

10 years of



# European Cooperation Day

*Sharing borders, growing closer*



Evaluation report 2021



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## / Introduction

10 years,  
+10 million people

Every year we commemorate the European Cooperation Day (also known as “EC Day”) on 21 September, and this year is a very special year as it is the 10th EC Day! But this anniversary is also special because we have greatly surpassed our goal of reaching the total of 10 million people, either by participating in events, or through the media and social networks. Our total reach for the past 10 years of the campaign is in fact **over 13.5 million people**.

With the “European Cooperation Day” campaign we would like to remind citizens that many good things come out when we join forces. In the past editions, people cycled together, sang together, planted trees, and in general had a wonderful time in each other’s company, in hundreds of events organised by EU cooperation programmes in over 30 countries.

This report analyses the results of European Cooperation Day with data collected directly by Interact,

detailed reports from the social media analytics tools, as well as the information extracted from the standardized survey of the programmes that have organised local events.

This is the fourth edition that the report has been prepared following the same methodology. Therefore, in many sections the information includes comparison with the results from previous years, showing the evolution over time of some key characteristics. The special situation caused by the Covid-19 pandemic has also affected EC Day. Therefore, some statistics contemplate aspects derived from it, especially in relation to online events.

Finally, we want to thank all the programmes, projects, institutions and people that have made these ten years of EC Day possible, showing that European cooperation has a great future ahead of it.

## EC DAY at a glance

### Number of events

101

events

+33%

than 2020

### Location of events

31

countries

+

87

cities

### 44 programmes in total

27

CBC

5

IPA

10

ENI

2

Interregional

### Place of the event

9%

indoor

34%

outdoor

6%

indoor & outdoor

31%

online

20%

indoor or outdoor & online

### Participants

103 207

people

Online events boosted the number of attendees

### Most used and effective communication tool

Facebook

It continues to be the most used and most effective communication tool.

### Social Media

5 338 517

people reached

The impact of the EC Day campaign has doubled from last year.

### Main difficulties

Covid-19

The COVID-19 pandemic and time restrictions are the main difficulties that organisers have to prepare for the event.

### Organisers' satisfaction

8.4

The satisfaction increased lightly and is reinforced by the intention to organize an event next year.

### Interact support satisfaction

8.9

The EC Day website and the visual concept are the most valued actions.



\*

10 years,  
+10 million people





/ 10 years, +10 million people

13 549 821  
people\*

This year marks the 10<sup>th</sup> anniversary of the European Cooperation Day. For this reason, in addition to reaching a decade spreading the values of European cooperation, the goal of reaching the magic number of 10 million people reached throughout this decade was established, either through participation in events or reaching them through traditional media or social media.

The challenge was important because the accumulated figure until the previous edition was 7 898 191 people. However, everyone's effort and cooperation has shown once again that together we can achieve great things.

*(\*) Surely the total figure will be higher due to the lack of complete data for the first years.*



1

# Events

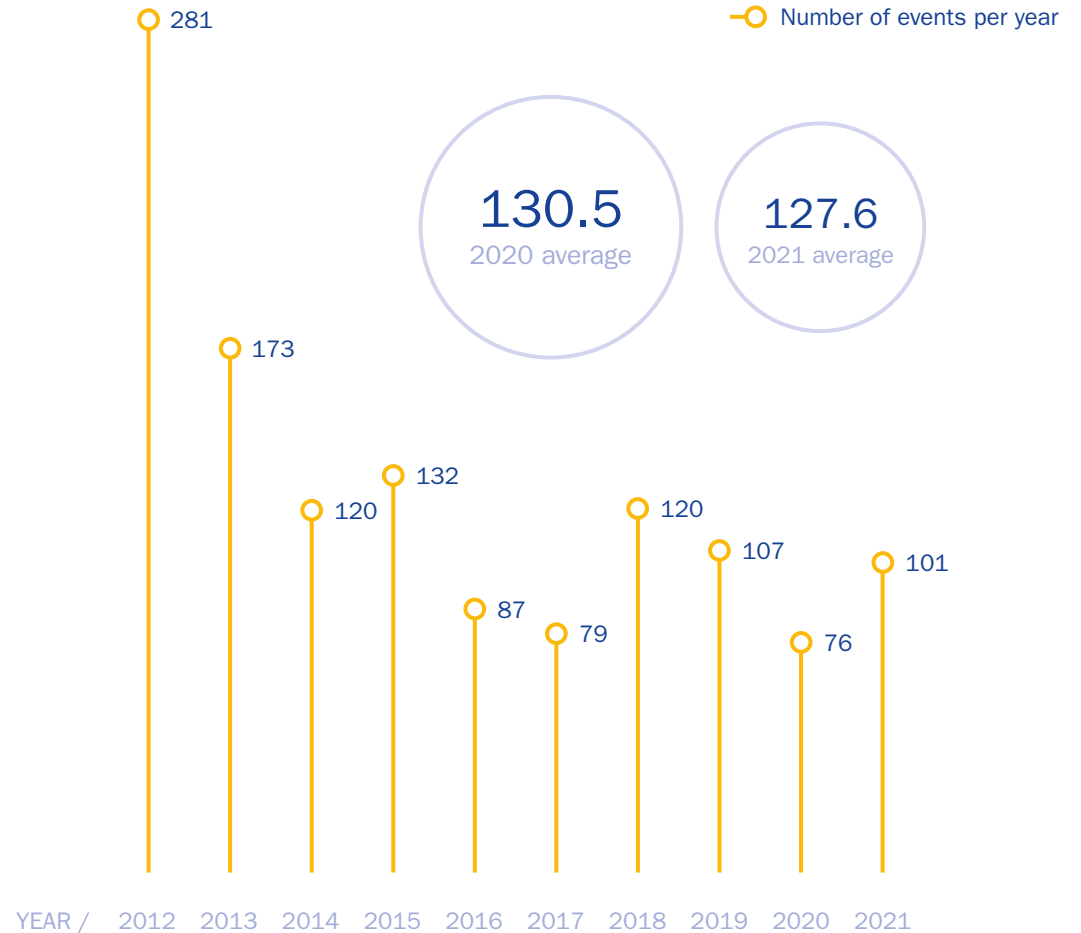


# How many?

101  
events

The events have increased from last year.

