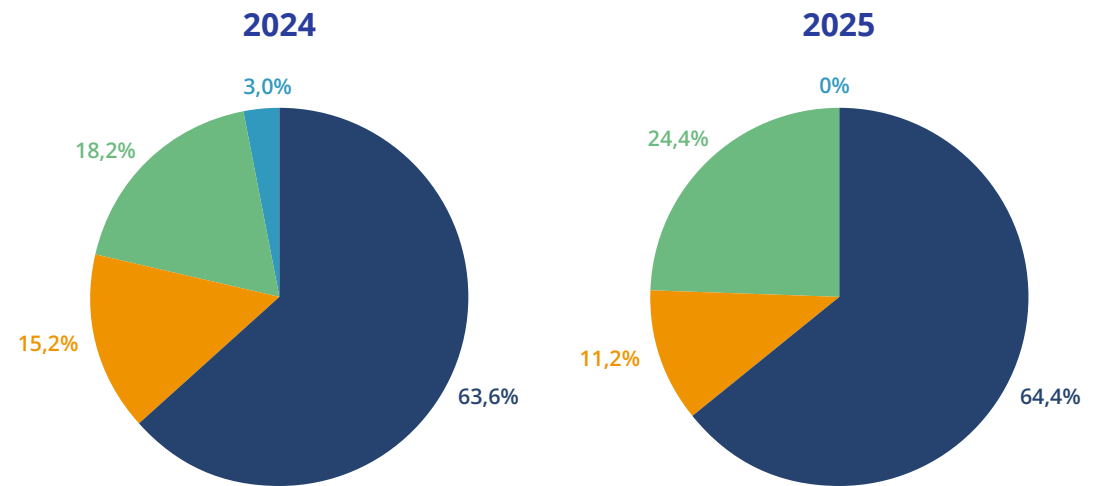


Achievements

64%

Achievements remain at very similar levels to those of last year.

The success of spreading the idea of Europe and its benefits is growing, at the cost of projecting the visibility of the European Union.



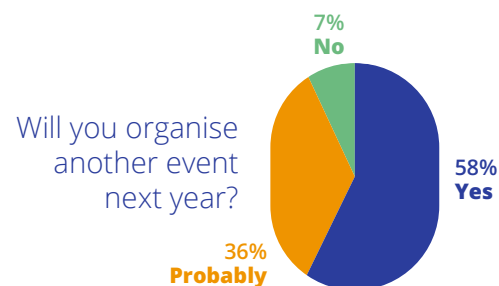
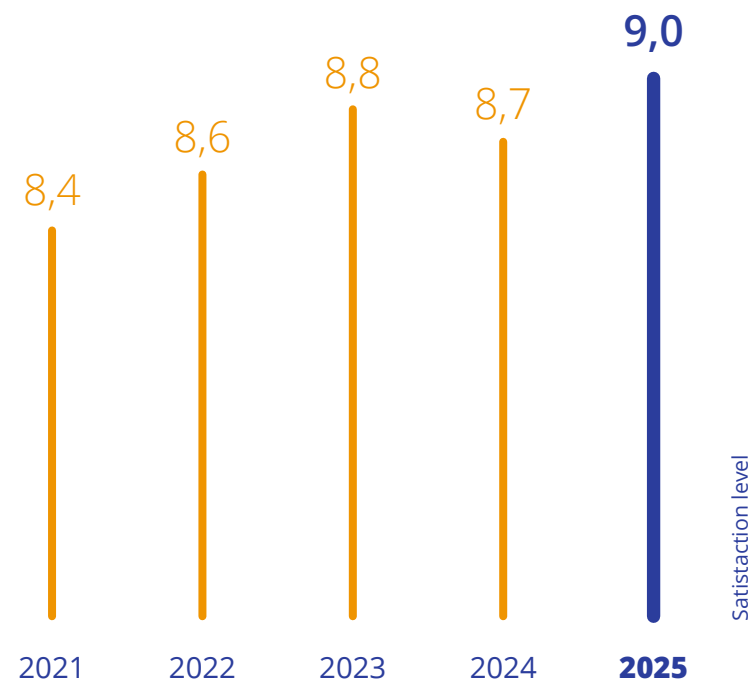
Improving the visibility of **European territorial cooperation**
Improving the visibility of the **European Union**
Becoming more familiar with the idea of **Europe and its benefits**
Not succeed in getting the message

Satisfaction

9,0

A high level of satisfaction (9 out of 10) from the organisers had not been achieved since 2018.

