

# WE CELEBRATE 30 YEARS OF INTERREG IN 2020



**Interreg**



**30** years  
together



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## INTRODUCTION & RATIONALE

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All along 2020, DG REGIO will celebrate 30 years of Interreg and cooperation in all its shapes. As the second pillar of the Cohesion policy, European Territorial Cooperation is at the heart of the European spirit because it encourages regions and countries to tackle challenges they can solve only by working together.

The celebrations throughout 2020 will provide the opportunity to demonstrate the achievements so far, but also the chance to focus on the future by launching the debate on cooperation policy post 2020 as we are entering a crucial phase to shape the future of the programming period.

While it is the time to think about Interreg funding covering cross-border (Interreg A), transnational (Interreg B) and interregional (Interreg C) cooperation, it is also the moment to go beyond funding and to use existing mechanisms in order to anchor cooperation in a more sustainable policy environment, such as the Macro Regional Strategies (MRS) or the Border Focal Point (BFP).

It is time to question, to re-think, and to give a new breath to what we consider as a fundamental value in the European Union: cooperating between people, regions, and countries close to us.

At a time when the European Union is facing a lot of changes, when political dialogue often questions its functioning, when new European leaders and new priorities are emerging, Interreg has been acting now for 30 years to *leave no one behind* and to build Europe *brick-by-brick*.

Interreg is already tackling climate change and contributes to a greener Europe, Interreg encourages young people to find their way to work or study abroad and supports initiatives to learn their neighbours' language or to volunteer in projects,

Interreg facilitates everyone to commute from a country to another, to find jobs in the border regions of Europe or outside the EU, or to access the closest public services to their homes.

**We want to celebrate the past and we want to do more together in the future.**



## TOPICS & STORY TELLING

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As mentioned in the introduction, 2020 will focus on three main topics which will be articulated on different occasions. These topics are cross-cutting in nature and can be demonstrated through all cooperation activities. We consider that they represent the heart of what Interreg is about and illustrate the main concerns expressed by our citizens.

### 1) We all have a neighbour

We all have neighbours – and they matter!

In good and in bad times, we cooperate, we work together, we decide together. We face challenges together; we create new opportunities for a better future in a common space. No matter what, we stay together!

Never before has cooperation been so crucial, because never before, have challenges been so global.

Forest fires know no borders. They spread from slopes to valleys, they never ask for a visa to cross a border. And neither do diseases, pollution or social unrest. If one side of the border is affected, the other will inevitably be too. Climate change epitomises this perfectly.

But we know that sharing borders is more than finding solutions to common problems. It also means taking advantage of common opportunities, common interests and common lifestyles and cultural practices. Together, we create strong communities and build bridges between people across borders. Together, we make sure our citizens have better access to education, health care or jobs. Together, we improve connectivity and accessibility across borders, while preserving everyone's safety and protecting heritage and nature. We have a lot more in common with our neighbours than we think. **And Europe keeps us together.**

Sharing a common space is like sharing the same house: we live under the same roof, we share the same foundations, whatever happens concerns us all, because we are neighbours. And, as good neighbours do, we grow up together, we give each other a helping hand for a better and safer life.

For 30 years now, under Interreg, EU cooperation programmes have been helping neighbours work together to develop strong communities along borders, internal and external. For 30 years, thousands of EU-funded projects have been bringing concrete benefits to EU border regions and beyond, building trust and respect among people from communities sharing a common space. Because all together, as neighbours, we do know that cooperation matters! As we, all do know that neighbours matter!

### 2) Youth

Young people between 15 and 29 years old made up 17% of the European Union (EU) population in 2018.

Irrespective of their gender, economic situation, social origin and age, they all face common challenges such as weak labour markets and lack of education and training opportunities.

They are not immune from other crises such as global warming, insecurity and the widespread lack of trust in public institutions. However, their desire for a better future is shared across the continent.

Therefore, the European Union offers a land of opportunities if we consider the increasing mobility of young people within the EU, crucial to strengthen its position as a knowledge-based economy.



For 30 years, Interreg and cooperation policy has found solutions for young people.

How? Working together, building partnerships and sharing knowledge to improve educational level, qualifications, skills, international competences and job opportunities for all and to make “an economy that works for people”.

