

European Cooperation Day

Evaluation Report



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Introduction

“European Cooperation 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.

With the “European Cooperation Day” campaign we would like to remind citizens that many good things come out when we join forces. The events organised are of very varied characteristics and themes, but all of them promote the participation and cooperation of European citizens.

This report analyses the results of European Cooperation Day. For this, the data collected di-

rectly 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 fifth edition that the report has been prepared following the same methodology. Therefore, in many sections the information includes comparison with the results from previous years, showing the evolution over time of some key characteristics.

Finally, we want to thank all the programmes, projects, institutions and people that have made these ten years of EC Day possible, showing that European cooperation has a great future ahead of it.



EC DAY AT A GLANCE

Number of events

87

events

-14%

than 2021

Location of events

25

countries

+

68

cities

36 programmes in total

20

CBC

8

IPA

6

ENI

2

Interregional

Place of the event

30%

indoor

47%

outdoor

17%

indoor & outdoor

2%

online

4%

indoor or outdoor & online

Participants

18 475

people

The number of attendees decreased.

Most used and effective communication tool

Facebook

It continues to be the most used and most effective communication tool.

Social Media

10 167 744

people reached

The number of people reached is 90% higher than last year.

Main difficulties

Personnel constraints

Personnel constraints is the main difficulty that organisers have to prepare for the event.

Organisers' satisfaction

8.6

The degree of satisfaction of the organizers has been growing every year since the pandemic.

Interact support satisfaction

9.6

Interact support gets highest rating to date.

1

Events

How many?

87 events.

The number of events falls below the average of recent years.

In recent years, the number of events is normally in a range between 80 and 100 events.



Where?

Countries & Cities

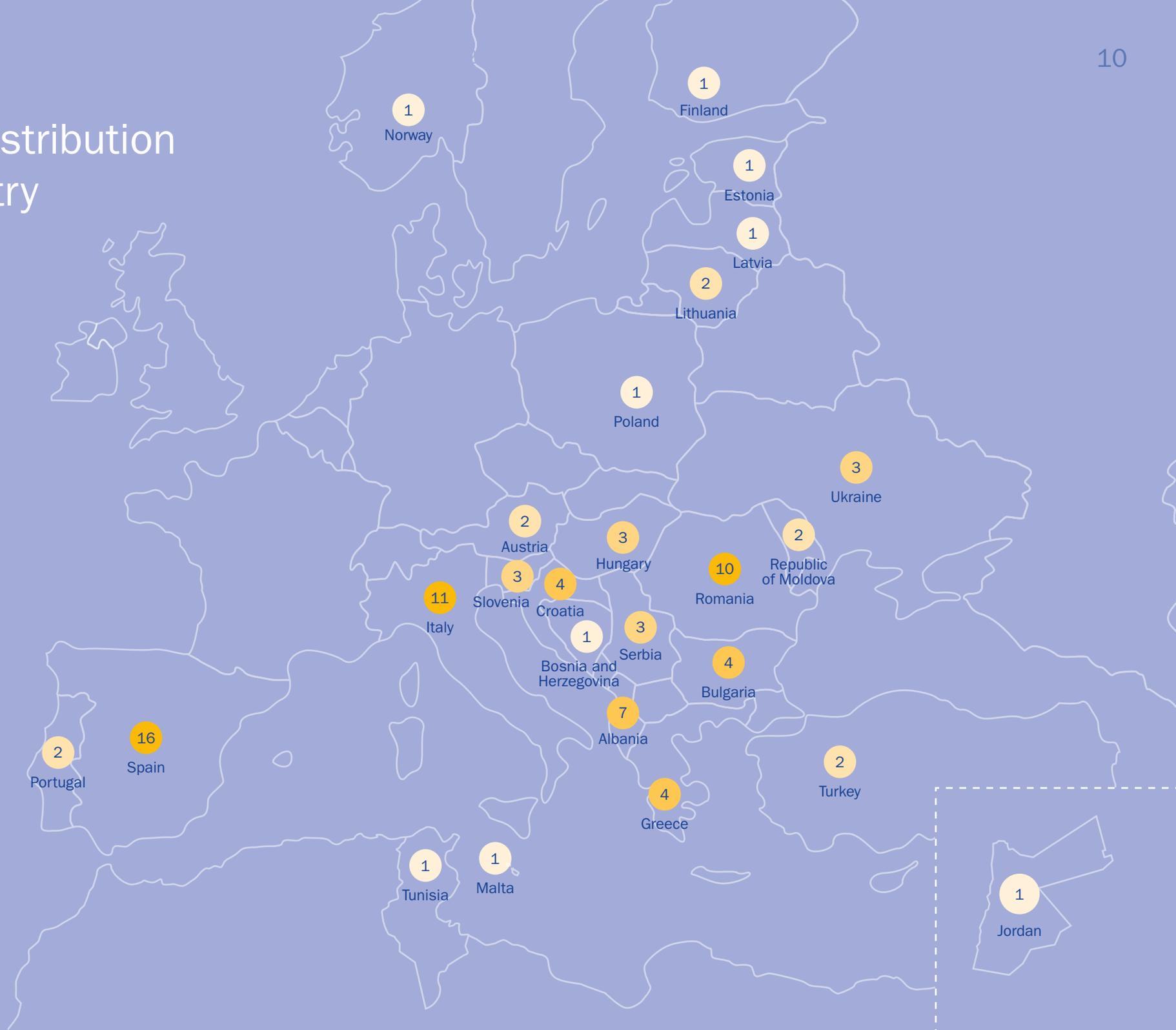
**25 countries
& 68 cities.**

The number of organizing countries and cities decreases and remains below the pre-pandemic period.

○ Cities' events per year
○ Countries' events per year



Events distribution per country



Where?

