

# GUIDE FOR PROGRAMMES

INTERREG COOPERATION DAY 2023



Interreg 

**COOPERATION**  
**DAY**

*Stronger together*



Interreg



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## What's inside

The guide offers detailed explanations about the Interreg Cooperation Day campaign and instructions on how to organise local events and activities. As well as containing a variety of ideas and examples for the organisation of local events, this guide includes advice on production of promotional materials, use of the campaign website, and promotion on social media.

This year's edition contains many new features we wish you love as much as we do. We welcome the new name of the campaign, along with the new colourful logo and powerful slogan. In 2023 we are also celebrating the European Year of Skills. To complement this exciting initiative, we have developed a special visual identity for this year's campaign and encourage all the programmes to consider organising local events involving skills. Last but not least, in view of the great success of last year's first edition "Best local events", we dedicate a section of this guide to the five winning events.

Information on the 2023 campaign is regularly updated on the Interreg Cooperation Day online Community and on the campaign website: [interregcooperationday.eu](https://interregcooperationday.eu).

Once again, we would like to thank you for your commitment and dedication to this campaign! Interreg Cooperation Day lives thanks to you. Don't miss the opportunity to engage with your local communities by showing the practical results of your work. From all the members of the Interact Team, as well as from the many programmes already on board, welcome to this year's Interreg Cooperation Day! In case you have questions about the contents of this guide, do not hesitate to contact us: [rosa.escamilla@interact-eu.net](mailto:rosa.escamilla@interact-eu.net) and [nebojsa.nikolic@interact-eu.net](mailto:nebojsa.nikolic@interact-eu.net).

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# The campaign essentials

## Why an Interreg Cooperation Day?

In 2011, several Interreg programmes saw the need to develop a joint communication activity to promote Interreg results to a wider audience. One year later Interact volunteered to create a pilot action on joint Interreg communication and all programmes were invited to join.

The initiative was a success, with territorial cooperation programmes across the EU and beyond.

The campaign has continued since then, highlighting achievements through territorial cooperation for tens of thousands of people each year. On average, Interreg Cooperation Day is celebrated by is celebrated by dozens of programmes, with around 100 local events in 30 countries.

## When is the Interreg Cooperation Day?

Interreg Cooperation Day 2023 will take place on **21 September** and the surrounding weeks. If your programme is not able to organise an event within this week but would still want to participate in the campaign, you may consider organising local events at some other time during the year but still within the context of Interreg Cooperation Day.

## What is the aim of the campaign?

Interreg Cooperation Day improves the visibility and public awareness of Interreg, Interreg IPA CBC and ENI CBC cooperation programmes by highlighting how cross-border, transnational and interregional cooperation projects are reducing obstacles and disparities. All these projects funded by the European Union have helped improve people's lives along the many borders within Europe and beyond.

**Simply put, the goal of the campaign is to organise creative and engaging public events that would show the real results of our programmes**

## INTERREG COOPERATION DAY SPECIFIC GOALS

**Goal 1.** To identify representative project results and benefits

- Spotting good projects with impactful results.
- Finding innovative and interesting ways to present how cooperation improves people's lives.

**Goal 2.** To disseminate the benefits of cooperation to citizens and society

- Finding ways to present the identified results and benefits to the selected target groups.
- Having a balance between reaching large groups of people and having specific target groups.

**Goal 3.** To create better understanding of European Territorial Cooperation

- Making people aware of the cooperation existing in their region through its benefits.
- Communicating cooperation among regions in an interesting way that creates a positive image of EU regional activities and shows its added value.

**Goal 4.** To increase cultural understanding within Europe

- Displaying the differences between European countries/regions and how they can be brought together for common good.

## Who is the target audience?

Our main goal is to reach European citizens who are normally not involved in EU-related events. The local events will target specific groups of citizens (e.g. schoolchildren, commuters, thematic experts). Social media promotion, like boosting your Facebook posts can be a very cost-effective way to reach your target audience.

## How can my programme participate?

Participation in the Interreg Cooperation Day offers a great opportunity for the programmes to reach out together to the people who are not generally familiar with Interreg. It is voluntary and, in practice, participation means organising one or more local events or activities. Given the goals of the Interreg Cooperation Day, programmes share one belief: the greater number of participating programmes, the more successful the campaign will be. Several programmes in the past made an extra effort and managed to engage their projects to organise local events as well, which has greatly boosted the overall campaign.

