

2026 campaign

Interreg Cooperation Day 2026: kick-off webinar

Rosa Escamilla & Nebojsa Nikolic / 14.05.2026

Interact



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Interreg

Agenda

01

The 2026
campaign at a
glance

02

What Interact
offers you

03

Staying
connected

04

15 years - your
turn

05

Q&A

The 2026 campaign at a glance

What is Interreg Cooperation Day?

Europe-wide campaign facilitated by Interact, but led by Interreg programmes and partners who:

- Organise engaging **events** to connect cooperation with **local communities**
- On **21 September** and surrounding weeks (from August to October)



In practice



Interreg Cooperation Day marks 15 years

The campaign, by numbers

1.570

events organised

+300k

participants engaged

57M

reached through social media

This year's theme

- Stronger together
- Shared effort

Anniversary



What we're asking you to do this year

Tell stories about real people



Show what cooperation has built in YOUR region



Invite the partners who have been with you from the start



What we are aiming for



Show real results



Reach the right people



Build understanding



Celebrate diversity

Campaign timeline

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 site at interreg.eu

Campaign timeline

August

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

October

- Additional events
- Evaluation and feedback

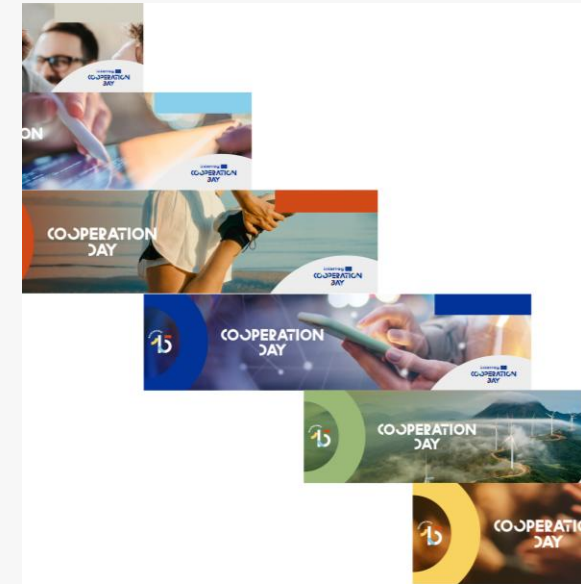
What Interact offers you

What Interact offer you in 2026

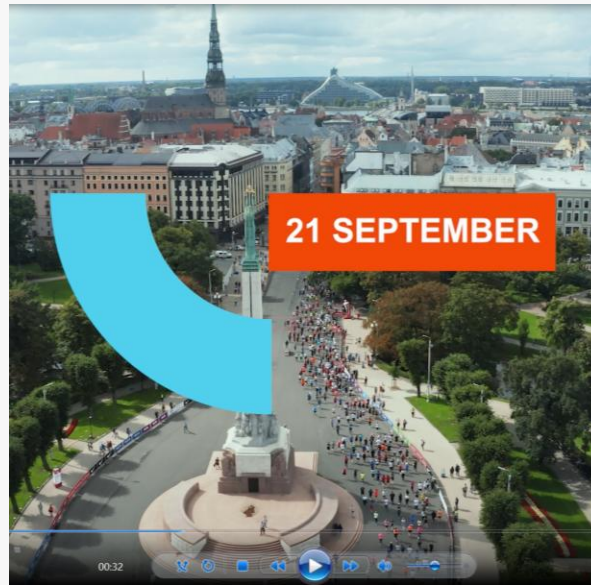
Guidance



Visual identity



Promo video



Paid promotion



Visibility at interreg.eu



1

Guide 2026

- Event ideas & inspiration
- Planning tips
- Tools and services

Anniversary

Guide for
programmes
2026



Main sections

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<i>What Interact offers</i>	<i>25</i>
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2 Factsheet 2026

Two pages. Everything you need to know at a glance.



Stronger Together

Interreg Cooperation Day marks 15 years

What is Interreg Cooperation Day?