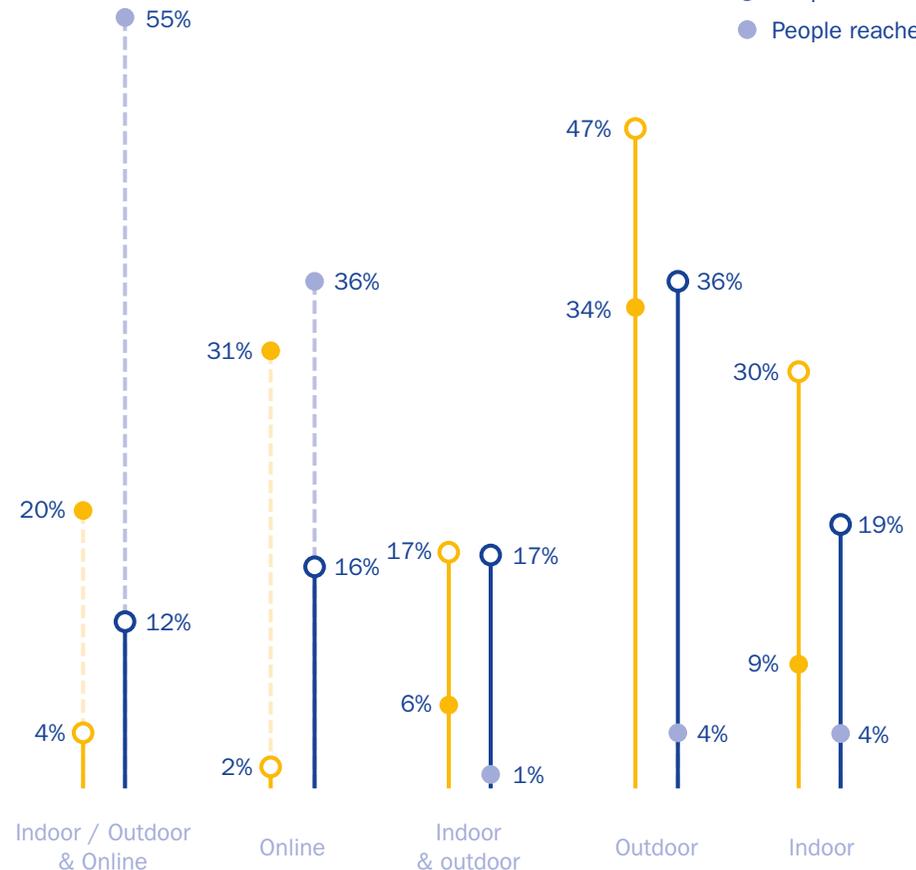
Indoor & outdoor online

36%

Outdoor events remain the most celebrated type of event with a percentage very similar to last year.

Exclusively online events decreased significantly, while indoor events and those that combined indoor with outdoor grew. This also makes online events less impactful regarding the number of people reached.

- Events in 2022
- Events in 2021
- People reached in 2022
- People reached in 2021





Online events and indoor or outdoor & online events continue to have the best average number of users.



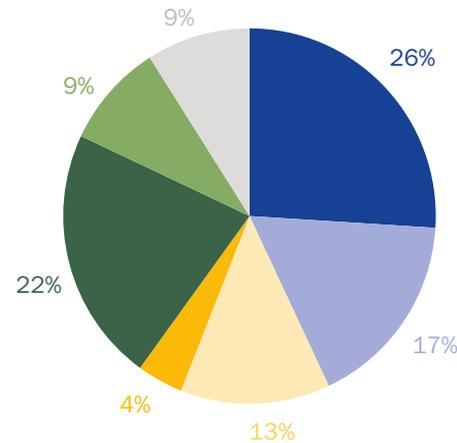
Typology

185 people.

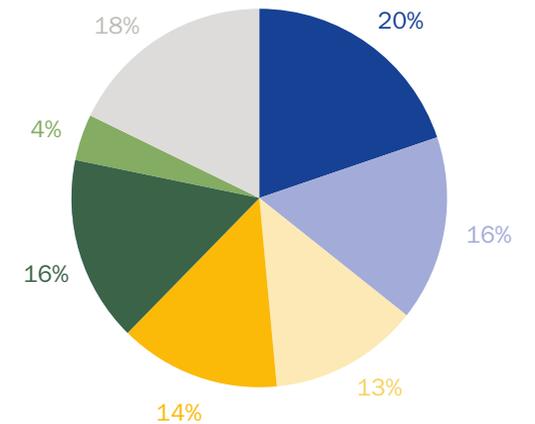
The average number of attendees at the events (185) decreases slightly compared to last year (217).

This year the attendees are more spread out among the different types of events. Online events are no longer so dominant, while cultural activities are the ones that bring in the most participants.

Events



People reached



Average people by type



- Cultural activity
- Festival
- Sport activity
- Others
- Environmental activity
- Online
- Workshops & seminars

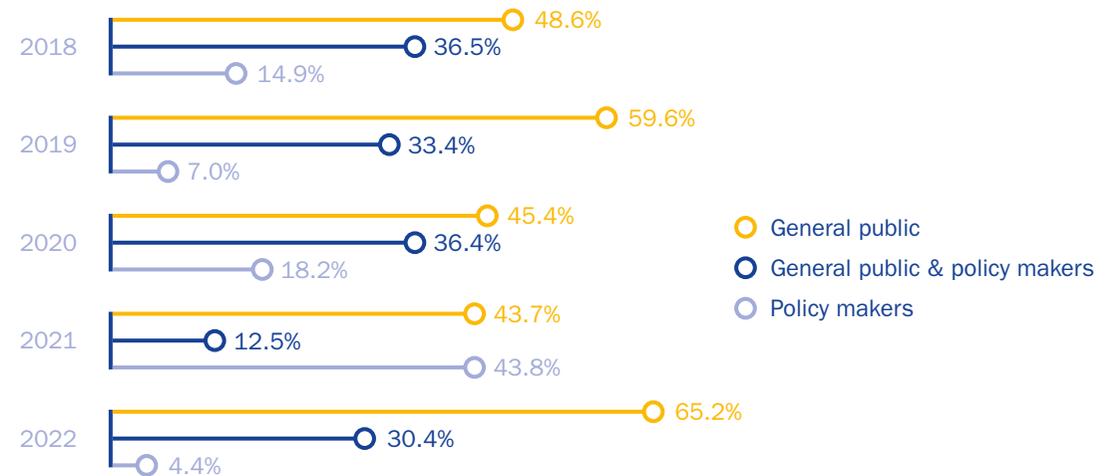
Target

65%

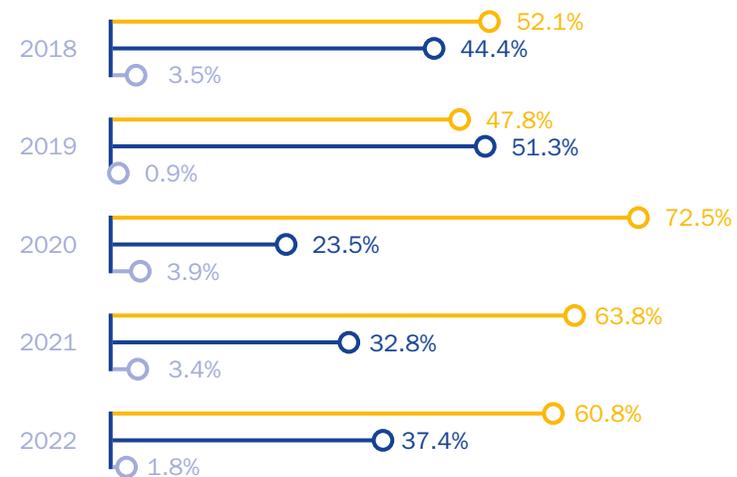
Events for the general public have increased significantly.

Despite this increase, the distribution of attendees by type of event remains very similar to last year. The combined events are those that reach a higher average number of attendees (228).

