

# YOUTH ENGAGEMENT IN INTERREG 30 YEARS AND COOPERATION YEAR



**Interreg**



**30** years  
together



## CONTENTS

---

INTERREG 30 YEARS – GENERAL INFORMATION	4
THE 3 MAIN TOPICS OF THE YEAR – WE TELL YOU THE STORY	5
USE THE OFFICIAL VISUAL IDENTITY	7
ENGAGE WITH US ON SOCIAL MEDIA	10
SHARE THE VIDEOS	11
GET INVOLVED AND EXPRESS YOUR VOICE	12
WE ARE WAITING FOR YOU AT THE INTERREG ANNUAL EVENT 2020	14

# together

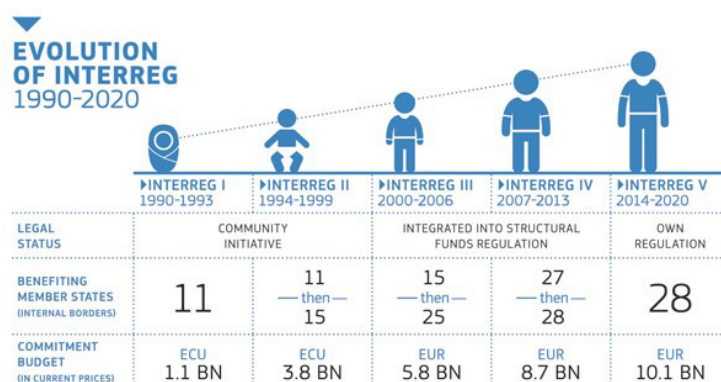
## WE CELEBRATE INTERREG 30 YEARS AND COOPERATION

### 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

Further information on Interreg and Macro Regional Strategies

## THE 3 MAIN TOPICS OF THE YEAR - WE TELL YOU THE STORY

### 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.

All of them besides their gender, economic situation, social origin and age, face common challenges such as labour market vulnerability and young people not in employment, education or training (NEETs).

They are not either prevent from other crisis such as the climate crisis, the security and the general lack of trust in the public institutions but they express everywhere in Europe their hope for a better future...

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.

## PROMOTE THE CORPORATE VISUAL IDENTITY ALONG THE YEAR 2020

---

You can download **for free** the support package to use the visual identity in all materials/documents you may use along the year 2020.

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

Find out the common folder materials on the Interact website, as well as on Info Regio.

**Interreg**



**30** years  
together



green connections  
neighbour cohesion  
youth cooperation







## ENGAGE WITH US ON SOCIAL MEDIA

*“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**

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




**Elisa Ferreira**

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



**EU REGIO Interreg**


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

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



**Europe in my region**

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

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



**Interact Programme**


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

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



**Interreg Volunteer Youth - IVY**

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

[@InterregVolunteerYouth-IVY](https://twitter.com/InterregVolunteerYouth-IVY)  
[@InterregYouth](https://twitter.com/InterregYouth) 



**Eusair Facility Point**

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

[@EUSAIRFacilityPoint](https://twitter.com/EUSAIRFacilityPoint)  
[@EusairPoint](https://twitter.com/EusairPoint) 




[@EUSALP](#)  
[@EUSALP](#) 



[@DanubeRegionStrategy](#)  
[@EUSDR](#) 



[@EUSBSR](#)  
[@EUSBSR](#) 

**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!**

## SHARE THE VIDEOS

---

4 corporate videos are available to explain what Interreg and cooperation bring to the European citizens,

Share the video and use it in the library on DG REGIO website

## GET INVOLVED AND EXPRESS YOUR VOICE

---

Cooperation is also youth's business, this is the reason why, you need to express your voice! This year will be the occasion to express your thought about cooperation policy. Therefore, you are invited to **fill in an EU Survey** (from early February till end of June 2020) that we will be used **to collect your ideas on how to improve Interreg in the future.**

The most relevant ideas will be **published in a manifesto** that will be **presented during the Interreg Annual event in October 2020** in the presence of some IVY volunteers/ Young people and high-level decision makers.

In addition, some randomly interviews of young people will be led on the spot, to collect their fresh and spontaneous ideas. Therefore, young people participating at the European Youth Event, the Annual Fora of the EU Strategy for the Baltic Region, the EU Strategy for the Danube Region, the EU Strategy for the Adriatic and Ionian Region, the EU Strategy for the Alpine Region, could be interviewed and encourage to give their opinion about cooperation policy.

Those testimonials will also be part of the Manifesto.

To register to the [European Youth Event](#), the Annual Fora of the EU Strategy for the [Baltic Region](#), the EU Strategy for the [Danube Region](#), the EU Strategy for the [Adriatic and Ionian Region](#), the EU Strategy for the [Alpine Region](#).

