

Kick-off Event

Interreg Cooperation Day 2024

Campaign preparations

Rosa Escamilla & Nebojsa Nikolic | Interact | 07.05.2024

Interact



Co-funded by
the European Union
Interreg

Welcome to Interreg Cooperation Day 2024



Interreg Cooperation Day

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

- Organise engaging **events** to connect cooperation with **local communities**
- On **21 September** and surrounding weeks



Agenda

01

**The campaign
timeline**

02

**Theme:
EU Values
overcoming
borders**

03

**Inspirational
ideas for your
local event**

04

Guide 2024

05

Q&A

The timeline

May

- Launch of the 2024 **Guide**
- Launch of customisable **promotional video**
- Share of **visual materials**
- **Webinar** on ideas for local events
- You can start **contacting projects** to organise joint events

June

- **Webinar** on promotional campaign on social media
- Ideal time to **order your** personalised promo **video**
- Establish presence on **social media**

July & August

- Promote the campaign through **interreg.eu** social media and website
- Promote your event on **social media**
- Inform the **local and regional media** about your event

September

- Local events **celebration**
- **Paid promotion** of your online publication

October

- Local events **celebration**
- **Evaluation**
- **Best local events 2024** winners

EU Values + overcoming borders

The campaign aims to remind people of the **progress made by the EU in removing physical and mental barriers between countries**, ensuring EU Values and equal opportunities.



2024: EU Values

Harmonised theme with Commission

EU VALUES
overcoming
borders

Democracy

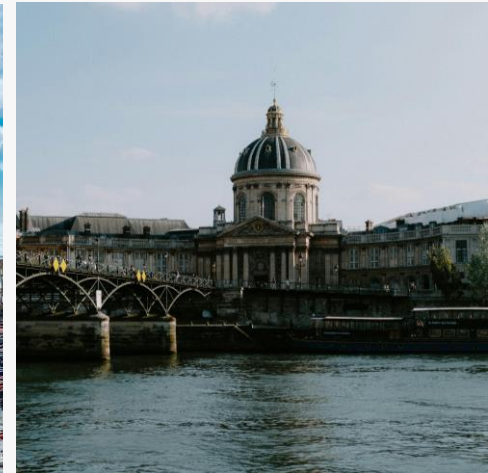
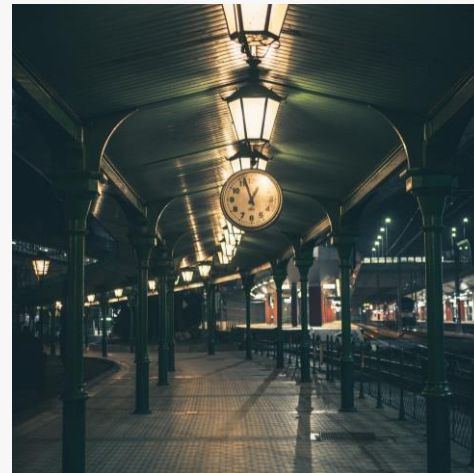
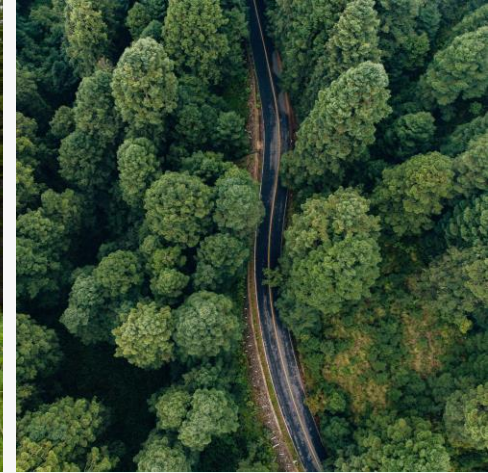
Equality

Freedom

Human rights



Where could you organise your local events?



