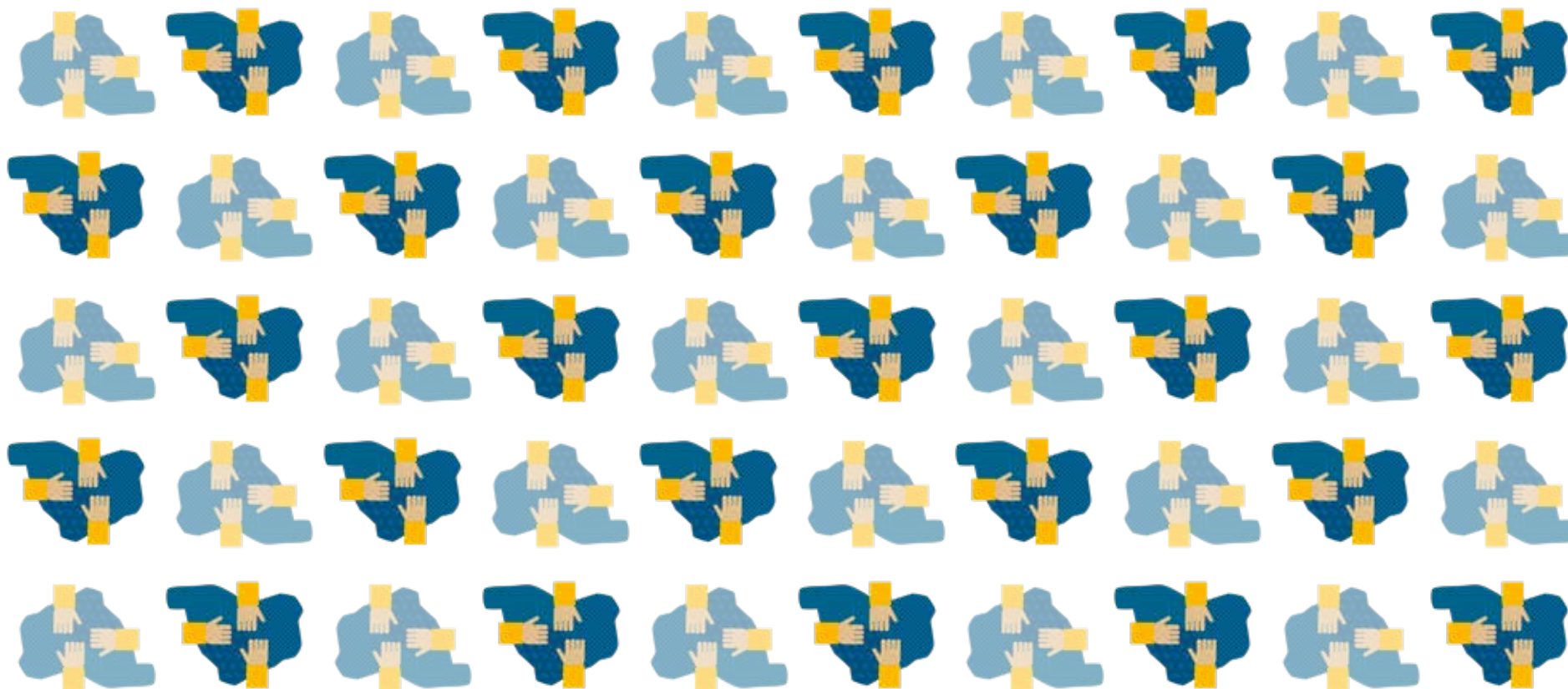


# EC Day 2018 evaluation

## Infographic report

November 2018



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

# FOREWORD

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The European Cooperation Day (known as “EC Day”) celebrated this year its 7th edition with high participation and great colorful events, ranging from graffiti art on the street to cycling on cross-border areas or gastronomy festivals. All these fun activities aimed at promoting the visibility of regional cooperation and its benefits within a wider audience: the citizenship. And the evaluation shows this objective was achieved: more than 26,000 people attended the different events scattered all over Europe.

This campaign may be coordinated by Interact but it belongs to all of you. Interreg, ENI and IPA programmes are the real protagonists of this year’s success. With your efforts, you made possible that the hard work done at the Interreg level is also perceived among the so-called “general public”, which in the end is composed of actual women, men and children, the ambassadors of the future cooperation.

This evaluation is also result of your participation in a written survey. Thanks to you we have been able to analyse how well the set objectives have been reached through the variety of methods used for the implementation of EC Day. We have collected 76 event answers out of 120 events organised this year. That means a response percentage of 63%.

Moreover, this process has identified the strategic and practical points to be taken into account in order to improve the outcomes of the future editions of the campaign. With better knowledge and understanding of what has worked well and where improvement would be needed, Interact will be prepared to plan and coordinate the campaign in the years to come.

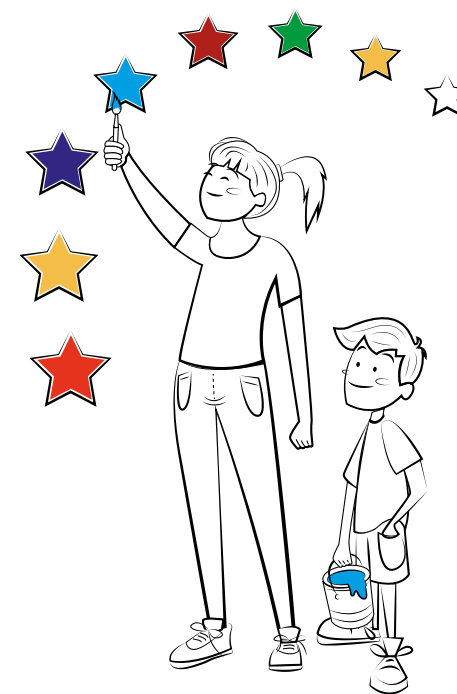
As the slogan of the present edition reads, "Painting our future together", we would like to keep painting this campaign in close collaboration with you so don't hesitate to come back to us with ideas, suggestions or requests. Year by year we are building a united and strong community and personally, I'm very proud to be part of this European Cooperation Day family.



**Petra Masáčová**

Head of the Managing Authority -  
Interact Secretariat

**Interact Programme**  
**Bratislava Self Governing Region**



*Painting our future together*

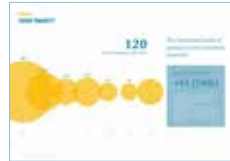
# CONTENTS



## EVENTS



## How many?



## Countries



## Cities



## Indoor vs. outdoor



## Typology



## Topics



## Target



## Success



## PROGRAMMES



## How many?



## Per strand



## Events organised



## IMPACT



## Participants



## Media



## SOCIAL MEDIA



## Impact



## Effectiveness



## Lessons learned



## Lessons learned



## ORGANISATION



## Difficulties & Efforts



## OBJECTIVES



## Satisfaction & Achievement



## INTERACT SUPPORT



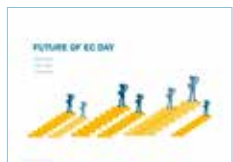
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## FUTURE OF EC DAY



