



Get *Inspired*...



A Guide for Programmes Participating in European Cooperation Day 2013



About this guide

This Guide was created to help projects better understand and organise the European Cooperation Day campaign.

We hope that you will find this campaign an exciting opportunity for your project. From all of us here at INTERACT, as well as the many programmes already on board, welcome to the 2013 European Cooperation Day campaign!

Why a European Cooperation Day?

Throughout Europe there is a growing need and interest in European Territorial Cooperation (ETC) for developing joint communication activities that promote ETC as a whole.

The rationale for developing a joint communication activity was identified by several programmes as a means to be more effective in the efforts to communicate the outcomes of ETC to an audience that should be broader than their immediate stakeholders. INTERACT offered to create a pilot action on joint ETC communication and all programmes were invited to join the pilot.

The first joint campaign - European Cooperation Day - was organised in 2012. The campaign brought together 70 cooperation programmes and resulted in 281 events across 36 countries in Europe.

When is European Cooperation Day?

European Cooperation Day 2013 will take place on 21 September and the surrounding week.

What is the aim of the campaign?

The goal of European Cooperation Day is to improve the visibility of European Territorial Cooperation, to disseminate its outcomes and to highlight how cross-border, transnational and interregional cooperation projects are reducing obstacles and disparities, while at the same time increasing cultural understanding and efficiency between European regions. The presence of a multiplicity of events and actions throughout Europe will also outline the diversity and relevance of ETC and the fact that this is a truly European initiative.

Who is the target audience?

The audience to be targeted was defined as the European citizens in general.

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

What kind of local events should you organise?

Because the European Cooperation Day campaign aims to engage the general population in territorial cooperation, it is important to organise events that are exciting, inclusive and fun; try to avoid conference style events and be as creative

as possible. Examples of local events from 2012 campaign, as well as other ideas can be found further along in this Guide. Use these examples as inspiration in making European Cooperation Day a success for your programme.

Where can I find European Cooperation Day online?

While the GroupSpaces platform is the central platform for internal communications, the European Cooperation Day website www.ecday.eu is the public information hub of the campaign. INTERACT is in the process of updating the website for the 2013 European Cooperation Day. Information on this year's events will be available on the website from June onwards. The campaign is also on Facebook, Twitter and YouTube (for photos, videos and events of last year, like us on www.facebook.com/cooperationday, and follow us on Twitter (@cooperationday/#ecday) and YouTube www.youtube.com/CooperationDay ! Social media tools and the website will allow people to follow local events live.

Follow up of European Cooperation Day

The communication messages, actions and tools developed by INTERACT aim to facilitate the organisation of local events and participation of programmes in the European Cooperation Day. Therefore, as in last year's campaign, we will ask you to evaluate the European Cooperation Day campaign as well as the communication tools.

Also, all success stories of your local events, media coverage, press clippings, photo and video material will be jointly collected and used for assessment and proof of the success of this Campaign.

Local Events & Involvement of Projects

To help you prepare for European Cooperation Day 2013, we have created this Guide. Many of you may have organised an event for European Cooperation Day 2012. For others, it might be your first time participating. You can use this guide as a source of inspiration for creating your event this year.

You may decide to define a **unique** event that is not listed here. **Get creative!** There is no compulsory type of local action. Feel free to combine several types of actions and events into one or to adapt these ideas in a way that better fits your needs and objectives.

No conferences: Try to avoid conference-type of actions and aim for more accessible, active and inclusive events!

Goal: Do not forget that the goal is to **raise awareness** for territorial cooperation within the population and to **attract media** interest.

Join forces: You can cooperate with other projects and organise a joint action or the same type of action in different places. European Cooperation Day can also be organised within the framework of a larger (eg national) event, in order to draw even more media attention.

