WHEN HORSES CHALLENGE TRACTORS

A showcase of local events in European Cooperation Day 2012, 2013 and 2014
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European Cooperation Day is a communication campaign aiming to promote territorial cooperation in Europe through local events in the United Kingdom and neighboring countries. The campaign is organized by the European Commission and supported by the INTERACT Programme. INTERACT is co-financed by the European Regional Development Fund (ERDF) and supports territorial cooperation between regions of the EU and is the hub for exchanging information and good practices among cooperation programmes. INTERACT also supports cooperation programmes at the EU’s external borders.

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ABOUT 
EUROPEAN COOPERATION DAY

Where could you find a horse racing a tractor, people swimming from one country to another, and a concert in a cave underneath a national border? At one of the many events celebrating European Cooperation Day!

European Cooperation Day is a celebration of regions working together. It is based on the organization of events to engage people in the local community and show how cooperating across borders improves life in and around Europe. Local events take place across Europe and neighbouring countries around the 21 September each year.

Who organises the local events and what are the events like?

Interreg and ENPI programmes and projects organise local events aiming to put territorial cooperation in the spotlight. Bike rides, project fairs, circus performances, the possibilities are endless!

Who coordinates this initiative?
The Interreg programme INTERACT coordinates this campaign with the support of the European Commission, European Parliament and Committee of the Regions.

SHARING BORDERS, GROWING CLOSER

Does a bird know when it has flown over the border between France and Spain? Does a river change its course when it flows from Austria to Slovakia? Problems that we face nowadays—pollution, viruses, unemployment, storms, ageing population—are not limited by borders. Our ways of dealing with these problems should also overcome borders. That is why territorial cooperation is an essential tool for Europe in efficiently addressing common challenges by bringing regions together to face them.

Territorial cooperation in the European Union is about striving for more balanced development, bringing countries together and strengthening the economy. It is about sustainable practices that protect the environment and improve social conditions. By working together towards these goals, countries also avoid duplicating efforts and resources. Cooperation between territories allows for strategic and cost-efficient responses to threats that face populations on both sides of the border.

For 25 years the European Union has supported Interreg and funded cooperation projects that work to improve our daily life. Transport, education, energy, local care and social inclusion are just a few of the many topics that cooperation projects deal with. These projects are carried out by local and regional institutions, universities, companies and research institutes. By pooling resources, exchanging knowledge and sharing good practices, cooperation projects improve the quality of life of people throughout Europe and beyond.

European Cooperation Day is an opportunity to discover the benefits of territorial cooperation in Europe—from creating jobs to improving public safety. It is also a chance to bring communities together and for people to get to know their neighbours. It is a way to harness good ideas, strengthen cooperation and give people greater control over their lives and their future.

Interreg programmes were created by the EU to reinforce where EU budgetary support would have a greater impact. They allow people to experience the unique opportunities of their region and make it more enjoyable. These programmes are typically between EU member states and are managed by national authorities in the EU or ENPI CBC. ENPI CBC programmes have been designed to bridge the gaps between EU member states and pre-accession countries in the EU, creating shared possibilities. By pooling resources, exchanging knowledge and sharing good practices, cooperation projects improve the quality of life of people throughout Europe and beyond.

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EVENT HIGHLIGHTS

The first three celebrations of European Cooperation Day resulted in over 500 local events in more than 30 countries in and around Europe. This book highlights some of those great events over the past three years.

Local events are about presenting the results and benefits of cooperation through Interreg and ENPI funded projects to local communities. This includes a thematic project showcase in Luxembourg, field trips in Slovenia, a project fair in Norway and many more unique events.

Moreover, local events also raise awareness about the presence of territorial cooperation and its importance to everyday citizens. For instance, an entertainment day in Poland, a flash mob in Serbia, a film festival in Finland...

Organisers of local events, mostly programme and project staff, have shown a high level of creativity during the first three editions and come up with engaging events for all ages.

