



**INTERact**

*Sharing Expertise*



# Guide to **European Cooperation Day**

# 1. About this guide

INTERACT put together this guide regarding European Cooperation Day in order to help all the programmes better understand this common European Territorial Cooperation (ETC) initiative.

This guide was prepared as a first approach to European Cooperation Day. Continuously updated information can be easily accessed at the collaborative platform developed for European Cooperation Day.

Should there be any queries to which this guide does not provide a satisfactory answer, please contact the INTERACT Programme Secretariat or the INTERACT Point with which you communicate regularly (please refer to section 8 of this guide to know how you can access all the information that you need).

We at INTERACT hope that you find European Cooperation Day an interesting initiative and, together with all the remaining programmes, which have already decided to participate, would like to welcome you as well.

# Contents

1. About this guide .....	02
2. Why a European Cooperation Day? .....	04
2.1 Origin and development .....	04
2.2 The logical ground .....	04
3. What is expected of the participating programmes? .....	04
3.1 Taking part in the European Cooperation Day .....	04
3.2 Taking part in the Advisory Group of the European Cooperation Day .....	04
3.3 The role of INTERACT .....	04
4. Concept for a successful Day .....	05
4.1 Name and slogan of European Cooperation Day .....	05
4.2 What will European Cooperation Day be, in a nutshell? .....	05
4.3 When will European Cooperation Day be? .....	05
4.4 What is the objective of European Cooperation Day? .....	05
4.5 What is European Cooperation Day's target audience? .....	05
4.6 Strategic features of European Cooperation Day .....	05
5. The rollout: Tools, tasks, by whom .....	06
5.1 Coordination .....	06
5.2 Collaborative platform .....	06
5.3 Local actions .....	06
5.4 Online presence (website and social media) .....	07
5.5 Flagship stories and media strategy .....	08
5.6 Teaser video .....	08
5.7 Visual Identity and give-aways .....	09
6. Timeline .....	10
7. Evaluation .....	10
8. Further information and contacts .....	10

## 2. Why a European Cooperation Day?

### 2.1 Origin and development

During the past two years, quite a few ETC programmes expressed, through the annual needs assessments organised by INTERACT, the wish to establish joint ETC communication for the benefit of ETC as a whole. In addition to the online survey organised in February 2011, INTERACT offered to create a pilot action on joint ETC communications, which all programmes were invited to join.

A first meeting about this pilot was organised by INTERACT, on 26 May 2011, in Budapest, with interested programmes. The European Commission was informed and the idea of a European Cooperation Day was the main outcome of this meeting.

The concept of European Cooperation Day was further developed at a second meeting of the Advisory Group, in October 2011, with the presence of representatives from the European Commission. Details were discussed at this meeting, such as the name and date of the event.

All programmes are invited to develop their own events within the scope of European Cooperation Day, but do not have to join the Advisory Group. However, participation in the Advisory Group is always open to any programme that wishes to join.

### 2.2 The logical ground

The rationale for developing a joint communication activity was identified by several programmes as a means for more effective communications regarding the outcomes of ETC to an audience that should be broader than their immediate stakeholders.

As a bottom-up initiative, joining European Cooperation Day is purely voluntary. Given the goals of European Cooperation Day, the shared belief of programmes who participate is that the more programmes take part, the more successful it will be.

Putting this idea into practice means that all involved programmes should find ways of cooperating in a way which creates synergies and thus result in larger benefits for each participating programme: larger than if they were to develop activities outside the scope of European Cooperation Day.

## 3. What is expected of the participating programmes?

### 3.1 Taking part in European Cooperation Day

Every ETC, IPA CBC and ENPI CBC programme is invited to join European Cooperation Day. Participation is voluntary and means, for the programmes, that they will organise one or more "local" activities on the ground (as explained below).

For more detailed information regarding each of these items, please refer to the appropriate sections in this manual.

### 3.2 Taking part in the Advisory Group for European Cooperation Day

Programmes that wish to have a say in the strategic decisions regarding European Cooperation Day are invited to join the Advisory Group.

Alternatively, programmes can fully participate in European Cooperation Day and not take part in the Advisory Group.