Where: Local actions can be held in one or several place(s) of the programme area. There is no need, and certainly no possibility, to be present at all places! It would be best to select a place that represents the programme area:

- the border (land or sea border),
- a bridge,
- a cross-border conurbation,
- the highest mountain in the transnational area,
- the central point of the transnational area (it could even be a small village),
- a place which has benefitted from programme support (cross-border business park, natural park, university, etc.).



CBC Programme Hungary-Romania organised a cross-border cycling and kayaking event which fit into both European Cooperation Day as well as the European Mobility Week.

★ Keep in mind that you should always know the laws and regulations that apply to organising large public events in your region! (e.g. authorisations, liability, security, etc.)

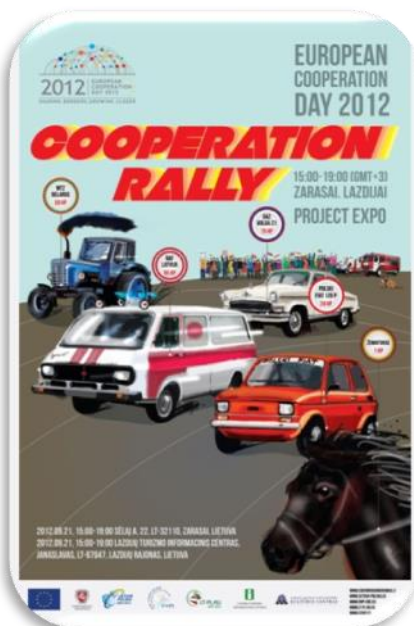
→ Fairs & Project Showcases

FAIRS & FESTIVALS:

Create a fair or festival to celebrate European Cooperation day by combining presentations of projects (project stands and thematic stands) with musical animation/concert, cooking stand, etc



Projects of ENPI CBC Hungary-Slovakia-Romania-Ukraine celebrated European Cooperation Day by combining two traditional events: the Festival of Traditional Art and the Festival of Bread. The festival also included a competition of children's drawings, an exhibition of educational institutions with foreign partner schools, an information stand about territorial cooperation, and more!



PROJECT SHOWCASES:

The idea is to show concrete project results, and to bring these results to the people. Organise **individual cooperation project showcases**, with on-the-spot experiences and involvement of the local community, specific target groups and project partners. Invite journalists and VIPs to join!



Transnational Programme Central Europe, CBC Austria-Slovakia, Austria-Hungary, Austria-Czech Republic and INTERACT Point Vienna, organised a project showcase by inviting numerous projects to set up interactive stands at a central venue in Vienna. Commissioner Johannes Hahn was invited to kick-off the event with a press conference highlighting the achievements of current cooperation activities. The showcase included e-cars jointly developed by Austrian and Slovak engineers, a sample of recycled materials being turned into furniture, regional food specialties, and robots built by cross-border student programmes.



CBC SE/DK/NO Öresund - Kattegat – Skagerrak Interreg IVA organised a Green Bus tour with European Commissioner for Climate Action Connie Hedegaard. The half-day bus tour in the Øresund, with 'pit-stops' along the way showcasing Interreg projects on both the Danish and Swedish side of the Sound, highlighted examples of energy and environmental projects undertaken in the Öresund Region with support from the EU.

→ Artistic Events

FILM:

Invite young people, such as film and media students, to produce short or animated films and to submit them to a **video competition** on the topic of cooperation. Encourage them to use the programme area as a shooting location and to work with people from the other side of the border (eg UNESCO competition <http://www.unesco.org/new/en/culture/themes/cultural-diversity/video-challenge/>) >



Broadcast the best films/videos in a **film festival**.

PHOTOGRAPHY:



< Involve teenagers in a **photo competition** that asks them to capture images that respond to questions such as:

“How do you see the border?”

“What does cooperation mean to you?”

Teenagers could take photos with their mobile phones so a good camera is not necessary.

Create a **photography exhibition** involving students or associations of amateur photographers and invite community members from both sides of the border for the opening day event.





