

Interreg 
COOPERATION
DAY

Anniversary

*Guide for
programmes
2026*



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Where it all began, and where we are now

Fifteen years ago, an idea took shape: what if Interreg programmes, projects and partners across Europe came together, on the same day, to show citizens the power of cooperation? What started as a spark has grown into something far bigger than anyone imagined.

This year, we celebrate **15 years of the campaign**. Since 2012, we have collectively built something extraordinary: more than **1.570 events organised**, over **300.000 participants engaged**, and a social media reach of **57 million**. These are not just numbers, they are proof of what we can achieve when we act together.

And the campaign keeps breaking new ground: in 2025, programmes from **all four Interreg strands** took part, and events were held across **four continents** –Europe, Asia, Africa and the Americas– confirming that cooperation truly knows no borders.

15

years of
the campaign

1.570

events organised

+300k

participants engaged

57M

reach on
social media

We are stronger together

What's inside

This guide is your practical companion for Interreg Cooperation Day 2026. Everything you need to plan, promote and deliver a meaningful event is here: from creative inspiration and planning tips to communication tools and campaign resources.

You will find guidance on this year's campaign theme, ideas and examples to help you hit the ground running, tips on how to involve Interreg projects directly in your events, and all the practical tools you need: from featuring your event on the [Interreg Cooperation Day site](#) and joining the joint social media campaign, to using the visual identity and requesting a customised version of the official promotional video - among much more.

For the latest updates, keep an eye on the [Interreg Cooperation Day Community and Chat](#), as well as [Interreg Cooperation Day site](#) and [interact.eu](#).

If you have any questions along the way, don't hesitate to get in touch with rosa.escamilla@interact.eu, we're here to help!

Disclaimer: Cooperation can be complex, and while Interact's job is to make it easier, Interact cannot offer assurances on the accuracy of our pan-European information in any specific context. Furthermore, understanding and knowledge evolves throughout the programming period. If you spot something out of date or inconsistent, please contact us at communication@interact.eu

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First things first

Why Interreg Cooperation Day

Every year, something quietly remarkable happens across Europe: events in dozens of countries, on both sides of borders, all celebrating the same thing - what we can achieve when we work together.

What started as a simple idea, a pilot initiative led by Interact to create a joint communication campaign, has grown into a vibrant shared tradition. Year after year, programmes host events that give visibility to the impact of Interreg and the power of cooperation, bringing it out of the reports and into the streets, parks, classrooms and community centres where people actually live.

Whether it's a small workshop in a border town or a large cultural event in a capital city, these celebrations tell the same story: Europe works better when we work together.

When and how to get involved

Interreg Cooperation Day takes place every year on **21 September**, with celebrations often stretching across the surrounding weeks. If that date doesn't fit your calendar, don't worry, events held at other points in the year are still very much part of the campaign, as long as they connect clearly to its spirit and purpose.

There is no single right way to participate. A small workshop in a border town counts just as much as a large festival in a capital city. What matters is that you show up, tell your story, and help citizens see cooperation in action.



Goals and target audience

At its core, this campaign has one ambition: to bring European cooperation closer to the people who benefit from it most, including those who have never heard of Interreg.

Think students, families, commuters, hikers, festival-goers, artists. The campaign is designed to reach beyond the usual policy audiences and connect with citizens in ways that are engaging, relevant and genuinely fun. Social media (even with modest budgets) can be a powerful tool to get there.

To do that well, the campaign focuses on four objectives:



Show real results

Identify strong project outcomes and find creative ways to illustrate how cooperation improves people's everyday lives.



Reach the right people

Share those results with audiences in ways that resonate, striking the right balance between broad reach and targeted outreach.



Build understanding

Help citizens recognise the cooperation already happening in their region, and communicate its value in a way that creates a positive image of EU territorial activities.



Celebrate diversity

Highlight Europe's rich cultural mix and show how different regions come together around shared goals, turning difference into a strength.

The role of programmes and projects

Every programme that takes part adds visibility and value to the campaign - whether you go it alone or join forces with others. There is no minimum requirement and no fixed format. What counts is your presence.