The events have increased from last year. However, they are lower than the year before the pandemic. The evolution follows a downward trend (the average and the moving average [n=5] is decreasing).

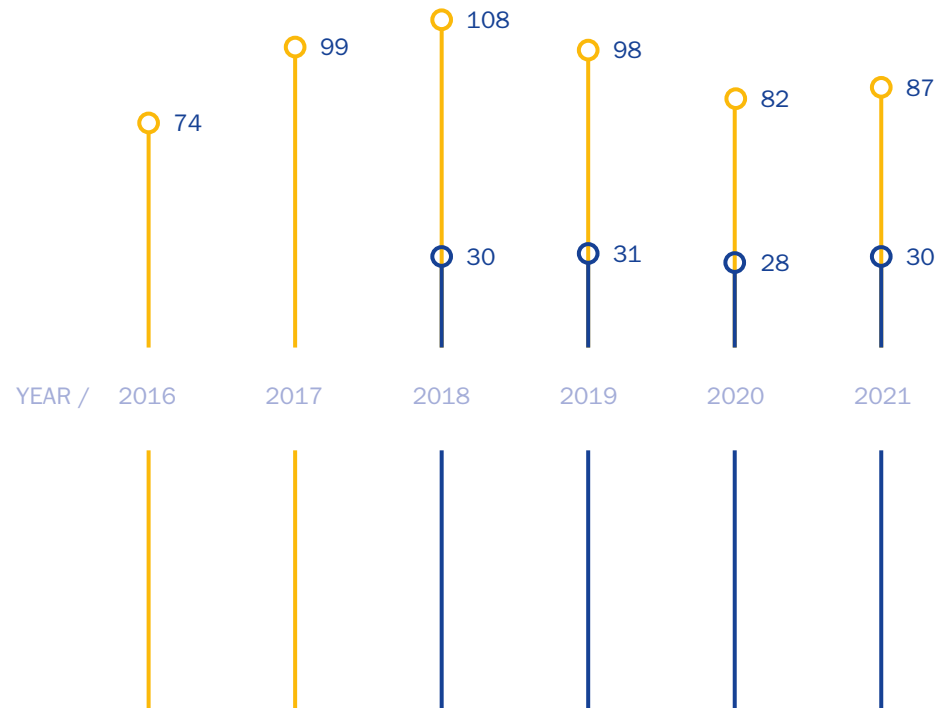


# Where?

Countries & cities

31 + 87  
countries + cities

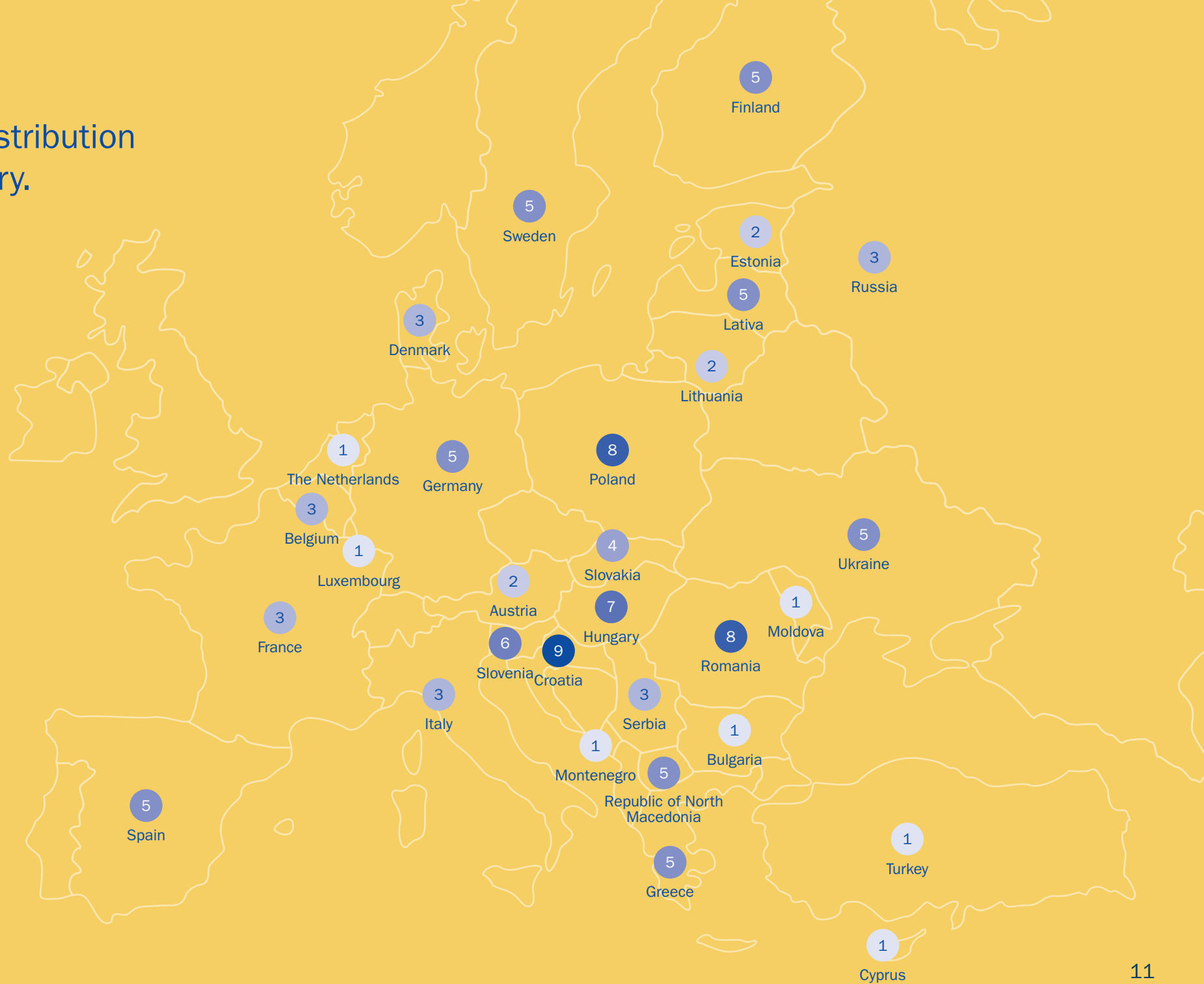
○ Cities' events per year  
○ Countries' events per year



The number of organising countries and cities has increased slightly, but is still below the pre-pandemic period.