Gather young people from different schools across the border ask them to find a partner from a different school. Ask them to take photos in pairs, and have them do a “switcheroo” by exchanging jackets, hats, backpacks, etc. (In this example, the

participants even went so far as to exchange clothes, but this is not necessary. See: <http://sincerelyhana.com/projects/switcheroo/>)

DRAWING / PAINTING / GRAPHIC DESIGN:

Organise a drawing competition (see www.ratemydrawings.com for ideas of online drawing competitions).



CBC Greece-Cyprus organised an event called “Cooperation with Colour and Music” where they invited a mix of professional artists, art students and young children to ‘graffiti’ a wall at the Larnaca

Organise a **modern art exhibition**. You can involve students of art and/or local artists from the programme area.



Organise a **poster competition** that gets people thinking about cross-border cooperation. This activity can be tailored to children using the theme:

“Draw my neighbours in the programme area”

For teenagers you could use the theme:

“How is life on the other side of the border?”

For adults you could use a more abstract theme:

“Europe without borders”

The best posters could be exhibited and/or all posters aggregated into a single, collaborative piece of art.

^ For a good example, follow this link to the London 2012 Olympic and Paralympic Games poster competition:

<http://www.guardian.co.uk/culture/gallery/2011/nov/04/olympics-2012-posters-in-pictures/#/?picture=381371492&index=4>.

MUSIC & DANCE:



CBC Hungary-Slovakia organised a classical music concert in the Baradla Cave, which is the biggest cave in Hungary, and also reaches over the Slovak border. Slovak and Hungarian composers' philharmonic work was performed by the Hungarian Symphony Orchestra and the residents

Invite young local bands from the transnational / cross-border region to participate in a “Battle of the Bands”. >



IPA CBC Romania - Serbia held a concert in the centre of Timisoara City with live performances from Serbian and Romanian music artists. During the concert a promotional film about cross-border

Organise a **music festival** including traditional or contemporary music groups and individuals from the region.

Create an event where people can **learn the traditional dances** of a neighbouring region and teach others the dances of their own culture.



Invite local hip-hop or break dancing groups from schools and universities to compete in a “Dance-Off”. >



THEATRE:

Invite schools or amateur theatre troupes from the border area to participate in a theatre festival.



[bE&feature=youtu.be&noredirect=1](http://www.youtube.com/watch?v=nqqDRpqyT)

< Organise a project slam based on the model of poetry slams which have become increasingly popular, especially among young people. For a great example of a successful project slam, follow this link to Luxembourg’s “1st European Project Slam”, a Structural Funds project slam in November 2011: http://www.feder.public.lu/actualites/2011/11/0711_1st_European_Project_Slam/index.html

For a video, follow this link: <http://www.youtube.com/watch?v=nqqDRpqyT>

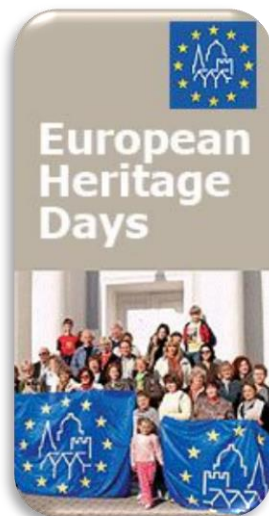


INTERREG IVC, ENPI Mediterranean Sea Basin, MED and INTERACT Point Valencia created a joint event including a puppet show about territorial cooperation, educational activities for kids, and live music.

→ Culture and History

CULTURAL EVENTS:

Organise a **memory action**: collect items that remind you of your region or that you associate with the border/transnational area. Keep these items in time capsules to be buried or to be kept in a place symbolic for the area (eg a former custom office), and to be opened in 10, 20 or 50 years. >



< Link local actions to Heritage

Days:

http://www.coe.int/t/dg4/cultureheritage/heritage/EHD/default_en.asp

Visit a symbolic or historical site, for example a former customs office building, for people from both sides of the border.

2013 is the **European Year of Citizens!** Link your event to this yearlong campaign. Find out more at www.europa.eu/citizens-2013.