/ Type of event



/ Participants per target audience



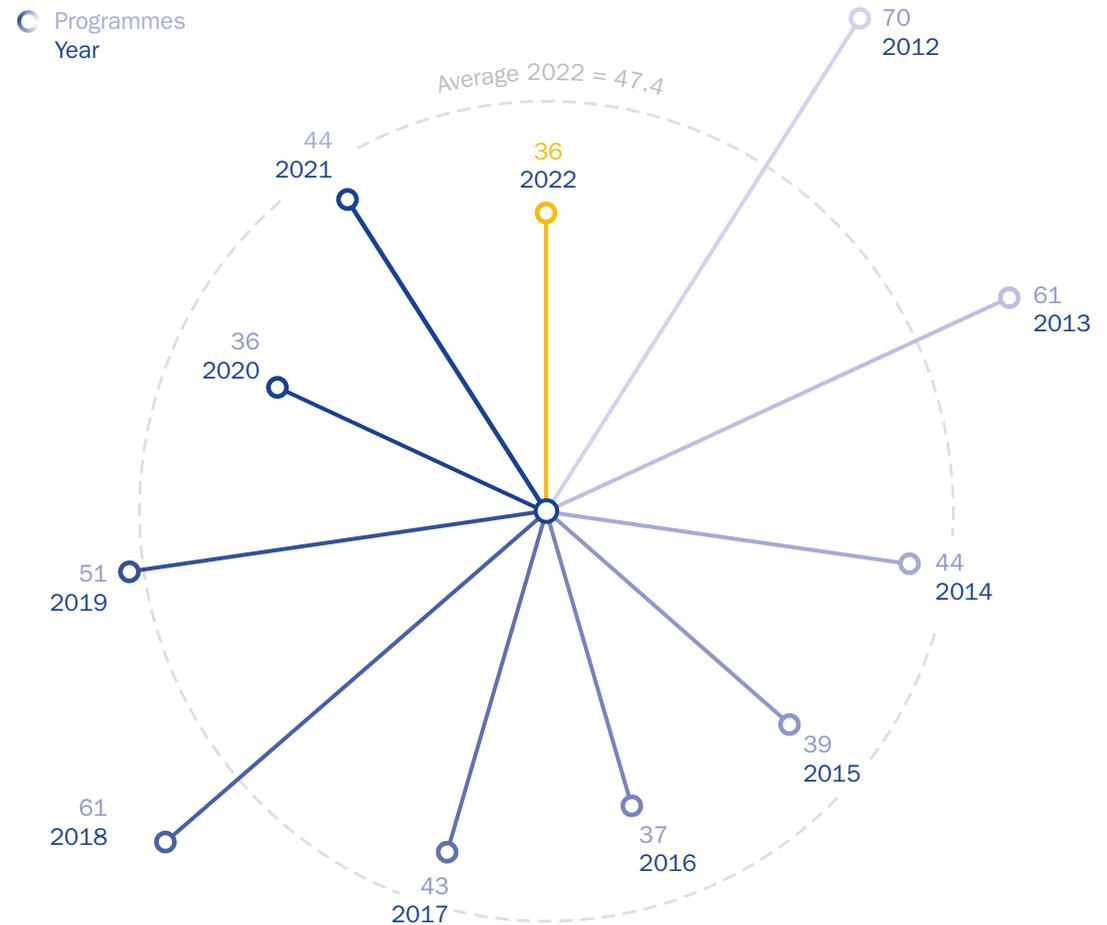
2

Programmes

How many?

36 programmes.

The number of programmes hosting events has fallen from last year (36 vs. 44). The figure is still below the average and pre-pandemic values.

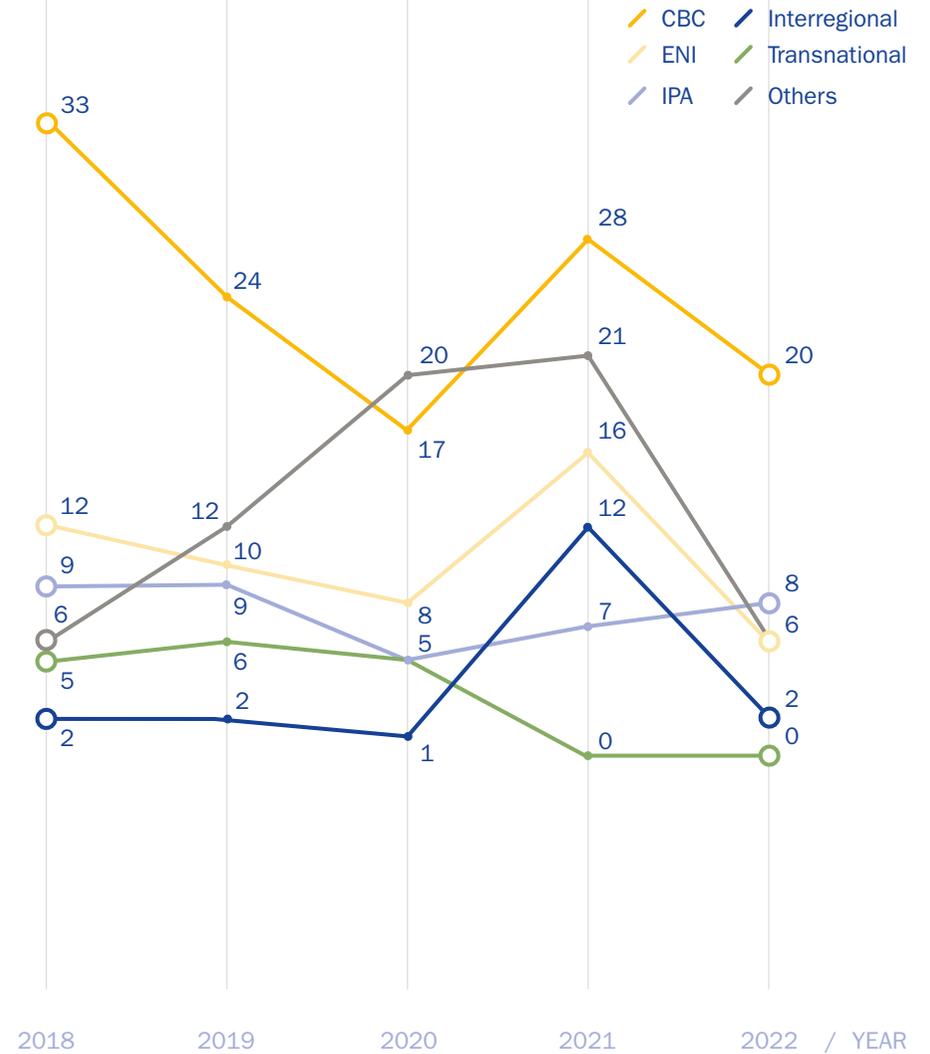




Per strand

IPA is the only strand to increase the number of participating programmes.

The number of Cross-Border programmes reaches its minimum value in the series. Given its importance due to the number of existing programmes, an effort should be made to increase their number and make their territorial distribution more balanced, since it is currently highly concentrated in the southeast.