If you're looking for inspiration, the ready-to-use joint activity formats [\(p. 22\)](#) and the highlights from last year's Best Local Events [\(p. 21\)](#) are a good place to start.

And don't forget your projects. They are the beating heart of this campaign, and the more involved they are, the more authentic it becomes. Encourage them to:

- Organise their events in their specific locality and target audience
- Collaborate with other projects in the region
- Join your programme event to collectively showcase cooperation's impact on the ground

The campaign is strongest when it reflects the full richness of what Interreg programmes and projects do every day.





Your roadmap to the big day

Here's how the campaign unfolds, and where you come in:

May

- Launch of the 2026 Guide and Factsheet
- Customisable promo video available
- Campaign visuals released
- First kick-off webinar
- Start reaching out to your projects

June

- Second webinar on participant experience
- Order your personalised video
- Set up your social media presence

July

- Connect with local media
- Grow your social media presence
- Launch of the Interreg Cooperation Day interactive map at interreg.eu

August

- Run paid promotion on your social media channels
- Request any remaining campaign materials
- Your event(s) go live on [Interreg.eu](https://interreg.eu)
- First local events begin

September

- Celebrate, local events take centre stage!
- Run paid promotion on your social media channels
- Your event(s) go live on [Interreg.eu](https://interreg.eu)

October

- Additional events
- Evaluation and feedback



Cooperation Day marks 15 Years

Stronger Together

What began as a single shared day has grown into a movement. Today, Interreg Cooperation Day spans continents, connects thousands of people, and, year after year, puts cooperation where it belongs: in the communities it serves.



What the theme means in practice

The 2026 theme has two dimensions that work together:

- 1 Stronger Together.** Cooperation is resilient. It adapts to changing circumstances, withstands shifting priorities, and continues to deliver results over time. Programming periods change. Governments change. Cooperation endures. This is the moment to show that, not with abstract language, but with concrete stories of programmes and projects that have stayed the course and made a real difference.
- 2 15 years of shared effort.** Since 2012, Interreg Cooperation Day has been the moment when the entire Interreg community comes together to make cooperation visible to citizens. Over 1.570 events. More than 300.000 participants. 57M reach on social media. That did not happen by accident - it happened because programmes like yours chose to show up, year after year, and because local authorities, institutions and partners chose to stand alongside you.

This anniversary belongs to all of you, and it is the perfect moment to celebrate those long-standing relationships that have made the campaign what it is today. Reach out to the institutions and partners who have been part of your local Cooperation Day events over the years, and invite them to mark this milestone together.





© Mr. Valters Pelns

How to bring it to life in your event

You don't need a grand gesture to make this theme resonate. What you need are real stories, told well.

- 1 Look back to move forward.** What has cooperation achieved in your programme area over the long term? Which projects have genuinely changed something, improved a cross-border community, transformed a shared landscape, connected people who would otherwise never have met? This is the moment to surface those stories and share them with citizens.
- 2 Make resilience tangible.** Think about events or formats that communicate continuity and strength - not through speeches, but through experience. A timeline of your programme's milestones. A reunion of project beneficiaries from different years. A display showing how a place or community has evolved thanks to Interreg. The more concrete, the more powerful.
- 3 Involve those who have been there from the start.** Long-standing project partners, local authorities that have supported the campaign since the early years, citizens whose lives have been touched by cooperation - these are your best ambassadors for this anniversary. Give them a platform.
- 4 Connect the past to the future.** The anniversary is not just a celebration of what has been, it is a reaffirmation of what cooperation is for. Encourage your audience to think not only about what Interreg has achieved, but about what it can still do. What does the next chapter of cooperation look like for your region?

Event ideas and inspiration

Planning considerations

The goal is simple, make people realise that cooperation is already part of their lives: in the infrastructure they use, the services they rely on, the natural spaces they enjoy. Too often, cooperation is communicated in ways that feel distant or generic. This campaign is the moment to change that, and make enough noise to catch the media's attention along the way.



Make it active and inclusive.

The best events are the ones where people do something, not just watch. Hands-on experiences create real connections and leave a lasting impression. Think participation, not presentation.



Join forces.