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## Conclusions



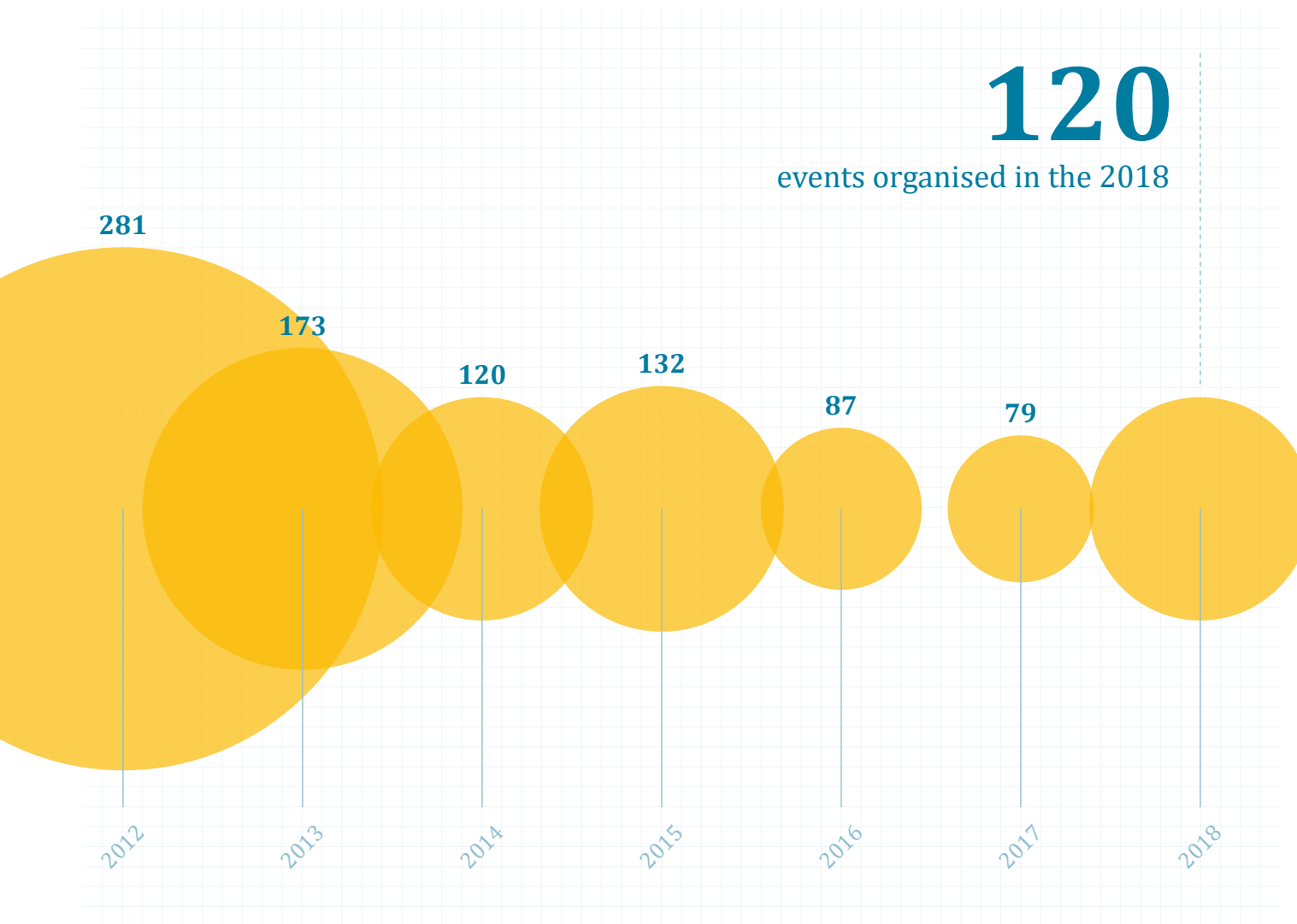
# EVENTS

How many? Countries Cities  
Indoor vs. Outdoor Typology  
Topics Target Success



## Events

# HOW MANY?



# 120

events organised in the 2018

The downward trend of previous years has been reversed

Variation over the previous year

## +41 (54%)

This remarkable rise has allowed to reverse the downward trend of previous years and we hope to consolidate it in the years to come.

Although this increase by itself may not necessarily mean a change of tendency, there are other data that seem to indicate that it does, as we will see in other charts (►).

# Events COUNTRIES

# 30

countries have participated  
in the EC Day



## Top countries

**Italy (30) & Hungary (12)  
have organised one-third  
of the events**

Nine countries (Austria, Croatia, Finland, France, Hungary, Italy, Serbia, Spain, Poland) have organised five or more events.

## Variation over the previous year

**+4 (15%)**

## Events CITIES



# 108

cities host events

**The geographical distribution is unbalanced. The East is more active than the West**

This unbalanced distribution is related to the participation level of the programmes per strand. As can be seen in the Programme analysis (►), IPA and ENI programmes are more active in the organisation of events than Cross-border or Transnational programmes. We should improve the distribution in the West without reducing the participation in the East.

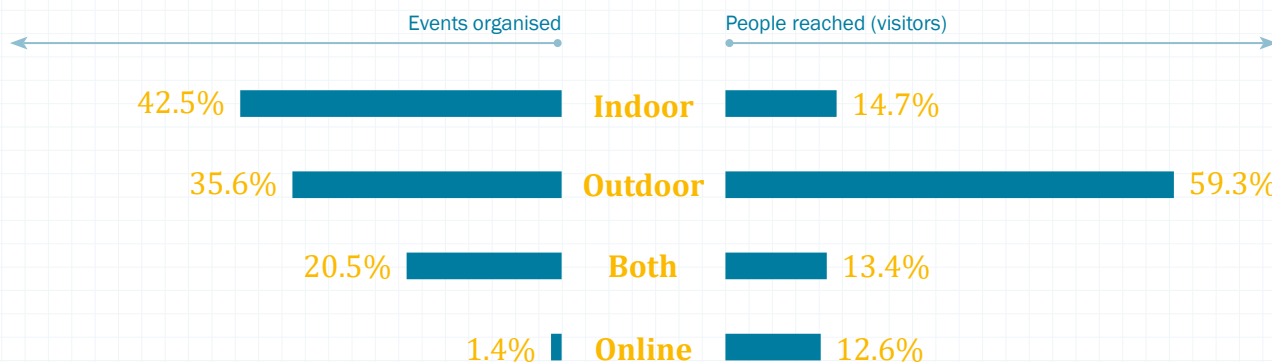
Variation over the previous year

## +34 (46%)

Aakirkeby, Aínsa, Åland, Alatskivi, Alicante, Ásotthalom, Aymavilles, Baja, Bastia, Birgu, Bogatynia, Bolzano, Braniewo, Bratislava, Brenner, Bruneck, Burgas, Cagliari, Cannes, Chisinau, Como, Daugavpils, Deszk, Edirne, Frombork, Gatchina, Gdansk, Genova, Goričan, Greifswald, Guadeloupe, Győr, Heist-op-den-Berg, Helsinki, Heringsdorf, Hódmezővásárhely, Imperia, Innsbruck, Jakobstad, Jelgava, Klaipėda, Knjazevac, Komló, Konitsa, Koprivnica, Kosice, Lecce, Lidzbark Warmiński, Lienz, Livorno, Lviv, Malmö, Marina di Loano, Mazara del Vallo, Mežica, Næstved, Navacchio, Nice, Nicosia, Nida, Nova Gorica, Novara, Olbia, Oostende, Orahovica, Oravita, Ormeta, Palermo, Petrov, Petzen, Pieniężno, Piran, Pleven, Polignano a Mare, Portofino, Prelog, Pskov, Punszk, Ribnovo, Riga, Saint Tropez, Sangaste, Sanremo, Santander, Siniscola, Sombor, Sondrio, Soufli, St. Gertraud, Star Dojran, Subotica, Suceava, Szczecin, Szeged, Szentcs, Szentgotthárd, Terchová, Timmelsjoch, Tirana, Toblach, Toulouse, Trieste, Valencia, Venice, Viareggio, Vic, Vienna, Zamość.

## Events

# INDOOR VS. OUTDOOR

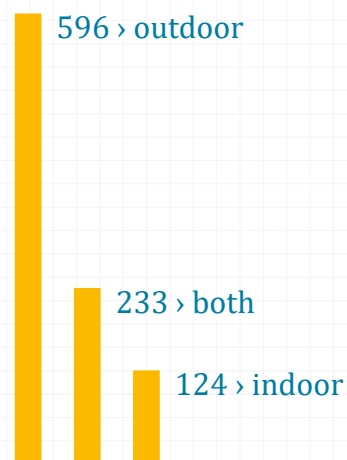


## Almost two-thirds of the people were reached at outdoor events

The most successful events are outdoors (596 average people reached). The indoor events have low effectiveness in terms of direct impact.

The online events can be a very good option as well if they are well-managed. Regarding the latter, one good example is the online event created by the Danube programme.

Average people reached (visitors)



### Case study online event: Danube Transnational programme (DTP) photo competition 2018

The competition aimed to highlight the DTP project results achieved in the Danube region and invited all institutions involved in DTP projects to participate and show through one or several photos the transnational cooperation activities and results. The objective was to capture the essence of a project through an image that would 'speak' to both stakeholders and the general public.

Its first phase—photo submission—started in July until the August 10. All photos were checked to make sure that they meet the competition rules before being accepted into the Photo Competition and to be displayed in the DTP Facebook gallery for the public voting. There were 112 eligible photos from 38 DTP funded projects which **received a total of 3,290 votes** during the voting period and many more afterwards.

The photos which received the most votes through the online voting period were evaluated by the DTP jury, who made its final decision awarding 20 finalists, including the 3 winners. The top 20 photos were printed on postcards and some of them will be disseminated for promotional purposes of the DTP upcoming events and publications. The 3 finalists were awarded with a winners' certificate and a copy of their photos printed in a large format.