Organise **free guided tours** by projects involved in tourism and culture (eg museums, tourism centres, etc.)

Launch a **solidarity campaign** through the **local/regional media** and social media, inviting all inhabitants to experience cooperation on that day: "Do something for someone you know and learn from that person" (eg your grandpa helps you with your history project, you teach him how to use Facebook).

COOKING / GASTRONOMY:



< Organise a giant **cross-border picnic** where people bring a typical dish from their region to be shared with others! Invite all projects and their families, as well as the larger community, to join.



ENPI Italy-Tunisia developed their European Cooperation Day event within the context of the International Festival of Cultural Integration, also known as the CousCousFest. Along with the competition of the best couscous, territorial cooperation project representatives distributed materials about project results at an information stand.

Organise a **cooking competition** and encourage people to share, compare and maintain the heritage of regional specialties of the programme area.

→ *Environmental & Scientific Events*



^ Involve people from different countries in **environmental clean-up** activities (beach, river bank, park, etc.). This could be followed by an **artistic competition** using the collected materials to make a **recycled piece of art**. Look at **cleaning and recycling actions** in the framework of the annual Danube Day: http://www.icpdr.org/icpdr-pages/dw1103_p_12.htm



< Involve children, teenagers, and adults in environmental organisations to take part in **planting a tree** in a place symbolic to the programme area.

Think bigger! Why not plant many trees throughout the programme area: one tree per project would make up a tree-network that could be plotted on a Google map!



SCIENTSTU project financed in the frame of CBC Hungary-Romania organised a cross-border event entitled 'Scientific and Entrepreneurial picnic' in Szeged. The local community was invited to find out more about scientific challenges and achievements in the cross-border region. During the 'picnic' project partners demonstrated interactive

Organise a **scientific competition** with teenagers or students: eg Electrotechnik Olympiade Euroregion Neisse DE-PL-CZ: <http://www.f-ei.hs-zigr.de/index.php?id=549> >

→ Sports Events



< Plan a **skateboarding, BMX biking, extreme sports competition** for kids and teenagers. Include workshops to teach kids who have never tried these sports before!

Organise a **sport competition** (eg a marathon) across the programme area. If



you can include border crossing (eg a cross-border marathon or bike race) that would be even better!

Organise a tournament involving mixed teams (players from different countries). This could be football, basketball, biking, “Olympic” games, etc.



→ Outdoor Events

Organise a hiking tour or a bike tour on a cross-border/coastal/mountainous path financed by the programme.



Organise a kayak or canoe tour on a border river or on a river that is symbolic for the area: eg INTERREG project Belladvina between Belarus and Latvia:

<http://belladvina.com/en/news/view?id=72> >



Organise a rally with electro-cars or e-bikes financed by the programme.

< Organise an awareness campaign in a cross-border or international train:

distribute flyers and giveaways, organise a quiz, invite politicians and journalists to take a trip.

→ Street Actions



< Organise a **flash mob** in one city or in several cities from the programme area at the same time: could be dancing, shaking hands or any other action deemed appropriate. Maybe if you involve enough people, you could make it into the Guinness Book of World Records!

<http://www.guinnessworldrecords.com/>



Have programme staff and projects create **street animations**: games or quizzes which require interacting with pedestrians and which might include small rewards; trying food prepared by the projects, etc. >

Organise an "Open Street" or alternatively, an "Open Border" action. See this example: http://issuu.com/streetplanscollaborative/docs/tactical_urbanism_vol_2_final/17#print

→ Online Actions



< Online actions can **draw attention** to or **complement** your other actions on the ground (eg an online quiz to promote the programme and its projects).

See for example the Latvia-Lithuania-Belarus online quiz:

<http://www.enpi-cbc.eu/game/>

Encourage participants of the activities to **upload photos** from the event and leave comments about their European Cooperation Day experience on social media platforms such as Facebook, Twitter, YouTube, etc.