



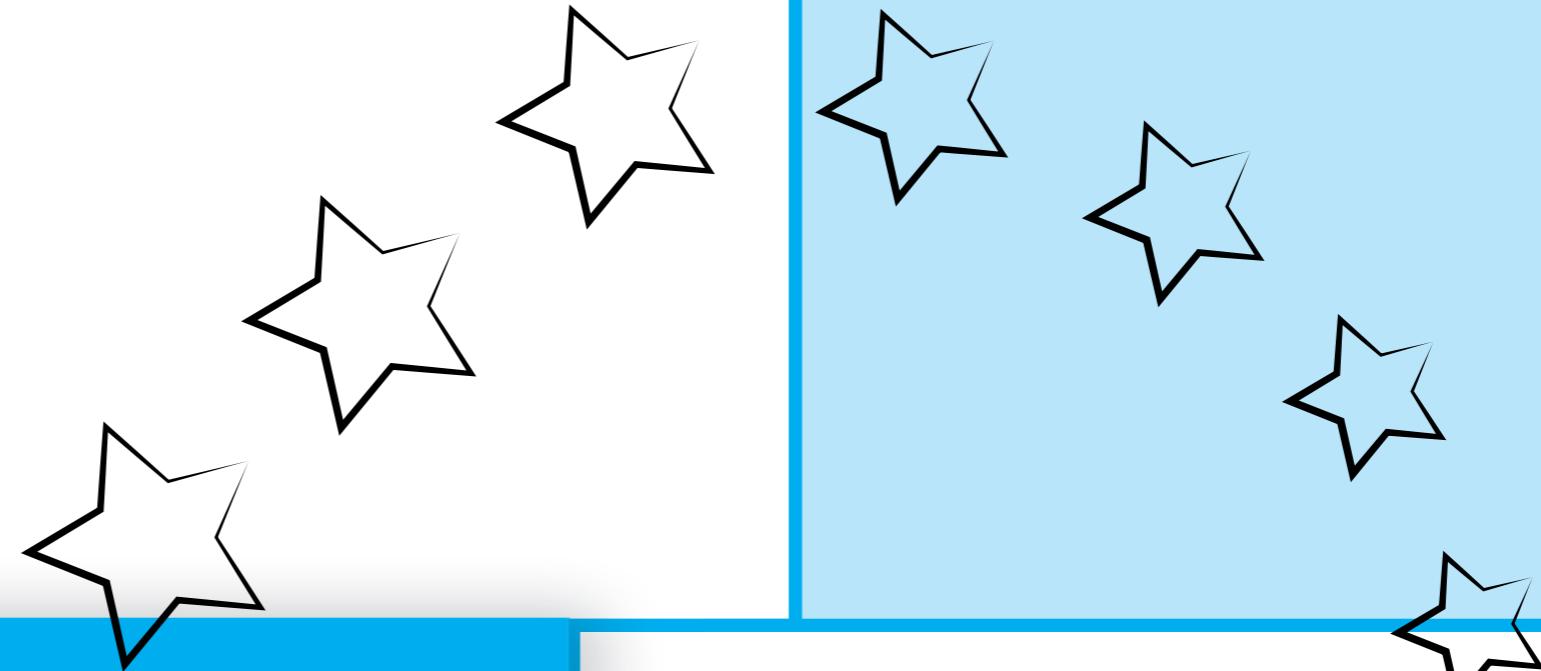
*Painting our
future together*
2018



Interreg 



European Cooperation Day
Guide for Programmes



This guide has been written to help programmes better understand the European Cooperation Day (EC Day) campaign and to show them how they can join this campaign through the celebration of events and activities.

In case you have questions about the contents of this guide, do not hesitate to contact us: ecday@interact-eu.net

Information is updated regularly on the EC Day Online community and also on www.ecday.eu. Check it out!

We hope that you will find this campaign interesting for your programme. It's an exciting opportunity to show the results of your projects to the general public.