If you are not sure what to organise, you can use and adapt one of our “joint activity” concepts: “Urban/Nature Clean-Up” event and “Gymkana photo” challenge; and you can be inspired by the winning events of the first edition “Best local events” competition!

## Types of events

It is advisable to avoid conference-style events and focus instead on being more creative. For example, some of the events organised in the past are gastronomic and cultural fairs, concerts, film festivals, bike tours, nature hikes, recycling drives and many more!

Your own unique celebration may inspire other programmes in the future.

# Highlights of the 2023 campaign

## Official Identity and Branding

The Interreg Cooperation Day 2023 campaign brings with it many new features and we want to celebrate them with you.

Over the past 30 years cooperation programmes in Europe have grown and now speak as one with the Interreg brand. Interreg stands for European territorial cooperation - cooperation across borders, regions, rivers, mountains and even bureaucracies.

The campaign is changing its name from European Cooperation Day to Interreg Cooperation Day. But why this paradigm shift, you may ask? Interreg is an exemplary family of programmes and, our local cooperation events are the celebration of all the best we can achieve when we join forces.

Once a year we celebrate the success and efforts of European cooperation through the Interreg loudspeaker. The voice of Interreg is the voice of Europe and the voice of cooperation between European regions and beyond.

Along with the new official name, the second major change is the logo, a design that will be part of the campaign's branding for the entire period 2021-2027.



**Main Interreg Cooperation Day Logo**

Europe is a puzzle made of different pieces, stories, signs and symbols, representing the history, geography and feelings of people within their social contexts. Interreg is the concrete tool for making the unity of European and neighboring regions possible, by narrowing distances and reducing obstacles. The new logo revolves around simple and common signs that connect minds and society.

The coloured signs of context, cultural enrichment and diversity meet and melt with the sharpness and colours of Interreg branding in a single idea of cooperation.

A new branding that is showing how Interreg Cooperation is making European territories and citizens 'stronger together' by uniting and valorizing signs and symbols. This new slogan reflects the current times and momentum faced by our continent, but also a bright perspective for the future.



### **Main Interreg Cooperation Day Logo with the slogan**

Now, more than ever, the unity of EU territories and citizens towards common objectives and views for the future of the next generations, is our strongest asset. Interreg Cooperation Day is empowering EU society to get 'Stronger' if only we stay 'Together', with no separation or hesitation towards a common view for the future.

## Celebrating the European Year of Skills – thematic visual identity

This year we are celebrating the European Year of Skills. To commemorate it, we have created a special thematic visual identity to be used for the whole 2023 campaign. Interreg's contribution to upskilling, reskilling and lifelong learning contributes to sustainable growth, leads to more innovation and boosts competitiveness and talent. Our thematic visual identity depicts four citizens celebrating the job opportunities that the European Union offers, and the broader possibilities that allow them to create a stronger Europe. It introduces the idea of cooperation to create, improve and enhance their skills.





In addition to the thematic visuals of the Interreg Cooperation Day campaign, if your local event is also relevant to the “Skills” campaign (as we hope it will be), please feel free to also use the stamp logo dedicated for branding all the #Skills events.

We have prepared a full set of thematic visual identity elements which you can use for your publications and social media, available on the Interreg Cooperation Day website, sections “Materials”. If you need any vector files, please make a request via email: [rosa.escamilla@interact-eu.net](mailto:rosa.escamilla@interact-eu.net)



**Logo designed by the European Commission  
for all “Skills” initiatives**

## Promotional Materials

To better understand the needs and the approach on the programme level, and consequently, make an informed decision about promotional materials for Interreg Cooperation Day 2023, last February Interact organized a thematic webinar on new trends and Best Practices on Promotional Materials.

We have come to the conclusion that promo materials can be an effective part of the Interreg brand development if the items are thematically appropriate, genuinely useful, good quality and environmentally friendly.

Based on the overwhelmingly positive results of the survey, the discussion and the feedback from the past campaign evaluations, we have decided to produce:



Bamboo and felt pencil case



Wildflower seeds packs



Sets of two metal straws



Sets of beach-tennis rackets

Since we have a limited budget for promotional materials, we will produce around 40 sets of promo materials with limited quantities of items in each. When selecting the materials our focus was on inexpensive and light (cheaper to transport) options, which are also environmentally friendly and practical.

Please keep in mind that only the programmes which have registered on time in our online community will receive a package. If you missed the opportunity to sign up, we can provide you with the specifications and advice on how to procure some of the materials on the local level.