Interreg facilitates youth mobility thorough cross-border internships and cooperation between educational establishments. It happens at the German-Denmark border project BELT which enhances the ability of youth to work and learn on both sides of the border, increasing their employability. Youth mobility is a prime mechanism for fostering a sense of European identity and citizenship.

Interreg promotes transnational networks for helping young entrepreneurs to boost their skills. In the Danube region, the project New Generation skills unlocks youth’s unexploited potential at local level by developing their skills and competences and by creating an enabling environment to make their innovative ideas becoming ventures with high social added value, potentially taken up by the private & public sectors transnationally. This is how we fight against youth unemployment.

Interreg educates young people, in and out of Europe, to make them aware about global warming. The project “Youth-together” between Hungary and Serbia helps to adapt their habits towards a more sustainable way of life. This is how we want to protect our children from natural disasters.

Interreg builds trust and confidence across the borders, by establishing common public services that young generations can easily access. For example, both French and Spanish young people can receive the same medical cares in the Cerdanya Hospital.

Young generations are the future of cooperation,

Interreg empowers the European spirit.

### 3) Green and climate neutral Europe

Humans have created borders to establish a sense of belonging and common identity throughout the years. However, Mother Nature does not play by these rules. Borders do not always limit rivers, mountains, forests or lakes. Borders do not prevent flora and fauna from crossing them. Air, water, land pollution and the use of common resources do not recognise national boundaries. To preserve this treasure for generations to come, Interreg has fostered cooperation in environmental matters for 30 years

The European Commission has just presented its **Green Deal** as Europe’s new growth strategy with the objective of becoming climate neutral by 2050 and decoupling economic growth from resource use. This will be “Europe’s man on the moon” moment to fight climate change and to protect the environment to face the biggest threat to humanity in the 21st century.

And one thing is crystal clear: a green and climate neutral Europe cannot be achieved if we all work in isolation but only through cooperation. That is what Interreg stands for. For the past 30 years.

## THE CORE TEAM

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Interreg 30 years campaign is composed of a core group from DG REGIO, Interact & TESIM

### **DG REGIO**

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Nathalie Verschelde (D2)

Astrid Aulnette (D1)

Dana Berinde (D1)

Nadine Lakhall (D1)

Noel Farrell (D2)

Agnès Monfret (A2)

Alessandra Cardacci (A2)

### **INTERACT**

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Ivano Magazzu (Valencia)

Guillaume Terrien (Viborg)

### **TESIM**

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Daniela Cavini (TESIM)

Vholga Prokharava (TESIM)

Interact is the main hub of communications for Interreg 30 with programmes and the European Commission: for any information and assistance, all Interreg-related stakeholders, programmes and project partners can contact Interact colleagues Ivano Magazzu ([ivano.magazzu@interact-eu.net](mailto:ivano.magazzu@interact-eu.net)) and Guillaume Terrien ([guillaume.terrien@interact-eu.net](mailto:guillaume.terrien@interact-eu.net))

## VISUAL IDENTITY

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### **Use of the visual identity**

The visual identity is meant to be used along the year 2020 in all communication products.

Interact will provide the visual identity to be downloaded for free.

Non exhaustive list of communication products:

- Emails signature
- Posters
- Leaflets
- Promotional items for events
- Videos and podcasts
- Digital campaign
- Luggage tag
- Card holder (slicard)
- t-shirts
- Recycled cotton bags
- Reusable water bottles
- Reusable mugs (tea)
- Reusable mug (coffee)
- Pens
- Plants seeds/flowers sedes
- Solar powerbank

All materials developed for Interreg-related events and campaigns will be available on [www.interreg.eu](http://www.interreg.eu)

## INTERREG FACTSHEET

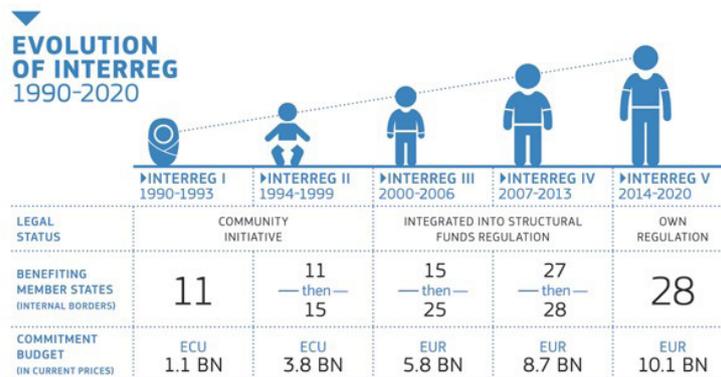
### Interreg: a success EU story that started 30 years ago, for the benefit of 1/3 of the whole EU population

Interreg, also known as the European Territorial Cooperation (ETC), is a key instrument under Cohesion Policy, and a solid proof that borders are not barriers. For 30 years, it has brought Europeans closer together, helping to tackle common challenges, encouraging strategic work towards common goals and creating new opportunities for cooperation across borders.