Showcasing the benefits of cooperation across borders through European Cooperation Day makes the work of the EU tangible and captures the attention of people in local communities.

This publication pulls together an array of successful events organised in different geographical locations in Europe and its neighbouring countries. The common denominator among them is cooperation, learning and fun across borders.

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Local Events 2012

280 local events were organised in 35 countries in the first edition of European Cooperation Day.

Runs and Races

Along with an interactive project fair, a race was organised in two different Lithuanian cities close to the borders in order to celebrate the benefits of territorial cooperation. The race in particular was exceptionally unconventional and involved a Lithuanian žemaitukas-bred horse, a Belarusian tractor ‘Belarus’, a Polish ‘Maluch’ car, a Latvian ‘RIP’ lorry, an ambulance and a Russian ‘Volga’. Guess which one won!

Organisers:
Interreg Lithuania-Poland
ENPI CBC Latvia-Lithuania-Belarus
ENPI CBC Lithuania-Poland-Russia

Event location:
Zarasai, Lithuania
Lazdijai, Lithuania

Designer:
Marius Žalneravičius
The then EU Commissioner for Climate Action, Connie Hedegaard, was one of the participants of a bus tour showcasing projects funded by Interreg Öresund-Kattegat-Skagerrak. With “pit-stops” around the Öresund, the goal was to showcase territorial cooperation projects on both the Danish and Swedish sides. The projects are pioneering examples in the fields of energy and environment.

Organiser: Interreg Öresund-Kattegat-Skagerrak
Event location: From Copenhagen, Denmark to Malmö, Sweden
Photographer: Karolina Huss
Journals from local and regional media from Poland, Belarus and Ukraine were invited to take part in the ‘Cross-border Forum’. It was an opportunity to get familiar with the latest projects funded by the organiser as well as to contribute to the integration of the media from the border regions. Environmental activities took place during the event as part of one of the projects in development.

Organiser: ENPI CBC Poland-Belarus-Ukraine
Event location: Kamyanyets, Belarus
Photographer: Viacheslav Sukhodolski
FOLK DANCES

Traditional dance was all over the place during the festivities organised as part of European Cooperation Day in Ukraine. This included an array of activities focusing on cooperation in Europe: a photo competition, an exhibition of children’s drawings and posters, a session on ‘Ukraine-EU: Communicating for the Future’, a gallery of cooperation between foreign educational institutions, and many more!

Organiser: ENPI CBC Hungary-Slovakia-Romania-Ukraine
Event location: Ivano-Frankivsk, Ukraine
Photographer: Ivano-Frankivsk City Council

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A large mural was graffitied during the event ‘Cooperation with colour and music’. Participants included professional artists, kids and students. The final work was displayed outside of the Larnaca International Airport until the end of December 2012 and viewed by thousands of people. The event also included live music during an evening concert performed by a Greek band at Larnaca’s beach.

Organiser: Interreg Greece-Cyprus
Event location: Larnaca, Cyprus
Photographer: Interreg Greece-Cyprus
MUSIC PERFORMANCES

Live performances of Romanian and Serbian musicians took place on the main stage located at Roses Park in Timişoara, Romania. Different styles and music genres came together to celebrate territorial cooperation between the two countries. The crowd also got a chance to watch a promotional video about implemented EU-funded cross-border projects between Romania and the Republic of Serbia.

Organiser: Interreg IPA CBC Romania-Serbia
Event location: Timişoara, Romania
Photographer: Dani Bárdos
ONLINE ACTIVITIES

Meet your Neighbours! was a pilot initiative to connect two schools in Ireland and Wales. This activity aimed to foster understanding and knowledge of Ireland and Wales amongst Irish and Welsh school children through classroom activities. On the occasion of European Cooperation Day, two schools of Ireland and Wales met via videoconference to look at cooperation projects carried out by the two countries.