3

Impact

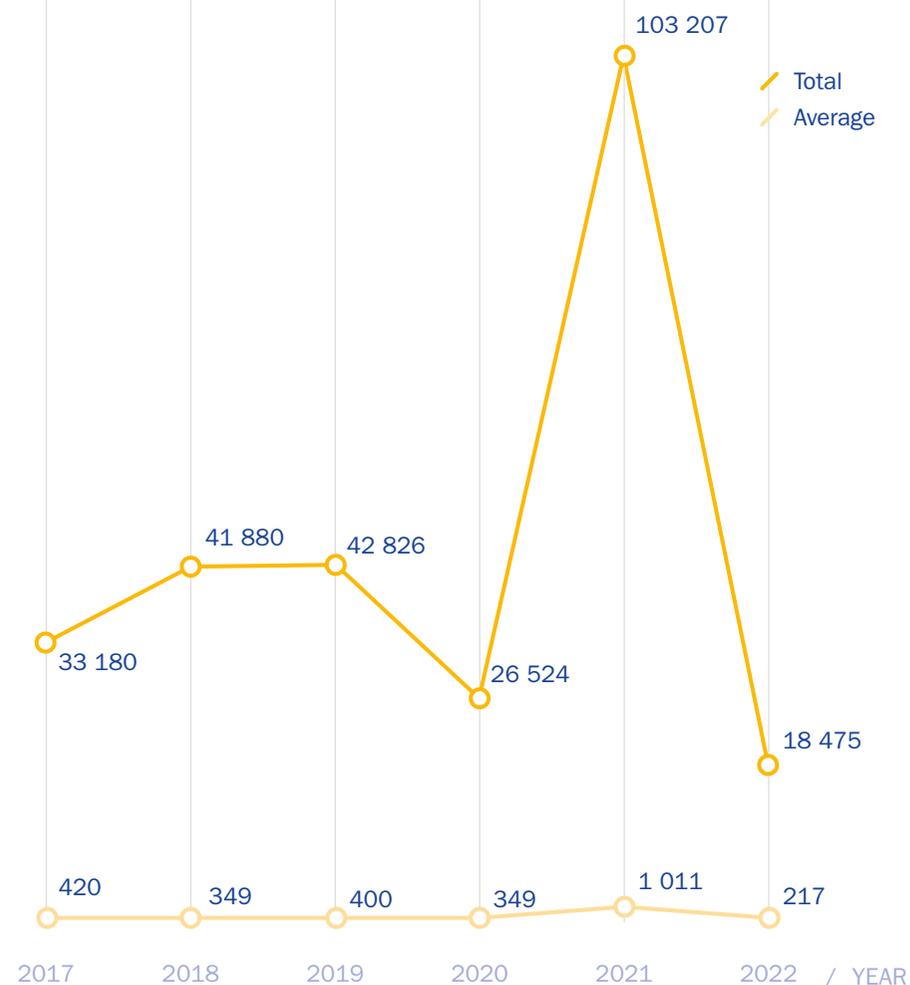
Participants

18 475 participants.*

The number of attendees decreased following the general trend of the rest of the figures.

The number of attendees is below the average of other years (around 36,000 people, not including last year). One of the reasons may be due to the hangover effect after the EC Day 10th anniversary year celebration.

(*) 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.

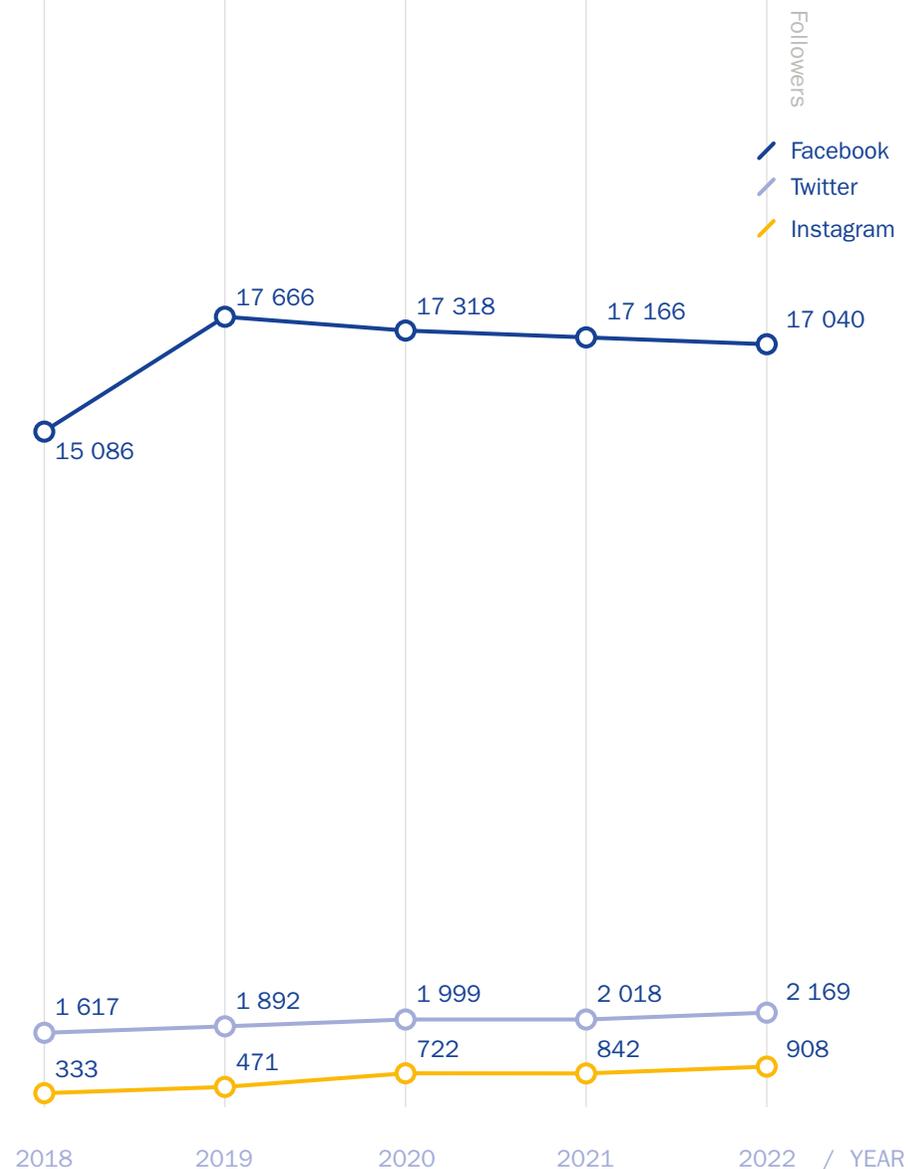


Social Media

10 167 744
people reached
by social media.*

The number of people reached is 90% higher than last year. Although in general terms the amount invested by Interact and the programmes has decreased compared to last year, the work carried out in this area by the Romania-Ukraine programme must be highlighted: with an investment of €1,000 and support from Interact they have achieved the fantastic figure of 4.3 million people reached. Interact has invested €1,800, while the programmes that responded to the survey have invested an average of €430. Thus, 54% of the public reached is due to the actions carried out by Interact, while the rest is thanks to the programmes.