When planning procurement on local level, please keep in mind that in practice there are minimal quantities for orders (for example, a company might not deliver less than 100 units of an item type) and that the branding can affect the minimum quantities as well. Make sure to do some market research in your area and check about the technical limitations for procuring certain items with the specific branding. Simplifying the branding can help with lowering the cost and the minimum quantities per order.

## Joint social media campaign – boosting your Facebook posts

In the past few years, we have invested small amounts of money in paid promotion of the Interreg Cooperation Day Facebook page (boosting posts and paid ads) and we got an amazing return on our investment.

This year, we will continue with the very popular initiative to help the programmes to reach a much wider audience on Facebook. Here's how it works:

- Our goal is to promote your local Cooperation Day events and initiatives, by boosting your relevant posts on Facebook.
- Our budget: 2500 euros in total, divided among all the posts of the participating programmes.
- We expect to boost between 25 and 100 posts in total, depending on the level of interest from the programmes.
- The campaign will be primarily active from August until the end of October 2023.
- To make it happen, you will have to contact us by email and explain how the post you want boosted will look, target audience and the timing of the post:  
HYPERLINK [rosa.escamilla@interact-eu.net](mailto:rosa.escamilla@interact-eu.net) and HYPERLINK [arkam.ograk@interact-eu.net](mailto:arkam.ograk@interact-eu.net).
- We will review your suggestion and, if approved, request you to give temporary administrative access for your programme Facebook page to the representative of the social media company that is working with us. The access will be temporary and to be used solely for boosting your post.
- You will share the results of the boosting with us for the campaign evaluation: number of people reached, number of “Likes”, shares, etc.

## Competition for the best local events

Last year's campaign launched the "Best Local Events" competition. This initiative recognises and rewards the work carried out by many Programmes in the organisation of their respective Interreg Cooperation Day local events.

After the celebration of the local events during the months of August, September and October, this contest takes place. Five symbolic prizes are awarded, one for each category:

- Most original local event
- Biggest local event (total number of participants)
- Highest publicity reach (including traditional and social media reach)
- Best project engagement (synergies with local project/s)
- Best thematic event (this year, the best “Skills” event)

But this initiative does not require any additional work from the programmes. Instead, we will organize internally to choose the best initiatives and announce the winner.

## **Selection process:**

The winners will be chosen by a jury of Interact programme experts who are currently or previously been significantly involved in managing the Interreg Cooperation Day campaign. In the categories for the biggest local event and the highest publicity reach, we will be relying on the official evaluation form data, supported by photos/videos.

We recognise that our professional opinion might not always match your own. After all, what is the “best thematic event” and what would a perfect selection process for the winner look like? Instead of getting stuck with complicated formal procedures for selection, we decided to rely on our internal expertise and bring one more fun element to the campaign.

## **When will we know the winners?**

Since the campaign is very active until the end of October, our initial plan is to announce the winners in November 2023.

## **What will be the rewards?**

The rewards will include a diploma and a small set of promotional materials.

# Ideas for local events

There is no one right way of organising a local action or activity. Feel free to combine several kinds of activities into one, or to adapt the ideas in a way that better fits your needs and objectives. When shaping an initiative, your programme is the real protagonist.

## Key points to consider

**Goal:** Keep in mind the objective is to raise awareness of territorial cooperation among the citizens and to attract media interest.

**Active events are the best:** Try to avoid conference-type actions. Aim for more active and inclusive events.

**Join forces:** Consider cooperating with other programmes to create a joint action or the same type of action in different places. Interreg Cooperation Day can be also organized in connection with another (larger) event to attract more media attention.

**Where:** Depending on the circumstances, local events can be organised in one or several places in the programme area. There is no need to be present in all places! One option is to select a place that represents the cooperation idea of the programme, such as:

- A border (land or sea border)
- A bridge
- A cross-border city/village
- The highest mountain in the transnational area
- A place that has benefited from programme support
- A public space with high foot traffic

## Keep in mind that...

- You should know the regulations and requirements that apply to the organisation of large public events in your region. Make sure the needed arrangements for participants are covered (public security, etc.) and deal with the minors through their parents, guardians or teachers.
- You may also consider inviting VIP guests to your event since their involvement may increase the profile and visibility of your action. Lastly, for outdoor events, you should monitor weather forecasts and define a backup plan just in case.
- Involve the projects in your plans from the very start: use this guide and the social media channels to inform and inspire.
- Identify the projects that are the most likely to attract public attention.
- Be aware that not every project is suitable for marketing to wider audiences.
- Consider and communicate the budget implication for project participation.
- Emphasise the benefit of increased visibility for projects. For instance, a tourism project could coincide with an Interreg Cooperation Day activity, or a fire/rescue project could perform a demonstration as part of an Interreg Cooperation Day fair or exhibit.
- Encourage projects to work together for the Interreg Cooperation Day. The projects can join forces through actions located in the same area (common exhibition, etc.) or within the same theme: tourism, energy, environment, etc.
- Brainstorm ideas for local events together with your projects: let's foster creativity! Use any media contacts projects may have to increase the impact of the event.
- Encourage projects to use Interreg Cooperation Day social media platforms to share pictures, videos and tweets of the local events they create or visit.

