

Interreg - IPA CBC Greece - Albania



EC Day 2016
“Running for Cooperation”

Managing Authority of European Territorial
Cooperation Programmes
Interreg IPA CBC Programme “Greece – Albania
2014 – 2020 “

www.greece-albania.eu
www.interreg.gr

EC Day Brainstorming Event,
17/01/2017



Our Tradition in Athletic Events

- ▶ 2012: Swimming Marathon from Corfu (GR) to Xhamil (AL)



Our Tradition in Athletic Events

- ▶ 2013: Classic Yacht Regatta from Corfu (GR) to Saranda (AL)



Major Issue

The common problem of Interreg:

Most of the citizens / people
not directly involved in our Programmes
are not aware of
what our Programmes actually do

Running for Cooperation

- ▶ Running for Cooperation was our most successful event

How did we achieve that?

Raise awareness through EC Day

- ▶ Chose a popular activity → Running
- ▶ Select a route that passes a border station → Symbolic, but also has major practical issues since one country is not EU member state
- ▶ Direct involvement of local authorities in organisational level
- ▶ Promote projects implemented in the area
- ▶ Involve also athletic actors → The event was promoted to related fora

Resources

- ▶ Programme's Communication Officer
- ▶ Communication Officer of Balkan MED
- ▶ Coordinator of JTS

Planning of the event

- ▶ Beginning of Summer:
 - Research on what it takes to organise such an event
 - Search and finalisation of contractor

- ▶ End of August:
 - Meetings with local border authorities
 - Development of promotional/ athletic material
 - Promotion of the event

Visibility of the event

- ▶ Programmes' Websites
- ▶ Professional/ official profiles in social media
- ▶ Respective websites and fora

Lessons learned

- ▶ Experience gained
- ▶ Higher level of visibility through social media:
 - Facebook: Interreg Greece – Albania
 - Twitter: InterregIPACBC–GR–AL, @Interreg_GRAL
 - Instagram: interreg_gral
 - LinkedIn: Interreg IPA CBC Greece – Albania

<https://www.youtube.com/watch?v=01sPe3u5pxI>