From all the members of the Interact Team, as well as from the many programmes already on board, welcome to this year's European Cooperation Day!

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The essentials of this campaign

Why a European Cooperation Day?

Already in 2011, several Interreg programmes saw the need to develop a joint communication activity **to promote the outcomes of Interreg** within 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, European Cooperation Day is celebrated by over **50 programmes**, with more than **170 local events** being organised in **35 to 40 countries** each year. This year 2018 will be the 7th edition of the EC Day campaign.

When is the European Cooperation Day?

European Cooperation Day 2018 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 point in the year but still within the context of European Cooperation Day.



Painting for cooperation



Big Families Festival



Games for the kids



What is the aim of the campaign?

European 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.

The goals of the European Cooperation Day aim at **showing the benefits of the cooperation** among regions.



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. school children, commuters). This is also why media attention should be sought, in order to reach out to a as wide as possible public.

Goal 1. To identify representative project results and benefits

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

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

- Finding ways to present the identified results and benefits to the selected target groups.
- Having a balance between "as wide as possible" and "relevant examples to a clearly defined target group".

Goal 3. To create better understanding of European Territorial Cooperation (ETC)

- Making people aware of the ETC existing in their region through its benefits.
- Communicating ETC in an interesting way that creates a positive image of EU regional activities.

Goal 4. To increase cultural understanding within Europe

- Displaying the differences between European countries/regions and how they can be brought together to reach something bigger.

EC DAY GOALS



How can my programme participate?

Participation in the European Cooperation Day offers a great opportunity for the programmes to reach out together for the often challenging target group of the general public. It is voluntary and, in practice, participation for a programme means **organising one or more local events or activities**. Given the goals of the EC Day, programmes share one belief: the greater number of participating programmes, the more successful the campaign will be.



POCTEFA programme organises a birdwatching across borders - 2017



Sport across borders organised by Hungary-Croatia - 2017

TYPES OF EVENTS

Because the European Cooperation Day campaign aims to draw the attention of the general public to the benefits of territorial cooperation, it is important to organise events that are **exciting, inclusive and fun**.

It is advisable to avoid conference-style events and focus instead on being more creative. Some events have been: **gastronomic fair, balloon launch, film festival, bike tour, circus acts and many more!**

You can find ideas for events in the publication "When horses challenge tractors" (available on www.ecday.eu.)

Use these examples as your inspiration and make the European Cooperation Day a success for your programme!



Crafts and traditions fair Poland-Belarus-Ukraine - 2017



Nature hike in Slovenia and Croatia European Cooperation Day 2017



The highlights of 2018

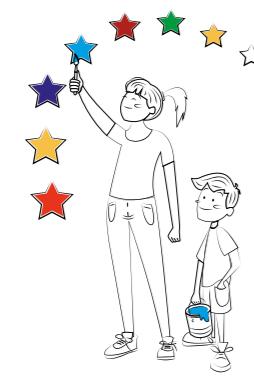


"If it ain't broke, don't fix it". That's why we are keeping the same structure of the website so that you don't have to adapt again to a new format with different functionalities. Here you should have already your programme account but if you don't remember, don't worry. Just contact us.

SAME WEBSITE Easier for you!

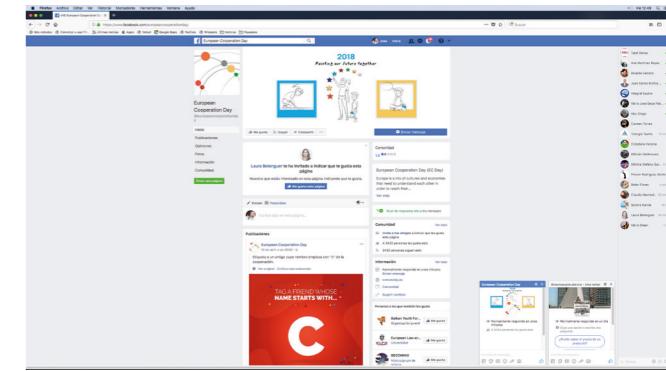
In this year's edition, everything can be customised. There are no exceptions! Would you like the logo in your local language? Would you like to include popular sayings or catchy sentences? Maybe some names or cities? Send your ideas to us and we'll make the design for you.

