



# EC Day 2020

Evaluation report

Disclaimer: You are permitted to print or download this material for your personal use. This material can be used for public use, provided the source is acknowledged and the publisher is given a prior notice. None of this material may be used for commercial purposes. The information and views set out in Interact documents do not always reflect Interact's opinions.

Interact is co-financed by the European Regional Development Fund.

Publisher: Interact Programme Date: 25.11.2020 Publication leader: Nebojsa Nikolic Analysis & graphic design: Germán Molina ([www.datafy.es](http://www.datafy.es))

[www.interact-eu.net](http://www.interact-eu.net)

<b>5</b>	<b>Events</b>
<b>8</b>	<b>Programmes</b>
<b>11</b>	<b>Impact</b>
<b>14</b>	<b>Organisers</b>
<b>17</b>	<b>Conclusions</b>



## European Cooperation Day

This report analyses the results of European Cooperation Day. For this, the data collected directly by Interact has been used, as well as the information extracted from the survey carried out on the programmes that have organised events.

This is the third edition that the report has been prepared following the same methodology, therefore in many sections information compared to previous years is offered, thus offering the evolution over time of some characteristics.

EC Day is one of the largest communication campaigns to showcase the European Territorial Cooperation. Its purpose is to promote the benefits of EU cooperation within a wider audience that is not directly involved in cooperation projects. The events take place around September 21, being their themes and characteristics very varied.

As will be seen in the report, the special situation caused by the Covid-19 pandemic has affected EC Day. However, the effort and enthusiasm has managed to maintain many EC Day events, in an especially significant year as the 30th anniversary of Interreg is celebrated.