You don't have to do this alone. Consider teaming up with another programme for a joint event, or running the same activity in parallel across different locations. Linking your celebration to an existing local or national event is also a smart move, it brings a ready-made audience and increases your chances of media coverage. And if you can build the event around an ongoing project, even better: it adds relevance and makes logistics easier.



Choose your location with intention.

You don't need to be everywhere, you need to be in the right place. Pick a spot that reflects what your programme stands for. Some ideas to spark your thinking:

- A land or sea border
- A bridge between two countries
- A cross-border town or village
- A port or marina
- The highest point in your programme area
- A place that has directly benefited from Interreg funding
- A busy public space where visibility is guaranteed

**Sort the practicalities early.**

A few things worth checking off your list before the day:

- Local regulations for public events: permits, safety requirements, insurance
- If children are involved, coordinate with parents, teachers or guardians in advance
- Consider inviting a VIP or local public figure, it can significantly raise your event's profile
- For outdoor events, always have a weather backup plan
- Think about accessibility: transport links, rest areas, shade, and anything that makes attendance easier for everyone

**Bring your projects in from the start.**

Don't wait until the last minute to involve your projects. Share this guide with them early, keep the conversation going, and help them see the value of taking part. Not every project will be easy to communicate to a general audience, and that's fine. Focus on the ones that are, and help them think through low-cost, creative ways to get involved.

Some examples to get the conversation going:

- A youth-focused project could set up an interactive wall where young people express what cooperation means to them
- An environmental project could lead a clean-up drive or an upcycling workshop open to local families
- A research or innovation project could run a live demo or a Q&A session with curious passers-by

**Get projects working together.**

If you have projects in the same area or tackling similar themes (tourism, climate, innovation, health) encourage them to collaborate. Shared exhibitions, joint workshops or themed zones create energy and amplify the story you're telling.

**Co-create, don't just coordinate.**

Sit down with your projects and build the event together. What would they love to do? What resources, skills or ideas can they bring? Many projects already have media contacts and local networks, tap into those! The more ownership they feel, the more they'll put in.

**Make it social.**

Encourage everyone involved - programmes, projects, partners and participants - to share photos, videos and updates using the Interreg Cooperation Day hashtags. The more we share, the bigger the story we tell together.

Practical event ideas

There's no one-size-fits-all when it comes to Interreg Cooperation Day. The ideas below are organised by type of activity, pick what fits your context, mix and match, and make them your own.



Nature

Nature walk or family bike tour. A guided route through your programme area's natural landscapes, with stops that highlight local conservation projects. End with a picnic, it always works.

Tree planting. Whether it's one symbolic tree or a full community planting day, this is a simple, meaningful activity that resonates with all audiences and generates great visuals for social media.

Beach or forest cleanup. Community cleanups work especially well when linked to an environmental Interreg project. Add a competitive element - whoever collects the most wins - and promote it well in advance.

Astronomical observation night. In collaboration with a local astronomy group, host a stargazing evening that weaves in stories about projects happening in the area. Niche, but memorable.

Sailboat tour. A tour that promotes sustainable tourism while showcasing your region's natural beauty. Perfect for coastal or riverside programmes, and hard to forget.

Sports

City bike rally. A guided ride through your city or town, stopping at landmarks connected to Interreg projects. Promotes sustainable transport and gives cooperation a face and a place.

Outdoor games day. Alternative sports, traditional regional games, slacklining, ultimate frisbee. Pick what fits your location and set up a fun, open afternoon. No experience required.





Charity run or 5K race. As formal or casual as you want. A great way to get people moving while raising funds for a local cause connected to your programme's themes.

EU Olympics. A series of fun competitions and games testing children's knowledge of European history, geography and culture. Work with local schools and educators to get teams on board, and make it a day to remember.

Arts & Culture

Music concert or local art festival. Bring together artists from neighbouring countries for a live event in an emblematic location. Celebrates cultural diversity and creates a strong sense of shared identity.

EU Film Festival. Screen films from different EU countries and follow up with discussions on social issues relevant to the programme area. A format that naturally attracts engaged, curious audiences.

Outdoor film screening. Set up an open-air cinema featuring films from countries in your programme area, followed by an informal conversation. A relaxed, social format that works for a wide audience.