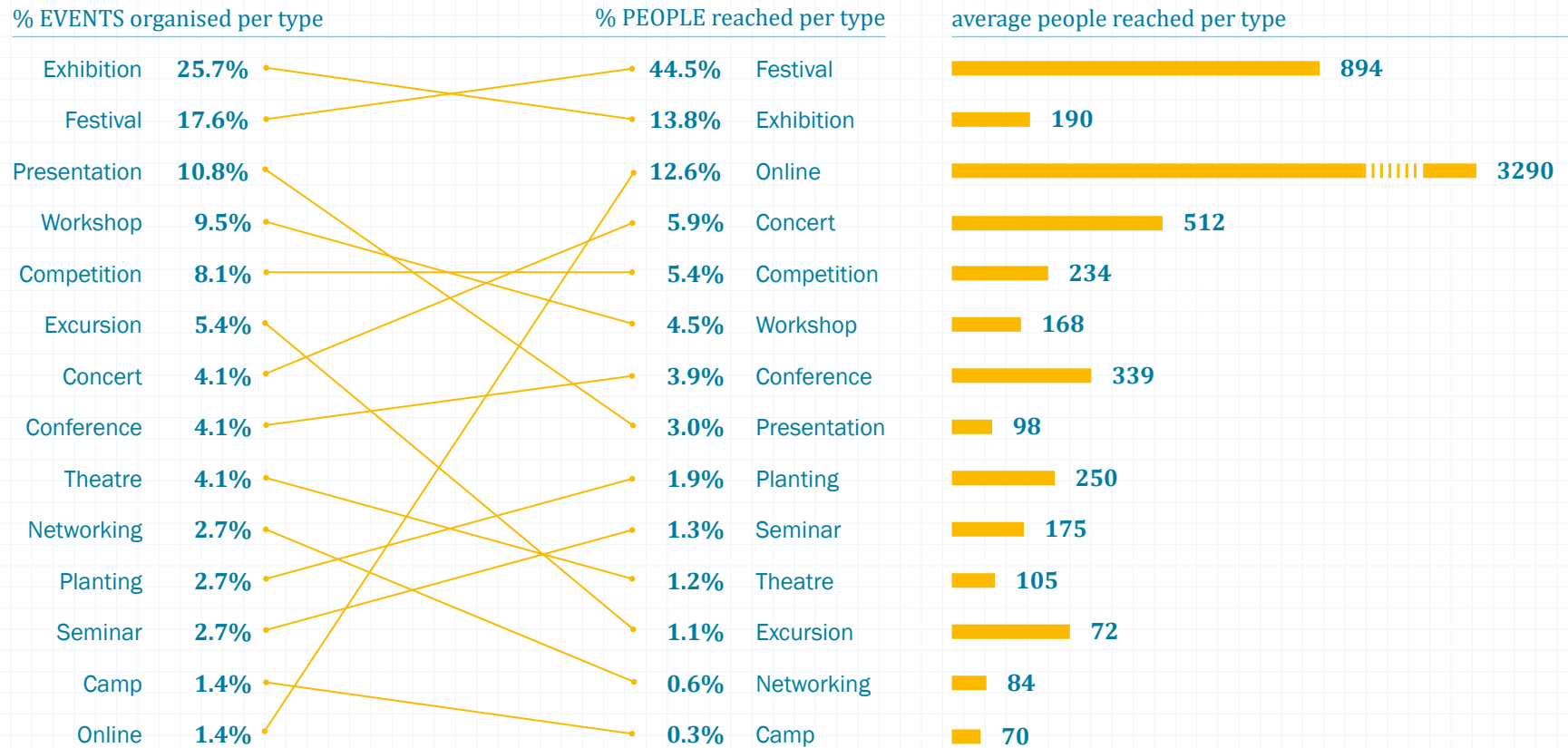
<http://www.interreg-danube.eu/news-and-events/programme-news-and-events/2623>

# Events TYPOLOGY

**Festivals attracted 44.5% of all the participants**

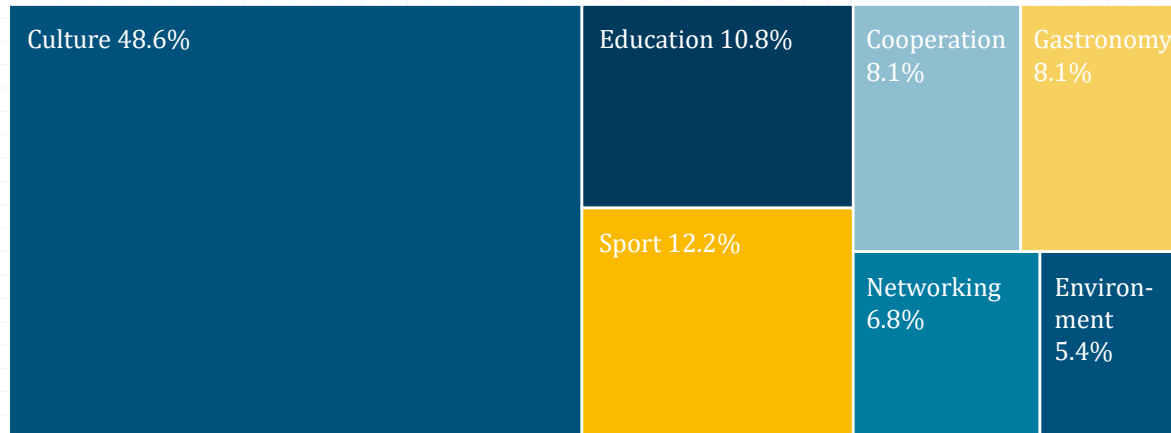
Festivals, concerts and online\* events had the highest average number of visitors. It is probably related to the place where the event took place (indoor vs. outdoor), as we have seen in the previous page.

(\* Its average value corresponds to one event, therefore its consistency is relative.



# Events TOPICS

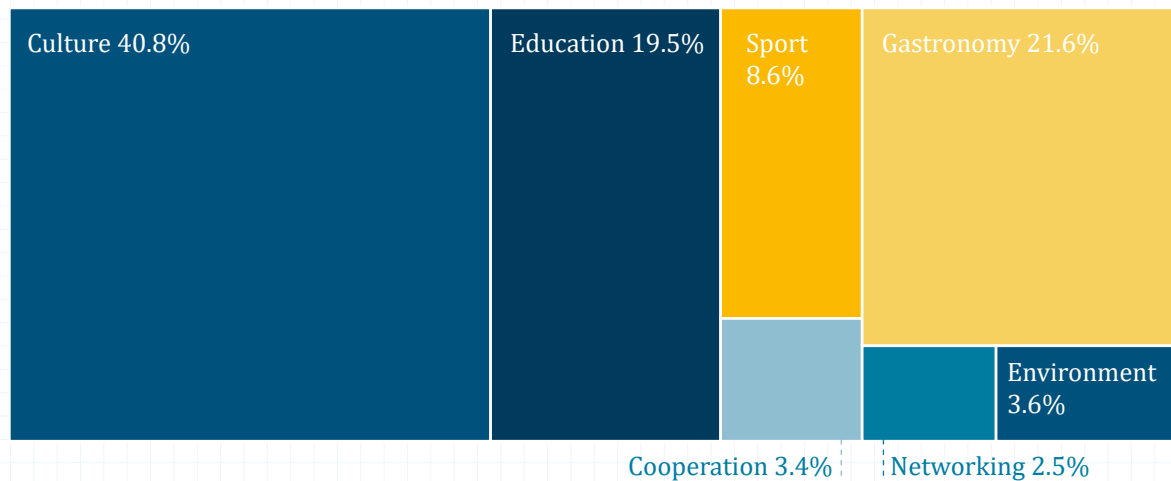
Total of EVENTS ORGANISED distributed by topic



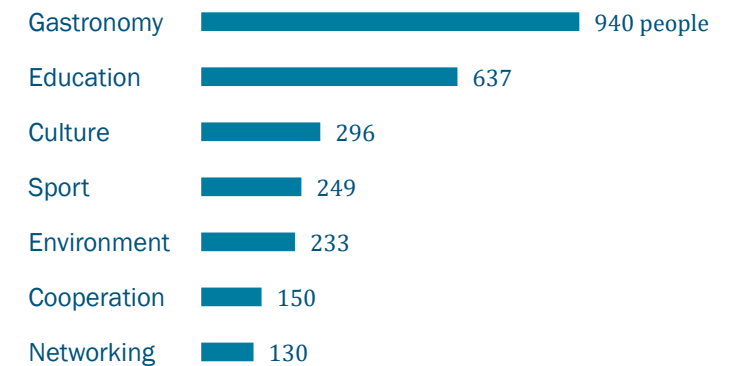
**Gastronomy & Education are the topics with the highest average of participants by far**

The amount of people reached by gastronomy and education events is lower than culture events. Nevertheless, their average of attendees is higher, for that reason their weight in the total of people reached increases respect the number of events.