CUSTOMISE EVERYTHING!



We replaced the Basecamp group with an online community. This platform, more interactive and with a wide range of tools, contains videos, files, discussions and all the EC Day updates you cannot miss. Share your ideas, ask questions, upload pictures and feel free to use this community as you'd like!

EC DAY ONLINE COMMUNITY



This year, we would like you to learn more about the European Cooperation Day in fun and dynamic way. With these interactive videos you will gain new knowledge through games and quizzes that will test your skills and abilities! Check them out on www.ecday.eu

INTERACTIVE VIDEOS



The promotional items have been voted by you. This way, we have produced what you really think it's useful and fun. Also, the poster template is available in open format so that they can be personalised. T-shirts still are the most appreciated item – see this year's design!

PROMOTIONAL MATERIALS

What can a local event be like? - Ideas

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 you come across in the book of local events 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 within the citizenship 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. European Cooperation Day can be also organised in connection to another (larger) event to attract more media attention.

Where: 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 which has benefitted from programme support

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 minors through their parents, guardians or teachers.

Also, you may 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 back-up plan just in case.

- ★ Involve the projects in your plans from the very start: use this guide, the book of local events and the EC Day videos 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.
- ★ Verify any budget implication for project participation.
- ★ Emphasise the added value of participating: the increased visibility the projects will achieve through participation in the campaign. For instance, a tourism project could coincide with a European Cooperation Day activity, or a fire/rescue project could perform a demonstration as part of an EC Day fair or exhibit.
- ★ Encourage projects to work together for the EC Day. This could be done through actions located in the same area (common exhibition, etc.) or through projects 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 EC Day social media platforms to share pictures, videos and tweets of the local events they create or participate in.

AND REMEMBER...

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

Involving 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 EC Day for many programmes.



Tools to gain visibility for the campaign

Visual Identity

The idea of shaping the future of Interreg together (we are all involved in the discussions about Interreg post 2020) led us to this year's visual identity and slogan: two kids (the future) contributing already to this creation of a great cooperative Europe. Two kids that are "**painting our future together**". The artistic element of drawing and painting the European stars is the link to the cultural dimension, since 2018 is the Year of Cultural Heritage.

In order to line this idea with a strong personality, a hand-crafted illustration has been developed in a "comic-style" way, only colouring some stars. Also, by doing further customisation, the campaign has an innovative element and creates curiosity among participants.

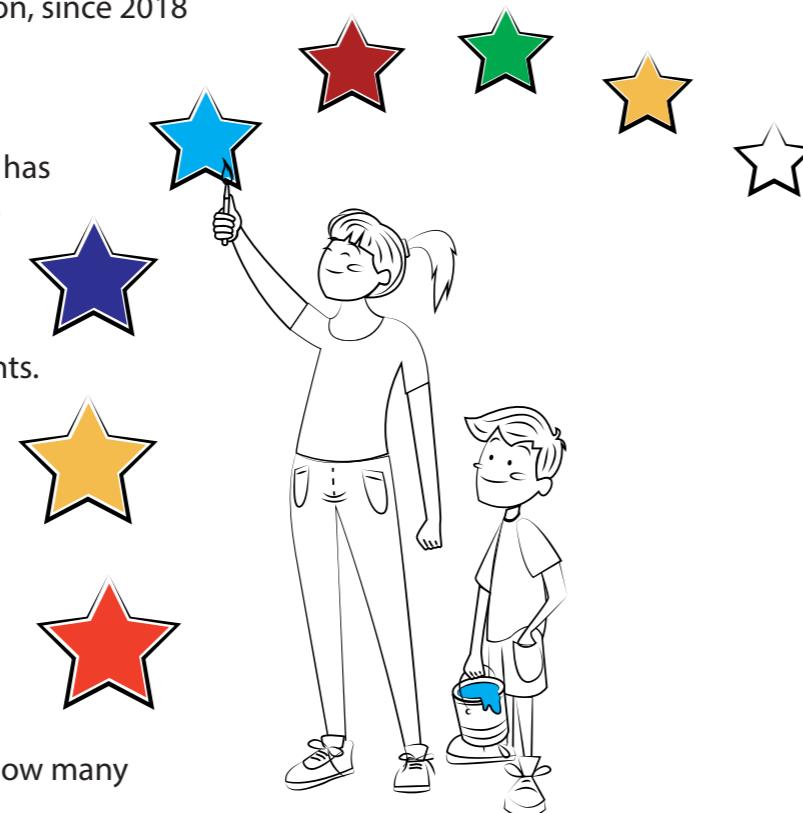
This visual identity is meant to unify all of the events within the campaign, along with the logo, online banners, documents, T-shirts, templates and other giveaways.