Interreg Cooperation Day is the annual campaign that brings European cooperation to life for citizens. Every year on 21 September, and the surrounding weeks, Interreg programmes and projects across Europe organise local events: sports activities, cultural celebrations, creative workshops and much more. Facilitated by Interact, the campaign is a unique opportunity to show the real impact of EU-funded projects to the people who benefit from them most.

The campaign, by numbers

1.570
events organised

+300k
participants engaged

57M
reached through social media

Since 2012, programmes, projects and partners across Europe have come together to make cooperation visible to citizens. This anniversary is the moment to celebrate what we have built, and how, together, we have made our regions stronger.

What we're aiming for

- 1 **Show real results** Concrete project outcomes, tangible to citizens
- 2 **Reach the right people** Personal, local, relevant
- 3 **Build understanding** EU cooperation is already around us
- 4 **Celebrate diversity** Different regions, shared goals

What kind of events can you organise?



Sports



Nature



Arts & Culture



Competitions



Community activities



Family events

3

Visual Identity

Colour
 Reflex Blue
Pantone
 Reflex Blue
CMYK
 100 / 80 / 0 / 0
HEX
 003399
RGB
 0 / 51 / 153

Colour
 Light Blue
Pantone
 2716
CMYK
 41 / 30 / 0 / 0
HEX
 9FAEE5
RGB
 159 / 174 / 229

A smarter Europe – innovative and smart economic transformation
 PO 1
CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

A greener, low-carbon Europe
 PO 2
CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

A more connected Europe – mobility and regional ICT connectivity
 PO 3
CMYK 0 / 56 / 77 / 0
HEX #F68A42
RGB 246 / 138 / 66

A more social Europe – implementing the European Pillar of Social Rights
 PO 4
CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A Europe closer to citizens – sustainable and integrated development of urban, rural and coastal areas through local initiatives
 PO 5
CMYK 73 / 9 / 6 / 0
HEX #00ADD8
RGB 0 / 173 / 220

A better Interreg governance
 ISO 1
CMYK 87 / 51 / 0 / 0
HEX #0E6EB6
RGB 14 / 110 / 182

A safer and more secure Europe
 ISO 2
CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87



