

EC DAY 2019



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#ecday2019

evaluation's main results

EUROPEAN COOPERATION DAY



The biggest EU-wide promotion campaign focused on European Territorial Cooperation.

Joint activity to promote the benefits of EU cooperation within a wider audience.

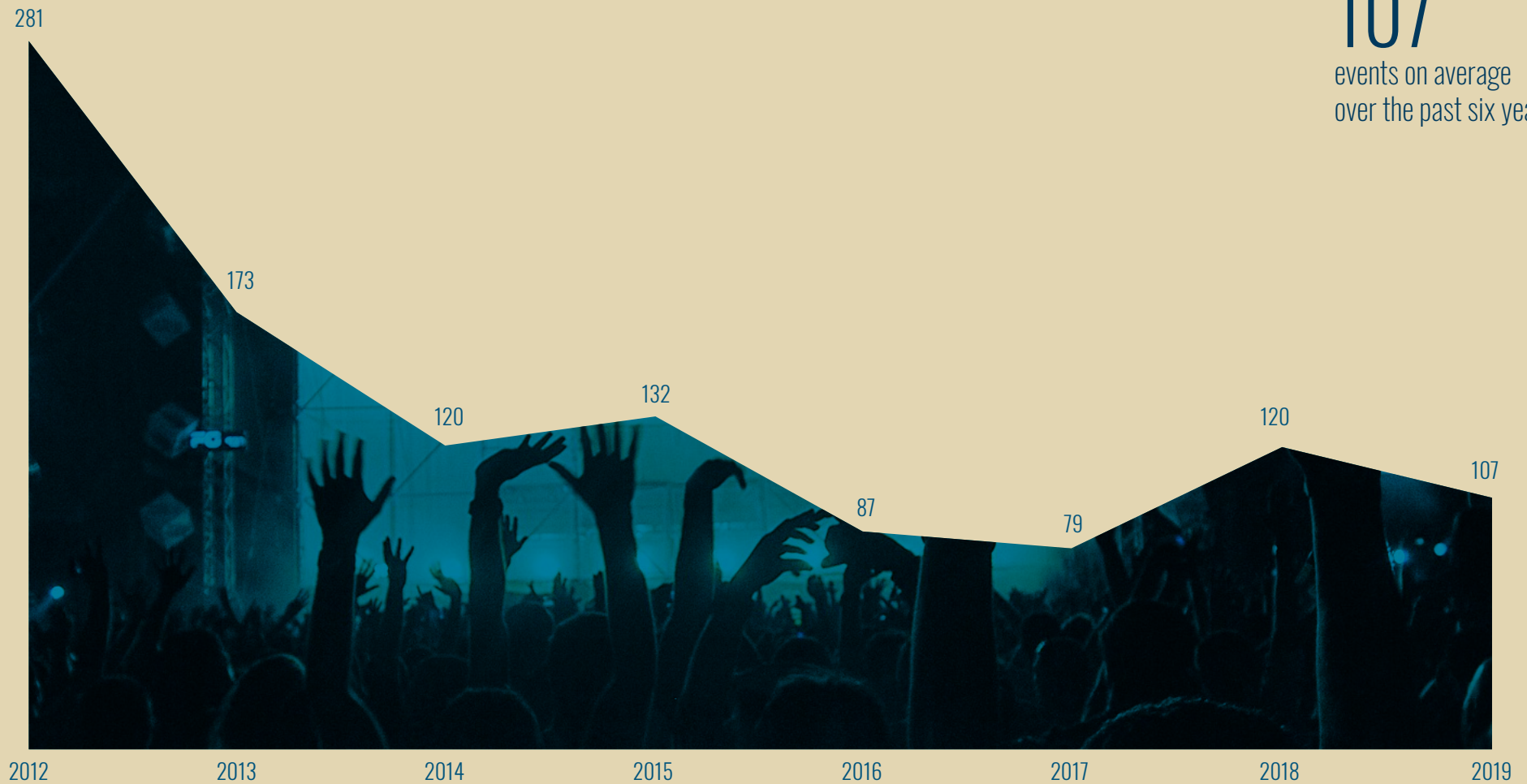
On 21 September and surrounding weeks.

Cooperation programmes organise events: concerts, film festivals, gastronomic fairs...

European citizens who are normally not involved in EU-related events.