# ECDAY 2020

## Events

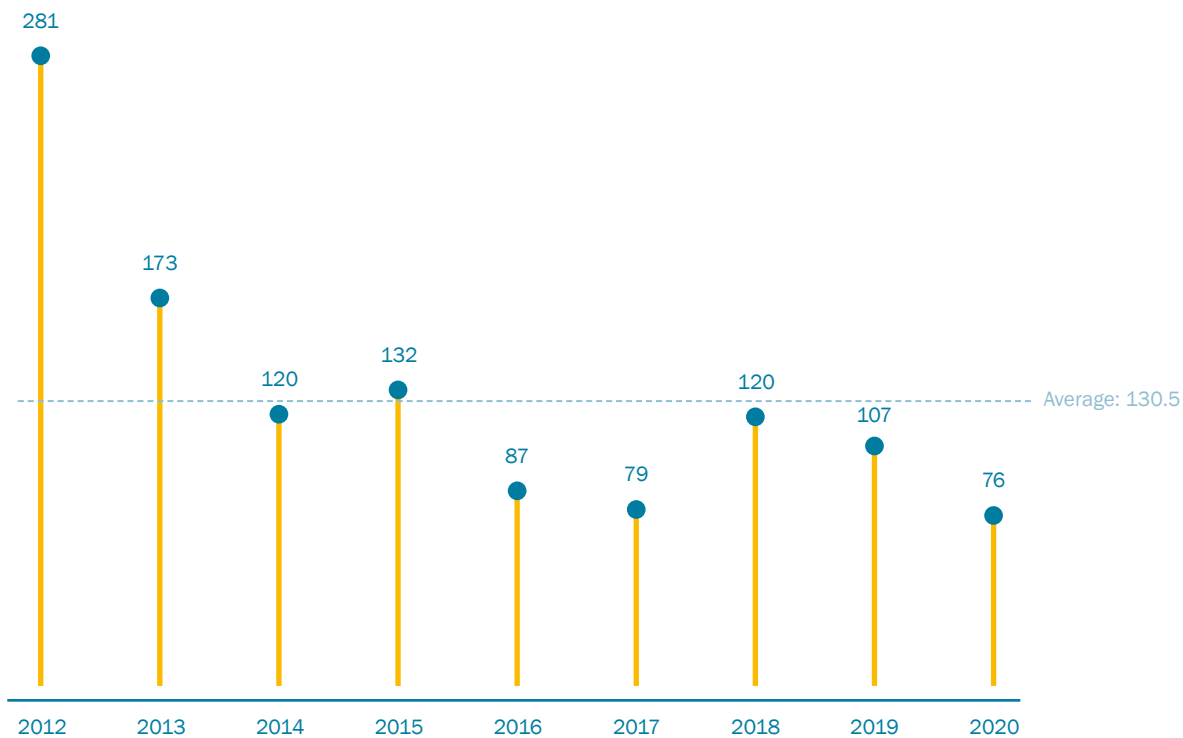




## events\_how many?

# 76 events

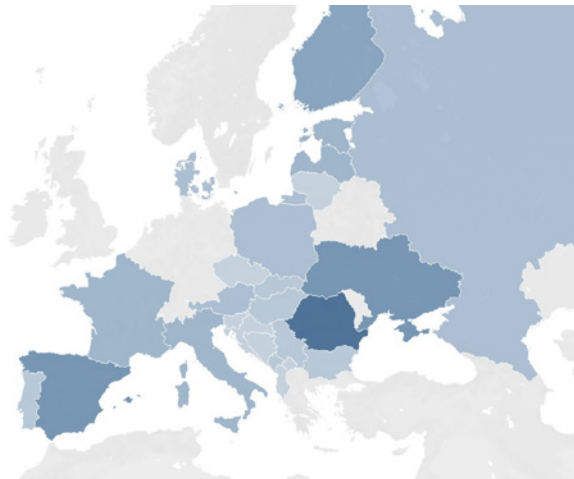
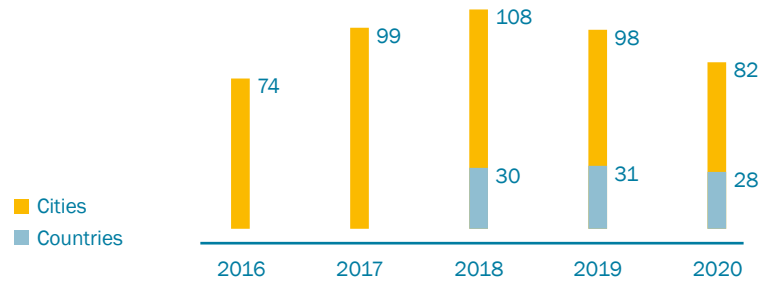
The number of events has decreased in relation to recent years. This is one of the main consequences of the Covid-19 pandemic.



## events\_where\_countries & cities

# 28 countries & 86 cities

The number of countries that have organised events has remained constant, while the number of cities has decreased slightly.



### Events organised by country

Romania	13	Portugal	2
Ukraine	8	Slovakia	2
Spain	8	Serbia	2
Finland	6	Montenegro	2
Latvia	4	Hungary	2
Italy	4	Albania	1
France	4	Czech Republic	1
Estonia	4	Kosovo	1
Austria	3	Lithuania	1
Denmark	3	Slovenia	1
Poland	3	Croatia	1
Russia	3	Bosnia Herzegovina	1
Bulgaria	2	Andora	1
Malta	2	Caraibes	1