Some brainstorming ideas with EU Values

EU Film Festival



Some brainstorming ideas **with EU Values**

EU Values Treasure hunt



Some brainstorming ideas **with EU Values**

EU Values essay or public debate competition with young people



Some brainstorming ideas with EU Values

Picnic overcoming borders



Some brainstorming ideas with EU Values

Road tour



Citizens' Consultation Post 27

Use the Interreg Cooperation Day as a platform to host an interactive event that smoothly incorporates your Post-27 consultation process!



Interreg COOPERATION DAY

A pathway to your Citizens' Consultation Post 27



Ideas for conducting public consultations

Community forums



Roundtable sessions



Interactive workshops



Survey at public events



How can the information be collected?

Post-it mural



Suggestion box



Video recordings



Community urban art



Interreg Cooperation Day 2024 - Campaign preparations

Inspirational ideas for your local event



Inspiration exists, but it has to
find you **working**.

Pablo Picasso

Working for inspiration

Some of the best and most unique event ideas will come from your projects, especially the ones related to tourism, nature protection, cultural heritage, science and technology.

Step 1

Think of a location that has benefited from a project: park, community centre, sports venue, etc.

Step 2

Get in touch with local projects and authorities: ask them about local attractions, fun places, event ideas.

Step 3

Ask for free stuff: venue, audio/video equipment, stage, chairs, tour guides, photographer, etc.

Step 4

Invest in the fun, unique, „Instagramable“ aspects.

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

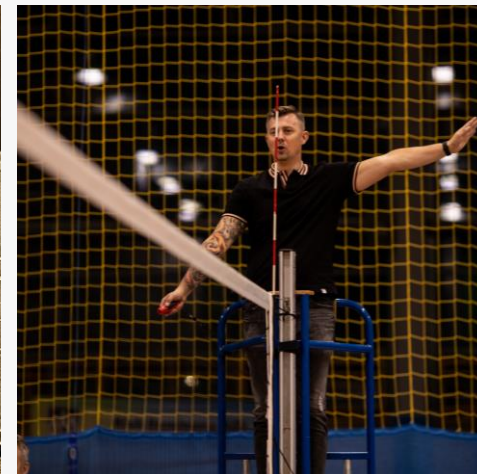
Tree planting, Cave tour, hike, bike, canoe, clean-up events, nature protection workshops, recycling drive, cross-border area tour, picnic, stargazing.



Competition event ideas

Cooperation rally (when horses challenge tractors), 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.



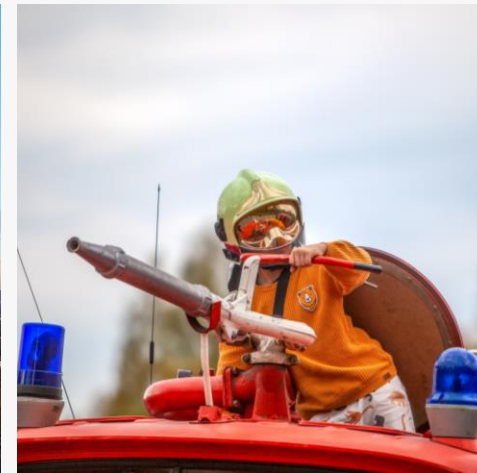
Cultural, arts & crafts event ideas

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 baloon 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.



Guide 2024

Detailed guide to help programmes organise local events and activities during Interreg Cooperation Day 2024 campaign



Guide main services

THE CAMPAIGN ESSENTIALS



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 2024 EDITION

Theme: EU values overcoming borders
Post 27 Consultation



IDEAS FOR LOCAL EVENTS

Key points to consider
Practical ideas for local and online events
Inspiring results of the 2023 “Best Local Events” Competition
Concepts with organisational advice

SERVICES INTERACT OFFERS



Official Identity and Branding
Joint social media campaign - boosting your posts
Competition for the best local events
Interreg Cooperation Day promotional video
Visibility through Interreg.eu web and social media