Organiser: Interreg Ireland-Wales
Event location: Waterford, Ireland
Photographer: Aileen Drohan
One of the most remarkable attractions in the Aggtelek National Park is the Baradla Cave, which is the largest in Hungary and reaches over the Slovak border. In this magnificent space the Hungarian Symphony Orchestra played a classical music concert in celebration of European Cooperation Day. The audience of over 900 people enjoyed an array of philharmonic pieces by both Slovak and Hungarian composers.

Organiser:
Interreg Hungary-Slovakia

Event location:
Aggtelek National Park, Hungary

Photographer:
Péter Kalmár

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Some of the outcomes and findings of EU projects were exhibited during a conference that took place in Norway. Projects showcased in the fair covered fields such as sustainable mobility, innovation, research and development, transport and so on. The main goal was to show how transnational cooperation can make a difference when successful projects continue working as thematic clusters.

Organiser: Interreg Baltic Sea Region
Event location: Lilleström, Norway
Photographer: JTS of Interreg Baltic Sea Region
Johannes Hahn, then EU Commissioner for Regional Policy, participated in a ‘Meet and Greet’ in Vienna, Austria. Along with meeting the Commissioner, participants browsed an exhibition of EU projects. E-cars from an e-mobility project were parked outside, a robot from a robotics education project made its way through the crowds, and participants sampled hors d’oeuvres from a sustainable kitchen project.

Organisers: INTERACT
Interreg Central Europe
Interreg Austria-Hungary
Interreg Austria-Slovak Republic
Interreg Austria-Czech Republic

Event location: Vienna, Austria

Photographer: Austrian Press Agency
PROJECT SHOWCASE ON WATER ISSUES

As part of the European Water festival which was held in Luxembourg, an open-air exhibition of 12 Interreg projects dealing with innovative issues around water topics served as a way to celebrate European Cooperation Day. Participants had the opportunity to see for themselves the benefits of projects ranging from water protection to drinking water, flooding and waste water treatment.

Organizers:
Interreg Greater Region
Interreg Europe
Interreg North West Europe

Event location:
Rosport, Luxembourg

Photographer:
Nicole Skirde-Vural
Dozens of kids participated in an afternoon event full of activities where they had the opportunity to take quizzes and play games about Europe. A storytelling exercise kicked-off the day, followed by a workshop on cooperation in Europe. In addition, the Organisation held a small fair showcasing some of their projects. A European food tasting rounded off the event together with a concert performed by a multilingual band.

Organisers:
- INTERACT
- Interreg Europe
- Interreg MED
- ENPI CBC Mediterranean Sea Basin
- Europe Direct Office

Event location:
Valencia, Spain

Photographer: Carlos Gascó Martínez
The international street art festival ‘Out There’ was part of the celebrations of European Cooperation Day. A key support to the development of the festival since 2008 was ZEPA, an EU-funded European network of arts organisations and creation centres for the development of street arts. The event brought together 28 artistic companies, 140 performers, 40 acts and over 100 performances from France and the United Kingdom.

Organiser: Interreg France (Channel)-England
Event location: Great Yarmouth, United Kingdom
Photographer: cc-lefourneau.com
A non-competitive swimming marathon from Albania to Greece gathered more than 35 swimmers from both countries. The event was carried out in close cooperation and supervision by the local port and police authorities of Greece and Albania. The participants swam safely from country to country without any border, passport or customs controls due to the cooperation efforts between the two countries.

Organiser: Interreg IPA CBC Greece-Albania
Event location: From Ksamil, Albania to Agios Stefanos, Greece
Photographer: Maya Gaitanou
WATER RESCUE TRAINING

At this European Cooperation Day event, children came out to the Lipno Dam to learn about water safety and how Austrian and Czech water rescuers are working together to save lives. The rescue teams, which are part of a cross-border project, presented the equipment and skills needed to perform a water rescue. The children then saw the rescue teams in action when they performed a demonstration rescue in the water.

Organiser: Interreg Austria-Czech Republic
Event location: Černá v Poštumaví, Czech Republic
Photographer: JTS of Interreg Austria-Czech Republic
LOCAL EVENTS 2013

173 local events were organised in 32 countries in the second edition of European Cooperation Day.