Open-Air exhibition. Take the results of a photo competition or a curated selection of project stories outdoors. Low cost, high visibility, and it works in almost any public space.

Cultural excursion. A guided trip to historical or cultural landmarks, with a focus on how Interreg projects have helped overcome geographical and cultural barriers. Great for all audiences.

International culture market. Food, crafts and activities from different countries in your programme area. One of the most accessible and festive formats, and always draws a crowd.

Flash mob or urban art intervention. A surprise performance or artistic intervention in a busy public space. Bold, shareable and guaranteed to get people talking.

Fashion show. A show celebrating traditional regional clothing or sustainable fashion initiatives linked to EU cooperation. Unexpected, creative and very photogenic.

Competitions

Photo or art competition. Invite participants to submit photos, illustrations or short videos interpreting this year's theme. Turn the best entries into an open-air exhibition or a digital gallery.

Storytelling competition. Video diaries, written pieces, live presentations - invite people to share how Interreg projects have touched their lives or communities. Real stories are always the most powerful.

Cooking competition. A cross-border culinary challenge featuring regional dishes tied to local heritage and tourism. Works brilliantly as a networking event and generates strong media interest.

Hackathon or social innovation challenge. Give participants a real problem connected to your programme's themes and let them pitch solutions. High energy, great for media coverage, and it surfaces genuinely fresh ideas.

Escape Room. Design a challenge around EU cooperation and Interreg achievements. Gets people thinking, collaborating and having fun, all at once.





Hobbies & Interests

Live podcast recording. Record a podcast episode on cooperation, with local voices as hosts or guests. Accessible, modern and easy to repurpose as content after the event.

Cross-border producers market. Bring together local food and craft producers from different sides of the border. Tangible, festive and a direct showcase of what cross-border cooperation means in practice.

Upcycling & creative recycling workshop. A hands-on session where participants transform everyday waste into something new. Works especially well when linked to an environmental Interreg project.

Swap market. A community exchange of clothes, toys and books with a sustainability angle. Low cost to organise, easy to promote, and a natural fit for programmes working on circular economy or social themes.

Speed networking between projects. A structured session bringing together projects from different programmes around shared themes. Sparks collaboration, surfaces synergies and gives participants something concrete to take away.

Panel or roundtable with real beneficiaries. Put the people who have actually benefited from Interreg projects in the room. Their stories are more powerful than any presentation, and audiences always respond to them.

Visit to an Interreg-Funded Site. Take participants to an infrastructure, space or initiative that exists because of Interreg funding. Nothing communicates impact better than seeing it in person.

Youth Parliament or EU debate. A structured debate or mock parliament session on topics relevant to your programme area. A powerful way to connect Interreg to civic participation.

For families and children

Treasure Hunt. Design a trail around local landmarks, weaving in stories about nearby Interreg projects. Fun, educational and easy to scale up or down depending on your location.

Lego building challenge. Teams compete to build iconic cross-border structures. Simple to set up, great for all ages, and a natural conversation starter about what cooperation actually looks like.

Interactive art wall. Set up a space where children and families can express what cooperation means to them - through drawing, writing or collage. Visual, fun and very shareable.

Traditional games from across the Programme area. Bring together games from different countries in your programme and let families discover each other's traditions. Playful, cultural and genuinely surprising.



Results of the 2025 “Best Local Events” Competition

Biggest local event (total number of participants): 2.600 participants!!

Name event: Acting Europe – Theatre without Borders

By Interreg IPA Bulgaria - North Macedonia Programme and Interreg IPA Bulgaria – Serbia Programme



Highest publicity reach (including traditional and social media reach): total reach 633.000!!

Name event: Interreg Cooperation Day: Green Hospitals Debate on Building a Healthier and More Sustainable Future for Hospitals

By Green Hospitals, Interreg Portugal-Spain



Best project engagement (synergies with local project/s): 30 Romanian project partners and 12 Interreg programmes

Name event: Interreg 35 years - Interreg in Romania

By the National Authority of Romania



Best thematic event (35 years of Interreg)

Name event: Celebrating 35 Years of Interreg at the Fair of Nations

By Interreg Lithuania- Poland



Most original event

Name event: STELLA CAELUM

By Interreg NPA Glow 2.0, Interreg North Periphery and Arctic



Ready-to-run concepts

Cooperation on stage

Objective. Bring cooperation to life through a theatrical or artistic performance co-created by artists, groups or schools from different countries within your programme area. The stage becomes a space where cultural diversity, shared histories and cross-border collaboration are celebrated in front of a live audience.