FINAL TIPS

Being visible in the media
How do I stay informed

Official identity and branding

Official logo 2021-2027

Interreg 

COOPERATION
DAY

Logo with slogan

Interreg 

COOPERATION
DAY

Stronger together

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

9FAE5

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

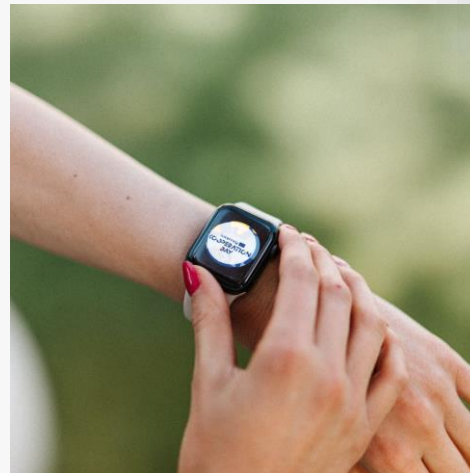
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RGB 14 / 110 / 182

A safer and more
secure Europe
ISO 2

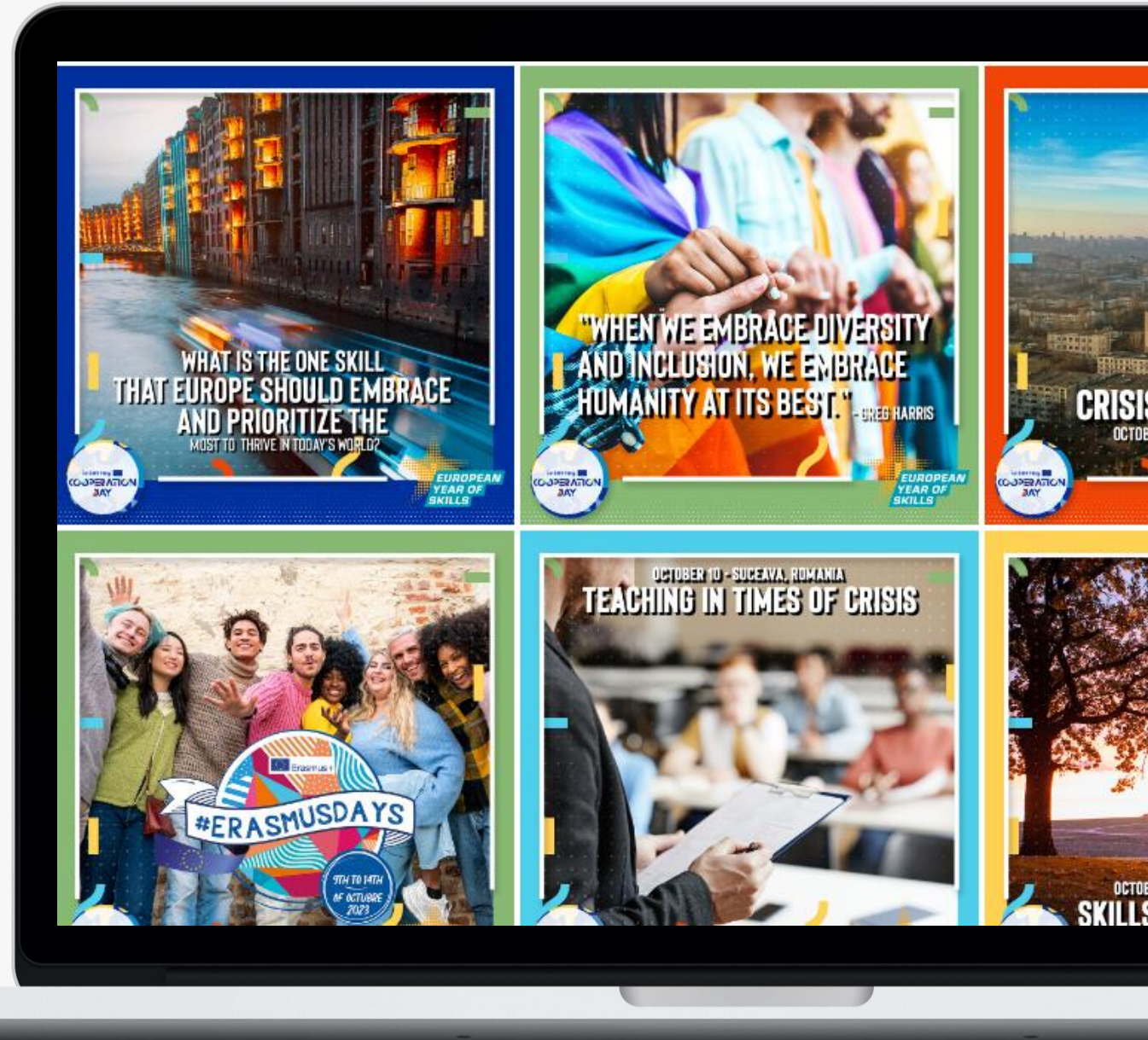
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Logo Application

