


Overview of the evaluation of EC Days 2012-2016

EC Day 2017 Brainstorming

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 @InteractEU @CooperationDay

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European Cooperation Day started off from a need

- The idea for the campaign came from the programmes back in 2011
- Need to address target groups that are not direct stakeholders of the programmes
- 5 years: annually 37-70 programmes and altogether over 700 events



Evaluation should tell us if it is working, if the efforts and resources are well used



- The 5-year history is there – what can we learn from it?
- What have been the goals? How have we measured the outcomes?
 - Individual programme/event based feedbacks and evaluations
 - Annually a questionnaire by Interact
- The evaluation methods have varied over the years, based not only on the year but also on participating programmes and types of organised events.
 - > Evaluation of the campaign on the overall level is a challenge – how can we ensure the joint implementation and success?
 - > Many of us have learned our own lessons – how can we learn from one another?
 - > Would we achieve more by working more closely together?



Recommendations from the evaluation

- Starting the **planning in good time** and involving the programmes at the earliest possible time. Building the campaign together with the programmes as much as possible, creating an excited atmosphere around the campaign.

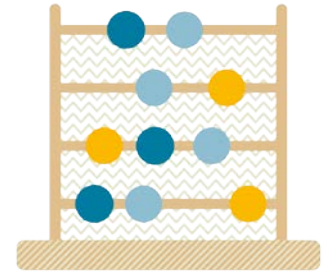


- **Defining the goals** of the campaign clearly and communicating them to all involved stakeholders from programmes to event participants, from website visitors to those reading newspaper articles about the campaign.



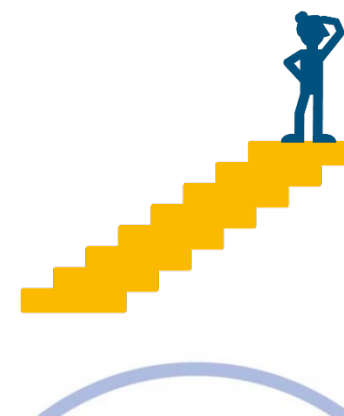
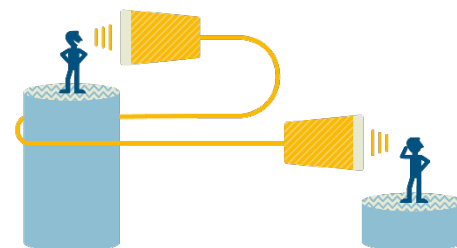
Recommendations from the evaluation

- **Setting indicators** for each specific goal together with target values of the desired outcome of the campaign. Communicating these clearly to the programmes from the beginning so that they can also concentrate in the essentials in their own campaign.
- Planning an **effective set of activities and events** of which each one is supporting one or more of the campaign goals. The ones that do not support any of the goals can be left out.