## And remember...

High involvement of projects will distribute the workload and increase communication flows and relations between your programme and projects!

In many cases, projects are the human face of your programme and they often have the most frequent or recognised contact with local population. In the past, the involvement of projects has been a key to successful participation in the Interreg Cooperation Day for many programmes.

**No ideas yet? We can suggest some!**

## **Practical ideas for local events**

With the aim to inspire you, we are listing here some ideas for local events that can be applied in different scenarios, including a low budget, lack of human resources, and even pandemic restrictions.

You can adapt and reimagine any of the ideas from this list according to your needs and resources. The final word on what and how you do is yours.

In addition to the usual standards of safety and efficiency, we must consider the tone and style of the events we organise. It might not be appropriate to organise a celebration style event if there is a recurring crisis in our community. However, a Interreg Cooperation Day event does not have to be a big flashy party. It can be a modest commemorative or an appreciation/charity drive.

Finally, we should be very careful with the procurement and distribution of promotional materials. Now more than ever, any materials you produce need to be meaningful and useful.

- **Beach/forest clean-up:** Let's all do our bit for the recovery of our nature by collecting, as a team, all the waste that is improperly left on our beaches and forests. Ideal activity to involve your 'green vision projects'. To make it as dynamic as possible, you can organise small groups accompanied by an expert in the field. It can be also set in the context of a competition: whoever picks up the most plastics wins! But, before the physical activity, remember that health, safety and security measures must be explained.

- **Escape Room/Gymkhana:** Organisation of a physical and mental adventure game where participants must solve a series of riddles and puzzles against the clock, or pass a series of physical tests following a specific theme. This type of activity encourages cooperation and solidarity among participants. We recommend celebrating this game outdoors, as it can be a way to get to know a city or connect with nature. You can involve projects to organise each of the puzzles and quizzes around information from their results and the EU.

- **Music and theatre performances** – These usually attract many participants on their own, but you can also combine them with something else. Invite local performers and try to organise such an event at a venue that has benefited from the programme funding.

- **Let's combine body and mind:** We should take care not only of our body, but also of our mind and our inner peace. Our pace of life has made us accustomed to living in a permanent state of stress and anxiety. We have to learn to get out of this loop that prevents us from growing and enjoying. Organising a yoga, pilates, tai chi or mindfulness course in the open air will be enriching for citizens. A better world can be built from a serene perspective! You can organise the session in a nice area in the region.

- **Community reading:** Around the idea of European cooperation, books reflecting the concepts of integration, neighbourhood, solidarity are selected. People are invited to actively participate in this chain reading. At the end, participants are encouraged to reflect and share ideas around the enjoyed readings. The idea is not to look for informative texts, but literary ones: from children's stories to novels and poems.

- **Sports competitions** – The goal of such an event should be to involve the local population in a fun sports activity where winning is not the primary goal. It can be a great opportunity to showcase the stadium/playground that benefited from the programme funding or to promote a healthy lifestyle. You can have a fun friendly match between the MA and NA, or projects vs programme team, or different project teams. You can create mixed teams with people from each side of the border or even enlist the participation of local clubs to join the fun.

- **Craft fair:** Craftwork is history and culture. It connects with our inner self and with others through an activity that requires our manual skills, concentration and the knowhow from others. By knowing our past, we can build our future. You can invite different local artisans who will teach the techniques of craftsmanship, while participants can enjoy making small artistic creations with their own hands. It is an activity that can revolve around the development of new skills, the vision of the future through our hands...

- **Board game olympics:** Board games have been present in our lives since we were children, and they have taught us to compete, collaborate, and know how to win and lose. Organising an Olympiad of traditional board games together with projects (chess, dominoes, parcheesi or twister) can be a very fun and dynamic activity for everyone.

- **Movie screening** – These are a bit harder to organise than the music and theatre performances because it is hard to find a meaningful film and procure the screening rights for it at the right venue. Still, if you have the support of some of the local institutions, you can make it work several programmes organised such events in the past years.