PROJECT PRESENTATION

The role of mountain passes in cross-border cooperation was explained in an open-to-the-public dissemination event in the city’s theatre. Three flagship stories coming from EU-funded projects were presented in order to highlight the relevance of territorial cooperation. In parallel, a market was set in the main square including typical agricultural, food and beverage products from the area.

Organiser: Interreg Italy-France (ALCOTRA)
Event location: Tende, France
Designer: Lez’art Création

Les cols, de haut en bas

TENDE

11h00 – Salle du Cinéma Le Bégo
Présentation des projets ALCOTRA sur le thème des cols
Venez découvrir les produits du terroir sur la place principale
BIKE TOUR

A bike tour gathered over 100 participants in Sicily, Italy. The event aimed to promote sustainable mobility, environmental sustainability, and valorisation of natural and cultural heritage. The participants visited natural and cultural sites and heard interventions from both cross-border programmes before arriving at a restored building that is now an International Research Centre for the Stereotomy thanks to an EU project.

Organisers:
- Interreg Italy-Malta
- ENPI CBC Italy-Tunisia

Event location:
- Ragusa, Italy

Photographer:
- Luca Barilà
Cooking demonstrations, tasting workshops and educational activities were the main ingredients of the campus on ‘Mediterranean Diet’. The event was dedicated to 75 school children who had the opportunity to discover in an entertaining way the benefits of a healthy and well-balanced diet. Four chefs from Egypt, Italy, Lebanon and Tunisia showed their skills and highlighted the Mediterranean gastronomic culture. •

Organiser: ENPI CBC Mediterranean Sea Basin
Event location: Cagliari, Italy
Photographer: Horacio Alcalá
CROSS-BORDER HIKE

On the border between Bavaria and Austria people celebrated European Cooperation Day by going on a guided cross-border hiking tour. Students from five classes participated and park rangers led the way. Members of organisations in the field of nature conservation and landscape management also joined the hike. Before the hike, a press conference highlighting the importance of territorial cooperation took place.

Organiser: Interreg Bavaria-Austria
Event location: Bayerisch Gmain, Germany
Photographer: SIR
"Draw your ideal city" was the theme of the "Transnational Children’s Drawing Contest" which took place within the framework of European Cooperation Day. More than 300 children, aged 6 to 12, from all over Europe participated in this initiative and expressed their vision of an ideal city. The drawings were also displayed in a dedicated exhibition at the URBACT Summer University in Dublin, Ireland.

Organiser:
URBACT

Event location:
Dublin, Ireland

Artist:
Ania Walczak
Students from Denmark, Lithuania and Poland gathered in an Edutainment Day in order to explore the benefits of cross-border sense of community, fellowship and cooperation. Artistic installations, augmented reality, virtual tours, e-learning exercises, interactive games, screenings and hands-on experiments taught them about innovative technologies and sustainability efforts across borders.

Organiser: Interreg South Baltic
Event location: Gdansk, Poland
Photographer: JTS of Interreg South Baltic
A flash mob was organised on the occasion of European Cooperation Day. More than 40 dancers presented Serbia’s cooperation with its neighbours from the EU through dancing to popular tunes in the centre of Belgrade. Citizens, Serbian governmental officials and representatives of foreign embassies were pleasantly surprised by the event and many of them even joined in on the dancing itself.

**Organisers:**
- Serbian Office for European Integration
- Interreg IPA CBC Hungary-Serbia
- Interreg IPA CBC Bulgaria-Serbia
- Interreg IPA CBC Romania-Serbia

**Event location:**
Belgrade, Serbia

**Photographer:**
Dragan Kujundžić
FOOD FAIR

A cross-border food fair brought together small business owners and producers of the Spanish-Portuguese border area to showcase its gastronomy to the public. The objective of this activity was to support SMEs and family businesses working in this sector and, at the same time, to show the similarities and differences between gastronomy from both sides of the Spanish and Portuguese border.