What you need

- A public or semi-public venue: an open-air stage, a town square, a cultural centre or a school auditorium
- At least two participating groups from different countries in the programme area
- A coordinator or artistic director to guide the creative process
- Basic technical equipment: sound, lighting, microphones
- Promotional materials and event signage with campaign branding



How to organise it

Well in advance

- Start by identifying performing groups early: schools, youth theatre companies, local choirs, dance groups or community artists. Coordination takes time, so don't leave this to the last minute.
- Define a shared creative brief connected to this year's theme and make sure all participating groups are aligned on it from the start.
- Confirm your venue early and check what technical equipment is available on-site. If you need to bring in sound or lighting, factor this into your budget.
- Check local regulations for public performances: permits, noise restrictions, insurance, and if minors are involved, parental consent.
- Consider inviting a local public figure or official to open the event - it raises the profile and can help with media coverage.
- Coordinate logistics for participants travelling from other countries: accommodation, transport, reimbursements if applicable.

In the weeks leading up to the event

- Facilitate at least one joint rehearsal or creative session between groups. This can happen online if in-person is not possible, but try to arrange at least one face-to-face meeting closer to the event.
- Brief all participants on the campaign, its goals and the branding guidelines. Make sure they know how to tag the programme on social media.
- Start promoting the event: local media, social media, partner channels, community boards. A teaser with behind-the-scenes rehearsal content works really well at this stage.
- Prepare a clear running order and share it with all participants and technical staff.
- Do a full technical run-through at the venue. Test sound, lighting and microphones with the actual performers if possible.
- Have a contingency plan for outdoor events: what happens if it rains? Identify a backup indoor space or date.
- Arrange for someone to be dedicated to photography and video on the day - this content is essential for post-event visibility.



Just before and on the day

- Arrive early to set up and allow time for a final sound check.
- Designate a point of contact for each participating group so communication is smooth.
- End the performance with a short moment of reflection, a Q&A with the performers, or a symbolic gesture. Something that gives the audience a takeaway beyond the show itself.

Involve your projects. Invite Interreg projects working on culture, youth or social inclusion to co-host or present their work as part of the programme. A project partner from another country can also join as a performer or speaker. If a project has already worked with local artists or schools, this is a natural fit.

Make it visible. Share behind-the-scenes content from rehearsals in the weeks before the event, this builds anticipation and gives you organic content before the day itself. On the day, encourage performers and attendees to post using the campaign hashtags. A short recap video works extremely well for this format and can easily be repurposed across channels after the event.



What Interact offers

Official identity and branding

The official Interreg Cooperation Day logo has been our shared visual identity throughout the 2021–2027 programming period. Three editions in, it is now a recognisable mark: consistent, distinctive and built to last.

The logo represents Europe as a puzzle: different pieces, each carrying its own history, geography and culture, brought together through cooperation. Simple, universal and bold.

This year, as we mark **15 years of the campaign**, we invite you to incorporate the anniversary visual into your promotional materials (across photos, videos and digital content) to give the milestone the visibility it deserves.

You can download all the visual materials on the [Community](#). For any questions, contact rosa.escamilla@interact.eu

- Official logo
- Official logo with slogan
- 15 years of Interreg Cooperation Day visual



Official logo



Official logo with slogan



15 years of
Interreg Cooperation
Day visual



Thematic banners

Make the campaign visible: before, during and after your event. Use the official Interreg Cooperation Day visual identity across all materials you produce: they are available on the [Community](#), ready to adapt to your local context.

On the day itself, make sure the campaign is present in the room: banners, posters, branded items - anything that tells your audience this event is part of something bigger.

For your website and social media, a set of thematic banners is available to match your event format:

- Nature
- Tech
- Sports
- Culture
- Social Media
- Workshop

Pick the ones that fit and put them to work.