**WE STAND TOGETHER**  
**#EUROPEANSAGAINSTCOVID19**



**Programmes**

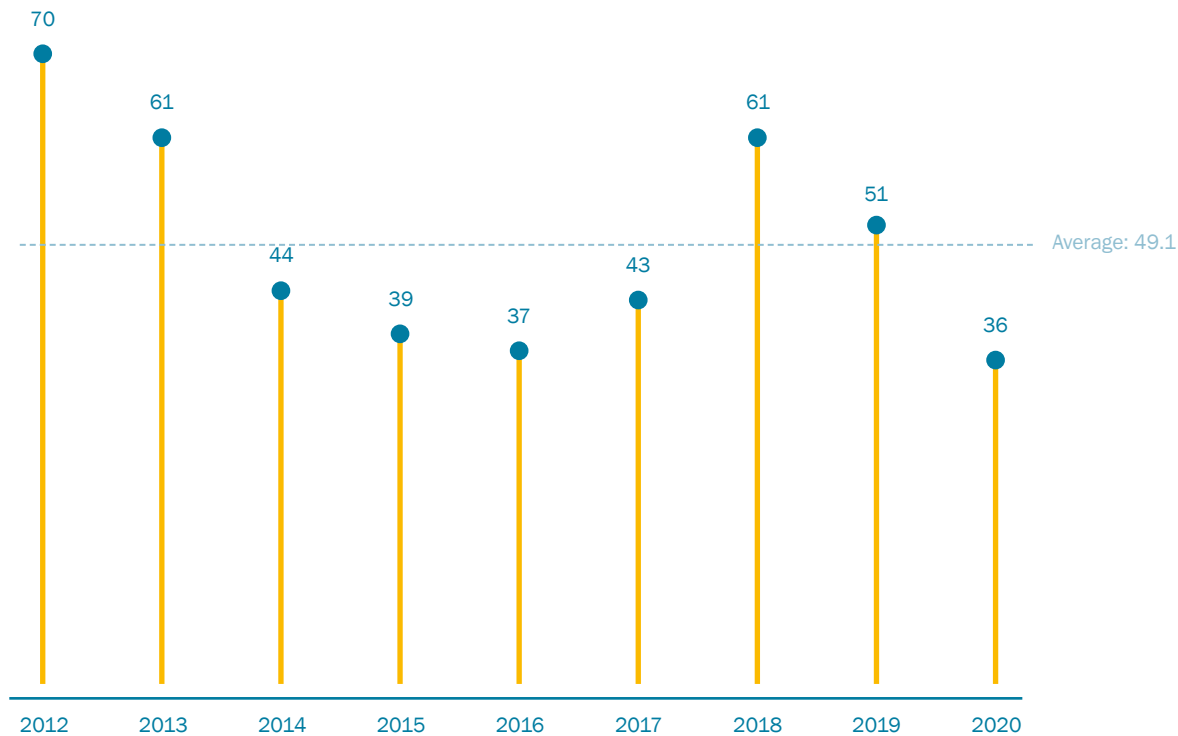
**30**  
years  
together



## programmes\_how many?

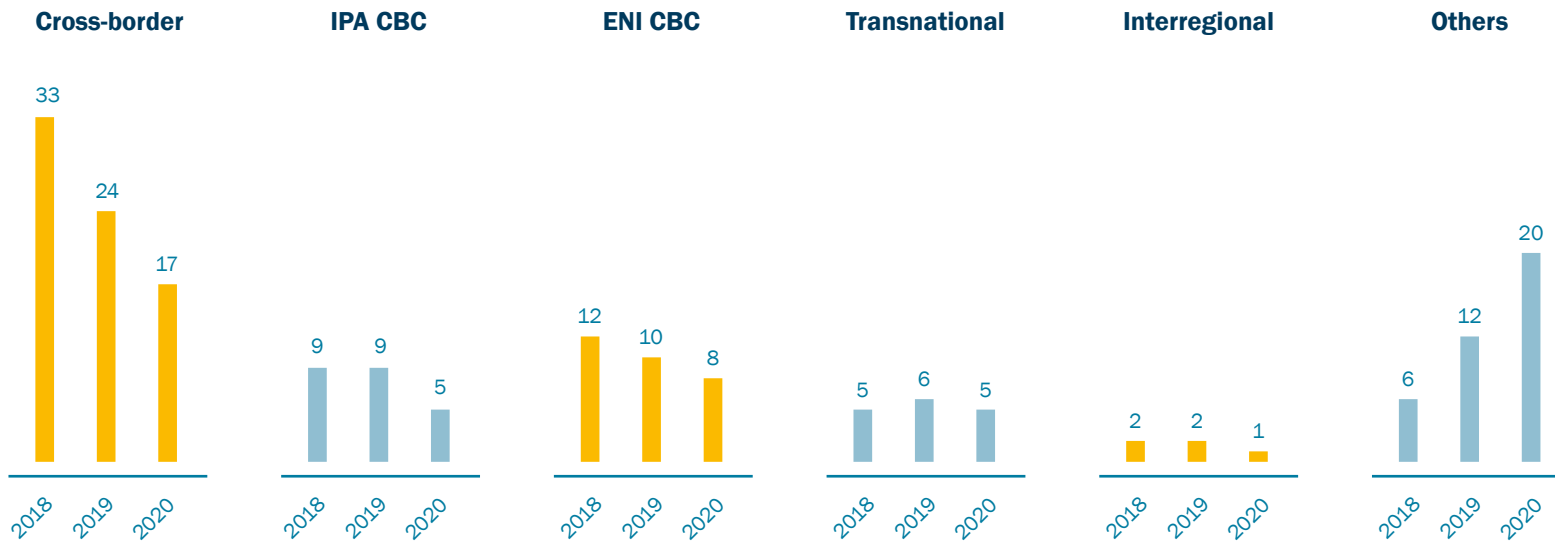
# 36 programmes

The evolution of the participation of the programmes evolves in a similar way to the events that we have seen at the beginning of the report. Therefore, there is a direct correlation despite the fact that this year the participation of other entities has notably increased.



## programmes per strand

# A variety of public institutions and local organisations have joined the campaign this year



The participation of other institutions stands out and maintains the upward trend of previous years.