Organisers:
Interreg Spain-Portugal (POCTEP)
Regional Government of Andalusia

Event location:
Ayamonte, Spain

Photographer:
Juan Ángel González
MEDIEVAL FESTIVAL

A medieval festival at the Baba Vida castle in Bulgaria served as a way to celebrate cooperation between Bulgaria and Serbia. The initiative included a number of performers from both countries who brought history to life. This comprised medieval costumes and armours, an exhibition of arts and crafts, medieval games, demonstrations of medieval fighting skills and even a live music concert. 

Organiser: Interreg IPA CBC Bulgaria-Serbia
Event location: Vidin, Bulgaria
Photographer: Boyan Ivanov
RECREATIONAL ACTIVITIES

The event took place next to the cycle bridge between Slovakia and Austria. On the occasion of European Cooperation Day, the initiative included live band performances, a programme for children, a picnic-like atmosphere and an open air installation with information about territorial cooperation projects. Over 1,000 people from both sides of the Austrian-Slovak border attended the event. •

Organiser: INTERACT
Event location: Bratislava-Devínska Nová Ves, Slovakia
Photographer: Bratislava Self Governing Region
SLOGAN CAMPAIGN

As part of the European Cooperation Day celebrations, a workshop on creative writing was carried out in Riga, Latvia. The main objective of this initiative was to help young people to come up with innovative slogans related to issues such as cooperation, neighbouring countries, borders etc. The final slogans were printed on posters and eventually displayed in different locations of the city.

Organisers:
- Interreg Latvia-Lithuania
- Interreg Central Baltic
- Interreg Estonia-Latvia
- ENPI CBC Estonia-Latvia-Russia

Event location:
- Riga, Latvia

Photographer:
- Paula Vilsone
STORYTELLING

EXERCISES

Drawings made by schoolchildren from the Viborg region of Denmark provided the background for a storytelling session with kids. The children’s drawings served as a starting point to tell tales about meeting people from far away and finding that strangers can become good friends and helpers. Just like characters from story books, we too can cross borders and find something rich and interesting in the unknown.

Organiser: INTERACT
Event location: Viborg, Denmark
Photographer: Guillaume Terrien
THEATRE
PLAY

Young talents from Hungary and Roma-
nia put on a virtual theatre production
of Lewis Carroll’s Alice in Wonderland.
The play is part of the ‘E-theatrum’ pro-
ject that aims to demonstrate how in-
formation and communications technol-
ogy (ICT) can become an efficient tool
for European cooperation. The novel el-
ement of the performance was that a
choir in a different location joined in
online in astonishing synchrony.

Organiser:
Interreg Hungary-Romania
Event location:
Timişoara, Romania
Photographer:
JTS of Interreg Hungary-Romania
LOCAL EVENTS 2014

120 local events were organised in 32 countries in the third edition of European Cooperation Day.

FILM FESTIVAL

The second edition of the Territorial Cooperation Film Festival was held in Turku, Finland. The themes of the films revolved around issues such as intercultural communication, life across the borders and immigration. The event aimed to raise awareness about the significance of territorial cooperation. In parallel, other film festivals under the same umbrella were organised in Valencia, Spain, Viborg, Denmark and Vienna, Austria.

Organiser: INTERACT
Event location: Turku, Finland
Designer: Pentagon Design
ART COMPETITION

As part of European Cooperation Day, an art competition was organised under the theme of cross-border cooperation. Creative, insightful and imaginative artworks representing cooperation with people from other countries were submitted under two categories: children under 13 and a general category. The winning art piece of the latter was entitled ‘Cooperation over the borders’ and is displayed on the right.

Organiser:
ENPI CBC Karelia
ENPI CBC Kolarctic
ENPI CBC South-East Finland-Russia

Event location:
Karelia, Kolarctic, South-East Finland-Russia

Artist:
Vera Laine - Kotka, Finland
The celebration of European Cooperation Day gathered more than 700 people who attended several events such as a demonstrative action in case of emergency situations, artistic performances, a project fair and also a theatre play, all carried out by project beneficiaries. For the closing event, 3,000 balloons with the European Cooperation Day logo and the EU flag were flown in the sky as the highlight of the day.