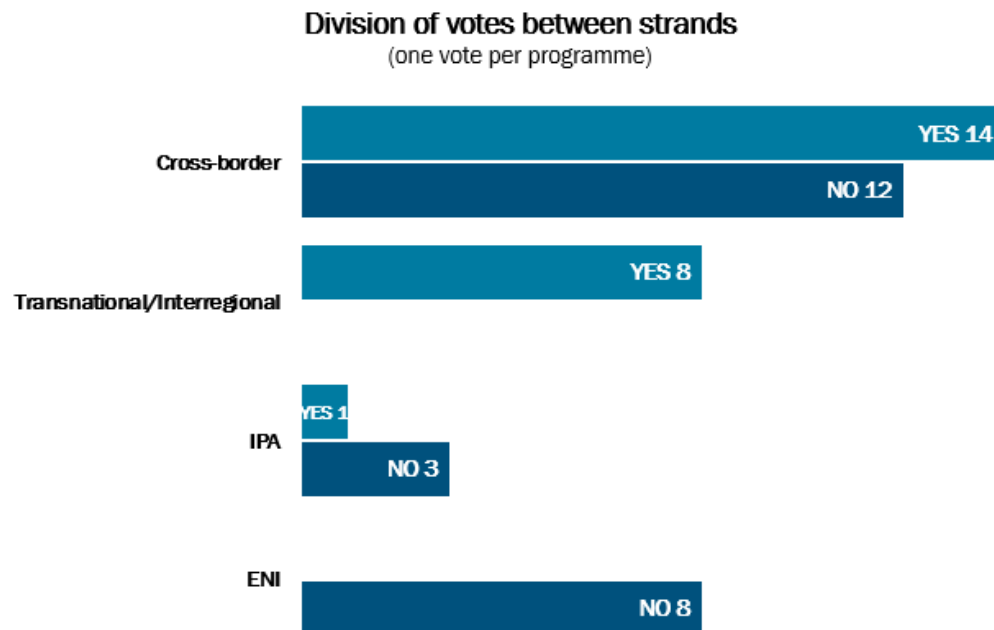
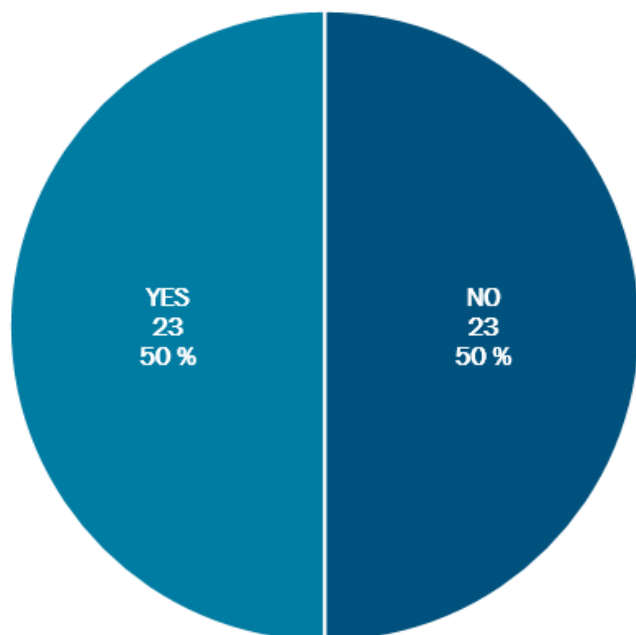


Recommendations from the evaluation

- **Interreg brand** should be clearly visible in the campaign to strengthen the brand.
- **Motivating and guiding the programmes** actively to ensure a high participation rate and well-targeted events. Without the programmes there is no EC Day. The experienced programmes can be asked to share their knowledge and experiences with those that have so far not participated.
- After the campaign, doing an **evaluation** with focus on the measurable indicators displaying the success and possible shortcomings of the campaign in relation to the set goals.



Would you agree with renaming *European Cooperation Day* to *Interreg Day*?



Objectives of today's brainstorming

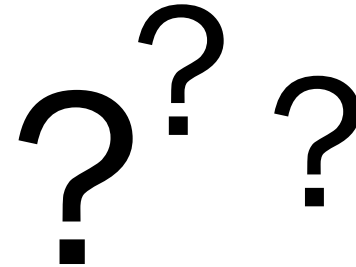
– planning together:

- **What do we want to achieve with the 2017 campaign?**
 - Breaking the campaign objective into smaller goals
 - Finding indicators to measure the overall success
- **What resources do we have available and how to make most of what we have?**
- **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?



Interact support in 2017 – to be discussed

- Logo, slogan, visual elements
- Promotional materials (e.g. bookmarks, balloons, t-shirts)
- Campaign website
- Social media accounts and support
- Promotional video
- EC Day Guide for programmes
- Planning meeting together with programmes
- Joint contests (e.g. video, slogan)
- Media support
- Mobile application
- Kick-off event



Cooperation works

All materials will be available on:

www.interact-eu.net

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