Anniversary visual

Interreg



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Corporate Identity
Manual



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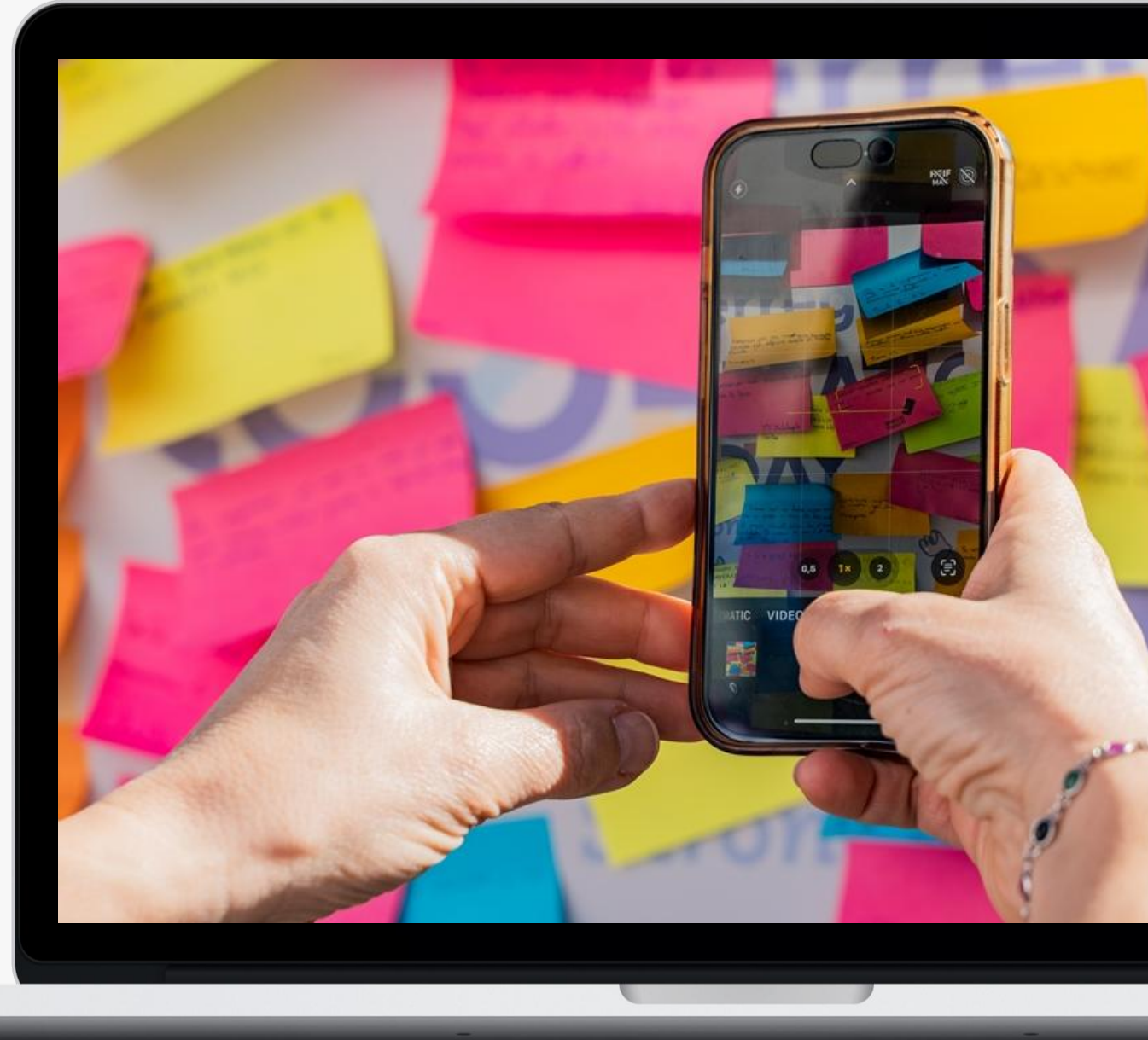
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CMYK: 0/80/100/0
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Materials for website and social media





Anniversary
15

COOPERATION DAY

Interreg 
COOPERATION
DAY



Anniversary
15

COOPERATION DAY

Interreg 
**COOPERATION
DAY**

Anniversary
15

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Anniversary
15

COOPERATION DAY

Interreg 
**COOPERATION
DAY**



Anniversary
15

COOPERATION DAY

Interreg 
**COOPERATION
DAY**

4 Promo video

- Customisable
- Send us:
 - Name of the event
 - Date
 - Venue
 - Logos
 - Subtitles in your language



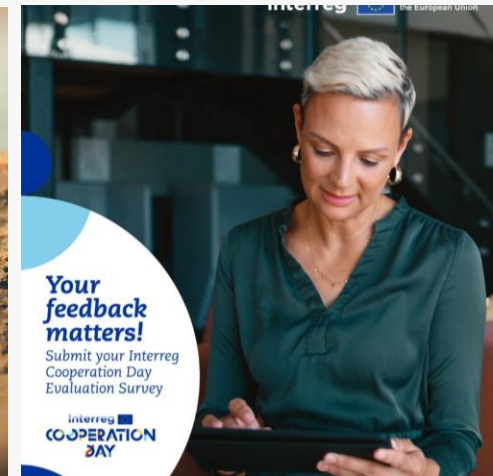
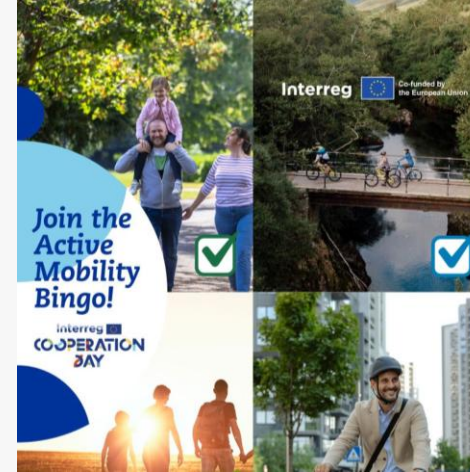


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Joint Social Media campaign

We boost your posts!