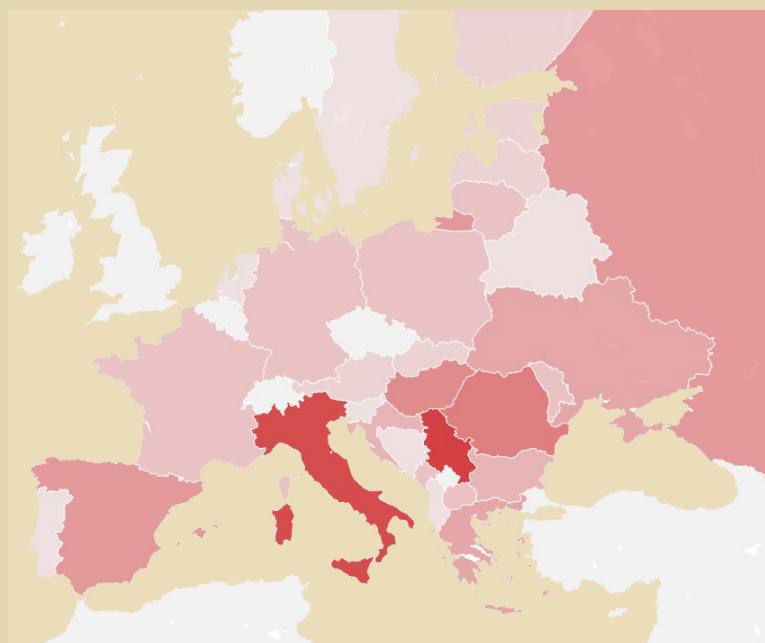
107 events organised in the 2019

107 events on average over the past six years



31 countries with events

Italy remains at the head of countries that organise more events compared to last year



This map is without prejudice to positions on status of Kosovo, and is in line with UNSCR 1244(1999) and the ICJ Opinion on the Kosovo declaration of independence.

EVENTS PER COUNTRY



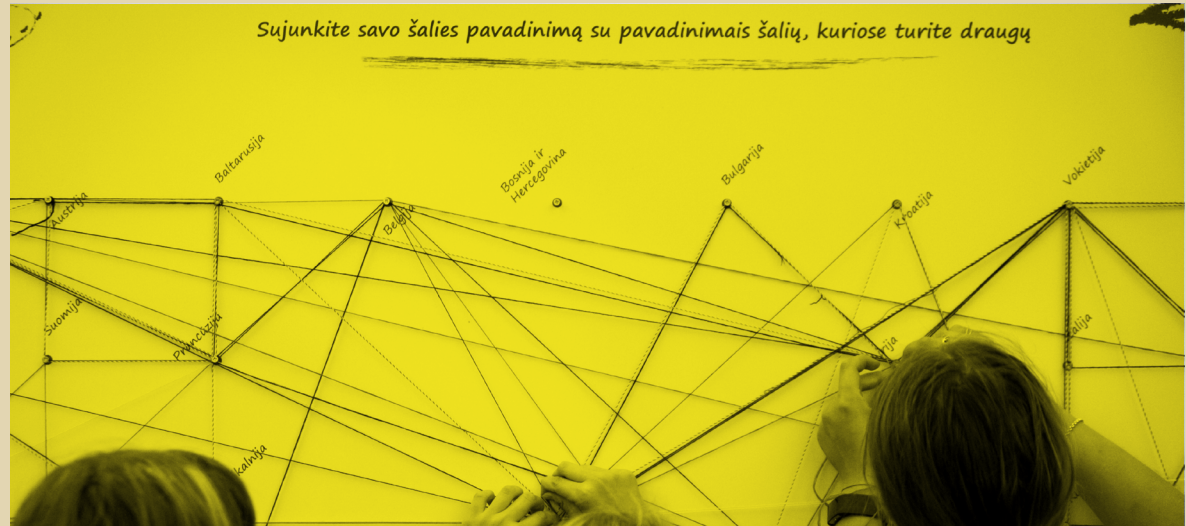
51 programmes
have organised
events in 2019

12 institutions that are not programmes
have organised events, which shows
the involvement of other organizations