# 1 / Events

Events distribution  
per country.





# Where?

Indoor, outdoor & online

34%  
outdoor events

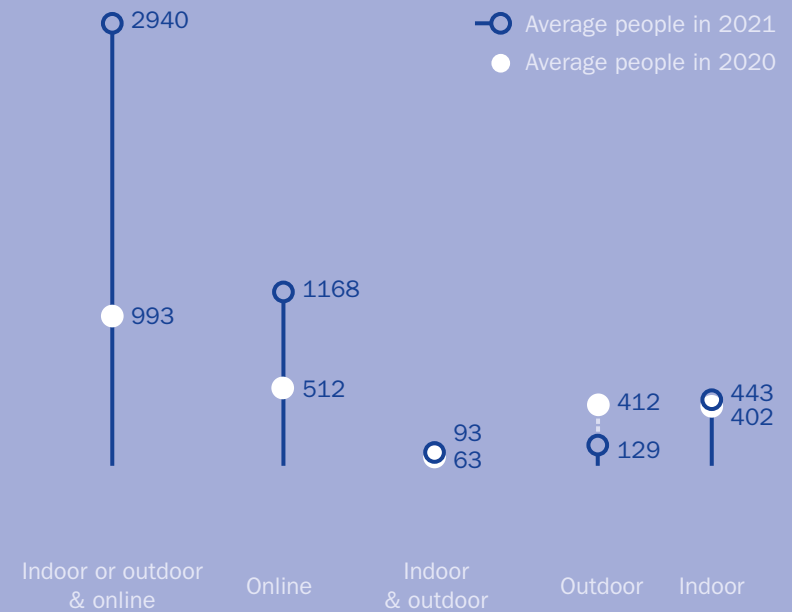
Outdoor events are once again the category with the highest percentage.

The improvement in the pandemic situation has promoted outdoor events, but online events, totally or partially, are the majority and those with the highest average number of users. The combination of indoor & outdoor events is a formula that does not work in terms of the number of attendees.





Online events are those with the highest average number of users.





Example of an online local event with high media reach.

The online activity organized within the “Incredible Destination Events” (IDe) project of the Interreg IPA CBC Hungary-Serbia programme had a very great impact, with more than 200,000 visits. The video “Incredible Destination Events” aired on the special “Mirna Bačka” (Peace in Bačka), a cutting-edge quality program. The selected TV stations and the YouTube channel EXIT were the place to follow the event, as well as the newly created project portal IDe incredibledestinations.

events. In 50 minutes, the special program featured authentic and original performances by regionally renowned musical artists Lajkó Félix, Marko Louis, Mile Kekin and Rambo Amadeus. Beyond the promotion of places such as the Bač Fortress and other tourist places in the city of Bač and its surroundings, the activity underlines the drive for peace in the region, which the EXIT Foundation has promoted through its activism for more than 20 years.



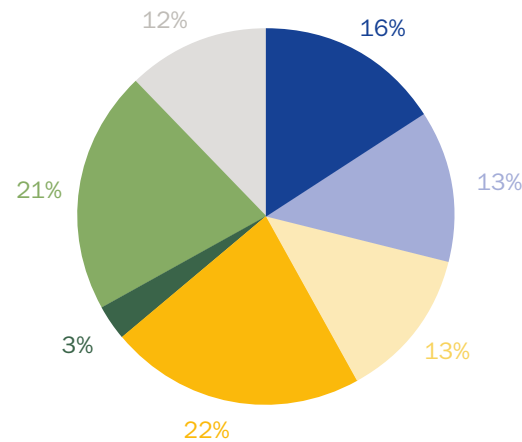
# Typology

636  
people

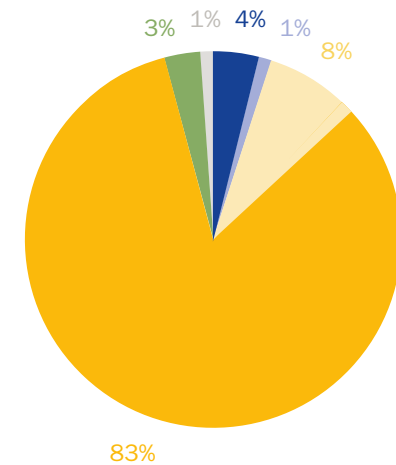
The average number of festival attendants is the highest, except for online events.

Cultural activities, festivals and workshops increase their percentage compared to last year. However, it is the online activities that get the greatest number of attendees.

Events



People reached



Average people by type



- Cultural activity
- Festival
- Sport activity
- Others
- Environmental activity
- Online
- Workshops & seminars