# TRANSNATIONAL COLLABORATION MEANING

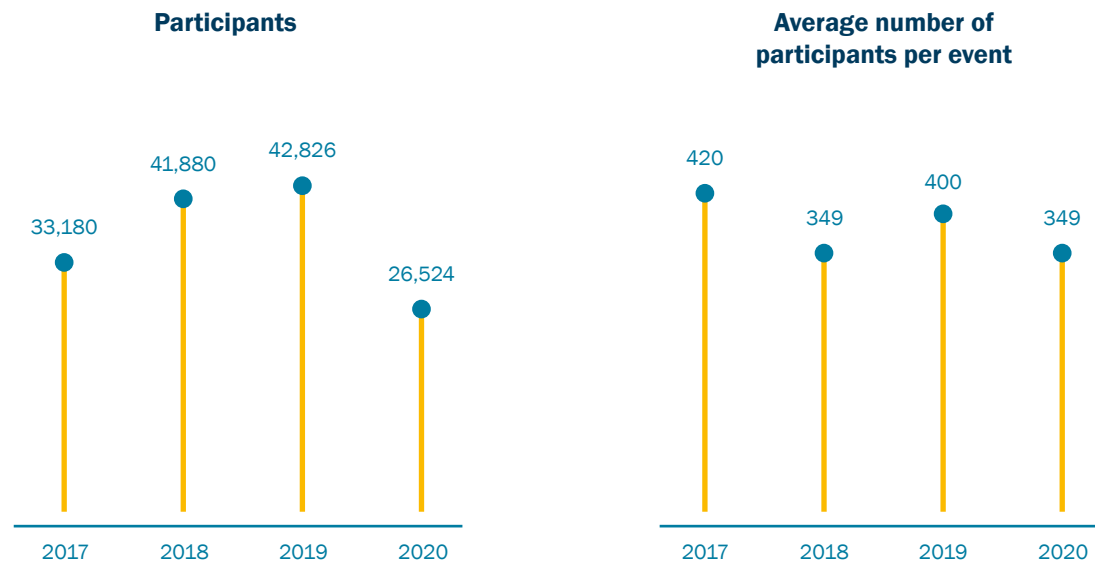
**Impact**



## impact\_participants

# 26,524 participants\*

The number of participants has dropped notably due to the reduction in events caused by the Covid-19 pandemic. However, the average number of participants per event has remained at similar levels to previous years.



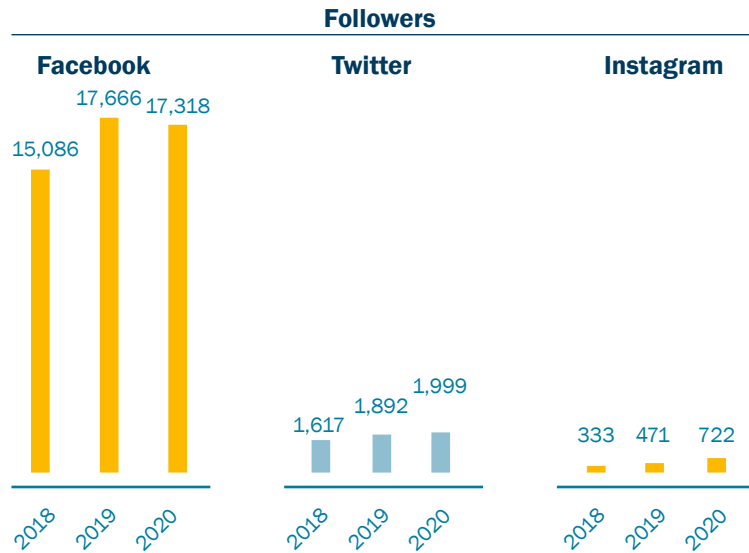
(\* ) The total amount of participants is difficult to calculate since not all organisers filled in the evaluation questionnaire and the majority of the events were open to the public without pass-control. The direct participants in the events are estimated taking into account the answers of the evaluation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





## impact\_social media

# 2,382,295 people reached by EC Day campaign\*



This year we also did a paid campaign for the programmes (Facebook only), the main stats of this action are as follows:

- Objective: creating awareness of 14 programmes and EC Day events
- Total investment in campaign by Interact programme: 1.020,60 €
- People reached: 222,427
- People engaged: 5,464
- Impressions: 468,020

**21%** of those surveyed affirm they paid promotion for local event on any social media. The average amount paid was € 214.

(\* ) This figure includes data from the social networks managed directly by Interact, as well as an estimate of the social networks managed by the programmes based on the survey responses.