Organiser: ENPI CBC Romania-Ukraine-Republic of Moldova
Event location: Iasi, Romania
Photographer: JTS of ENPI CBC Romania-Ukraine-Republic of Moldova
CIRCUS ACTS

The EU-funded project ‘Cir que a!’ which involves circus companies from Spain and France, carried out a circus performance in order to demonstrate the benefits of territorial cooperation between the Pyrenean region. The show included different acts like juggling, magic and tight-rope walking. More than 150 people including local authorities came together to witness the event.

Organiser: Interreg Spain-France-Andorra (POCTEFA)
Event location: Jaca, Spain
Photographer: Guzmán Barrio
FIELD TRIPS

An array of project visits took place in Ljubljana and adjacent towns in order to examine first-hand the achievements of EU initiatives. Participants had the opportunity to see some projects in the field of disaster management, geothermal energy, sustainable and safe people mobility, greener and efficient freight transportation, regional development through culture and energy efficiency and cultural values. •

Organiser: Interreg South East Europe
Event location: Ljubljana, Slovenia
Photographer: Tina Rus
FILM SCREENINGS

The film ‘L’Infidèle’ by Angelo Loy was screened over one week in three locations in Tunisia. The film served as a very good springboard for open debates with the public on cross-border cooperation after the screening. The debates were even animated by the main film protagonist himself, Touhami Garoua. At the same time, some ENPI CBC projects were invited to briefly explain their projects to the audience.

Organiser:
INTERACT ENPI
Event location:
Tunis, Tunisia
Sfax, Tunisia
Djerba, Tunisia
Photographer:
David Palacios
SONG CONTEST

In the framework of an EU project in the field of culture, young bands and musicians from Bulgaria and the former Yugoslav Republic of Macedonia participated in a competition for the best song under the umbrella of the Hip Hop contest “Sharing borders, growing closer”. The events, covered by the media, attracted a relatively large and diverse local audience mostly consisting of young people.

Organiser: Interreg IPA CBC Bulgaria-Former Yugoslav Republic of Macedonia
Event location: Stip, Former Yugoslav Republic of Macedonia, Blagoevgrad, Bulgaria
Photographer: Toni Jakimovski
SPORTS CHALLENGES

The EU project “Team Olympiad” organised an Olympiad for recreational athletes of all generations. The event took place in a stadium near the Slovenian-Austrian border and included field games in five disciplines such as tug-of-war, football and golf. The goal of this initiative was to strengthen the Olympic spirit in the cross-border area and bring people together for a fun day of sports.

Organiser: Team Olympiad Interreg Slovenia-Austria
Event location: Slovensko Gradec, Slovenia
Photographer: Mojca Trafela
The photo competition ‘Sharing Borders, Sharing Goals’ aimed to gather pictures illustrating project results on the German-Polish border. One of the photos awarded (on the right) showed a cross-border cycling path. It is known for being part of the International European Baltic Sea cycling path No. 10, a project under the name of EUROVELO 10, funded by the organiser of this activity.

Organiser: Interreg Mecklenburg-Western Pomerania/Brandenburg and Poland (Voivodship Zachodniopomorskie)

Event location: Löcknitz, Germany

Photographer: Piotr Cieżczyk
VIDEO COMPETITION

The video contest ‘Border issues, border solutions’ gathered more than 90 videos from European projects, programmes and structural funds from European and neighbouring countries. The videos highlighted the results and benefits of cooperation in Europe. The four winners, selected through public and jury voting, were invited to Milan, Italy for the award ceremony as part of the European Cooperation Day kick-off event.

Organiser: INTERACT
European Commission - DG Regio

Event location: Milan, Italy

Photographer: Tina Piano