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



“ COOPERATION IS ALWAYS MORE POWERFUL THAN COMPETITION
— BOB PROCTOR

EUROPEAN COOPERATION youth for cooperation

JUST 4 MONTHS!
UNTIL THE INTERREG COOPERATION DAY 2022

EUROPEAN COOPERATION youth for cooperation

THE CENTRAL BALTIC PROGRAMME
AN EU CROSS-BORDER COOPERATION PROGRAMME

EUROPEAN COOPERATION youth for cooperation

SUPPORT THE AVOIDANCE OF FOOD WASTE
HOW CAN YOU CONTRIBUTE TO AVOID FOOD WASTE IN YOUR DAILY LIFE?

EUROPEAN COOPERATION youth for cooperation

THE 2022 WORLD ENVIRONMENT DAY
COLLECTIVE & TRANSFORMATIVE ACTION ON A GLOBAL SCALE

EUROPEAN COOPERATION youth for cooperation

REDUCE, REUSE, RECYCLE AND RECOVER WASTE
NEW APPROACHES AND TECHNOLOGIES

EUROPEAN COOPERATION youth for cooperation

CYCLING CONTRIBUTES FOR DEVELOPMENT, GROWTH AND QUALITY OF LIFE IN EUROPEAN REGIONS

EUROPEAN COOPERATION youth for cooperation

THE NATURAL HERITAGE FOUNDATION OF CASTILLA Y LEÓN HAS IMPLEMENTED 6 PILOT PROJECTS

EUROPEAN COOPERATION youth for cooperation

PRESENTING "BE EUROPE"
NEW EPISODE EVERY MONTH

EUROPEAN COOPERATION youth for cooperation

INTERNATIONAL YOUTH DAY 2022
INTERGENERATIONAL SOLIDARITY: CREATING A WORLD FOR ALL AGES

EUROPEAN COOPERATION youth for cooperation

ONE MORE MONTH FOR THE EC DAY 2022

EUROPEAN COOPERATION youth for cooperation

PROGRAMMES SUCH AS ERASMUS OFFER YOUNG STUDENTS THE OPPORTUNITY TO TRAVEL TO MANY COUNTRIES

EUROPEAN COOPERATION youth for cooperation

HOW MANY COUNTRIES ARE PART OF THE EUROPEAN UNION?

EUROPEAN COOPERATION youth for cooperation

UNIV.E.R.-U MAKE THE CONNECTION

EUROPEAN COOPERATION youth for cooperation

INNOVATION ECOSYSTEMS (BRNO, CZECH REPUBLIC)

EUROPEAN COOPERATION youth for cooperation

HAPPY NATIONAL DAY AUSTRIA

EUROPEAN COOPERATION youth for cooperation

PHOTO COMPETITION BY INTERREG-IPA CBC BULGARIA-SERBIA PROGRAMME

EUROPEAN COOPERATION youth for cooperation

"IN EVERY COMMUNITY THERE IS WORK TO BE DONE..."
MARIANNE WILLIAMSON

EUROPEAN COOPERATION youth for cooperation

AUGUST 27 DRUSKININKAI, LITHUANIA YOUTH KITE DECORATION WORKSHOP

EUROPEAN COOPERATION youth for cooperation

CHECK EC DAY EVENTS
TAKING PLACE ALL AROUND EUROPE

EUROPEAN COOPERATION youth for cooperation

PARTICIPATE IN THE EYE

EUROPEAN COOPERATION youth for cooperation

HAPPY INDEPENDENCE DAY POLAND!

EUROPEAN COOPERATION youth for cooperation

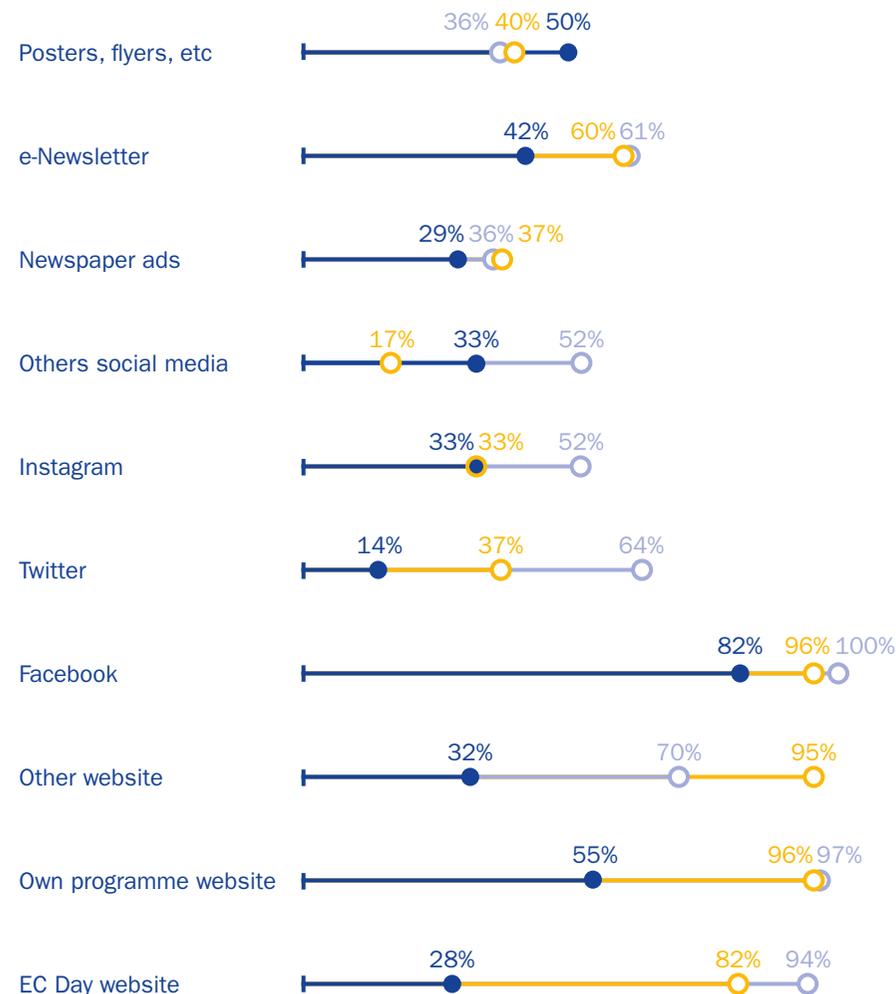
MAHATMA GANDHI

EUROPEAN COOPERATION youth for cooperation

Media effectiveness

Facebook is the most used tool and the most effective according to those surveyed.

Web pages (EC Day, Programmes, others) are also widely used to communicate the event, but their level of effectiveness is lower. The e-Newsletters also stand out both for their level of use and for their effectiveness. Twitter and Instagram do not have very high usage levels. All media have reduced their effectiveness, except e-Newsletter and posters compared to last year, flyers, etc.