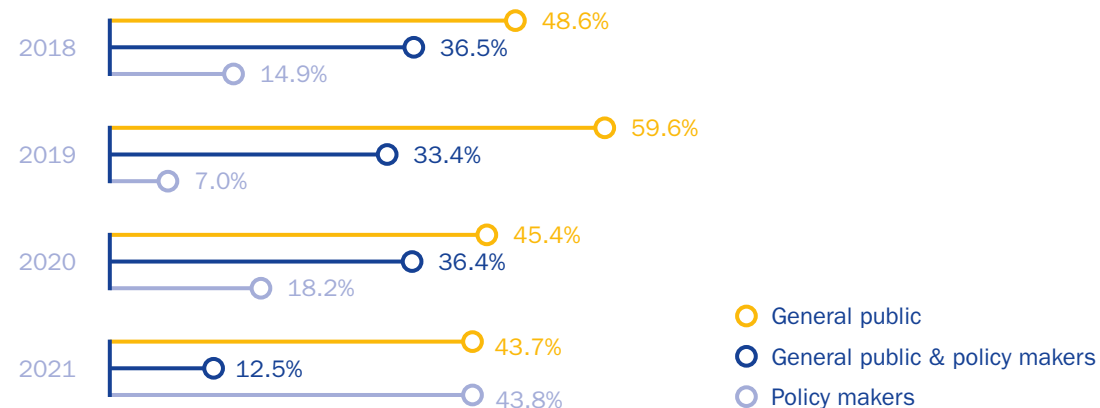
# 1 / Events Target

# 44%

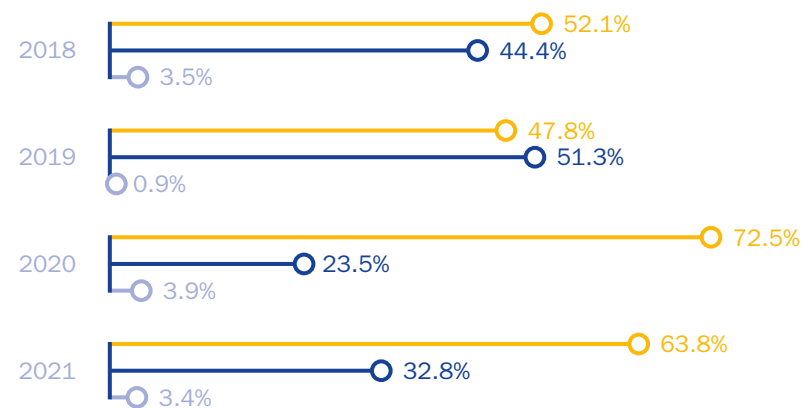
## Events targeting policy makers increase to 44% of total events.

However, events aimed at the general public reached the majority of the public. In addition, those events achieved an average attendance of 504 attendees, very similar to last year.

### / Type of event



### / Participants per target audience



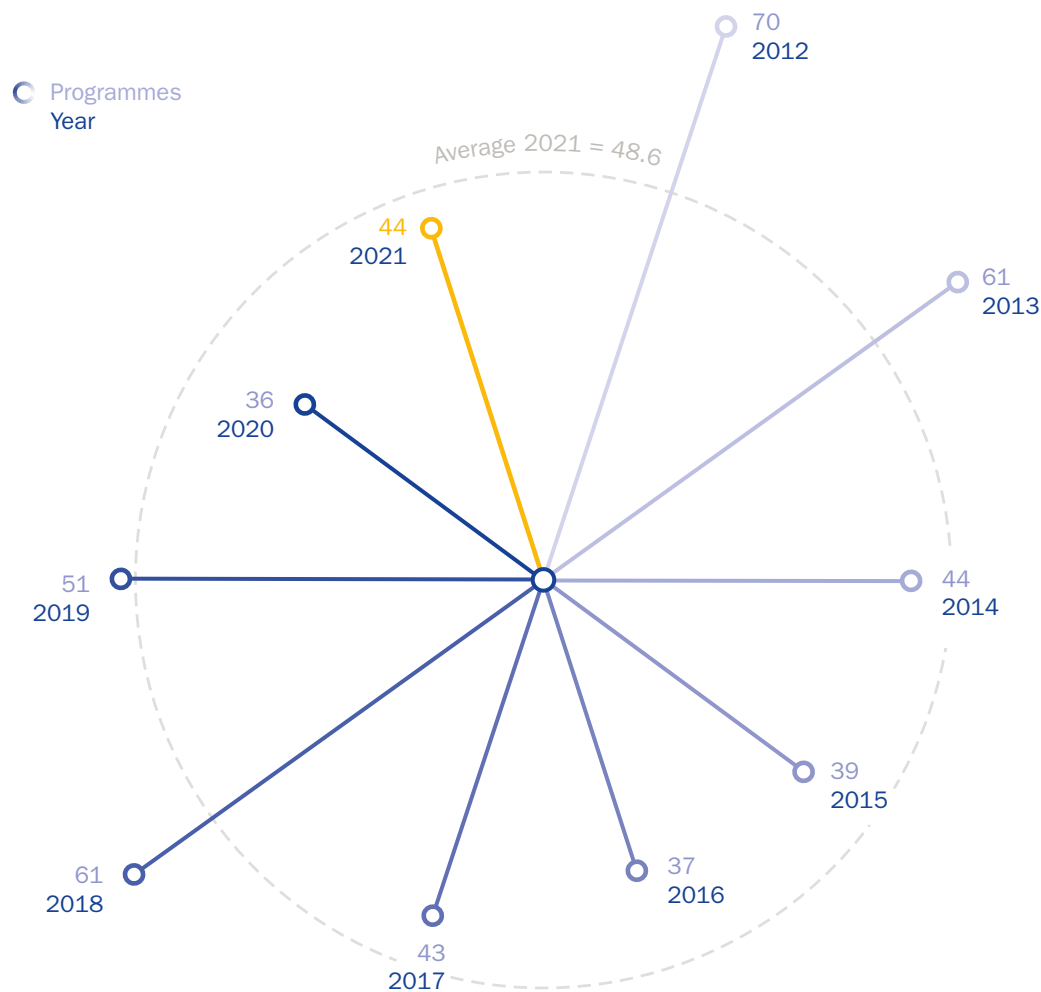
2

# Programmes



# How many?

**44**  
programmes



The number of programmes that have organized events has increased notably compared to last year, reaching figures very close to the pre-pandemic period.