Total of PEOPLE REACHED distributed by topic

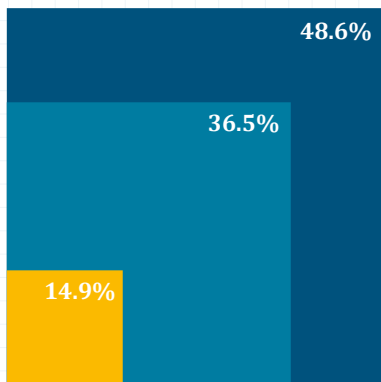


Top topics according to average of attendees per event

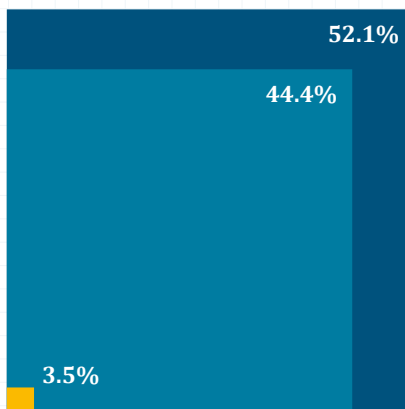


# Events TARGET

Events by target audience



Participants by target audience



- Policy makers
- General public & Policy-makers
- General public

## Events targeting children exclusively reached 10% of the total

The average of participants in events targeting general public is about 400 people. This amount falls down to 84 in events targeting exclusively policy-makers.

### Case study children event: Painting a brighter future together Organised by Interreg Slovakia - Czech Republic

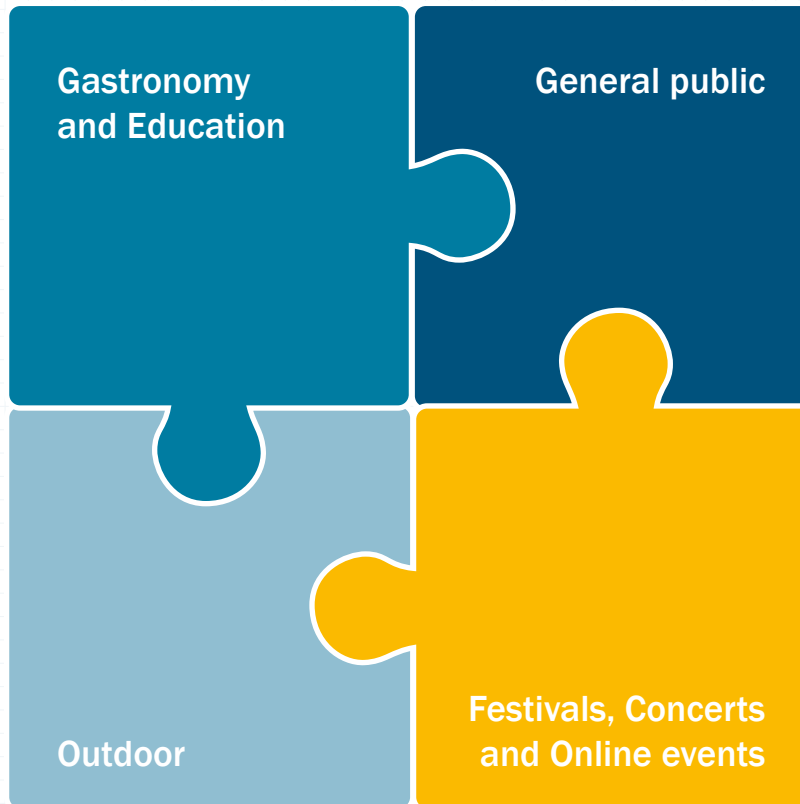
The event was organised in cooperation with one of its project partners – municipality of Petrov. The event was carried out in the area of port Petrov which is located on Baťa Canal that flows through multiple towns in the Czech Republic border region up to the Slovak border. It literally connects both countries and thus, it's a perfect representation of cross-border cooperation.

Most of the activities of the EC Day programme were chosen in accordance with this year's theme "Painting our future together", for instance: face painting, creative workshops, group painting under the supervision of a professional painter, cartoonist, etc.

Elementary or secondary school pupils from the whole Slovakia and the Czech Republic were asked to participate in a photo competition by sending a photograph capturing their summer adventures. Attractive prizes (tablet, polaroid camera, or mobile printer) were waiting for the contest winners. Also a rich programme filled with sports and cultural activities was prepared: climbing wall, sack race, obstacles course and many others. Additionally, children could taste local specialties, snacks, fruit juices. A presenter, who was also a magician, took care of creating an entertaining atmosphere along with the performances of a music band, a children's dance group and a singing choir. These activities could be enjoyed by both adults and children.

The event brought together 500 people.

# Events SUCCESS



## How to organise a winning event

According to the results of the survey seen previously, we can create a hypothetical successful event. To do this, we gather in a single event those variables (topic, target, venue, type) that have shown the highest average of participants reached.

- Venue: outdoor
- Type: festivals, concerts and online
- Topic: gastronomy & education
- Target: general public

Although it is not an infallible formula for success, it can serve as a guide for future events that seek to reach a large number of people. Obviously, the final result of this theoretical event is subject to other variables that will influence the success.

# PROGRAMMES

How many? Per strand

Events organised



## Programmes HOW MANY?

**57% of all programmes have participated in this edition**

70 [2012]

61 [2013]

44 [2014]

39 [2015]

37 [2016]

**61**  
Programmes have organised events in 2018

43 [2017]

Variation over the previous year

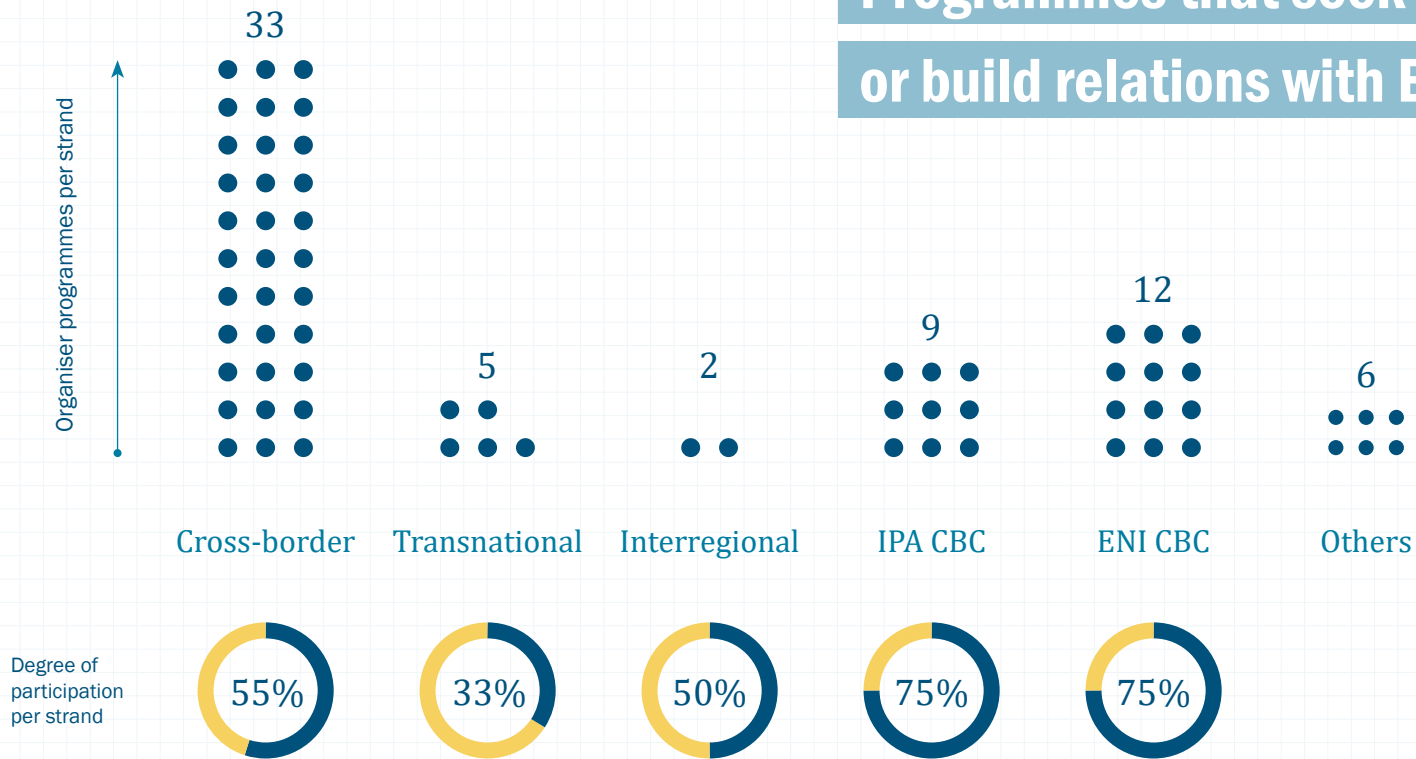
**+18 (42%)**

If we look at the evolution of previous years, we clearly see how the trend has reversed after a few years of continuous declines. This evolution, together with the increase in organised events, is what makes us think about the change of tendency that was briefly presented at the beginning.