Nature banner



Tech banner



Sports banner



Culture banner



Social Media banner



Workshop banner



Joint social media campaign

Paid social media promotion allows you to extend the reach of your posts far beyond your existing followers, targeting specific audiences by location, age, interests or language (all with relatively small budgets). When done well, even a modest investment can multiply your visibility significantly and put your event in front of people who would never have found it organically.

In the context of Interreg Cooperation Day, this is one of the most cost-effective tools at your disposal.

How we do it in the campaign

Over the past few years, we have coordinated a joint Facebook boosting initiative across participating programmes, and the results have consistently exceeded expectations. In 2025, this effort alone reached 10 million people.

We're doing it again in 2026, and here's how it works:

- We boost your local Cooperation Day posts on your Programme's Facebook, dividing our budget across all participating programmes.
- Depending on interest, we expect to boost between 20 and 100 posts in total.
- The campaign runs from **August through the end of October**.
- In the summer, we will upload an Excel spreadsheet to the [Community](#), so you can fill in your details: event information, target audience, timing and the post you want to boost, in English or your local language.
- Once approved, we'll request temporary admin access to your Facebook page through our social media partner. This access is strictly limited to the boosting process.

A full walkthrough will be covered in **May 2026 webinar**. For any questions in the meantime, contact rosa.escamilla@interact.eu.

After the campaign, we'll ask you to share basic results (reach, likes, shares) to help us evaluate the overall impact.

Interreg Day promotional video

Every year, Interact produces a short campaign video, and this year is no different. The 2026 video will be published in May and made available on the Interreg.eu website. What is different is that you can make it yours. Once the video is live, you can request a customised version that includes:

- Subtitles in your local language
- Your event details: title, date, time and location
- The logo of your programme and participating projects

Just email rosa.escamilla@interact.eu with your request and we'll send you the customised version as soon as possible. Requests are accepted until the end of October.

If you'd prefer the original version without customisation, that's available too, just ask!

Programmes and projects have used this video in all sorts of ways: on social media, at events, in newsletters, in press outreach. Some have even managed to get it broadcast on national television. It's a ready-made asset, use it!





Visibility through the Interreg.eu portal and social media

The Interreg.eu portal

Interreg.eu is the main hub for Interreg stories and achievements, and Interreg Cooperation Day has its own dedicated space on the portal.

At the heart of this space is an **interactive map** showing every single event taking place across Europe and beyond. It is the most complete and visual overview of the campaign, and the best way for your event to be seen as part of something genuinely European. Every event on the map has its own dedicated article, giving your local initiative visibility across the entire Interreg community.

To get your event on the map and published on the portal, here is what we need from you:

- **Event title** - the name of your event
- **Format and dynamics** - what is happening and how it works
- **Location** - city, country and venue if applicable
- **Date and time** - when it starts and when it ends
- **Visuals** - photos, banners or any images you'd like us to publish alongside the article

Send everything to rosa.escamilla@interact.eu with the subject line: **Interreg Cooperation Day Publication Request**. We'll review your submission and get it published as quickly as possible.

The official campaign page is already live:

<https://interreg.eu/interreg-cooperation-day-2026/>

Social media promotion from Interreg.eu

From May to October, the Interreg.eu social media channels will be actively promoting the campaign, and that includes your events. We'll be sharing highlights, stories and updates from programmes and projects regularly across all platforms.

After your event, send us any public photos you'd like considered for publication. We love putting your efforts in front of a wider audience.

To make the most of this:

- Post consistently: before, during and after your event. When you do, we can repost and amplify your content at European level.
- Use the campaign hashtags: **#InterregDay2026**, **#Interreg** and **#CohesionPolicy**
- Include campaign visuals in your posts (logo, banners, video) to reinforce the unified look and feel of the campaign across Europe.



25 Years of Interreg

COOPERATION DAY

Home About Resources and downloads

Interreg Cooperation Day

Interreg Cooperation Day is an annual campaign celebrating the power of European cooperation across borders.