### 3.3 The role of INTERACT

INTERACT will coordinate the approach, main activities and input, and will design and coordinate the execution of these activities with the participating programmes.

## 4. Concept for a successful day

### 4.1 Name and slogan of European Cooperation Day

The Advisory Group decided that this event shall be called *European Cooperation Day*.

The slogan of European Cooperation Day is *Sharing Borders, Growing Closer*.

The name and slogan can be translated into national languages, if the programmes wish. Each programme will be responsible for translating the name and slogan into their respective language(s).

### 4.2 What will European Cooperation Day be, in a nutshell?

European Cooperation Day is one concept, one brand and one visual identity, which will be shared by many events. These events will all take place in the same period and each will be organised by a different programme or by groups of programmes working together. These events will share a common, broad concept and target, a common brand and visual identity and also common dissemination tools, as described below.

### 4.3 When will European Cooperation Day be?

European Cooperation Day will be during the 38th week of 2012. Friday 21 September 2012, will be the main day, with further possibilities of having activities during the days before and the weekend after the event.

### 4.4 What is the objective of European Cooperation Day?

The goal of this Day is to improve the visibility of European Territorial Cooperation, to disseminate its outcomes and to show how it has impacted the quality of life for the populations it serves. The presence of a multiplicity of events throughout Europe will also outline the diversity of ETC and the fact that this is truly a European initiative.

### 4.5 What is the target audience for European Cooperation Day?

The target audience is defined, in general, as European citizens.

This broad definition gives each programme the flexibility to set up its own activities in accordance with the circumstances of its geographical framework. On the other hand, it also gives the programmes a strategic scope, in the sense that it makes it clear that each and every event during these days will be targeted towards those who are not solely the most significant (or immediate) stakeholders of each programme, but also the final beneficiaries of ETC, i.e., the populations.

This definition also highlights the media as an additional target.

Local events will target limited groups of citizens (e.g. school children, people on the street, etc.) so this is why media attention will be pursued as well, in order to reach out to a broader public.

### 4.6 Strategic features of European Cooperation Day

In order to capture the potential synergies of a common effort by the ETC programmes, the strategic features of this event were defined as follows:

- European Cooperation Day should be important enough to attract media attention throughout all of Europe. This requirement will be met by holding all events occurring on the same days, in all of the areas of the participating programmes, all around Europe.
- European Cooperation Day should be innovative enough to also attract the citizens to participate.
- For ETC's relevance to be easily understood by the European citizens and the media, a local approach is required. Local success stories must be prepared for the media, in the corresponding local languages, and local spokespeople defined. The unifying approach to all the local activities should be the impact of ETC activities on the daily lives of European people. Therefore, programmes should work with the projects in order to come up with, and communicate, the more visible achievements.
- The European dimension of every event will be immediately apparent with the use of visual elements common to all European Cooperation Day events.

## 5. The roll-out: Tools, tasks, by whom

A number of tasks were identified to ensure the preparation of European Cooperation Day in a way that will fulfil its proposed strategic goals.

The sections below describe the foreseen activities and the division of responsibilities among all programmes holding local events, INTERACT and the Advisory Group.

### 5.1 Coordination

Coordination of how European Cooperation Day’s concept is unfolded at the overall and the local levels should be made as shown on the table below.

INTERACT	Advisory Group	All programmes
<ul style="list-style-type: none"> <li>• European Cooperation Day concept and milestones.</li> <li>• Briefing of programmes and interface with programmes (e.g. advice regarding local action needs).</li> <li>• Contact with the European Commission (DG Regional Policy) and others (e.g. European Parliament, Committee of the Regions) and online coordination of programme contacts.</li> </ul>	<p>Discussion and validation of concept, milestones and agenda.</p>	<p>Local concept based on general concept (what, where, who, budget, evaluation), to be shared through a collaborative platform.</p>

### 5.2 Collaborative platform

The collaborative platform, to be used by all the programmes involved in the preparation of European Cooperation Day, is Groupspaces. It is up and running online and can be found at the following URL:

<http://groupspaces.com/ETCJointCommunication/>

INTERACT created this page and will keep it updated at all times. Programmes taking part in European Cooperation Day are asked to join Groupspaces as soon as possible.