- **Charity marathon/race** – The theme of the run can be very specific, or it can simply promote a healthy lifestyle. You can combine the race with raising donations for a charitable cause and promoting the relevant projects (healthy eating, fighting obesity, climate change – take a bike to work, etc.).

- **Food tasting and cooking events** – Free food is a great way to attract a crowd. Several programmes have organised cross-border cooking events where the participants learned about the regional cuisine and, in many cases, its importance for regional tourism. Many projects are dealing with protecting or preserving the culinary traditions of the region and you can involve them in the organisation. You can organise such an event in a park renovated under a project.

- **Open-air exhibitions** – One of the successful ideas from previous years is to organise an online photo competition and then to print the best photos in high quality and exhibit them in a public place. You can also organise exhibitions showcasing collections curated by one or more projects.

- **Open-air music concerts** – You may not be able to get a whole choir or a large orchestra to perform, but a small group of musicians may be available. One of the major challenges in outdoor music performances is that a lot of the sound gets lost in the open air. Make sure to provide professional microphones and outdoor sound systems, operated by an expert, to ensure proper sound quality and volume. You can easily combine the music performance with an outdoor exhibition.

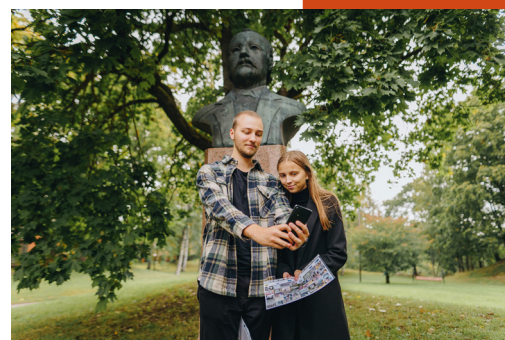


- **Donations drive for a local charity** – Before you organise such an event you should contact the local authorities and the organisations themselves in order to assess their needs and the best way to organise the collection and donation effort. Once you are completely ready with organizing the logistics, you should promote the initiative on social media and, if possible, on the local traditional media as well. You need to plan the promotion well in advance so that the people have the time to get involved.

- **Tree planting** – This is an activity that can be done in a big way, with lots of people and many trees planted at the same time. However, you can also organise a small symbolic planting, with just one larger tree and a few people present (local VIPs for example), to ensure the safety of the participants. In any case, you should consult the local authorities to find a suitable location for the planting and to ensure that someone will take the long-term responsibility to water and take care of the tree/s. This year, as you may have seen in the Promotional Materials section, one of the items being given out are Wildflower seeds packs.

- **Exchange on easy cooking recipes** – A lot of people quickly run out of ideas on what to cook at home for every meal. You can involve the experts from the gastronomy/culinary projects to share some ideas or you can hire an external expert and organise a webinar on this topic. You can also organise a social media challenge for the best recipes. You can have different categories based on type of dish (snack, salad, main course, desert, etc.) or preparation difficulty (easy, intermediate, or expert). The cooking challenges can be a lot of fun because people like to photograph and share on the social media their culinary accomplishments.

## Inspiring results of the first edition Best Local Events Competition



- **Most original local event:** "Cooperation paths – Photo Orienteering Game in Tartu", organized by the Estonian EU external border programme, Interreg Estonia-Latvia programme, and Interreg Central Baltic programme.

A great event to organise, not only because the activity is open to all ages and takes place outdoors, but also because of its originality and cooperativeness is "a photo orienteering game".

Small teams are invited to complete a photo orienteering game around the city. This competition will allow you to spend a fun time discovering the corners of the locality while getting to know fun facts of its history and the results developed in cross-border cooperation.



- **Biggest local event: Climate Expo organized by Interreg Slovakia-Hungary Programme**

Interreg Cooperation Day is the opportunity for the results of your projects to reach citizens who daily are not connected to your activity. In the Biggest Local Event category, we highlight the success of the Climate Expo, which opened its doors to schools from across border regions in Slovakia and Hungary. 450 participants learned about the values of cooperation, the work the European Union is doing to improve the lives of citizens and the importance of following green practices through games and attitude-shaping presentations.

In recent years a multitude of **interactive exhibitions** have been organised where people interact with the panels to express their opinion on EU and cooperation in Europe. People can use markers, colourful strings and stickers to express how they perceive cooperation in Europe, what should be the priorities of the public authorities, what do they know about their country neighbours, etc.