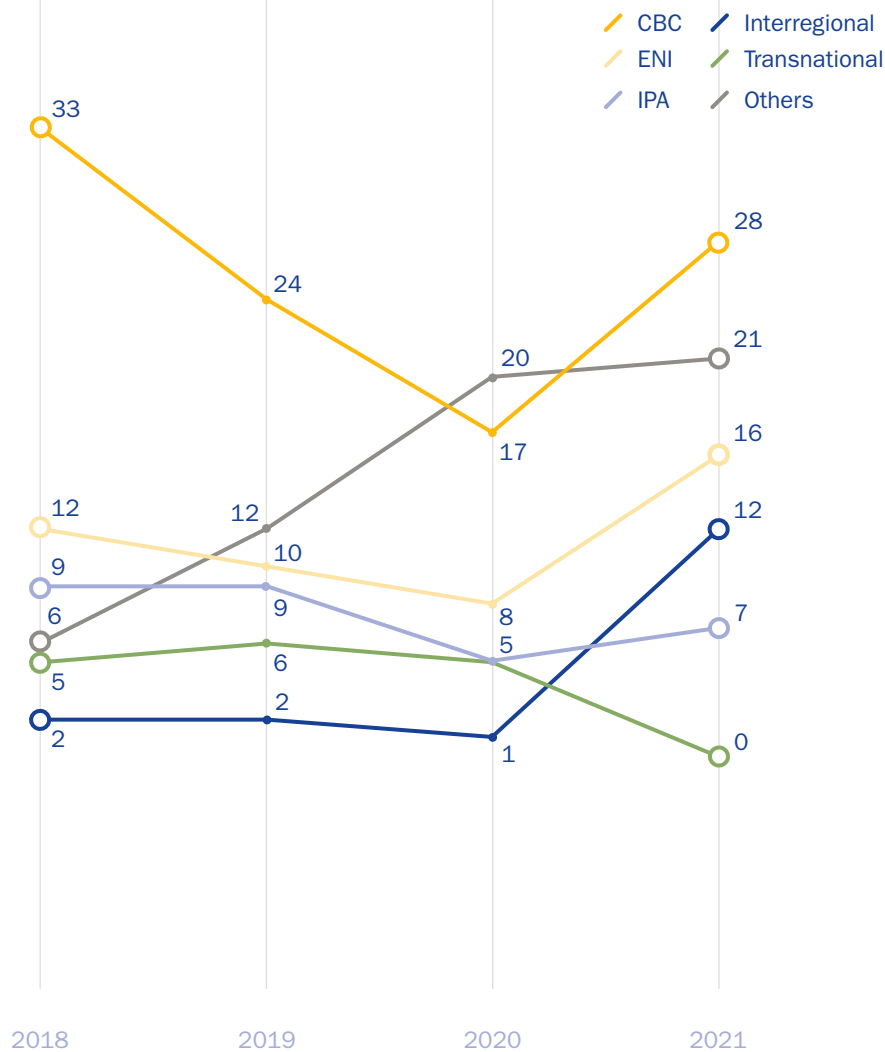


# Per strand

## CBC, ENI and Interregional

CBC, ENI and Interregional are the strands that are growing the most.

The events organized by projects have also grown significantly, reaching the figure of 19 events. There are no events organized by Transnational programmes.





3

# Impact



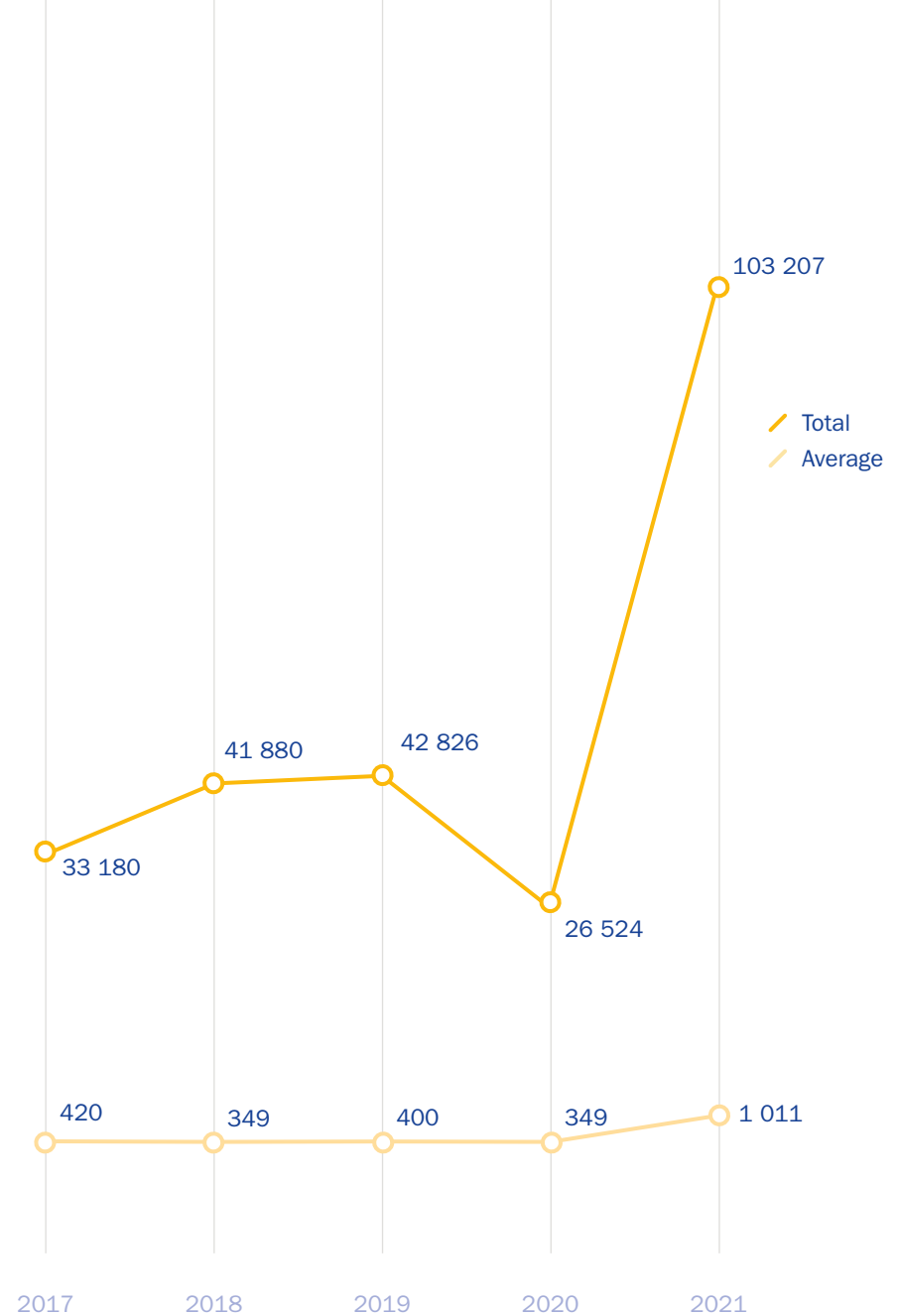
# Participants

103 207  
participants\*

Participants have grown a lot thanks to online events and also to the greater number of organized events.

Some online events have attracted several thousand participants, which has resulted in a notable increase in the average number of attendees per event.