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.



Materials for website and social media



Banners events



EU Values

EU VALUES
overcoming
borders



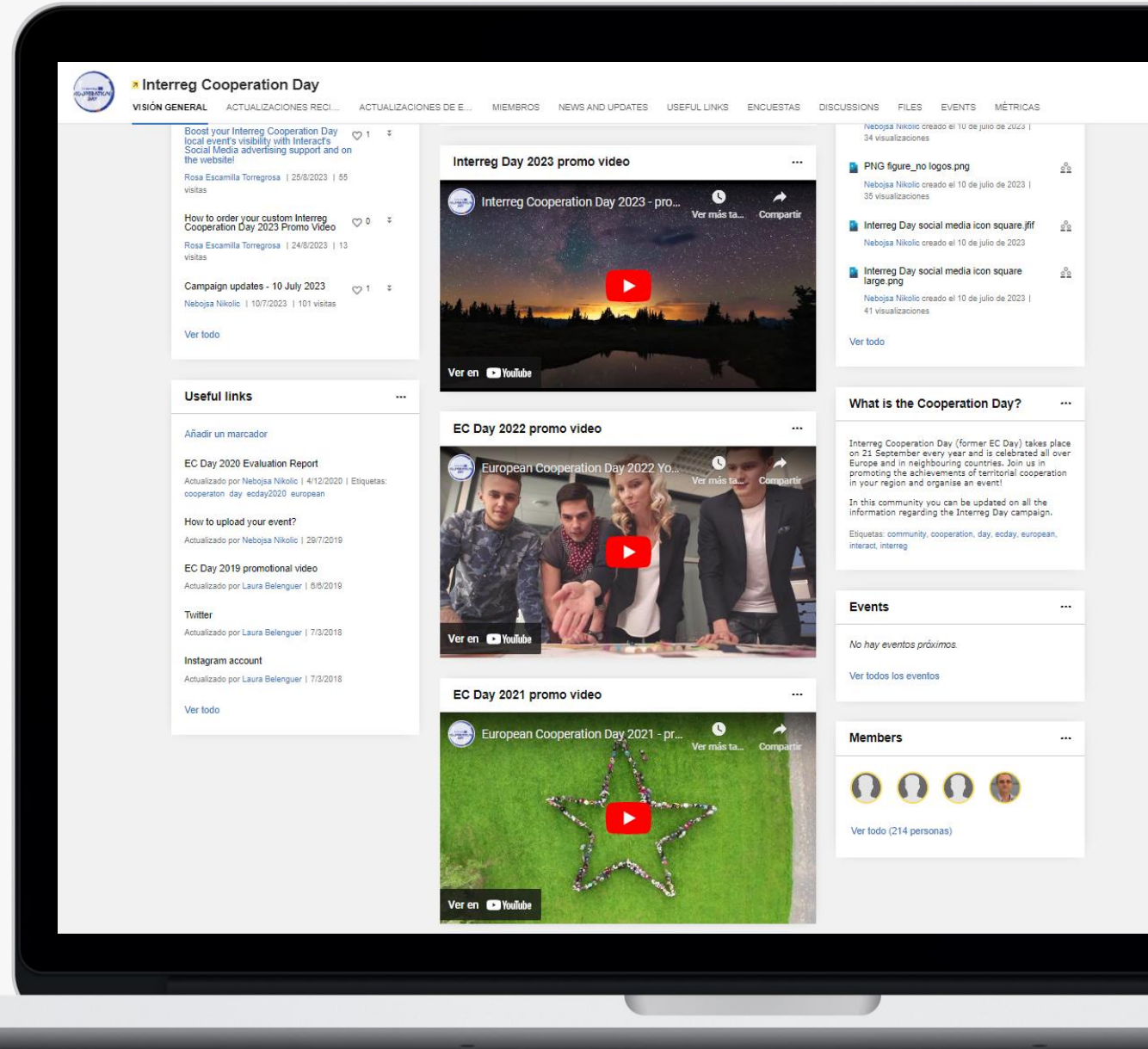
Interreg 
COOPERATION
DAY

Social Media **ICONS**



Promotional Video 2024

- Customisable
- Right now: In the process of creation
- If you have high-quality video materials from events of past editions, you can send them to us, and we will include them in the official 2024 video!!!



Joint Social Media campaign

- Paid promotion of your posts on your Facebook channel
- Dedicated webinar for this service June



Which channels will we use?



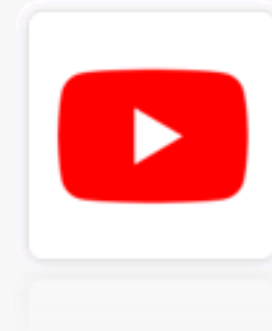
@Interreg



@Interreg



@Interreg.eu



@Interreg_eu

Website campaign