# Programmes PER STRAND

## Programmes that seek to enter the EU

## or build relations with Europe are more active



### Top programmes

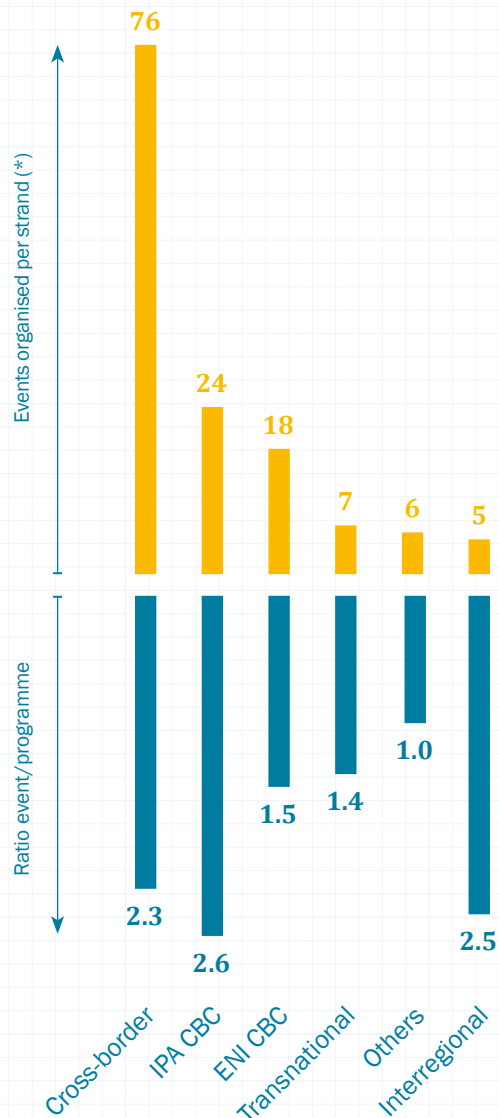
We note that Cross-borders programmes are the most active ones, which is logical if we consider that they are numerous. However, this fact changes if we perform the analysis in relative terms.

The degree of participation per strand is more important within the IPA and ENI programmes than in the rest. Programmes that seek to enter the EU or build relations with Europe are more active (75%) than those that are already part of the EU (~ 50%).

The level of participation of the programmes directly affects the geographical distribution of the events, as we saw in previous pages. (►)

## Programmes

# EVENTS ORGANISED

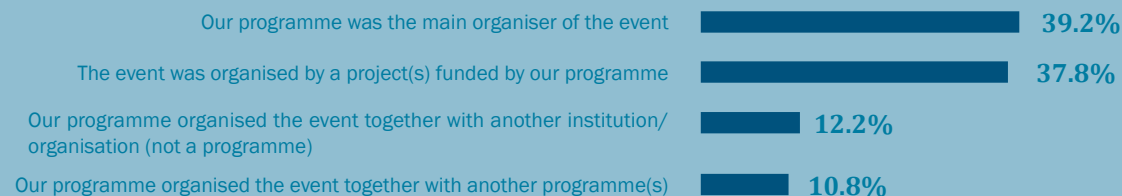


## IPA is the strand that organises more events in relative terms

Cross-border programmes show the greatest number of events. But as it happened with the degree of participation, this vision changes if we calculate the ratio [n° events] divided by [n° programmes that participate]. Therefore, IPA programmes are the ones that organise the greatest number of events in relative terms. While the cross-borders appear now on the third place.

(\*) The sum of events (136) is higher than 120 because there are events organised by two or more programmes.