10 million reach in 2025!



Which channels will we primarily use?



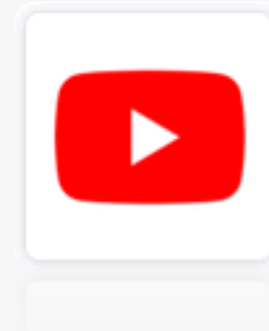
@Interreg



@Interreg



@Interreg.eu



@Interreg_eu

Make it visible

**#InterregDay2026 #Interreg
#CohesionPolicy**

- Post before your event: build anticipation
- Post during: capture the moment
- Post after: share results and photos



Sharing your event photos for

Official materials

**Campaign
visibility**

**Social Media
Promotion**



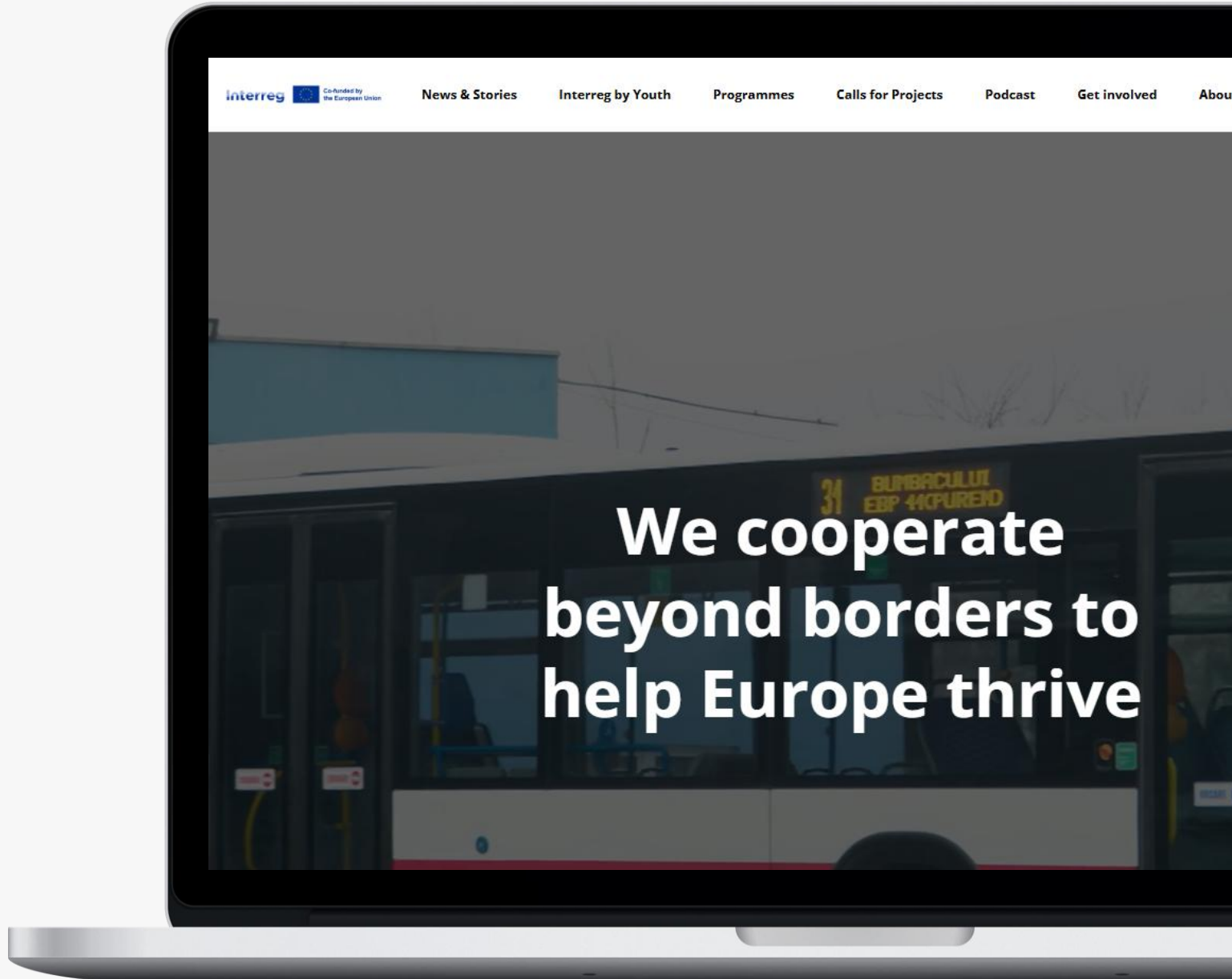
6

Visibility on interreg.eu

- Get your event on the map
- Dedicated article
- European audience



Let's check it together!



Staying connected

SharePoint Efficient materials management



Document Library

A central repository for all campaign files.
Access everything you need from one place.



Searchability

Quickly find campaign documents and keep your
workflow agile.



Collaboration

Download files directly and collaborate
seamlessly with your team.

Microsoft Teams Our central Hub



Instant Messaging

Quick and easy team conversations. Stay
updated in real time and keep everyone on the
same page.



File Sharing

Seamless access to documents, materials and
resources.

We'll share updates, materials, and all the essential information to
