



European Cooperation Day

Sharing borders, growing closer

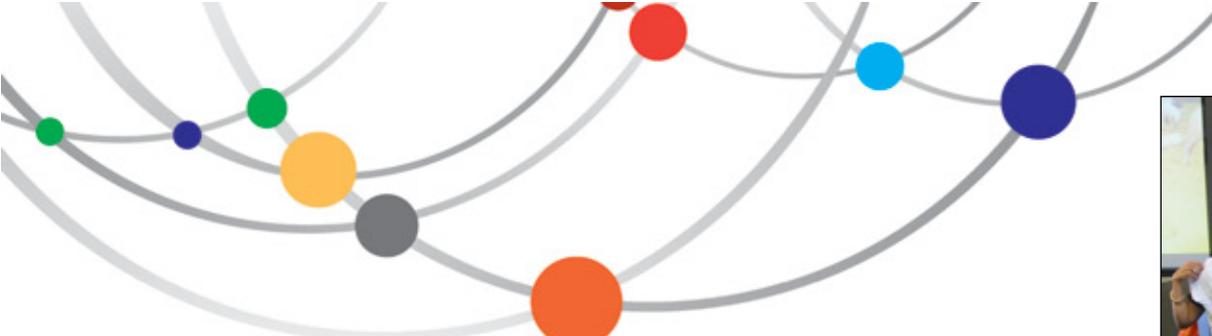
Continuing a tradition which started in 2012, European Territorial Cooperation and neighbouring programmes are celebrating European Cooperation Day on 21 September 2014. Under the motto “Sharing borders, growing closer”, hundreds of local events will be held across Europe in the week leading up to 21 September, reaching out to thousands of people. The campaign is coordinated by the INTERACT Programme with the support of the European Commission, the European Parliament and the Committee of the Regions.

The aim of the campaign is to communicate the achievements of European cooperation across borders to the general public. The local events showcase 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. All these initiatives funded by the European Union have helped to improve people’s lives along the many borders within Europe and beyond.

Highlights from the past European Cooperation Day campaigns include a swimming marathon between Greece and Albania; a classical concert in a cross-border cave between Hungary and Slovakia; a project bus tour for journalists from Latvia and Estonia; film festivals on European cooperation in Spain and Finland; a cross-border football match between Finland and Russia; graffiti art between France and Spain and a race between a Lithuanian horse, a Belarusian tractor, and a Latvian minivan.

The campaign included a broad range of tools to help better promote territorial cooperation, for example a series of videos and print materials which highlighted true stories of people working in territorial cooperation projects. Through the website, social media tools and mobile application, thousands of people were able to learn about the campaign and engage in the celebration of cooperation interactively.





“I am very happy that the achievements of cooperation between European regions have been honoured through the European Cooperation Day campaign.”

MEP Marie-Thérèse Sanchez-Schmid



Marie-Thérèse Sanchez-Schmid & José Palma Andrès at the 2013 European Cooperation Day kick off event: a conference and photo exhibition at the European Parliament.

Be part of European Cooperation Day 2014

Following the success of the last two years, it was decided to keep the same campaign format and invite European Territorial and external border cooperation programmes and stakeholders to take part in the campaign. Here are some ways you can participate:

- **Organise a local event** celebrating the achievements and results of cooperation in Europe;
- **Become a partner** of one of the local events to be organised by programmes in your area;
- **Disseminate information** on the events through your social media, website or other communication tools;
- **Engage in the campaign** through the mobile application and receive information on when and where events will be taking place;
- **Attend one of the local events** in your area.

Information regarding local events will be available on the campaign website www.ecday.eu from June onwards.

If you have any suggestions or questions, please contact your INTERACT Point.
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