### 5.3 Local Actions

In addition to the broad concept defined for European Cooperation Day, INTERACT is collecting and frequently publishing possible ideas for local actions on Groupspaces.

There is no compulsory type of local action - each programme defines the local action(s) they want to run, which address the goal of achieving our common objective: to raise awareness within the population and attract media interest.

As the target group(s) are citizens (or groups of citizens) and the media, local events should be attractive, different, and serve as an opportunity for promoting project activities and results. “Classical” actions, such as programme conferences for beneficiaries or applicants, should be avoided at all costs.

Programmes can combine different/several events.

Please refer to the catalogue of possible local actions and to Groupspaces, where you can find information on the types of events that can be set up in connection

with European Cooperation Day and a comprehensive catalogue of possible local actions. The ideas therein can be a source of inspiration.

The table below shows the task division for INTERACT, the Advisory Group and all the participating programmes regarding local activities/actions.

INTERACT	Advisory Group	All programmes
<ul style="list-style-type: none"> <li>• Collect and publish programme’s local actions</li> <li>• Integrate stories in media work</li> </ul>	Complete a “catalogue” of possible local events.	Run local events on the basis of the general concept and visual identity, including covering costs

#### 5.4 Online presence (website and social media)

The online presence will be the information hub of the event. INTERACT will develop a website for European Cooperation Day, which will be fed by all the participating programmes, through INTERACT.

In order to send data in a harmonised way, INTERACT will disseminate templates for data input to all the participating programmes, for any data deemed as relevant. The table below shows the task division for the set-up and development of the European Cooperation Day online presence.

INTERACT	Advisory Group	All programmes
<ul style="list-style-type: none"> <li>• Set up online platform. Purchase an ‘.eu’ domain, overall presentation, agenda of local actions, project stories, audiovisual materials (videos, web streaming)</li> <li>• Proof-reading content</li> <li>• Social media presence, e.g. Twitter, Facebook, Youtube</li> </ul>	Input and validation of website (layout, structure, main content)	<ul style="list-style-type: none"> <li>• Input (local actions, project stories local language + extract in English, photos, videos etc.) through INTERACT.</li> <li>• Promotion of website through their activities, programme website, etc.</li> <li>• Use social media.</li> </ul>

### 5.5 Flagship stories and media strategy

Flagship stories will be the heart of European Cooperation Day. They will be used to inform the media, as well as each event’s participants, of what ETC is all about.

In order to be relevant and thorough, these stories should be prepared well in advance. They should highlight the most visible accomplishments of each programme and should be written in their local language(s).

Flagship stories should also contribute to the overall and collective communication for European Cooper-

ation Day (therefore, each programme is required to submit to INTERACT a summary of their stories in English).

INTERACT will prepare all work for creating an integrated and common media approach. It will also deal with addressing the European media, before, during and after European Cooperation Day.

The table below shows the task division for the planning and execution of a media strategy for European Cooperation Day.

INTERACT	Advisory Group	All programmes
<ul style="list-style-type: none"> <li>• Press pack in English, presenting European Cooperation Day with illustrative examples, for European media.</li> <li>• Dissemination to European media (traditional, web media, bloggers).</li> <li>• PR campaign towards European media through disseminators (e.g. Commission’s national representations etc.).</li> </ul>	<ul style="list-style-type: none"> <li>• Validate press pack.</li> <li>• Share own media contacts on Group-spaces.</li> <li>• Dissemination to national media.</li> </ul>	<ul style="list-style-type: none"> <li>• Translation of press pack into local language(s) + local stories and European Cooperation Day agenda.</li> <li>• Distribution to the media of the adapted media pack in local language(s).</li> <li>• Media work during the European Cooperation Day.</li> </ul>

### 5.6 Teaser video

INTERACT will produce a one-minute teaser video to be disseminated by all the participating programmes prior to the event, through every means possible.

INTERACT will avoid using voice-over and will instead use written messages that include music.

INTERACT will produce a video clip in the three working languages of the EU (English, French and German).

If programmes wish to adapt it to their local language, they are invited to do so.