keep your event planning smooth and organised!

How to download the materials in SharePoint

Register at Interact Portal

[Sign in - Interact Portal](#)

**Join the
Communication
and visibility
network**

[Communication and visibility network - Communication and visibility network](#)

Go to the documents section and download the main folders

[Communication and visibility network - Documents - All Documents](#)



Official Logo Interreg Cooperation Day



15th Anniversary Interreg Cooperation Day - logo



2026 - Thematic banners Interreg Day



ICONS Interreg Cooperation Day



Promo Video Interreg Day 2026.mp4

Interreg Cooperation Day 2026

Inspiration from the past 15 years

Nebojsa Nikolic/ Interact /14.05.2026

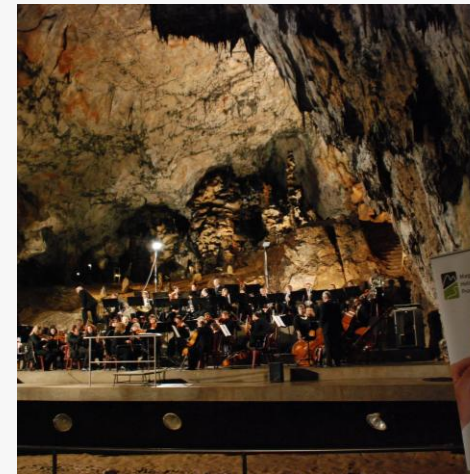
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The first Cooperation Day

- Record number of events
- Great variety of creative ideas
- High VIP participation



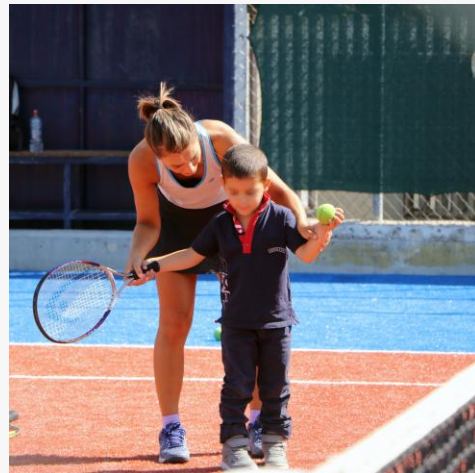
Food events

Gastronomy across borders is a sure-way to attract a lot of people, preferably to a venue that has benefited from one of your projects. You can cook on the spot and make a workshop out of it or bring pre-made delights.