*(\*) 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.*



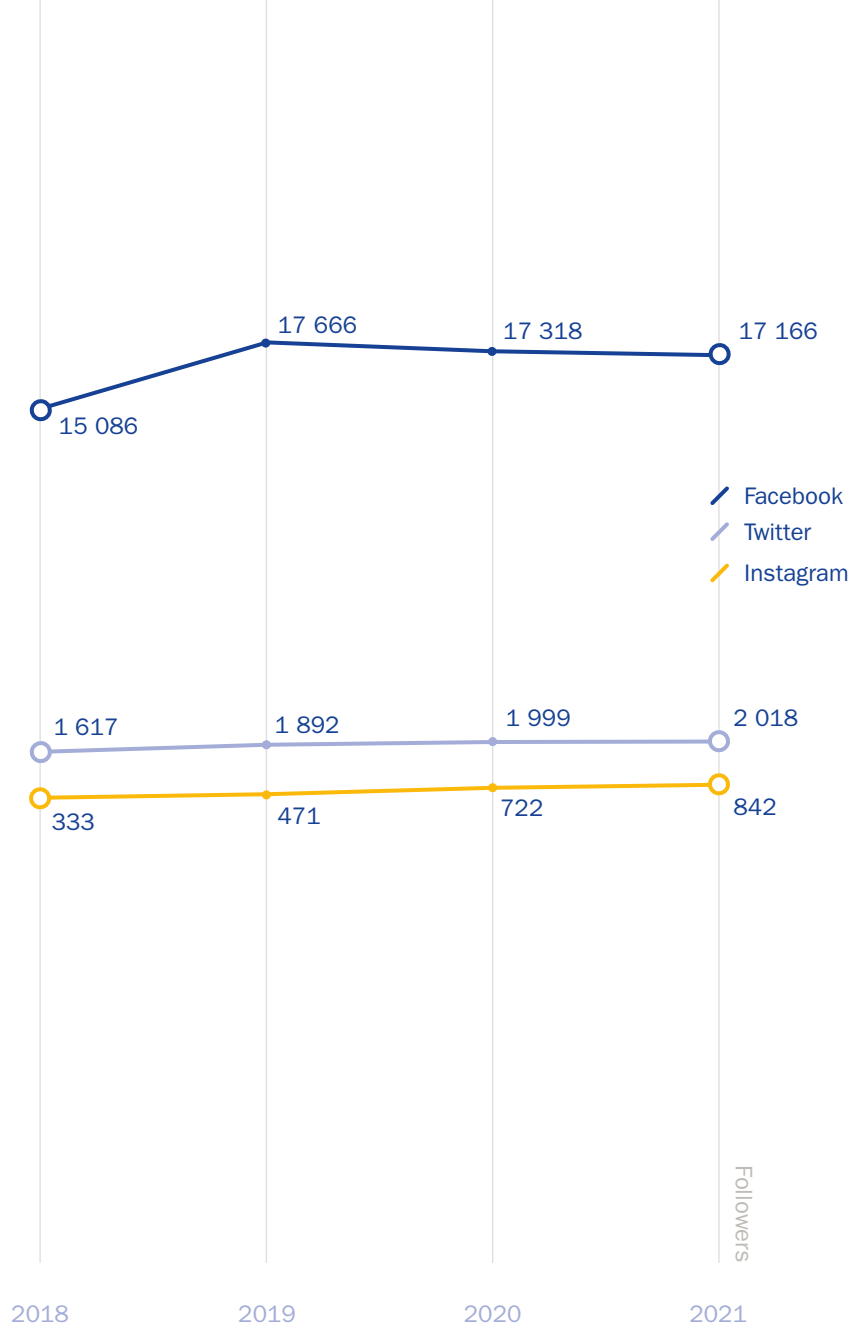
# Social Media

# 5 338 517

people reached by social media\*

More than half (60%) of this impact is due to the main campaign carried out by Interact. The other part is due to the effort of the different programmes. The reasons for the increase in the impact of social networks may be due to several factors. One of them is the increase in the money invested in the campaigns. The campaign financed by Interact has doubled its investment, from 1,020 euros in 2020 to 2,123 euros in 2021. According to the survey, those programs that have also financed a campaign on social media have invested an average of 1,264 euros (214 euros in 2020).

*(\*) This figure includes data from the social networks managed directly by Interact, as well as an estimate of the social networks managed by the programmes based on the survey responses.*



The impact of the EC Day campaign has doubled from last year.



