

# Brainstorming EC Day 2017



## Agenda

**17 January, 2017 (9:00-16:45)**

Leonardo Royal Hotel, Otto-Braun-Str. 90, Berlin  
Berlin, Germany





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### **European Cooperation Day – kicking off the 2017 edition**

The European Cooperation Day will be celebrated for the sixth time in September 2017. The campaign started out in 2012 and hundreds of events have been organised all over Europe including dance performances, running and kick-biking races, theatre plays, choirs, graffiti displays, pet care festivals, hot-air balloons, gastronomy degustation, blood donating, concerts, coastal clean-up days, biking and hiking activities, photo and video competitions, tree planting, sea rescue, flood prevention, flash mobs and so much more. Thousands of people who normally don't have any direct connection to the territorial cooperation programmes or projects have participated in these events and learned about the benefits of the European cooperation.

As spreading the word about the achievements of European territorial cooperation is a joint responsibility of all Interreg and ENI CBC programmes and projects, the European Cooperation Day is a great opportunity to reach out for those people who are not the usual target of our communication activities.

In order to make the 2017 edition a truly effective one, we want to start the planning in good time and together with the programmes, who are key players in the success of the campaign.

### **The idea of the brainstorming session**

The earlier editions of the European Cooperation Day (2012-2016) have been evaluated annually each year, and an evaluation report presenting the findings from all of these reports has been shared with the programmes in November 2016. The brainstorming session will take the lessons from the previous years as a starting point and use them for building a solid base for the EC Day campaign 2017 jointly with the programmes.

#### **The aim of the session is to:**

- to set clear and measurable goals for the 2017 campaign;
- to identify the best ways to reach the goals (types of activities/events); and
- to find different ways for participation based on the different needs and resources of the programmes.

#### **What will the session offer?**

For the programmes participating in the brainstorming it will be an opportunity to share and discuss the experiences, ideas and understanding of the campaign. Also the programmes that have not previously participated are warmly welcome to come and hear how it can be done. The event will offer a possibility to directly affect how the next edition of the campaign will be done and what it will look like. Afterwards, the participants will be well equipped to start planning their event(s) for the EC Day 2017. If your programme is an EC Day veteran, please come and share your experience! If not, this is an opportunity to get support and all the basics to be part of the campaign this year.



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The programmes not participating in the session will receive the outcomes of the day afterwards to get ideas on the variety of ways to participate in the campaign.

After the session, Interact will be able to continue developing a new [ecday.eu](http://ecday.eu) website, promotional materials and support tools that are identified as needed for the 2017 campaign.

### **Final agenda**

- 08.45 – 9.00      Registration**
- 09.00 – 10.00      Welcome**  
**Findings from the evaluation of the EC Days 2012-2016**  
*Linda Talve, Interact*
- 10.00 – 10.15      Interreg Volunteers Initiative – an opportunity in the context of EC Day 2017**  
*Gianluca Comuniello and Lina Marcinkute*  
*DG Regio, European Commission*
- 10.15 – 10.45      Memories and good practises from an earlier EC Day**  
*Anna Koktsidou, Greece-Albania IPA CBC Programme*
- 10.45 – 12.00      Setting goals for 2017 (session includes a coffee break)**
  - What do we want to achieve with the 2017 campaign?
  - Breaking the campaign objectives into smaller goals
  - Finding good indicators to measure the success
- 12.00 – 13.00      Lunch (provided)**
- 13.00 – 15.00      How to reach the set goals**
  - What resources do we have available?
  - How to harness all available resources towards reaching the goals? What to prioritize?
  - What types of activities are best in reaching the goals?
- 15.00 – 15.30      Coffee break**
- 15.30 – 16.45      Planning ways for programme and project participation**
  - What are the needed tools to make the events successful?
  - How can we together make the campaign unified and support each other in its implementation?
  - How can Interact best support the programmes in the preparation and implementation of the campaign?