- **Highest publicity reach: Mural Art Painting by ENI-CBC Romania-Ukraine Programme.**

Art is the ideal medium for expressing emotions, feelings and ideas, and the way we relate to the world. That is why we recommend organising events around this theme.

A fun and youth-oriented activity is a **contest of painting and digital creations**, such as the Mural Art Painting organised in 2022 under the name "Message for Ukraine", which reached 4.4 million people.

This event invited all young people from Ukraine and Romania, aged between 14 and 30, to artistically illustrate the theme of solidarity and cooperation. After the creation of the artwork, a public vote was held to choose the winner.





- **Best project engagement: Interreg Spain-Portugal (POCTEP), with 13 local events involving projects.**

Union means strength. Creating synergies with and between your projects can be put into practice through Interreg Cooperation Day. Call your projects, propose joint events, invite the population to get to know and enjoy the results!

We suggest organizing a **festival with activities for participants** – games, cooking, handicraft workshops. You can combine a variety of small activities that would otherwise not attract enough attention by themselves and promote a variety of different projects at the same time. For example, you can combine a workshop on the traditional dances of the region and an exhibition, cooking shows/workshops on how to prepare local delicacies and awareness-raising workshops for children and adults (climate change, social inclusion, health, etc.).



- **Best thematic event (this year, the best “Youth” event): “A Mediterranean of Peace and Cooperation”, organised by the INTERREG V-A Italia Malta, ENI CBC Italia Tunisia, Sicilian ERDF OP.**

Under the umbrella of Peace and Cooperation, a set of local events focused on the role of young people in the protection of the natural heritage were organised. Among some of the most successful and inspiring activities, two are highlighted.

The “Ecological beach” collecting plastic, where experts of the respective marine protected areas organized thematic games on beach protection, coastal biodiversity and environmental protection of Mediterranean.

“Bike for peace” ride which allowed to discover the hidden rural aspects of the natural heritage and experience how significant and easy is the respect of nature and humanity. **Nature walks and bike rides** are highly recommended. You can organise the outdoor activities in a park renovated under the programme or in a nice tourist area in the region.

## Concepts with organisational advice



### Urban/nature clean-up

There is a growing awareness that taking care of the planet is in our hands. A small but effective action is to contribute to cleaning, caring and restoring public spaces. We have the good example of Interreg Urban Clean-up, an event organised in Riga (Latvia) in 2022 by the Interreg Latvia of the Ministry of Environmental Protection and Regional Development of Latvia in cooperation with the Interreg Estonia-Latvia programme, Interreg Latvia-Lithuania Programme, Interreg Central Baltic Programme and URBACT programme.

The programme promoted participation in urban clean-up to improve a creative playground on the lakeshore. The abandoned lot was turned into an accessible space for creativity and leisure.

Following the good example of this event, here are some essential steps you can follow to organise something similar:

1

**Involve experts:** You can involve the thematic projects and ask the experts to join the event organisation team. The experts can help you to choose the optimal public space, indicate what kind of materials to use and the working techniques to avoid damaging the space. Also, which individual protection, safety and hygiene measures to adopt. Finally, and very importantly, how to make our work beneficial to the locality/area.

2

**Get permission:** Contact your local authorities to get the permission to organise the activity in an appropriate public space. Start this process well in advance so that you have enough time to deal with bureaucracy. To increase the chance and speed of getting the approval, involve high-level representatives of your programme (head of MA, for example), supported with a clear and brief event plan, highlighting the good publicity opportunity of the event.

3

**Location:** It is important to evaluate the space according to the number of people Participating to clean, reorganise and restore the public space. Some suitable public spaces for this event are: beaches, rivers, lakes, forests, parks... In some of these natural spaces (such as beaches or forests) it will only be possible to clean up. In other spaces, such as parks, other tasks can also be carried out: planting of vegetation, restoration of furniture, urban painting (see as an example the photos of Interreg Urban Clean-Up).

4

**Prepare the site:** Once you have arranged for the right site and got all the permits, decide with the help of an expert on the exact places where you are going to deliver the activity. You should also plan for the specific place on site for: where to set up the information point, a place where you will store and distribute the tools and materials, the location where the visitors and volunteers can gather, etc.

5

**Tools and supplies:** Consider providing the following for the people who will actively participate in the clean-up process: first aid kit, cloth gloves with reinforced plastic, jute bags and hanging scales (for quantifying the amount of waste collected). Other practical gadgets are megaphones and walkie-talkies and educational materials, such as microscopes or water filters for microplastics,

6

**Long-term maintenance:** It would be great to provide participants with information on other spaces where they could carry out this activity with the techniques already learned!