### Who organises the event?

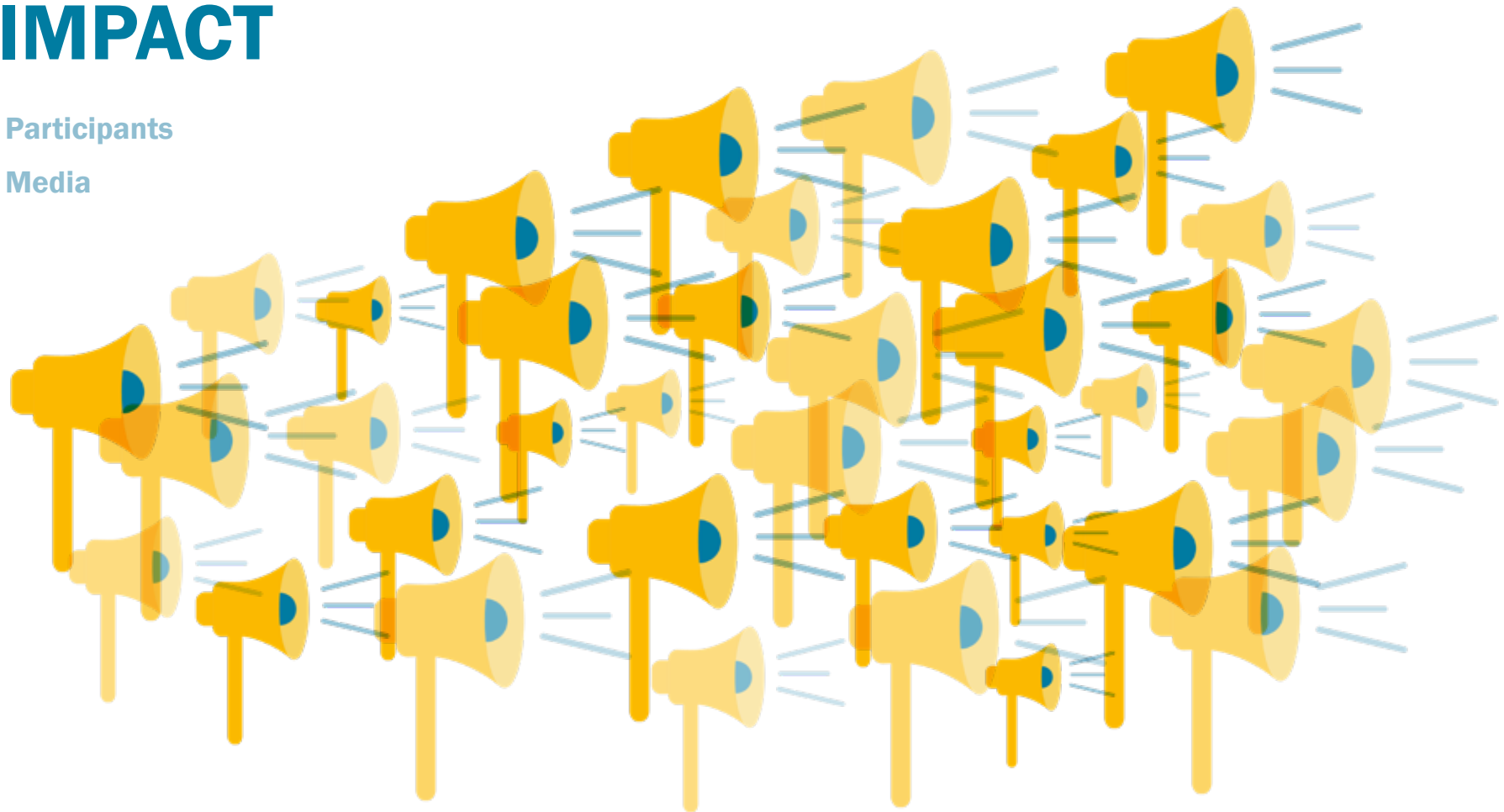


**One-third of the events were not organised by a programme**

# IMPACT

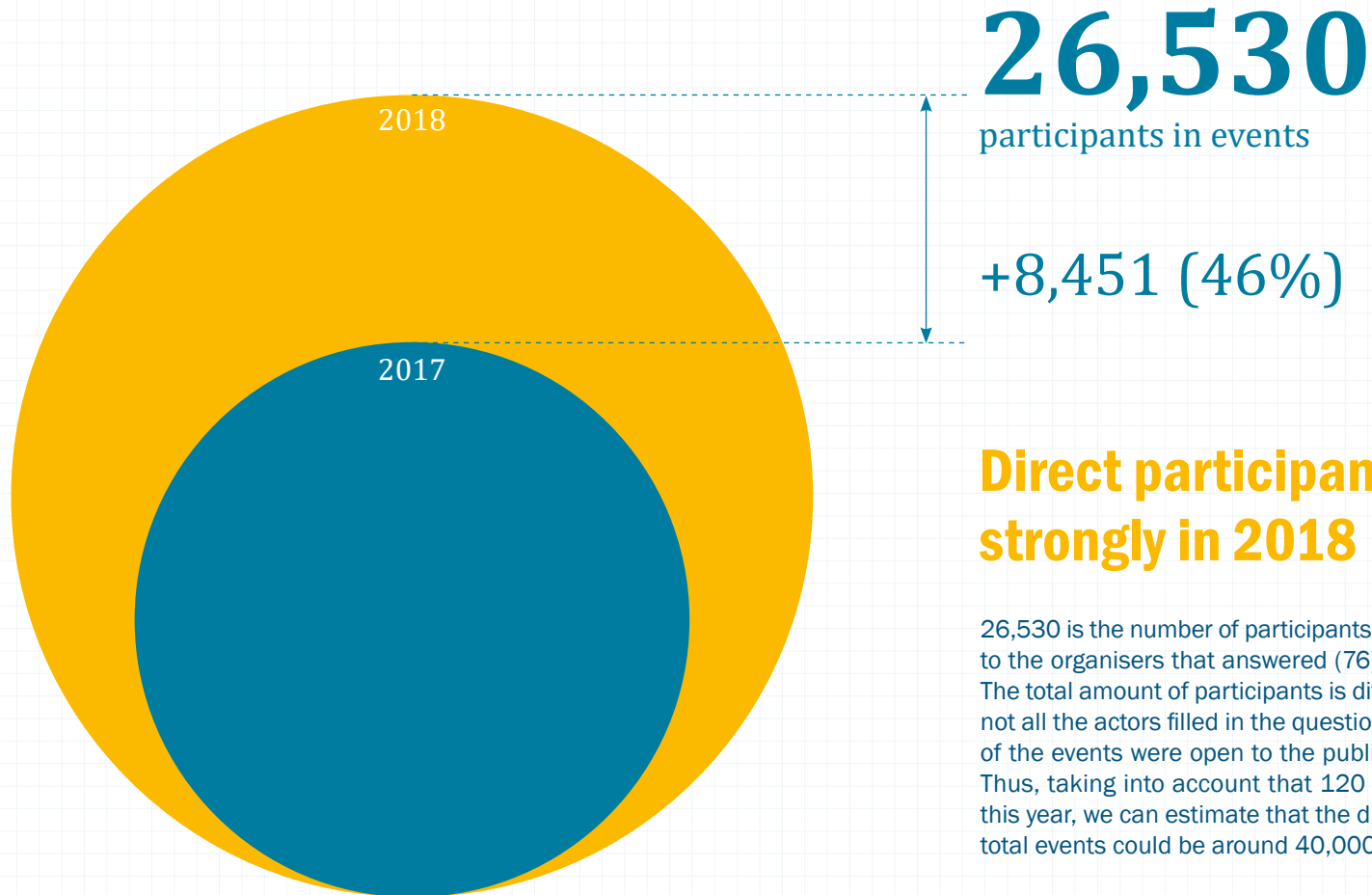
Participants

Media



# Impact

## PARTICIPANTS



### Direct participants went up strongly in 2018

26,530 is the number of participants of the events according to the organisers that answered (76) the evaluation survey. The total amount of participants is difficult to calculate since not all the actors filled in the questionnaire and the majority of the events were open to the public without pass-control. Thus, taking into account that 120 events were organised this year, we can estimate that the direct participants of the total events could be around 40,000 people.

# Impact MEDIA

## We reached national TV's, written papers, magazines and many digital newspapers

### Media impact examples

#### Hungary-Serbia programme

- 5 TV reports, including the Serbian national television (RTS).
- An article in "Hét Nap", a Serbian weekly magazine

#### Slovenia-Hungary programme

- Local TV coverage in Televizija AS

#### Greece-Cyprus programme

- Media coverage by the Cyprus Broadcasting Corporation

#### Central Baltic programme

- Bulgarian National TV
- Local newspaper Ålandstidningen

#### Slovakia-Hungary programme

- Hungarian national TV, Daily cultural news on M5.
- Also, regional TV's with interviews.

#### TIPA Bulgaria-Serbia

- Serbian local TV

### Case study impact event: Street art organised by Interreg Central Baltic



Contact Point Finland organised in cooperation with Helsinki Urban Art a street art event where three artists (Anetta Lukjanova, Jesse Pasanen, David Popa) from different nationalities painted a street art piece. This way of working symbolised and presented cooperation across borders. Art piece enlivens the urban environment and will be there for citizens to enjoy for years to come. Even Bulgarian National TV was present!



# SOCIAL MEDIA

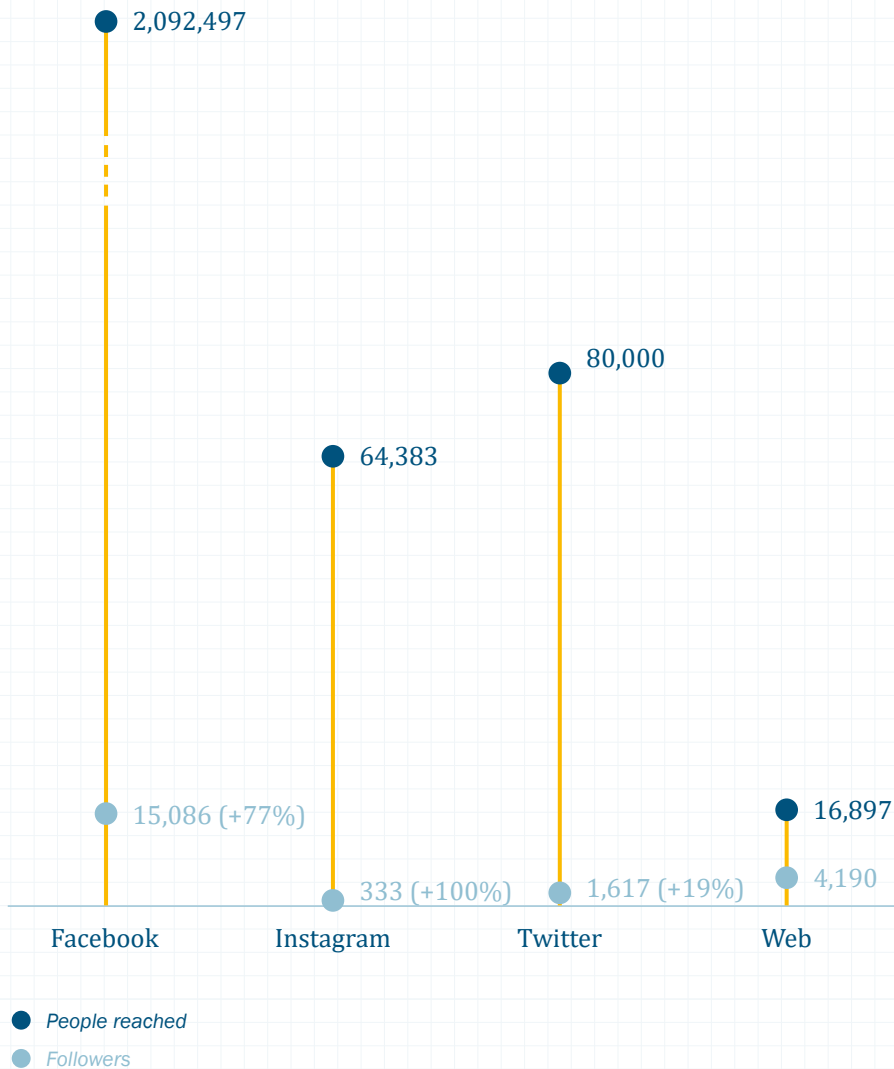
Impact

Effectiveness

Lessons learned



# Social Media IMPACT



All social media channels  
increased their impact,  
especially Facebook and Instagram

## Social network work

This year's work has been done in different directions:

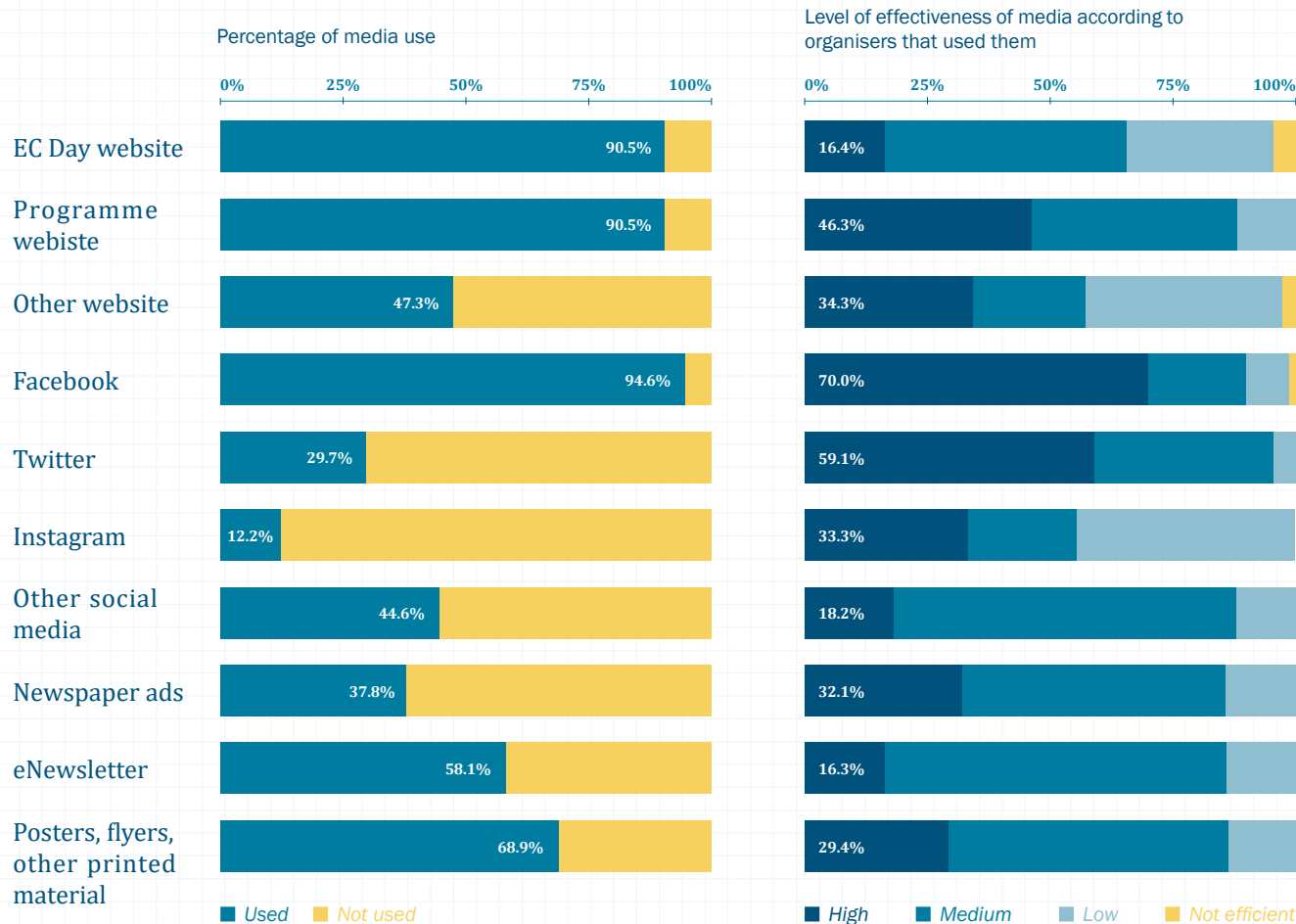
- Improve quality (erasing what we call "Facebook trolls").
- Incorporate Instagram to our channels.
- Increase the impact.

As the chart shows, the results are positive in all social media channels, increasing both followers and people reached. The new activity on Instagram has paid off due to people reached and because it's a social network used by young people. Regarding the EC DAY website, we have realized it needs new functionality to improve positioning and we will work on it next year.

These figures reflect the results of EC Day social networks, not individual accounts of the Programmes. In the following page we can see the media preferred by the organisers.

# Social Media

## EFFECTIVENESS



## Facebook is the most used platform and has the highest effectiveness

### Effectiveness of use according to programmes

The programmes that used Twitter think it is useful (almost as much as Facebook). Nevertheless, its level of use is very low. The case of Instagram is the worst in terms of use. Although the use of social networks depends on the target or the communication strategy, incorporating Instagram in the communication toolkit could be very useful if the actions target young people.

As for the rest of the social media platforms, we must highlight the own programme websites, with a high level of effectiveness (46%). The impact of the rest of media is not very remarkable.

It should be noted that if we add the high and medium effectiveness, the majority of the media have a similar impact (around 75%), except for Instagram and other websites.

# Social Media

## LESSONS LEARNED

1

Publications with real photos work better and have more interaction than those with illustrations.



6,883 people reached

2

Publications with questions on culture or related to the customs of a country generate more interaction on Facebook.



2,616 people reached

3

The quotes of famous people also like and generate many shares. Nelson Mandela's post was a hit!



5,862 people reached

# Social Media

## LESSONS LEARNED

4

The posts about artistic activities also have good acceptance.



175 people reached

5

The day when the EC Day takes place (21 September) registers more activity on Twitter than on Instagram and Facebook.



186 people reached

6

On Instagram the pictures of real places are more appreciated than the illustrations or mockups.



203 people reached

# ORGANISATION

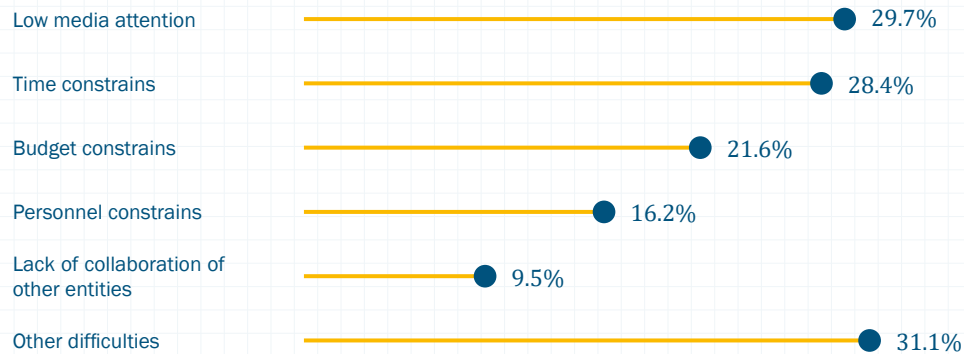
## Difficulties & Efforts



## Organisation

# DIFFICULTIES & EFFORTS

### Difficulties when organising the events



\*The sum of percentages is more than 100% because every respondent could chose up to 3 answers

\*\*Between "Other difficulties" the respondents metioned: paperwork, bureaucratic task, permissions, etc.

### Distribution of efforts when organising the events



**Although the "low media attention" is the most significant difficulty, the efforts devoted to marketing are low**

According to the answers of the survey, the most repeated difficulties are low media attention and time constrains, but in both cases the percentage is not very high. Therefore, there is not a "great difficulty" that make impossible the organisation of the events.

On the other hand, the distribution of efforts is focused on the organisation, while marketing and communication tasks receive few attention if we bear in mind the difficulty to attract the media and the main objective of the EC Day: to disseminate the European cooperation to the general public.

**It is necessary to rebalance the efforts if we want to reach more people and have the attention of the media**

# OBJECTIVES

Satisfaction & Achievement



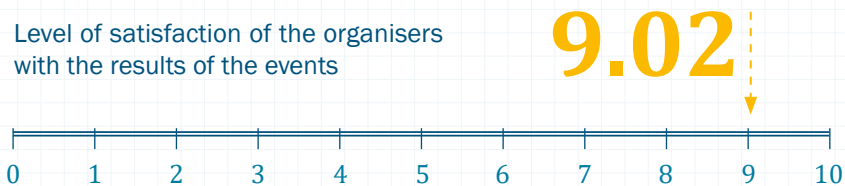
## Objectives

# SATISFACTION & ACHIEVEMENT

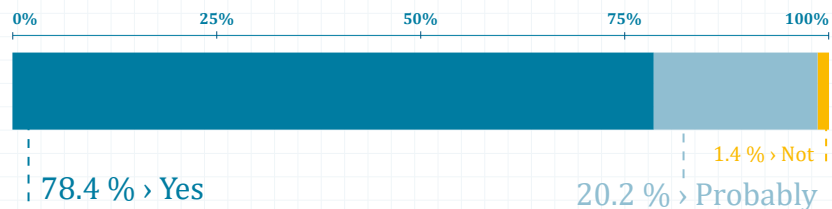
## Organisers are satisfied with the results of the events

The majority of the organisers think they will organise another event next year. But, at the same time, they like the idea of organising the same event/initiative in different countries, as we can see in next pages. (►)

### Satisfaction level



### Willingness to organise an event next year



## One-quarter of the organisers think their event helped to improve the visibility of the European cooperation

### Achievement of objectives

- 49.3%** of the organisers think his event succeeded in **improving the visibility of the European Union** among average people
- 26.0%** of the organisers think his event succeeded in **improving the visibility of the European territorial cooperation** among average people
- 21.9%** of the organisers think his event helped people **become more familiar with the idea of Europe and its benefits**
- 2.8%** of the organisers think his event **did not succeed in getting the message** across the people

# INTERACT SUPPORT

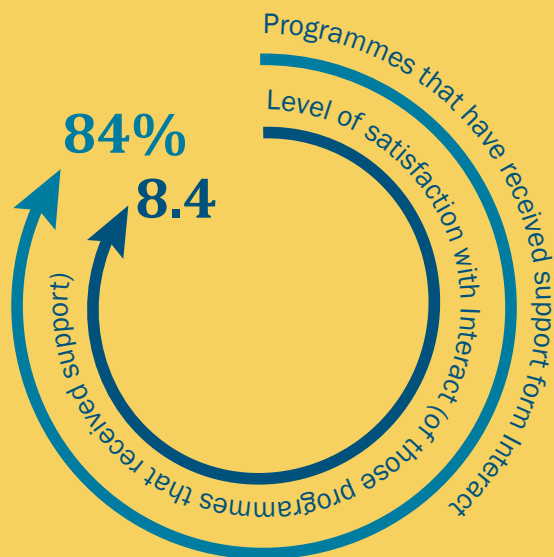
Use & Satisfaction

Useful support



## Interact support USE & SATISFACTION

The majority of the programmes received support from Interact, and their estimation was positive



### Case study:

Opening of the 'Mark Rothko 2018' symposium exhibition 'Painting our future together'

Organised by ENI Latvia-Lithuania-Belarus

The Latvia-Lithuania-Belarus programme celebrated the European Cooperation Day next to the emblematic fortress in Daugavpils, Latvia, where the Mark Rothko 2018 Symposium Exhibition "Painting Our Future Together" opened on 21 September. The event was organised in cooperation with the Daugavpils Mark Rothko Art Centre and Daugavpils City.