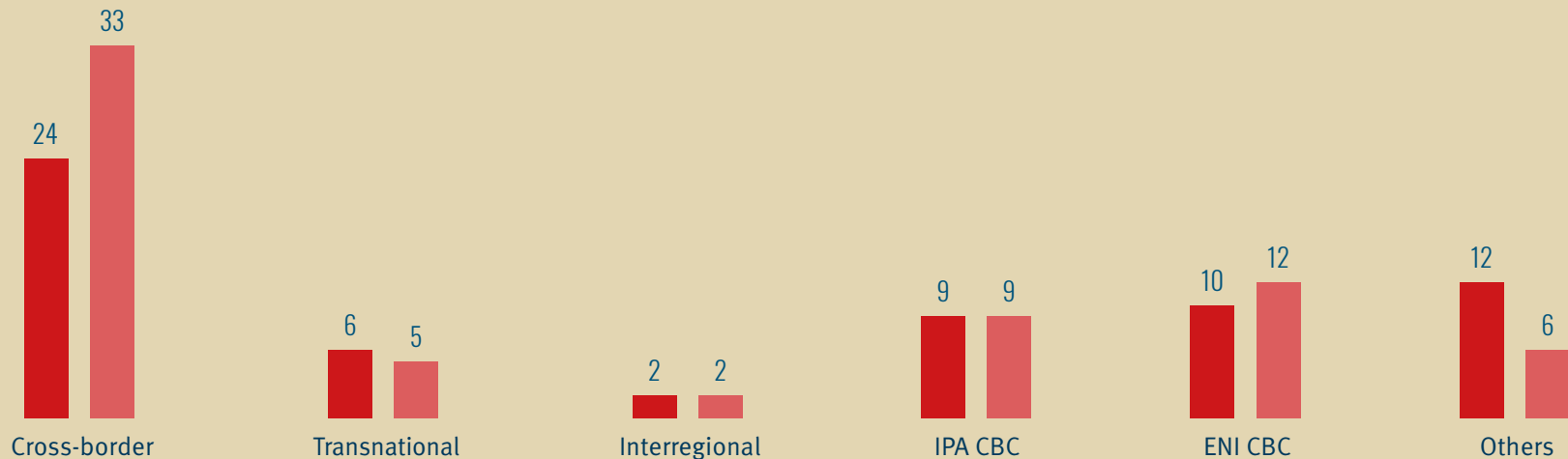
75%

IPA CBC is the strand with the highest percentage of participation

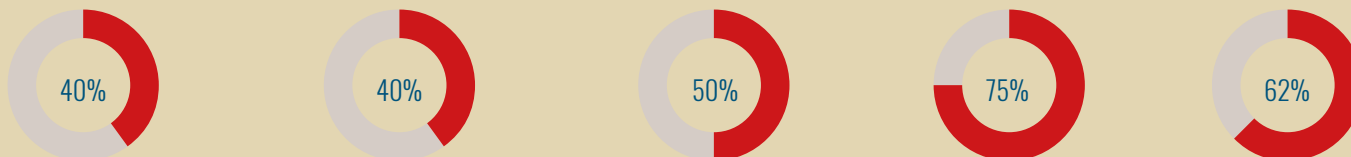


Organiser programmes per strand

■ 2019
■ 2018



Degree of participation per strand in 2019



38

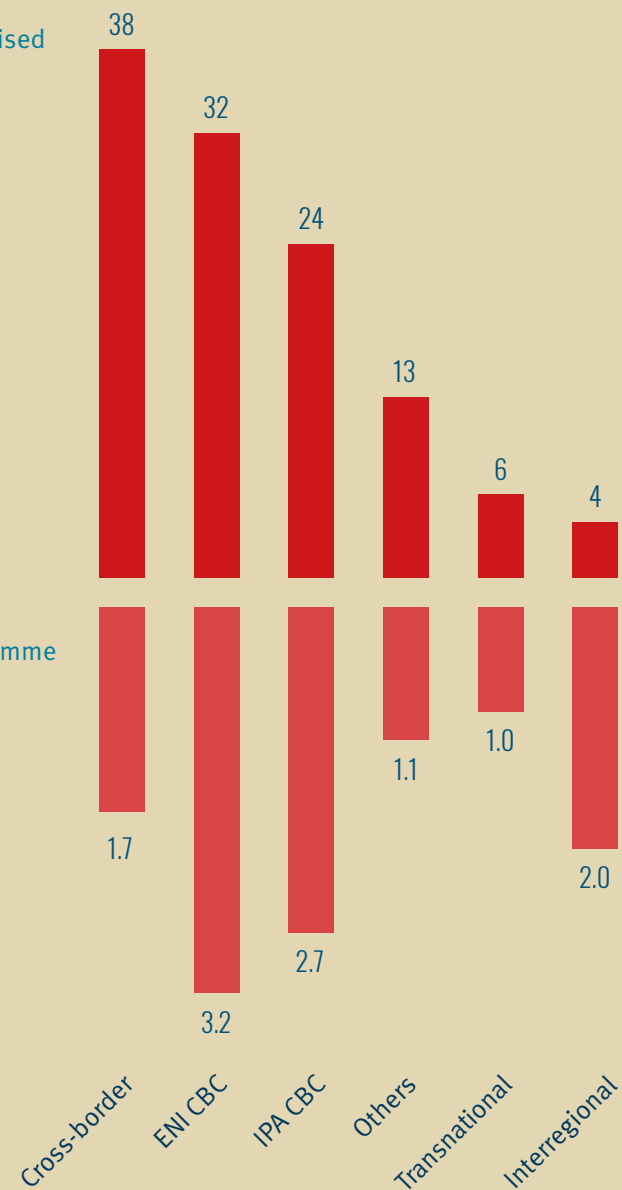
events organised by
CBC programmes

3.2 ENI CBC is the strand that organises
more events in relative terms



Events organised
per strand

Ratio
event/programme



42,826

 estimated participants in events



The average participants per event (400) is higher than last year (349)

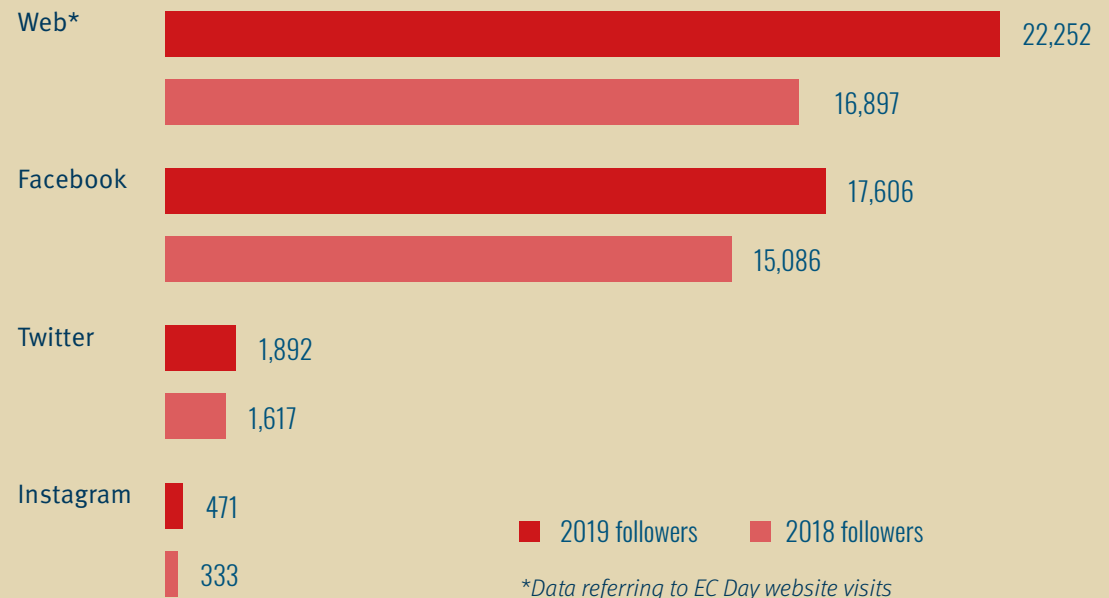
The total amount of participants is difficult to calculate since not all organisers filled in the evaluation questionnaire and the majority of the events were open to the public without pass-control. The direct participants in the events are estimated taking into account the answers of the evaluation survey and the total numbers of events.

962,929

people reached by
EC Day social media



Followers have increased in all social networks



CONCLUSIONS

In this edition of EC Day we have involved more institutions beyond the programmes, reaching more people who are not involved in EU events, and maintaining the number of countries and participants in the activities.

One more year, the EC Day continues to be the biggest EU-wide promotion campaign within the Interreg community and beyond.



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