Costs of translation and subtitling cannot be borne by INTERACT. These costs should not be very high if translating one, two or three languages, and, given the local orientation of European Cooperation Day, programmes are strongly encouraged to translate this clip into their working languages.

### 5.7 Visual Identity and give-aways

The table below shows the task division for the development of a visual identity for European Cooperation Day.

INTERACT	Advisory Group	All programmes
Development of visual identity, incl. logo, event name, templates for PR material, flyer, poster, T-shirts, etc.	Input on and validation of visual identity.	Use of visual identity elements on local materials produced.

INTERACT is currently working on defining a set of proposals to be presented to the Advisory Group, based on a set of key-criteria described below.

The visual identity of European Cooperation Day will focus on two key-elements:

- The human raison-d’être of ETC;
- The whole of Europe in its continental dimension, and its neighbouring countries, not only the European Union.

While designing the logo and the slogan for the visual identity, special attention will be given to the fact that most programmes will need the lettering in two, possibly even three different languages.

INTERACT will produce one common promotional item (give-away) and one common identity object (in principle, t-shirts).

In addition to the chosen common promotional item, each programme can produce other types of promotional materials for their event(s).

All the promotional items will share the following features:

- They will be carefully chosen and useful objects to people's daily lives.
- They will be of good quality and nicely designed. With respect to t-shirts, two different kinds should be produced, one for the ETC staff (to be recognizable) and one for the attending public. INTERACT may produce t-shirts for ETC staff and each programme may produce t-shirts for the local public thus being able to add their own logo, in accordance with a set of previously defined co-branding rules.

Programmes will be able to retrieve from Groupspaces a set of EPS-files with all the visual identity items that can be adapted locally, according to their needs. They will also be able to access in Groupspaces a set of simple rules for co-branding (adding their programme’s visual elements to the European Cooperation Day ones).

The Commission will offer their new book on ETC to be used as an additional give-away for VIPs.

## 6. Timeline

The table below shows the timeline for the execution of all the activities leading to the European Cooperation Day, as agreed within the Advisory Group.

Month	Milestone
February 2012	<ul style="list-style-type: none"> <li>• <b>Advisory Group meeting</b></li> <li>• Options for brand and visual identity presented and voted by the Advisory Group</li> <li>• Options for give-aways presented to and voted by the Advisory Group (incl. quantities)</li> <li>• Common object (t-shirt) presented to the Advisory Group</li> </ul>
March 2012	<ul style="list-style-type: none"> <li>• Media dissemination plan defined</li> <li>• Common elements for media kits defined</li> <li>• Media contacts per programme established</li> <li>• Website structure and functions defined</li> <li>• Common elements for media kits translated into local languages</li> <li>• Common elements for media kits defined</li> <li>• Flagship stories defined</li> <li>• All local actions that make up the event known</li> </ul>
May 2012	<ul style="list-style-type: none"> <li>• Launch of European Cooperation Day website</li> <li>• Video teaser distributed to all partners</li> </ul>
June 2012	<ul style="list-style-type: none"> <li>• <b>Advisory Group meeting</b></li> </ul>
July 2012	<ul style="list-style-type: none"> <li>• All promotional items and common objects distributed</li> </ul>
September 2012	<ul style="list-style-type: none"> <li>• <b>European Cooperation Day</b></li> <li>• Beginning of collection of media clips</li> <li>• Upload of edited video shootings of events to website</li> <li>• Collection of indicator evidences</li> </ul>
October 2012	<ul style="list-style-type: none"> <li>• Evaluation of the campaign</li> <li>• Gathering of programmes and projects to celebrate European Cooperation Day</li> </ul>

## 7. Evaluation

In addition to the qualitative evaluation that will take place regarding each of the activities, the media coverage and the organisation of European Cooperation Day, the Advisory Group agreed on the following parameters for the evaluation of each of the activities as well as European Cooperation Day as a whole:

- How many programmes participated.
- Number of people per event.
- Assessment and follow up on EU media coverage by INTERACT: Media visibility (amount of news per medium).

## 8. Further information and contacts

Please refer to the European Cooperation Day Group-spaces page for further information and contacts regarding the European Cooperation Day:

<http://groupspaces.com/ETCJointCommunication/>