

Interreg Cooperation Day 2023 preparations - updates and joint social media campaign

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Interact



**Co-funded by
the European Union**
Interreg

Campaign organizational timeline

June	July	August	September	October
Contact projects to join	Order custom videos	Upload events to website	Celebrate your local events	Celebrate your local events
Procure services for September	Upload events to website		Boost your posts	Evaluation
Build a presence on social media			Enjoy and make the most of this opportunity!	Announcement of the winners of the "Best Local Event" Competition
Receive the pack of promo materials (in case you ordered them)				

Guide 2023

Detailed guide to help programmes organise local events and activities during Interreg Cooperation Day 2023 campaign



<https://www.interact-eu.net/library#4203-guide-interreg-cooperation-day-2023>

GUIDE FOR PROGRAMMES INTERREG COOPERATION DAY 2023



Interreg 
COOPERATION
DAY
Stronger together



Main Guide Instructions

The campaign essentials

01

- Why an Interreg Cooperation Day?
- When is the Interreg Cooperation Day?
- What is the aim of the campaign?
- Who is the target audience?
- How can my programme participate?

Highlights of the 2023 campaign

02

- Official Identity and Branding
- Celebrating the European Year of Skills – thematic visual identity
- Promotional materials
- Joint social media campaign - boosting your Facebook posts
- Competition for the best local events



Ideas for local events

03

- Key points to consider
- Practical ideas for local and online events
- Inspiring results of the first edition “Best Local Events” Competition
- Concepts with organisational advice

Tools to gain visibility for the campaign

04

- Interreg Cooperation Day promotional video
- Online and social media
- Being visible in the media

Follow-up and evaluation

Further information and contacts

05

Promotional Materials 2023

- 46 Programmes applied in our online community
- 46 sets of promo materials will be already on their way: you will receive them in 10 days at the latest
- Have you missed the opportunity to sign up? We can give you advice with your local procurement



Sets of two metal straws



Bamboo and felt pencil case



Wildflower seeds packs



Sets of beach-tennis racquets

interregcooperationday.eu

2023 is the European Year of Skills. [Click here to find out more](#)



EVENTS ABOUT MEMORIES MATERIALS SOCIAL HUB CO-ORGANIZERS



**KEEP YOUR EVENT/COMPETITION
ENTRY ON THE WEBSITE!!**

We look forward to filling this map with
your celebrations.

origins

Barraeaba +Bikenbeu
Tamaraira
Umanterwena
Utroa
Buriki
Rongorongo Rungata

EVENTS AND ACTIVITIES

Find the events and activities near you

Online

Local

Contests

ABOUT

Interreg Cooperation Day

We commemorate the **Interreg Cooperation Day** (also known as "Interreg Day") on **21 September** every year. But why do we celebrate cooperation?

Europe is a mix of cultures and economies that need to understand each other in order to reach their maximum potential. For this reason, the European Union (EU) encourages cooperation in different ways. One of them is through the cooperation

[VIEW MORE](#)





Cooperation Day Visual Identity

Interreg Cooperation Day has new and colourful visual identity, to complement the new campaign name as a permanent and recognizable brand.



Logo Evolution



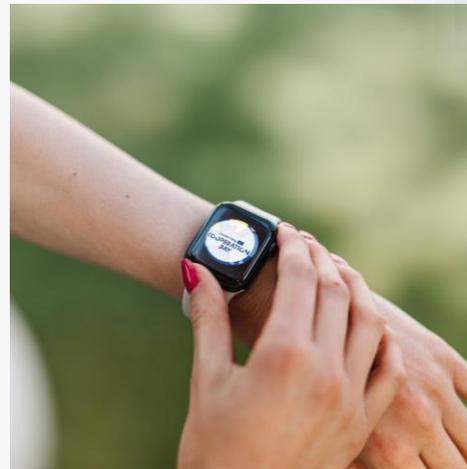
Logo symbolism

Vision of simple ‘signs and symbols’ representing the pieces and stories of Europe, variety of projects we do and diversity of cultures and people in Europe, while also relating to the fun and engaging nature of the campaign. “Interreg” brand is the crown of our logo, as the clear focus of our streamlined identity.



Logo Application

We kept the colourful look that appealed to many people in the past but improved the usability for variety of branding needs, with great readability in small print size and complementing colours to the Interreg visual identity.



Colour strategy



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 #00ADDC
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

European Year of Skills



Banners events on the website



Cooperation **works**

All materials will be available on:

Interact connections / website

Evaluation survey: https://connections.interact-eu.net/surveys/secure/org/app/b1b01835-755f-4376-87b3-23fe6e2d7bf8/launch/index.html?form=F_Form1