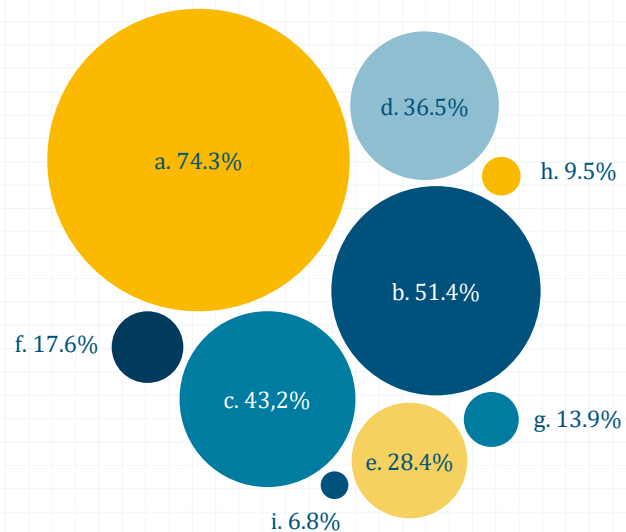
During the symposium, 10 international artists, selected from more than 100 candidates, created artworks reflecting their perception of cooperation across borders. After exhibiting the paintings in the Daugavpils Mark Rothko Art Centre alongside the new Autumn Season exhibitions, the exhibition "Painting Our Future Together" travelled across Europe visiting Riga (Latvia), Vilnius (Lithuania), Minsk (Belarus) and Brussels (Belgium) and advertising the benefits of the cross-border cooperation to wider public. During the celebration special attention was given to young painters, who had a chance to participate in the workshop led by the symposium artists, get inspired and create a joint artwork, dedicated to the European Cooperation Day.



## Interact support

# USEFUL SUPPORT

### Useful support of Interact



- a. The promotional material (T-shirts, power banks, etc.)
- b. EC Day website as a platform for the overall campaign
- c. The promotional video and the video templates
- d. EC Day social media: Facebook, Twitter, Instagram
- e. Brainstorming and explanatory session in the Annual Communication meeting
- f. The EC Day Guide for participants programmes
- g. The visual concept translated into your local language
- h. The templates: letterhead, press release
- i. EC Day online community (IBM tool)

*\*The sum of percentages is more than 100% because every respondent could chose up to 3 answers*

## The promotional material and the EC Day website are the most useful tools according to the organisers of the events

The consequence that programmes consider promotional materials very useful is that they would like to receive more promotional gadgets (see below). However, as we could see in previous pages, the promotional materials do not have very high effectiveness in terms reaching out to the target group.

The case of social media is similar: programmes also consider them useful, so they claim for more support to reinforce their actions. Nevertheless, social networks are the most effective tools to reach people.

Finally, it should be noted the importance that organisers give to guidance on the EC Day, considering useful and demanding more support in this area.

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

The respondents to the survey mentioned the following (in order of importance):

- a. Social media promotion of the events.
- b. More communication material.
- c. More promotional gadgets (someone said they prefer less quantity but more quality and materials more sustainable).
- d. Guidance on the EC Day (theme, best event cases, etc.)

# FUTURE OF EC DAY

What next?

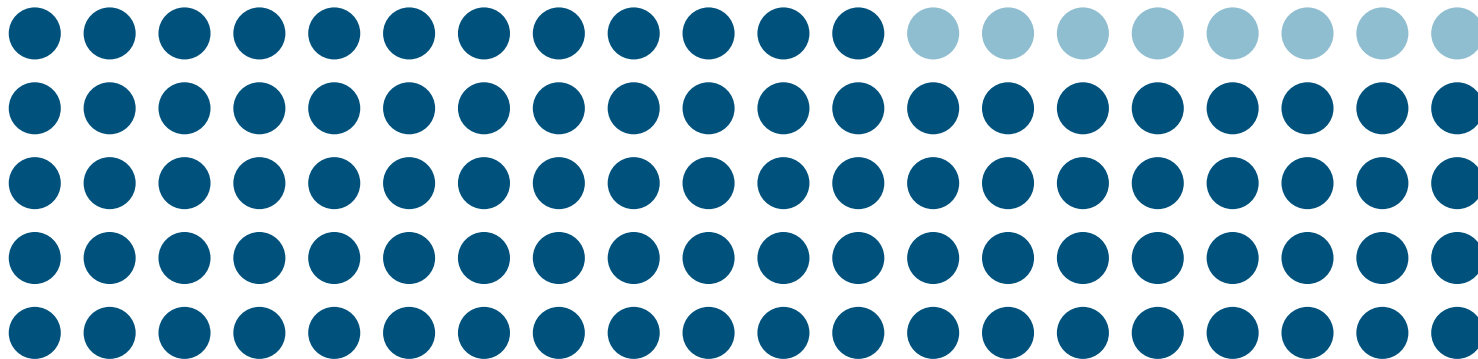
Case study

Conclusions



## Future of EC Day WHAT NEXT?

**92%** of respondents like the idea of organising the same event or initiative in different countries



After 7 editions, we have seen numerous EC Day events: festivals, rides, road trips, concerts, movie competitions... Each year, programmes strive hard for the organization of activities that are fun and original in order to attract the attention of citizens and media. As some of them expressed in the survey, they feel sometimes like they are running out of ideas for local events, and that's why next year Interact is reflecting on the possibility to come out with a joint activity that can be undertaken in different cities and by different programmes. This would not mean that all programmes are to join the proposal necessarily but it would be a logical step in this EC Day process of joining forces to promote cooperation.

## Case study

# EVENTS

### Come visit the cross-border area of the Geopark! Organised by Interreg Slovenia-Austria

The Interreg V-A Slovenia-Austria programme organised this year's European Cooperation Day in collaboration with the Government Office of the Republic of Slovenia for Development and European Cohesion Policy (the Managing Authority) and the Austrian programme partner "Amt der Kärntner Landesregierung" and the "Geopark Karavanke/Karawanken". The aim of the event was to present the cross-border area of the Geopark to the participants. In the frame of the event the participants were acquainted with three projects that are being implemented in the frame of the programme, namely EUfutuR (<http://www.si-at.eu/en2/eufutur/>), NaKult (<http://www.si-at.eu/en2/nakult/>) and NatureGame (<http://www.si-at.eu/en2/naturegame/>) and also had the chance to visit the mine in Mežica (Podzemlje Pece) and the Peca/Petzen mountain.



### Green Parks - Plant a tree for our future Organised by IPA Romania-Serbia

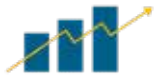
The EC Day was involved in environmental protection activities in order to increase the awareness of the population regarding the importance of the natural environments within the towns and cities. Together with citizens, they planted 34 trees, symbolising the success of the 34 cross-border projects and partnerships from the first call of the programme IPA Romania-Serbia. Children were invited to draw on asphalt using chalk and the best artistically skills of the children were appreciated by the participants and rewarded.



Other case studies on the pages: 8 (▶), 11 (▶), 19 (▶)

# EC Day 2018 Evaluation

## CONCLUSIONS



**More events, countries, cities, programmes, people reached and media impact.** All the variables show an increase in activities and scope, reversing the downward trend of previous years. The variation of these figures with respect to the previous year is, in all of them, around 45%.



There is an **imbalance in the geographical location of the events and in the strand.** There is more activity in Eastern and Southern Europe, and within ENI and IPA programmes.



The events that work the best **to attract the general public** are those that have the following characteristics:

- Venue: outdoor
- Type: Festivals, concerts and online
- Topic: Gastronomy & Education
- Target: general public



**The impact of social networks has improved** compared to the previous year. However, it is very focused on Facebook. The use of Instagram and Twitter should be increased to reach other audiences, such as young people.



There is an **imbalance in the type of resources allocated to the organisation of events and their communication.** It is necessary to devote more resources to marketing and communication if we want to reach more people.



**The degree of satisfaction of the organisers with the results is very high.** In addition, the organisers believe that the events help improve the visibility of European cooperation and the European Union in general.



**Most of the programmes use the support of Interact.** In addition, the evaluation of the service they receive is remarkable.

# ACKNOWLEDGEMENTS

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## Acknowledgements

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## Contact

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