- We would like to promote your events through interreg.eu website

How to proceed?



More information in the June webinar and soon in communities!!





Interreg Project Slam 2024

★ Interreg Slam! ★

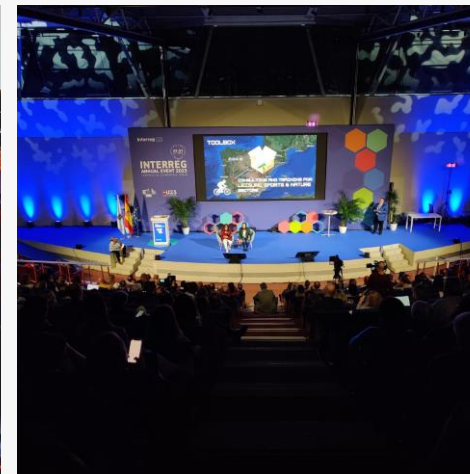
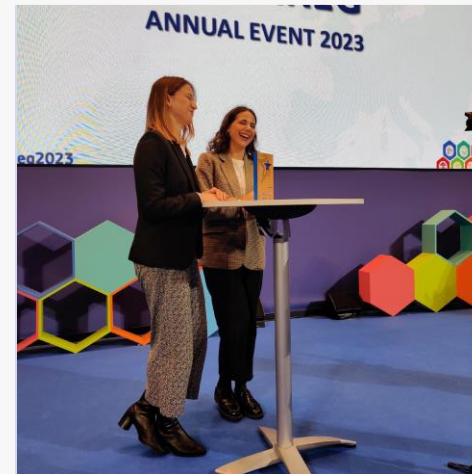
A communication competition
to show the impact of INTERREG's
programmes and projects
on social media and on stage



Kick-off event: Next May 20

- Reach of over **3 million** people in 2023
- Quick and easy** application
- Free **professional video**
- Professional consultant** services
- Trip to finale** in 2025
- Perform with **support from professional expert**
- High visibility** on VIP level

Join us!



Questions & Answers



Cooperation **works**

All materials will be available on:

Interact connections / website