4

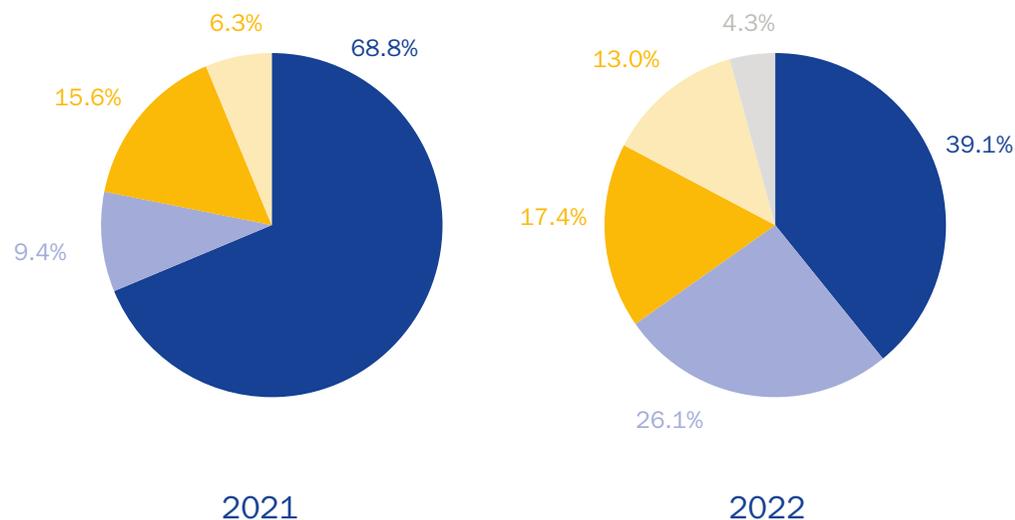
Organisers

Who?

65.2%

The programmes, individually or together with other programmes, are the main organisers of events.

The percentage of projects organized by projects remains around 16% approximately.



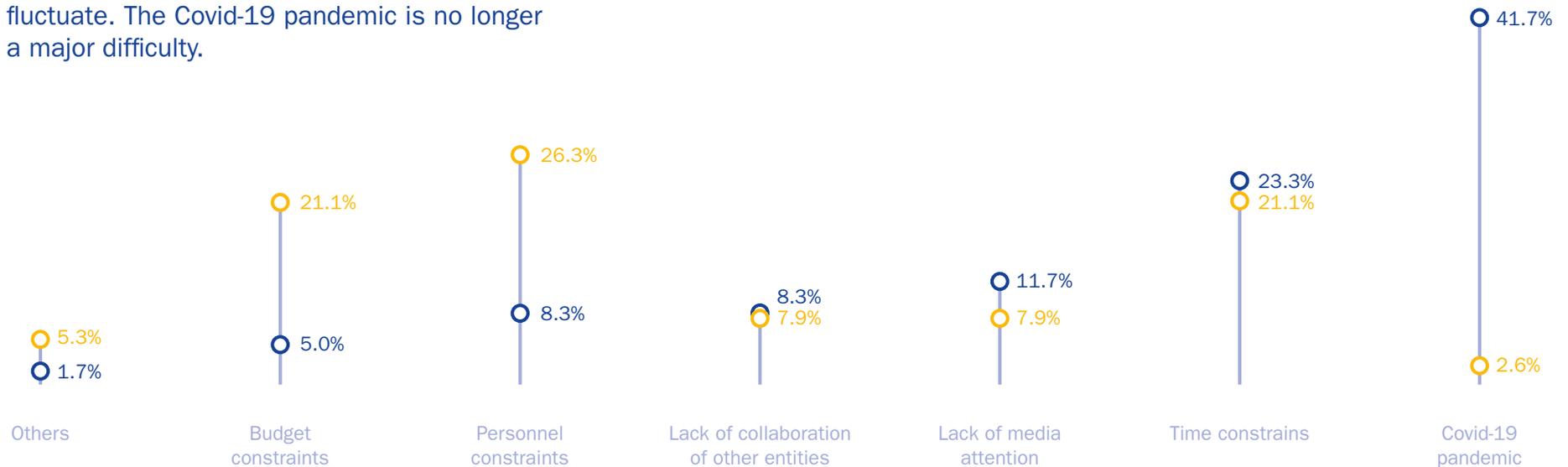
- Our programme was the main organiser of the event.
- Our programme organised the event together with another programme(s).
- The event was organised by a project(s) funded by our programme.
- Our programme organised the event together with another institution/organization (not a programme).
- Other organisers.

Difficulties

Budget and personnel restrictions are the main difficulties.

Time constraints are a major difficulty since every year it appears at the top, while others fluctuate. The Covid-19 pandemic is no longer a major difficulty.

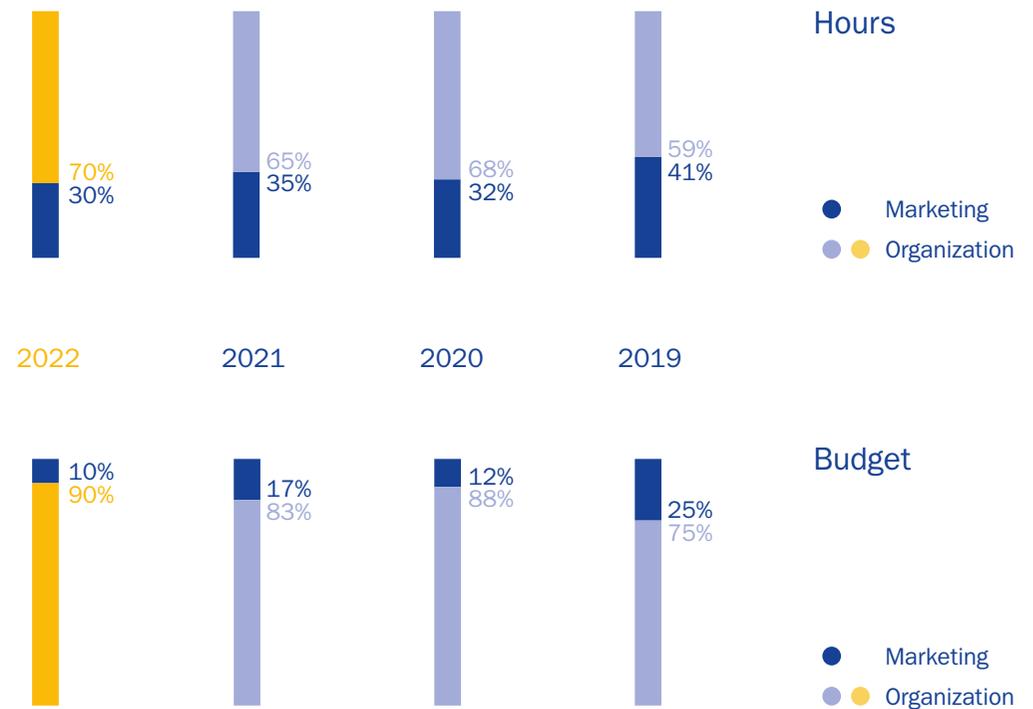
○ 2022
○ 2021



Efforts

The marketing effort decreases both in terms of dedicated hours and in terms of budget.

Formulas should be found to compensate for the effort spent on marketing and organizing the event. An event like EC Day, aimed at communicating and raising awareness about the importance of European cooperation, should put more emphasis on communication.