However, the percentage of programmes stating they will not organise an event next year rises to 7%. Added to those who are undecided, this means only 58% are certain they will organise an event next year.



Interact support

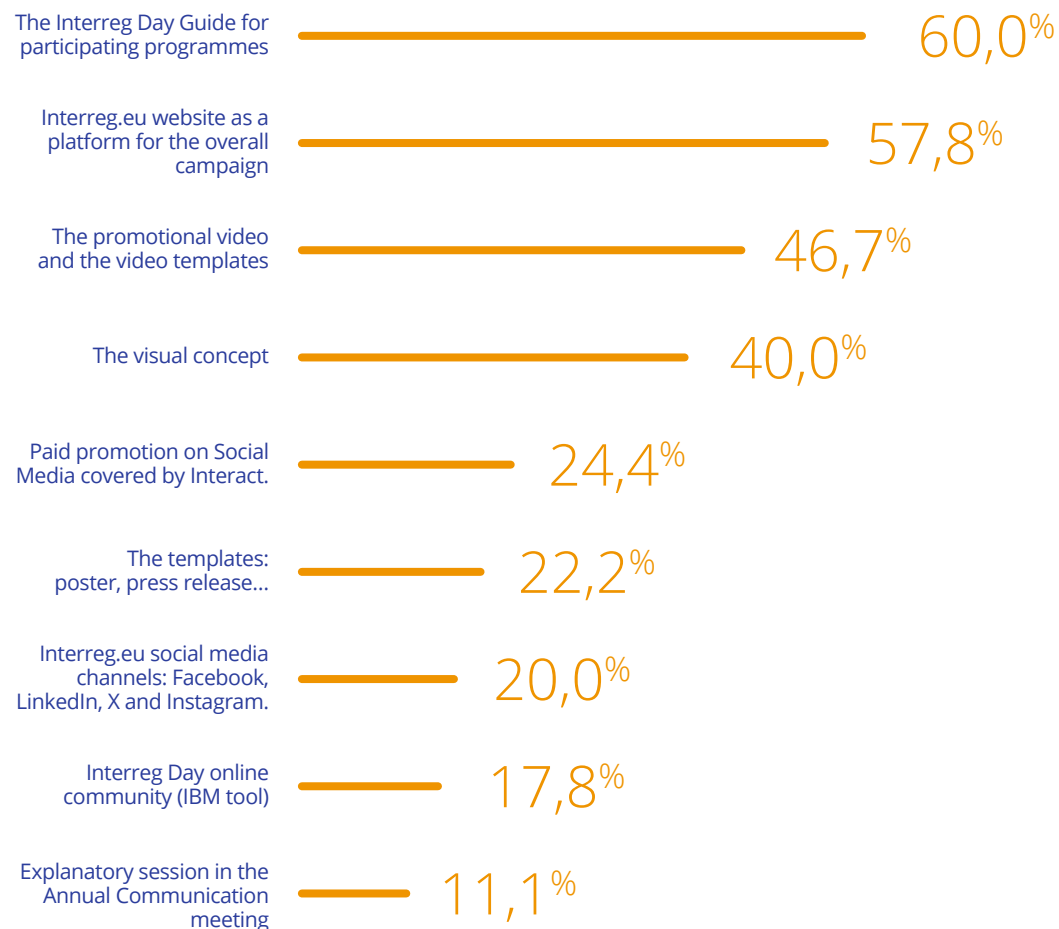


8,7

Interact's rating has dropped three tenths, although it remains at high levels.

Overall, Interact's support activities maintain a similar rating to last year, except for the Interreg Day Guide, which dropped by 16 percentage points.

Support from Interact that the programmes value the most...