Each year, thousands of people take part in cultural events, leisure activities, and sports across the continent, organically meeting programme partners. From cycling tours to concerts and community gatherings, the campaign highlights the impact of EU-funded cooperation in making regions stronger.

Since its launch in 2012, the initiative has grown, with more than 1,500 events organised, 315,000 participants and a reach of 12 million. The goal is to showcase real results of collaboration through engaging activities that bring communities together. Interreg Cooperation Day is celebrated on 21 September and the surrounding weeks, with plenty of opportunities for programmes to join.



Best Local Events Competition

Every year, we recognise the programmes that go the extra mile in organising their Interreg Cooperation Day events. Five prizes are awarded, one per category:

- **Most original local event**
- **Biggest local event** - total number of participants
- **Highest publicity reach** - traditional and social media combined
- **Best project engagement** - strongest synergies with local projects
- **Best thematic event** - most compelling interpretation of this year's theme

No additional work is required from your side. We handle the selection internally, based on evaluation form data, photos and videos, reviewed by a jury of Interact experts with experience in the campaign.

Winners will be announced in early 2027 and will receive visibility across Interreg.eu channels.

Final notes

Photos and activities

Photos After your event, you can share your photos with us. By sending us your event photos and videos, you confirm that every identifiable person featured in them has granted rights and permission to be photographed and to be recorded in image, likeness, and sound, and consent for them to be used.

Participants grant Interact the permanent, royalty-free, and unlimited right to use, edit, reproduce, distribute, translate, and publicly display this content for promotional purposes of the campaign.

Multiple activities If your programme runs several activities under the Interreg Cooperation Day umbrella - on different days, in different locations or targeting different audiences - each one counts as a separate activity in our records. Make sure to reflect this clearly when you fill in the campaign evaluation.

Involving projects

We'll say it one more time: get your projects involved from the start. Not as an afterthought, not at the last minute, from the very beginning. Co-organising with them brings richer content, stronger stories and greater visibility for the work happening on the ground. It also makes your event more credible and more interesting for the public and the media.



Media visibility

Your event deserves to be covered. Here's how to make that happen:

Before the event

- Send press releases to local, regional and national media (adapted to the scale of your event).
- Make personal contact: call journalists directly and explain why this is a story worth telling. Keep it simple, avoid jargon and acronyms, and make it relevant to their audience.
- Instead of *“Strasbourg celebrates the benefits of European Territorial Cooperation with a cross-border cycling initiative”*, try *“Strasbourg hosts a free city bike ride”* - and add a line explaining it's part of a Europe-wide campaign celebrating cooperation across borders.
- Include high-resolution photos from previous editions, links to videos and social media channels.
- Contact local TV and radio stations in advance and explore the possibility of live interviews on the day.
- Consider paid newspaper ads or radio spots if your budget and context allows.

During and after the event

- Stay active on social media throughout (before, during and after). Keep people updated as details develop.
- Experience shows that events co-organised with projects tend to attract more media attention. Use that.
- Make sure your event is visually branded on-site - banners, signage, campaign materials. Visibility in the room translates to visibility in photos and coverage.

For more detailed guidance, check out [Interact's mini guide for journalists](#).



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Staying informed

To stay fully up to date with the campaign, make sure you are part of the **Interreg Cooperation Day [Community](#) and [Chat](#)**. This is where you'll find the latest updates, key files and templates, discussion forums, and a space to share ideas, questions and photos with the rest of the community.

For any questions, contact rosa.escamilla@interact.eu, we're here to help!

And don't forget to follow us on **LinkedIn, Facebook, Instagram and X** to stay in the loop.

Follow-up and evaluation

Interreg Cooperation Day gets better every year because programmes like yours take the time to tell us what worked and what didn't. Once your events are done, we'll ask you to complete a short evaluation covering:

The essentials - what we need from everyone:

- Number of participants
- Media reach - both traditional and social
- High-quality photos and/or videos

These three elements are what allow us to build the overall campaign figures year after year.

The bigger picture - what helps us improve:

- How well your event achieved the Cooperation Day goals
- What worked in your organisation and what you'd do differently
- How useful you found the support and tools provided by Interact, and what we can do better

***Your feedback shapes next year's campaign.
We genuinely read it all.***



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