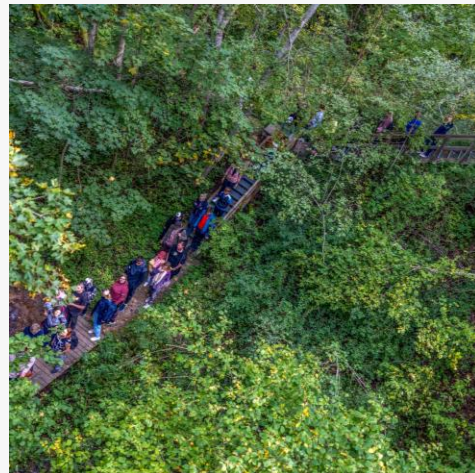
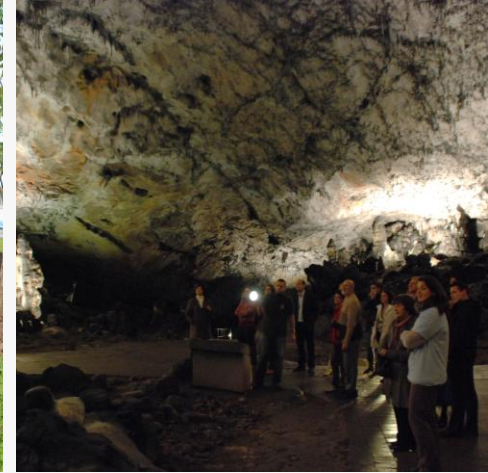
Sports and games event ideas

Football, basketball, tennis, hike, bike, charity run, old games festival, tabletop games competition, dance off, chess, video game tournament (non violent games).



Nature event ideas

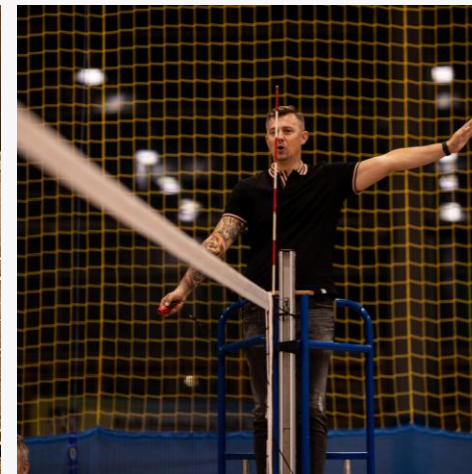
Tree planting, Cave tour, hike, bike, canoe, clean-up events, nature protection workshops, recycling drive, cross-border area tour, picnic, stargazing.



Competition event ideas

Cooperation rally, photo/art competition, cross-border sports tournament, marathon, bike race, storytelling competition (Slam), cooking competition, Lego* building competition, etc.

Careful with the rules and awards.



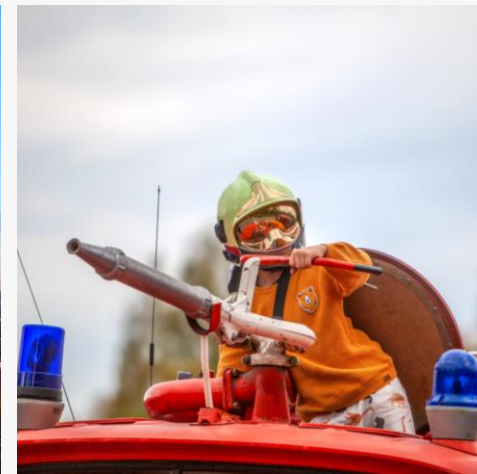
Cultural, arts & crafts event ideas

Examples from the previous years: Exhibition, crafts workshop (calligraphy, pottery, painting), theatre and puppet show, concert, marching band parade, dancing lessons, comedy show, circus performance, painting camp,



Unique event ideas

First aid and rescue training, hot air balloon ride (BG-TR), concert in a cave (HU-SK 2012), sailboat tour, group art performance, treasure hunt, escape room, fashion show, medieval festival in a real castle, bouncy castle games.



Latest event ideas - 2025

Great variety of events, indoor and out, with very creative ideas and collaboration with larger festivals. The most “photogenic” events have included games and gadgets, nature setting, and even a bonfire!



Questions & Answers



Cooperation works

All materials will be available on:
Interact.eu/Library

Want to discuss it? Join our MS Teams environment!
Portal.Interact.eu | Programme and Project Management

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Disclaimer

Publisher

Interact Programme

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Primary knowledge area

Interreg Cooperation Day

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