**TOGETHER IS  
MUCH BETTER**

**Organisers**



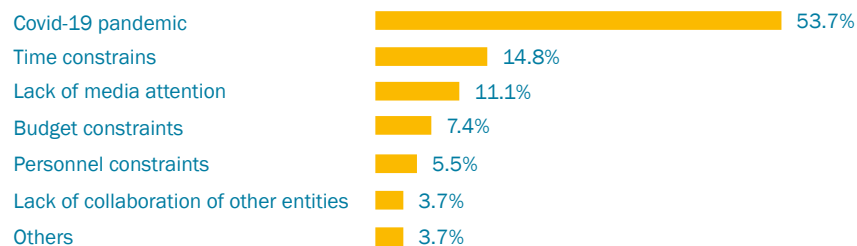
**30**  
years  
together



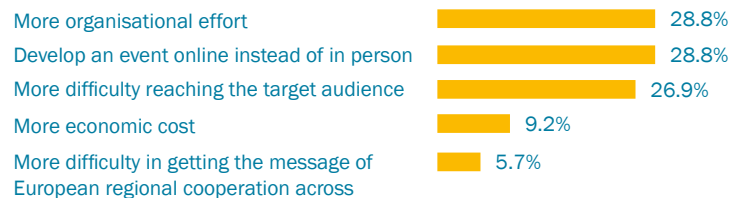
## organisers\_difficulties & efforts

### COVID-19, the main difficulty this year

Time constraints and lack of media attention have taken a backseat, when last year they were the main difficulties in organising events.



The main effects of the COVID-19 in terms of organising have been more organisational effort and develop an online event instead of in person.



**72%** of those surveyed affirm that next year they will organise events again even if the pandemic continues.

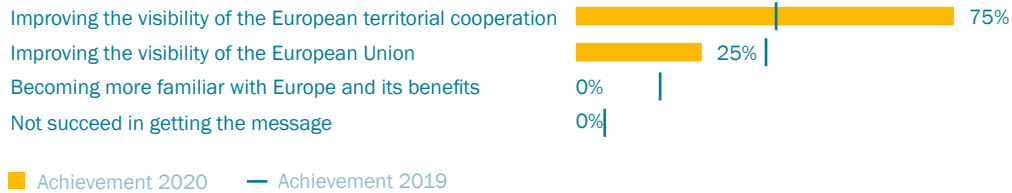


## organisers\_satisfaction & achievement

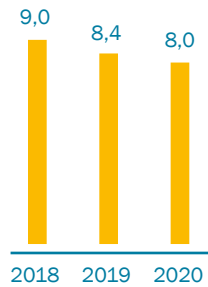
### Good satisfaction level

The visibility of European cooperation has been the main achievement, with a notable increase compared to last year. In contrast, the visibility of the European Union and its benefits has been reduced, according to respondents in the survey.

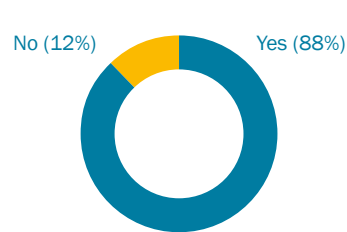
#### Achievement of objectives according to the organisers



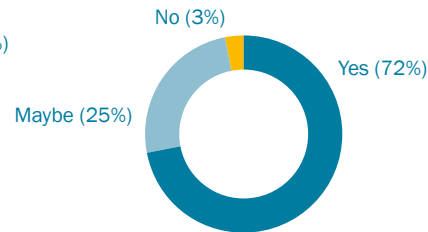
#### Level of satisfaction of the organisers (out of 10)



#### Willingness to organise a event next year...



#### and if the Covid-19 pandemic continues?





# THANK YOU ALL

## Conclusions



## conclusions

- The Covid-19 pandemic has substantially affected the development of events, reducing the number of events, participants and programmes.
- Eastern European countries remain the most active in number of organized events.
- The situation caused by Covid-19 has forced many events to be held virtually (online). However, the average number of attendees per event has remained at similar levels to previous years.
- The impact on social networks has improved both in followers and people reached. Probably due to the effort in organising online events.
- Efforts in marketing decreased compared to the effort made for the organisation of the events itself.
- Despite all the difficulties, the satisfaction of the organisers has remained high. Most of them claim to be willing to host the event next year, even if the Covid-19 pandemic continues.





## acknowledgements

We would like to thank all programmes, projects and other institutions that have organised and participated in the events of EC Day. We would also like to thank those who filled in the evaluation survey, without their help this report would not have been possible.

### Contact

Interact office  
C/Amadeo de Saboya, 4 - 2ª planta  
46010 Valencia, Spain  
nebojsa.nikolic@interact-eu.net  
www.interact-eu.net







# EC Day 2020

Evaluation report