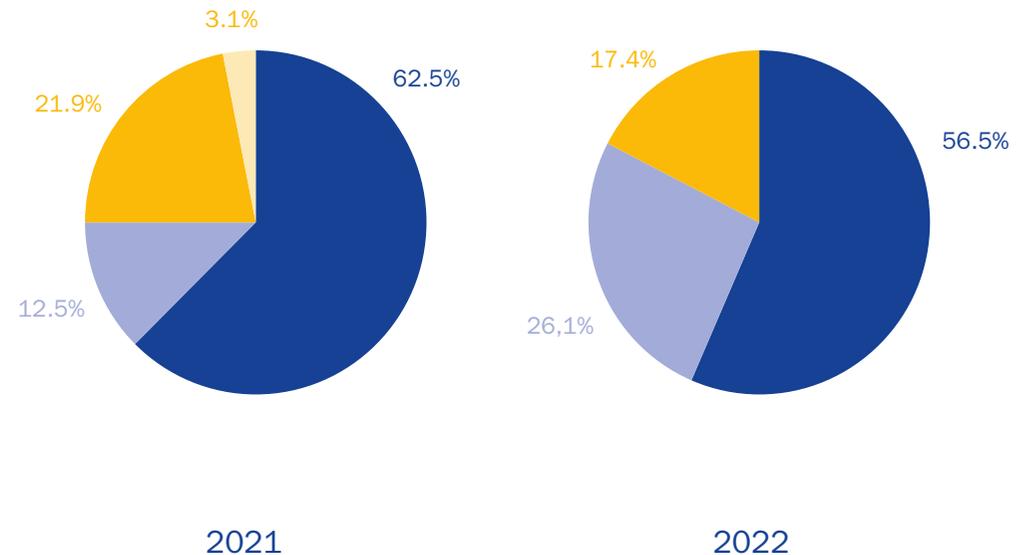


Achievements

56%

Most of the organizers believe that the event served to improve the visibility of European cooperation.

However, those who think that the events serve more to improve the visibility of the European Union as a whole, beyond regional cooperation, are gaining ground.



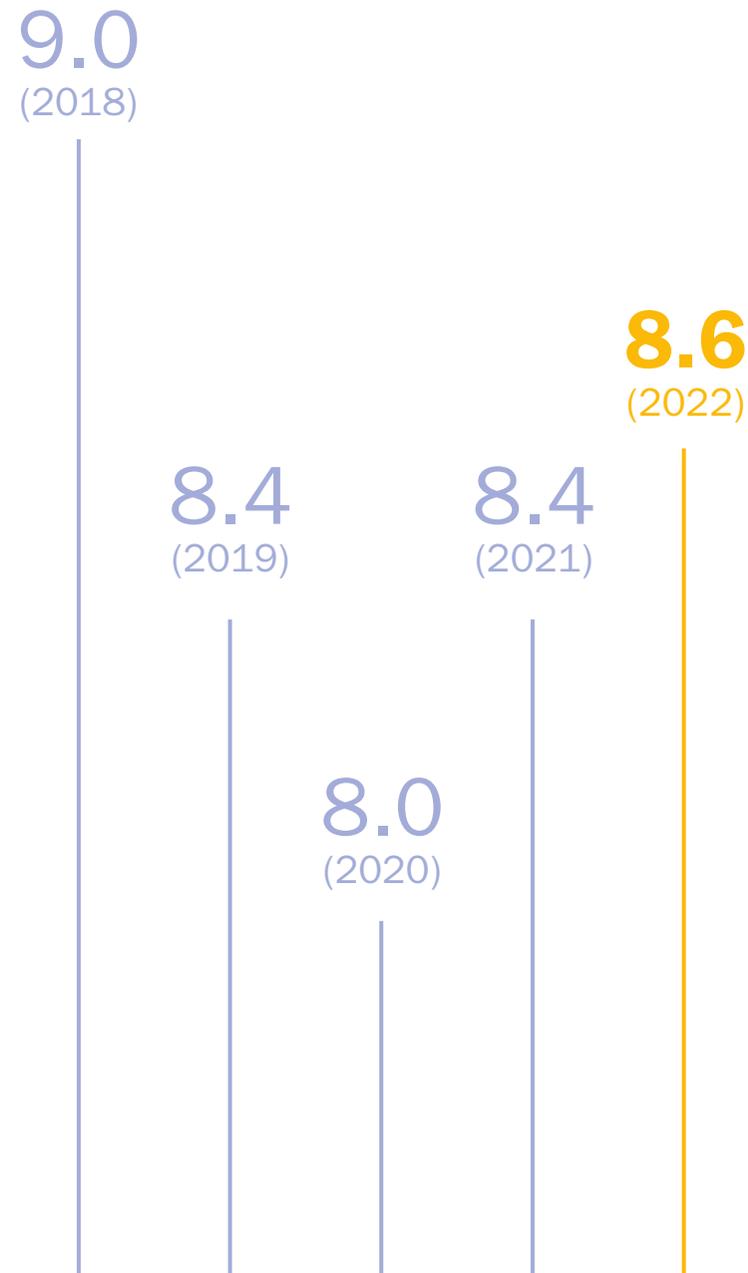
- Improving the visibility of European territorial cooperation.
- Improving the visibility of the European Union.
- Becoming more familiar with the idea of Europe and its benefits.
- Not succeed in getting the message.

Satisfaction

8.6

The degree of satisfaction of the organizers has been growing every year since the pandemic.

This satisfaction is reinforced by the intention to organize an event next year. The intentionality percentages are very similar to those shown last year, although it decreases a little.