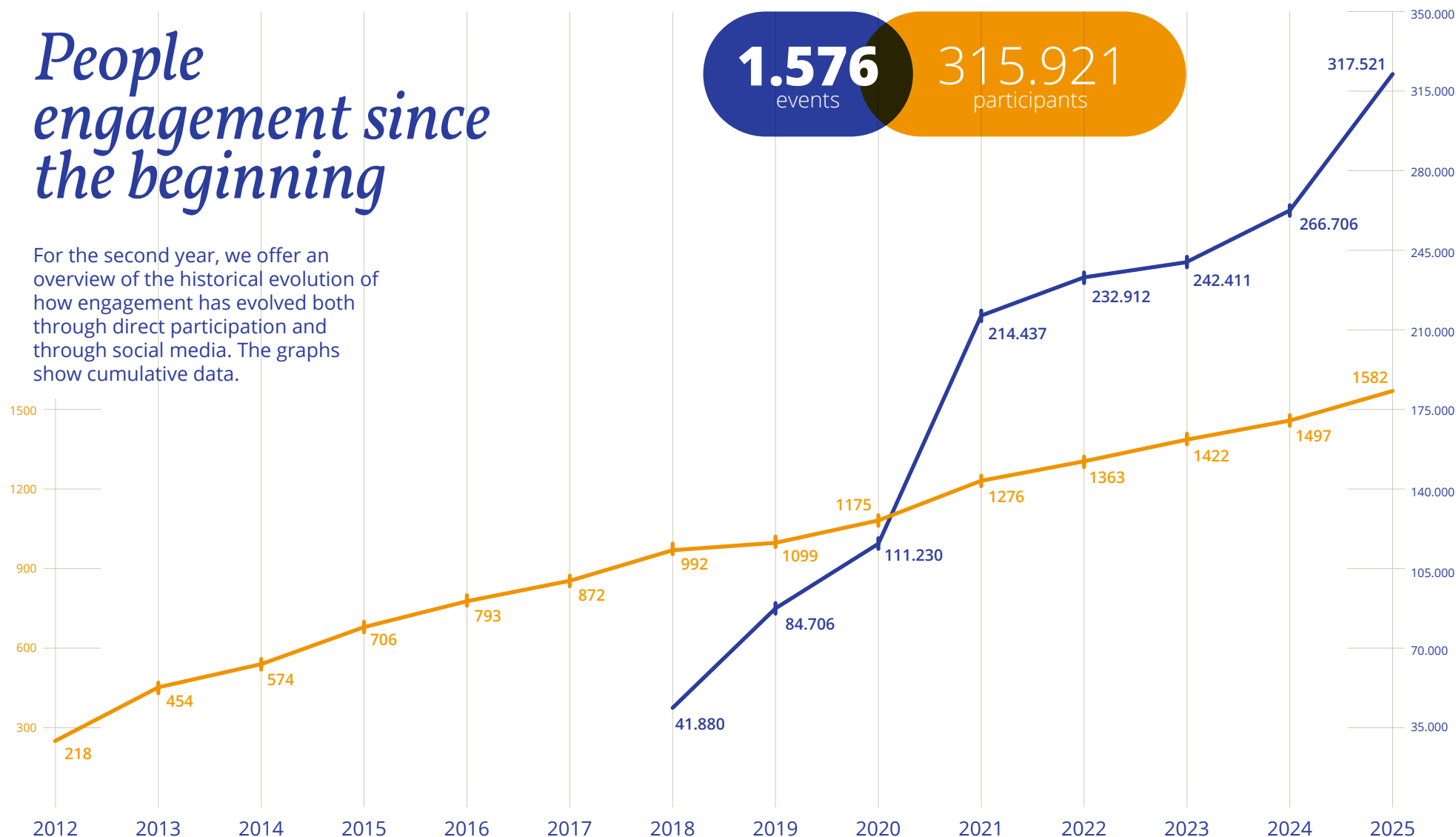
People engagement



Photo credits: InterregNPA / Christian Lindahl Finstad

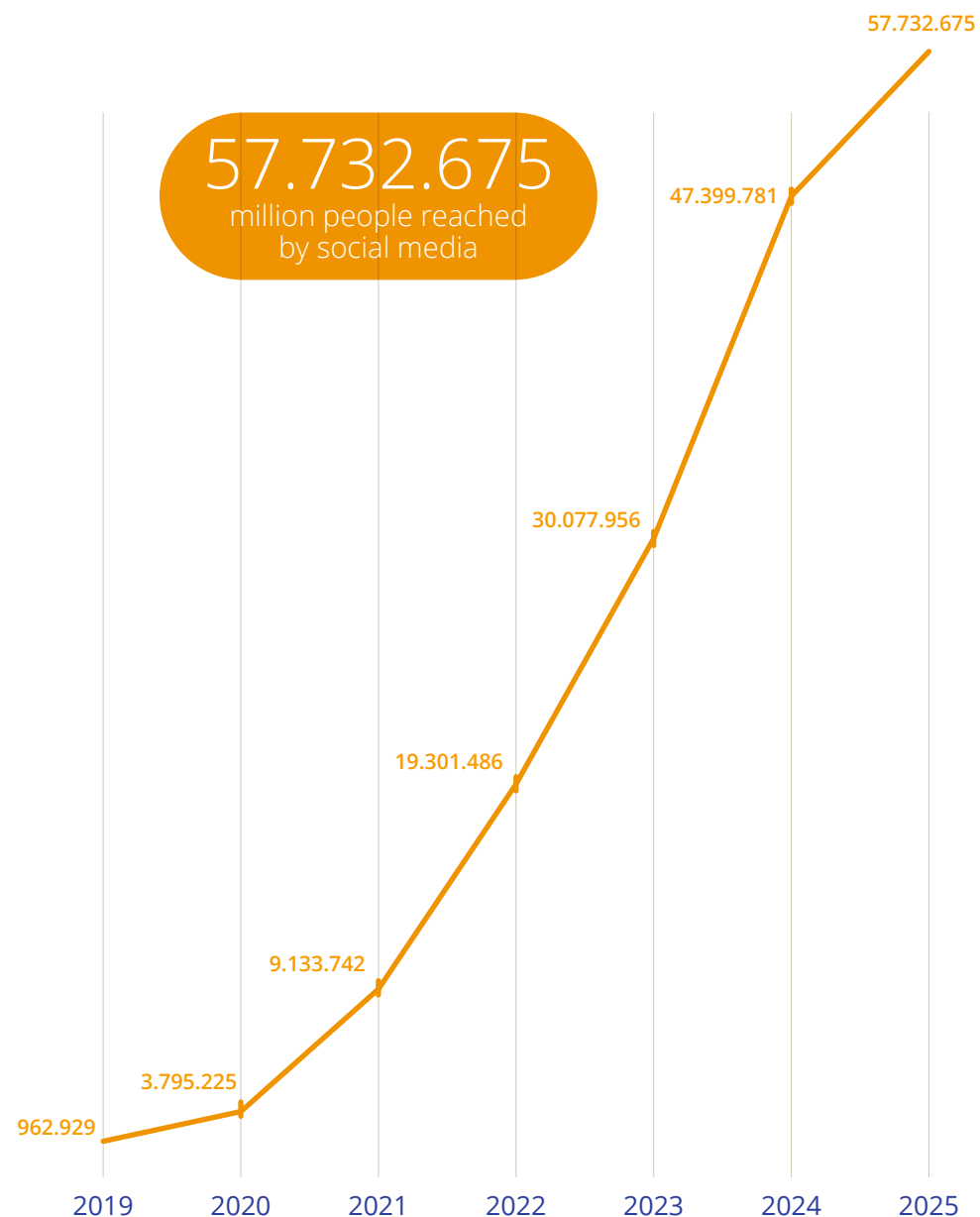
People engagement since the beginning

For the second year, we offer an overview of the historical evolution of how engagement has evolved both through direct participation and through social media. The graphs show cumulative data.



People engagement since the beginning

Impact social media





Conclusions

The most positive aspect of the 2025 edition is the increase in the number of attendees (50.815) at the events, which has doubled compared with the previous year. One of the reasons that explains this rise is that events classified as “Festivals” accounted for 20% of the total (versus 9% the previous year) and also increased their average number of attendees, going from 2.017 to 2.539. It could be concluded that the greatest impact in terms of attendance is achieved with “Festival”-type events held outdoors.

The number of events has also grown, although it remains fairly stable within a range of 70 to 90 events per edition. In this regard, it is worth mentioning the increase in the number of countries and cities where events have taken place, as well as their geographical distribution, which shows a greater concentration of events in north-eastern and southern Europe. It is also noteworthy that this year events were held outside European territory (Comoros, Jordan, Taiwan, USA).

Another positive aspect to highlight is the increased reach of the actions carried out on social media. The impact achieved by the programmes has almost doubled that of the previous year, rising from a reach of 2,7 million people to 4,4 million in 2025. The impact of the Interact campaign has decreased compared to last year, due to the modification of the global landscape of paid promotion.

As for aspects to continue working on in order to further improve impact, attention should be drawn to the low level of dedication to marketing and communication, both in terms of human effort (hours devoted) and financial resources (budget). An improvement in how efforts are allocated (reducing organisational aspects in order to increase marketing) would probably have a significant effect on the ability to attract attendees and, therefore, on the dissemination of European cooperation.

Overall, organisers are very satisfied with the results (9 out of 10), although this does not translate into certainty that they will organise an event again next year.

Finally, the assessment obtained by Interact has been positive, although it has dropped slightly compared with the previous edition. The decline in the rating of the Interreg Day Guide may be one of the reasons for this slight decrease.



Acknowledgements

We would like to thank all programmes, projects and other institutions that have organised and participated in the events of IC Day. We would also like to thank those who filled in the evaluation survey, without their help this report would not have been possible.

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Evaluation report

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