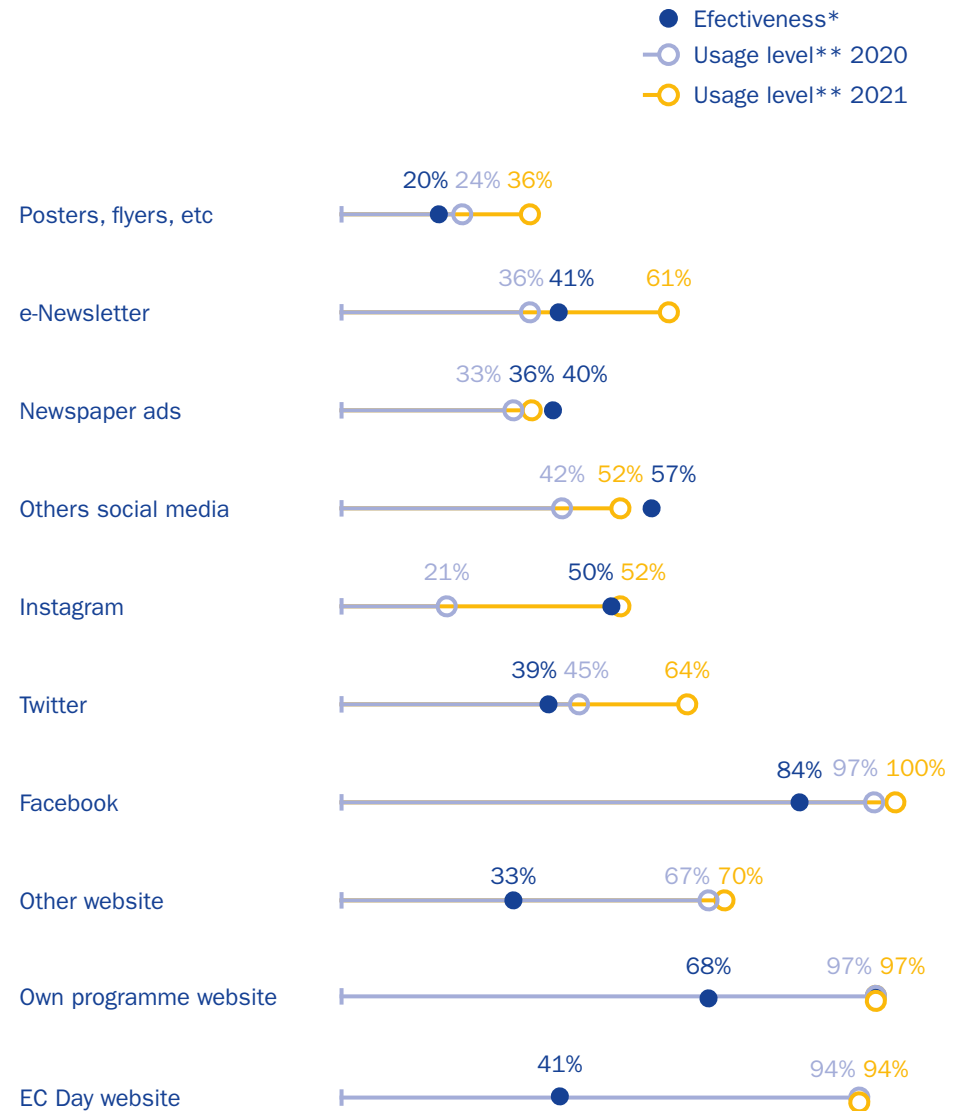
# Media effectiveness

Facebook and the web pages of the EC Day and the programmes continue to be the most used channels to communicate the events.

Twitter, Instagram and e-newsletters notably increase their use. However, the usefulness of these channels is not very high. In terms of efficiency, Facebook continues to be by far the most useful channel according to respondents. The web page of the programmes, other social media and Instagram are the other means that exceed 50% of utility. The EC Day website, despite greatly improving its usefulness, only 41% of those surveyed considered it quite useful.

(\*) Effectiveness: usefulness of the media to reach the target audience.

(\*\*) Usage level: percentage of programmes that use the media.



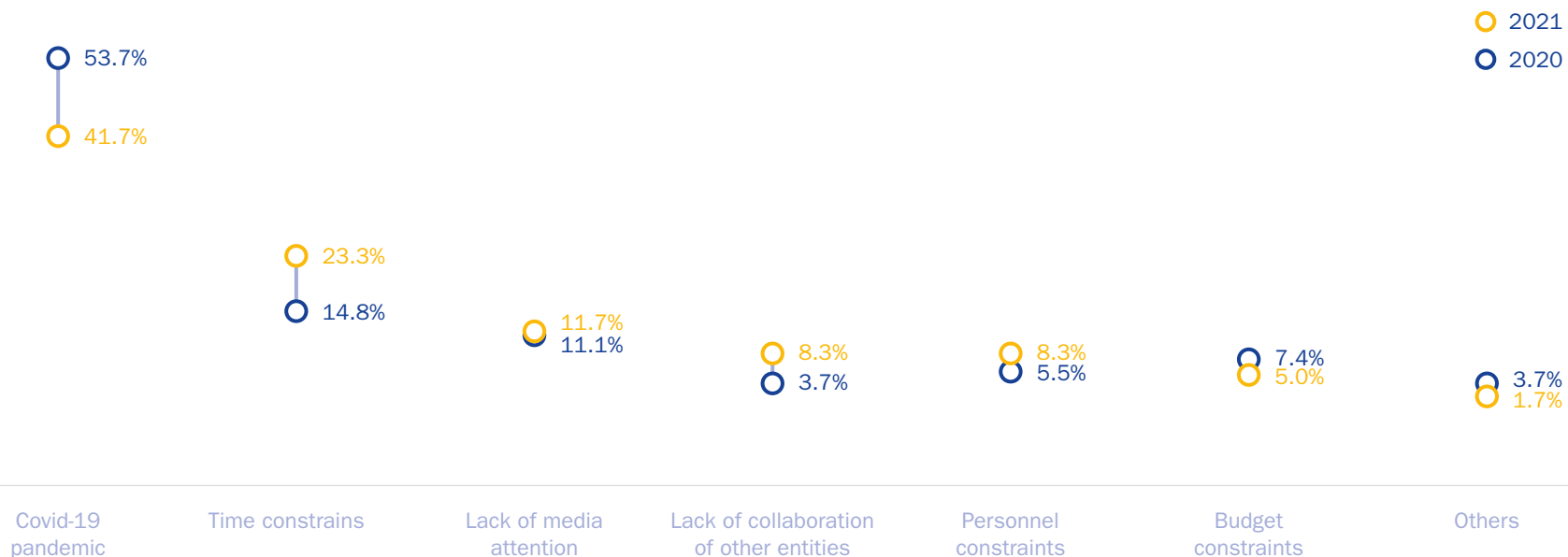


4

# Organisers

# Difficulties

COVID-19 continues to be the main difficulty in organizing the event, although it loses importance.



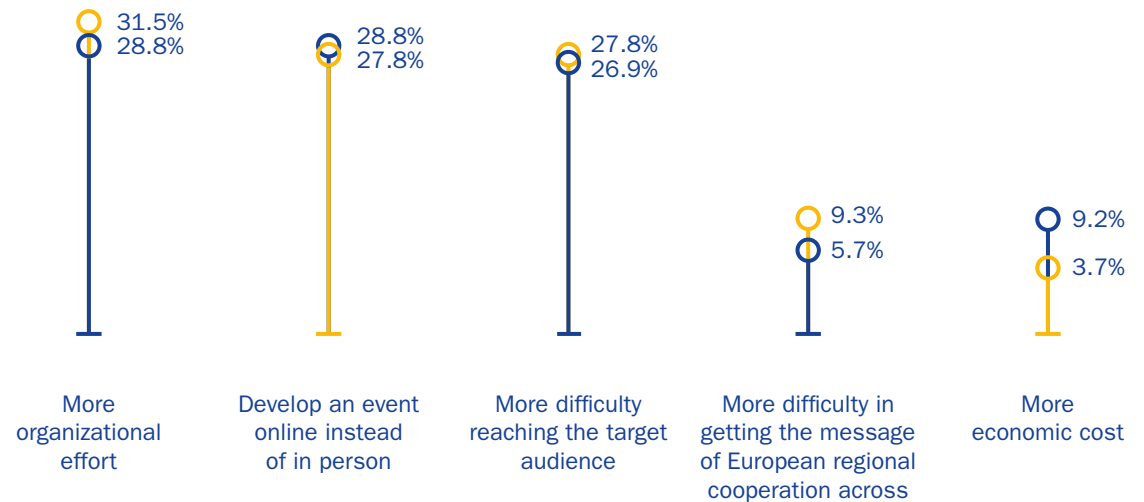
Time constrains is the difficulty that grows the most, while the rest remain at similar percentages to last year.