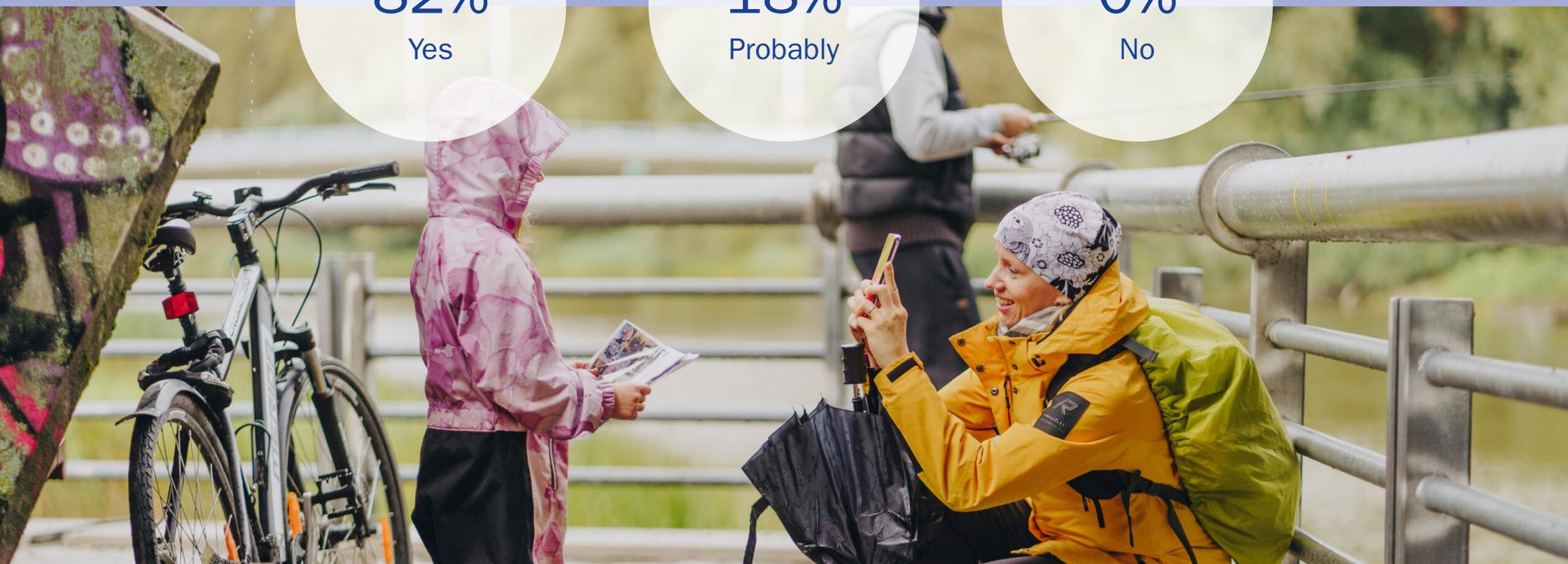
Satisfaction level

Will you organise another event next year?

82%
Yes

18%
Probably

0%
No



5

Interact Support

9.6

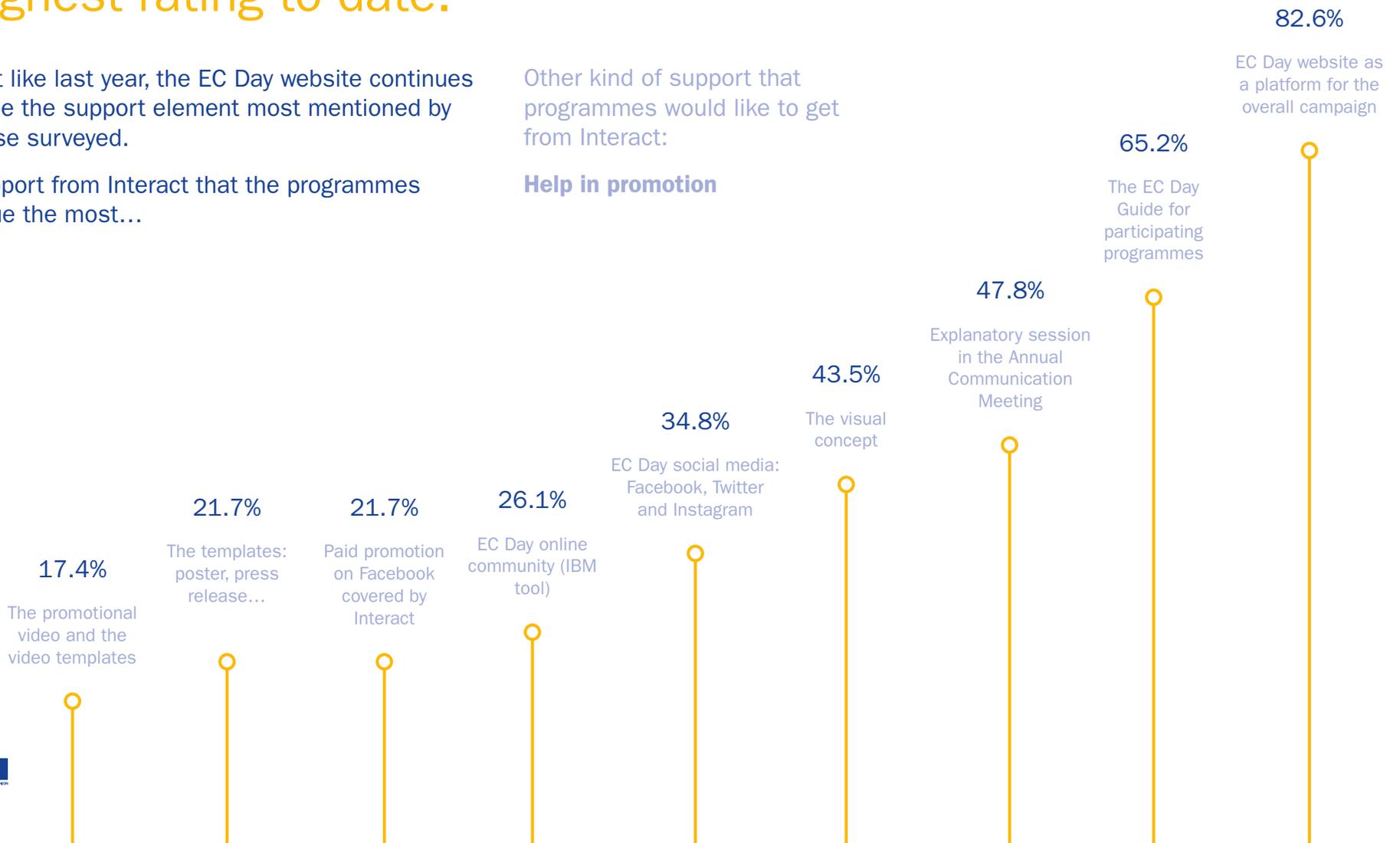
Interact support gets highest rating to date.

Just like last year, the EC Day website continues to be the support element most mentioned by those surveyed.

Support from Interact that the programmes value the most...

Other kind of support that programmes would like to get from Interact:

Help in promotion





Conclusions

A broad view of the results of this edition of EC Day shows a certain stagnation in the number of events, organising programmes and participants. Some of the reasons discussed with the programmes include the transition to the new programming period, limited resources, and the fact that some of the programmes which have been very active in the past have been suspended in the wake of the Russian war of aggression against Ukraine.

Despite this trend, there are several positive aspects that should also be highlighted. One of them is the impact achieved on social networks, where the people reached have grown by 90% compared to the previous year, reaching over 10 million people. In this area, Facebook continues to be the social network that generates the most impacts and is also the most efficient according to those surveyed.

Another noteworthy aspect is that most of the organisers state that the event serves to im-

prove the visibility of European cooperation and European Union visibility. Thus, the organisers show a high degree of satisfaction (8.6 out of 10) after organising the event. Proof of this is that more than 80% affirm that next year they will organise an event again.

It is also worth noting the high degree of satisfaction of the organisers with the support received from Interact, which has reached its highest level (9.6) since this methodology has been used.

As a final reflection, it should be noted that despite a certain stabilization of the most important figures, the event has been consolidated and obtains a significant impact both in person and through social networks. In addition, the current situation makes it even more necessary to continue promoting all actions aimed at reinforcing European cooperation.

/ 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 - 2.ª planta
46010 Valencia, Spain

nebojsa.nikolic@interact-eu.net
www.interact-eu.net

EC Day 2022

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