# Gymkhana photo challenge

## Introduction

This idea is based on a very successful event celebrated in the framework of EC Day 2022 and implemented under the project InTERRACED. The Geocoaching competition provides that participants, following the coordinates provided in the map “28 terraced landscapes to find and photograph”, visit the greatest number of points of interest. The aim is enhancing the terraced territory and connecting the communities around this great heritage, environmental value.

Taking this event as a reference point, Interact offers you this mini-guide that can serve as a basis for organising something similar locally.

## Why photography?

Nowadays, photography is an activity that is accessible to everyone, dynamic and interactive. It is a good way to make Interreg known beyond the people who are part of it, and especially to the youngest. Photos are easier to make and even for people who are not good at technology but have great ideas to express. Around a given theme and with fixed coordinates, photos can also be a way to express your particular vision of things and your creativity.

## Preparatory activities

- Select a project from your programme that revolves around a theme that appeals to the public: nature, history, heritage, architecture, education...
- Coordinate with the project and confirm with them that they will cooperate with the competitors by providing the basic project information, the exact coordinates of each site, as well as a brief explanation of the importance of each area photographed.
- While preparing the competition rules make sure to be clear that the competitor will have to move on their own to each of the points, respecting the natural environment.
- Decide what the challenge outputs should be: Do we only want photos? Do we want to show the spirit of cooperation through messages? Do we want them to publish a post with all the pictures taken? Do we want them to present the photos during a specific event?

## Who to target?

This activity can be aimed at a very wide audience. It is up to you to decide whether to limit it to a certain profile or to open it to everyone. We recommend involving young people. A good way to achieve this is by contacting schools/universities, so they can promote your challenge, or even join it with their students.

The Geocoaching competition, for example, invited the participation of hikers and enthusiasts from protected areas and parks.

## Timeline

Depending on the expected outputs will be, you might need a long period of time to implement the competition.

In case you decide to limit the activity to the youngest, a very important factor to consider is the Academic calendars - when the students finish the current and start the next semester and when the exam periods are. It is advisable to prepare all the documents, permits and materials as soon as possible, so that you are ready in the second part of the year to launch the challenge and have everything ready for the local event.

## Prizes

It is a common good practice to avoid promising prizes that are expensive or extravagant. Usually, tickets to the local attraction (science museum, concert, amusement park) can be a good option. Here are some more inexpensive ideas for prizes: sets of books/encyclopedias, sets of quality art supplies, sets of Interreg Day promotional materials (you can reserve the more unique and expensive ones for the winners).

Moreover, well-designed participation certificates and diplomas for the winners can be appreciated, especially if awarded at a formal ceremony with participation of VIPs.

## Where to publish and promote?

Interreg Cooperation Day website has a dedicated section for competition events. You can create a competition page just as you would any other event. It is advisable that you publish all your competition rules and supporting documents in one place, and then to promote on the social media (usually Facebook and Instagram). We will define very specific target group parameters and use the paid promotion tools on Facebook to reach as many people with the announcement as possible. Interact is also offering both financial and logistical support to the programmes to promote their own local events on Facebook.

# Tools to gain visibility for the campaign

Use the Interreg Cooperation Day visual identity for branding all the materials you produce (templates are available on the online community and the website) to fit your local event. Finally, make sure there are references to the Interreg Cooperation Day campaign during your event so that the audience knows about this initiative – large banners, posters, branded promotional items, etc.

## Interreg Cooperation Day promotional video

Interact will produce a short video for the 2023 campaign, as in the previous years. We will also have the option of customizing the end of the video to promote your local events. Programmes, projects and other stakeholders have often used the videos to promote the campaign before and during their events. Some of them got the videos shown on national television! We will focus on producing the custom videos during late July and August.

## Online and social media

The Interreg Cooperation Day website is: [interregcooperationday.eu](https://interregcooperationday.eu). All the events organised for the campaign will be made visible on this website. The programmes can update their local events and this will be the main source of information for Interact. We will promote what you do on our social media before and after it takes place. Therefore, it is important to keep your event entry on the website.

In order to upload an event, every programme will have a programme account on the Interreg Cooperation Day website. If you created an account last year, you can use that one with the same user and password.

If you don't remember yours anymore, create again your programme account, and then you will be able to upload one or several events. Some of these data will be visible on the public site and some will be inserted for the communication between the programme and Interact only.