Interreg aims to promote a harmonious economic, social and territorial development of EU regions and beyond. Over the years, Interreg has also become a key instrument to boosting cooperation between partners across borders. The aim: to tackle common challenges together and find shared solutions – whether in the field of health, research and innovation, education, transport, environment, culture, sustainable energy and more.

Since 1990, Interreg has been built around three strands of cooperation: cross-border, transnational and interregional.

In its 30 years of existence, Interreg continues to be a fundamental instrument of the European integration process.



With a total budget of over 12 billion EUR for 2014 - 2020 programming period (including EU and Member States/partner countries' contributions), Interreg cooperation programmes cover the entire EU and its immediate neighbours:

- **60 cross-border programmes which aim to improve citizens' lives by enhancing their opportunities and access to services along the internal borders of the EU;**
- **15 transnational cooperation programmes** are strategically acting on national territories that have the same characteristics and suffer from the same challenges they can only overcome together;
- **4 interregional cooperation programmes** deal with crosscutting issues such as capacity building, data collection or cooperation among urban areas, across the European continent;
- **Non-EU countries also benefit from:**
  - » **10 cooperation programmes with accession countries, namely the Interreg Instrument for Pre-Accession Assistance (IPA) Cross-Border Programmes** (most of them are in the border areas between Balkan countries and Member States),

- » **15 cooperation programmes between EU countries and neighbourhood countries sharing a land border or sea crossing**, - namely the **Interreg European Neighbourhood Instrument Cross-Border (ENI CBC) Programmes**.
- Alongside the Interreg/IPA CBC and ENI CBC programmes, funding is also used to finance the Interreg Volunteer Youth (IVY) initiative. Since its inception in **March 2017**, it has already allowed **400** volunteers between 18 and 30 years old to spend a few months in cooperation programmes and projects, in order to contribute to the Interreg world and at the same time gain valuable life & professional experience. This empowers the younger generations, this is also the Interreg spirit.

In addition to funding cooperation programmes, the European Union promotes dialogue amongst countries and regions via two distinct coordination mechanisms:

- I. The Macro Regional Strategies for the Baltic (EUSBSR), the Danube (EUSDR), the Adriatic & Ionian (EUSAIR) and the Alps (EUSALP) in order to:
  - » **Cooperate** to tackle the common challenges on a shared region
  - » **Coordinate** to multiply the funding opportunities
  - » **Concentrate** resources for a greater impact on the regions
- II. The Border Focal Point (BFP) which coordinates the implementation of the ten actions outlined in the Commission's Communication COM(2017)535 on "Boosting EU Border Regions". The aim is to deepen institutional cross-border cooperation, improve cross-border labour mobility, transport, access to health care, multilingualism, etc. The BFP has financed 43 pilot projects analysing cases of legal and administrative obstacles and presenting potential solutions.

## DIGITAL CAMPAIGN #Interreg30

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*"If you are not on social media, you are nowhere"* therefore, impose yourself and make cooperation shine on the web in 2020! The European Commission together with Interact will trigger a digital campaign, to highlight Interreg projects and to keep posted our followers on the cooperation year!

How can you proceed?

SHARE on the following available social media



**#Interreg30**

**#CooperationYear**



**FOLLOW** and **TAG** the corporate accounts



**Elisa Ferreira**

[@ElisaFerreiraEC](https://twitter.com/ElisaFerreiraEC)



EU REGIO Interreg  
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[@RegioInterreg](https://twitter.com/RegioInterreg)



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Interact Programme  
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Youth - IVY  
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Danube Region  
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EU Strategy for the  
Baltic Sea Region  
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**We will post 1 Interreg Project each week (except in august) - on Thursday at midday on social media accounts (@RegioInterreg - @EUinmyRegion) - Get Ready and re-tweet!**





# together

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