Think about how you will plan to distribute promotional materials and how many participants you expect beforehand.

Use EC Day visual identity for printing your personalised materials. You can always distribute the items delivered by Interact, personalise the templates (available on the online community and the website) to fit your local event or do both. Finally, make sure there are references to the EC Day campaign during your event so that the audience knows about this initiative.

EC DAY VIDEO

Interact will produce a short video for the 2018 campaign, as in the previous years. Programmes, projects and other stakeholders have often used it to promote the campaign before and during their events. Some of them to get the videos shown on national television!



Online and social media

The European Cooperation Day website is: www.ecday.eu. All the events organised for the EC Day 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 EC 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.



#ECDay2018

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

Facebook: <https://www.facebook.com/europeancooperationday/>

Twitter: www.twitter.com/cooperationday

Instagram: <https://www.instagram.com/europeancooperationday/> (NEW this year!)

YouTube: www.youtube.com/CooperationDay

#ECDay2018 is the hashtag we use for our posts. We encourage you to use it and post information regarding your event. While doing so, EC Day social media accounts will be able to repost/reweet your messages and reach wider audiences.

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



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 European Cooperation Day: the press release, the poster or the letterhead.

Making personal contact with the media representatives is key: give a call to journalists to have the chance 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 EC 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 Twitter and 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 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 EC Day campaign, make sure you are in the EC Day online community. You can subscribe by sending a request to: ecday@interact-eu.net

Follow-up and evaluation of the EC Day

European 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 European 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**:

- ★ **Number of participants and type (kids, families...)** Did you succeed in reaching the general public?
- ★ **The media coverage** reached by your event.
- ★ **Lively photos** and/or videos.

Only by collecting these 3 elements, you will help us extract the main figures of the EC Day as we did for the 2017 edition:

- 78 events in 26 countries
- Programme participation rose from 37 to 44
- 26 Interreg, 10 IPA and 8 ENI
- All the events gathered around 17.500 visitors

Additionally, we will ask you for the following information, that will be also very useful:

1. Descriptions of how well your event succeeded in achieving the EC Day goals, namely:
to disseminate the benefits of European Territorial Cooperation to citizens and society;
to create better understanding of European cooperation, and to increase cultural
understanding within Europe.
2. Good practices in event organisation and what did not work out as well as you had hoped.
3. Use of the provided promotional material.
4. Use of social media.

Further information and contact

Please, refer to the [European Cooperation Day website](#) for further information.

You can also contact us writing an email to: ecday@interact-eu.net

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



Painting our future together

Facebook

<https://www.facebook.com/europeancooperationday/>

Twitter

www.twitter.com/cooperationday

Instagram

<https://www.instagram.com/europeancooperationday/>

Youtube

www.youtube.com/cooperationday

#ECDay2018