## 4 / Organisers

The effects of COVID-19 on the organization of events have remained at rates very similar to last year, despite some improvement in the pandemic situation in many countries



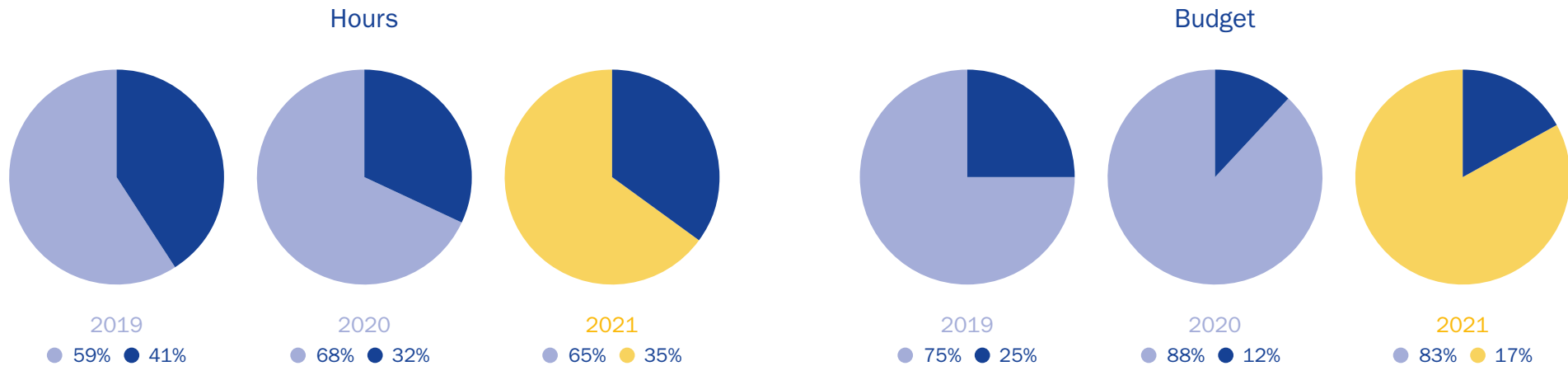
● 2021  
● 2020



# Efforts

Marketing efforts continue at levels lower than the year before the pandemic.

● Marketing  
● Organization



Although the effort in hours dedicated to marketing has improved, economic resources remain at low levels. Formulas should be found to compensate for the effort spent on marketing and organizing the event. An event like EC Day, aimed at communicating and raising awareness about the importance of European cooperation, should put more emphasis on communication on the local level.



# Achievements

Events organized by projects grow more than 10% compared to last year.

The programmes continued to be the main organizers, while the events organized by two or more programmes have decreased compared to the last year.

Most of the organizers (62%) believe that the event served to improve the visibility of European cooperation. However, this percentage decreased compared to last year (75%).

A third of the organizers surveyed believe that the event served to enhance the visibility of the EU and its benefits.

68.8% Our programme was the main organiser of the event

62.5% Improving the visibility of European territorial cooperation.

21,9% Becoming more familiar with the idea of Europe and its benefits.

15.6% The event was organised by a project(s) funded by our programme.

12.5% Improving the visibility of the European Union.

9.4% Our programme organised the event together with another programme(s).

6.3% Our programme organised the event together with another institution/organization (not a programme)

3.1% Not succeed in getting the message.

# Satisfaction

8.4

(2021)

8.0

(2020)

8.4

(2019)

9.0

(2018)

The degree of satisfaction of the organizers is 8.4%, almost half a point higher than last year.

This satisfaction is reinforced by the intention to organize an event next year, both in general terms and in the event that the pandemic continues. The intentionality percentages are very similar to those shown last year.

Will you organise another event next year?

88%

Yes

12%

Probably

Will you organise an event next year if the COVID-19 pandemic continues?

78%

Yes

19%

Probably

3%

No







5

# Interact support

Interact's support rating rises to almost 9 out of 10 (8.9)

Regarding the support actions by Interact, the EC Day website continues to be the support element most mentioned by the respondents.



## 5 / Interact support

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





## / Conclusions

The number of events (101) has grown 33% compared to last year, reaching 2019 level.

The number of programmes (46) that have organised an event has also increased. The increase has been noted especially in the CBC strands.

The improvement of the pandemic situation has favoured an increase in outdoor events. However, the events organised totally or partially online remain in high percentages.

The number of participants has increased very significantly to 103,207 people. Some online events have attracted several thousand participants, which has boosted the average number of attendees per event. The impact on social media doubled compared to last year, reaching 5,338,517 people reached. Facebook continues to be the most used and most effective means for organisers to publicize events.

The COVID-19 pandemic and time restrictions are the main difficulties that organisers have to prepare for the

event. In addition, according to them, the effects of the pandemic on EC Day are: more organizational effort, opting for online events and more difficulty in reaching the target audience.

The degree of satisfaction of the organizers is 8.4 out of 10. 88% of them affirm that next year they will organise an event again. This percentage drops to 78% if the pandemic situation persists.

The evaluation of Interact's support to the organizers is rated by them at 8.9 out of 10. The best valued actions are the EC Day website and the visual concept.

Finally, our goal for the 10th anniversary of the Cooperation Day was to reach the total of 10 million people, either by participating in events, or through the media and social networks. Our total reach for the past 10 years of the campaign is in fact over **13.5 million people.**

## / Acknowledgements

We would like to thank all programmes, projects and other institutions that have organised and participated in the events of EC 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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# EC Day 2021

Evaluation report