Once you have enough information about your event available, you can flag the content as ready to be published. You will be able to edit your event, remove or include new information, also after publishing.

The website is very user-friendly but feel free to contact us for any doubt you may have.

## #InterregDay2023

Social media channels are a great tool for promoting your event and staying updated with the latest news. The campaign is on:

**#InterregDay2023** is the main hashtag we use for our posts and we also encourage you to use **#Interreg**

We encourage you to use the hashtags and post information regarding your events and initiatives on a regular basis. While doing so, Interreg Cooperation Day social media accounts will be able to repost/retweet your messages and reach wider audiences. For marking the European Year of Skills we will use hashtag **#EuropeanYearOfSkills**.

Also, try to use visual material of the Interreg Cooperation Day (video, logo...) to make this a real unified European campaign!

**Facebook:** <https://www.facebook.com/interregcooperationday>

**Twitter:** <https://twitter.com/CooperationDay>

**Instagram:** : <https://www.instagram.com/interregcooperationday/>

**YouTube:** [www.youtube.com/CooperationDay](http://www.youtube.com/CooperationDay)



## Being visible in the media

Make the press aware of your event by sending press releases to local, regional and national media depending on the scale and nature of your event, both in advance and afterwards.

Use the document templates prepared for the Interreg Cooperation Day: the press release, the poster or the letterhead. The templates will be available on the Interreg Cooperation Day website.

Making personal contact with the media representatives is key: call the journalists to explain why this is an interesting topic for them to report. In order for the journalists to better understand the event's context, include a very brief info note regarding the campaign. Avoid acronyms and jargon as much as you can and make it interesting.

For instance, instead of “Valencia city celebrates the benefits of ETC with a film festival” go for more general options: “Valencia city organises a free European film festival”.

You can then include a subheading explaining that this initiative aims at celebrating the benefits of European cooperation among regions.

In addition to the press release and the info note, include high-resolution pictures (you can use those taken from previous Interreg Cooperation Day events) and the links to videos and social media. Contact local television and radio stations in advance, and check the possibility of having “live” interviews during the event.



If applicable in your region, consider paid newspaper articles or radio ads depending on your needs, the feasibility of doing so and your available budget. Also, paid promotion on Facebook will boost your posts and improve your chances of reaching individuals who may be interested in your event.

Check the possibility of joining a larger event being organised but make sure your local event does not end up in the shadow. Make sure your event is visible on site. Announce the event well in advance and be very active on social media. Keep people updated when details start to take shape. Experience from previous years shows that there is more media coverage when projects organise events themselves.

## HOW DO I STAY INFORMED?

To be in the loop about the updates on the campaign, make sure you are in the Interreg Cooperation Day online community. You can subscribe by sending a request to: [rosa.escamilla@interact-eu.net](mailto:rosa.escamilla@interact-eu.net)

## Follow-up and evaluation of the Interreg Cooperation Day

Interreg Cooperation Day is a continuous process, and we work to develop and improve the campaign year by year. After the events have taken place, we will ask you to evaluate how well your local event went and if it succeeded in reaching the goals of the Interreg Cooperation Day.

Also, we will invite you to appraise the communication tools and support provided by Interact, so that we can build on this in the years to come. Therefore, please be prepared to report on your event back to us with at least the following information:

- The number of participants.
- The media reach of your event (traditional and social media).
- High-quality photos and/or videos.

Only by collecting these three elements, you will help us extract the main figures of the Interreg Cooperation Day, as we did for the past couple of years.

Additionally, we will ask you for the following information:

- 1 Descriptions of how well your event succeeded in achieving the Interreg Cooperation Day goals.
- 2 Good practices in event organisation, what worked out and what could be improved.
- 3 Use of the Interact support - what was most useful and what we can improve.

# Follow-up and evaluation

We want our evaluation report to be, as in recent years, visual and fun! We count on you to provide us with the “big numbers”: people who attended your event, media impact, and nice pictures. No matter if your event is big or small, we are sure it’s going to be a success!

## Further information and contacts

### Interreg Cooperation Day online community on “IBM Connections”

Our community has the latest news, important files, forum discussions and many other useful features. Share your ideas, ask questions, upload pictures and feel free to use this community as you'd like

**Here is the access link:**

<https://connections.interact-eu.net/communities/service/html/-communitystart?communityUuid=8b16ca29-ada7-4226-830d-cde67678e0f1>

Don't forget to follow us on these social media platforms to stay in the loop: Twitter, Facebook and Instagram!

<https://interregcooperationday.eu/>



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