Both former and current IVY volunteers should play a major role especially in the 'youth' theme. The young volunteers should help reinforcing the existing communication elements on Interreg and the 30-year campaign. Moreover, the campaign should also be the occasion to involve IVY volunteers more in the process of shaping the future of Interreg and cooperation policy in general. Hence, there are two aspects of IVY's involvement in the 30-year celebration:

1. **A pure communication campaign** – IVY as mere ambassadors, multiplying and reinforcing our messages
2. **A more substantial involvement in influencing the future of Interreg by sharing their opinions/ideas in a proper manifesto** – IVY as influencers

IVY is indeed a true injection of fresh ideas in the Interreg world. After 30 years of cooperation, and in a general wave of youth involvement in decision-making processes, it is time to listen to younger generations who have actively taken part in Interreg programme communication strategies and project implementation.

IVY volunteers know how Interreg works, they have experienced it and can contribute by stressing what works and what does not work, i.e. what to continue or not in the future after 30 years of cooperation across borders in Europe.

### How can IVY contribute to the Interreg 30 year celebration?

On top of the mere communication side of the campaign (with ready-to-use visuals & messages) on the 30 years of Interreg IVY volunteers will be invited to **fill in an EU Survey** (from February till end of June 2020) that we will use **to collect their ideas on how to improve Interreg in the future.** This survey will also target non-IVY young people directly involved in Interreg projects. The most relevant ideas will be **published in a manifesto** that will be **presented during the Interreg Annual event in October 2020** in the presence of some IVY volunteers and high-level decision makers.



## **1. Amplifying Interreg 30 years celebration within IVY volunteers' usual communication tasks**

IVY volunteers are already dealing with communication activities. Therefore, their role during the year will be to amplify Interreg 30 year celebration campaign on the ground. Since the Commission relies heavily on programmes to be the relay of this celebration in their regions, IVY can contribute with a different perspective, and especially by:

- promoting Interreg 30 year celebration on social media (via their own personal and/or host organisations' accounts) using the #Interreg30 hashtag
- taking part to local events more systematically, also out of the Interreg world
- attracting journalists & local media – as well as schools, universities, youth associations - to talk about cooperation and concrete projects funded by Interreg programmes
- using Interreg 30 branding for the Citizens Engagement Activities (CEAs) and mentioning this celebration to the audience
- reminding (encouraging) their host organisations to participate in the 30 year celebration campaign, if needed.

## **2. Producing a Manifesto with IVY volunteers' ideas to influence decision makers**

This Manifesto (whose preliminarily suggested title could be *"The young ideas that will change cooperation across borders"*) would be in line with the top priorities of the new Commission, i.e. promoting active citizenship and democratic processes.

This exercise will aim to make IVY volunteers and non-IVY young people actively involved in Interreg projects reflect on and shaping the future of regional cooperation by participating to an EU Survey (open from early February until end of June 2020). In addition to the events that IVY's are already participating in, whenever they can, they should take part in events along the year 2020. These events should be the occasion to disclose exchange and better define the best ideas to improve Interreg in the future but also to reach out to audiences that are typically not familiar with Interreg-related issues. The most pertinent ideas will be collected by the European Commission's Directorate-General for Regional & Urban Policy (DG REGIO) and published in the Manifesto with nice visuals, pictures and infographics (and a world cloud displaying key words chosen by IVYs summarising their ideas for a better Interreg in the future). The Manifesto will be published and presented during the Interreg Annual Event in October 2020 with high-level decision makers reacting to these ideas so to create a dynamic momentum around the Manifesto.

On top of displaying ideas coming from the EU Survey targeting IVY volunteers and (non-IVY) young people actively participating to Interreg projects, the Manifesto should also include ideas/expectations coming from youngsters who are not particularly familiar with Interreg. For this, an expert mobile journalist will randomly interview young people at key events to collect their fresh and spontaneous ideas in line with the EU Survey submitted to the other target groups. The outcome of this exercise will be: 1) a nice wrap up video to be used on social media and to the dynamic digital version of the Manifesto; 2) the selection of the best ideas coming from non-Interreg-familiar youngsters to be also included in the Manifesto.

## Calendar

NAME	DATES	PLACE
<a href="#">European Youth Event</a>	29-30 May	Strasbourg, France
<a href="#">Baltic Region</a>	16-17 June	Turku, Finland
<a href="#">Danube Region</a>	21-22 October	Zagreb, Croatia
<a href="#">Adriatic and Ionian Region</a>	13-15 May	Belgrade, Serbia
<a href="#">The Alpine Region</a>	December	Marseille, France
Interreg Annual Event	15-16 October	Brussels, Belgium

## WE ARE WAITING FOR YOU AT THE INTERREG ANNUAL EVENT 2020

The Interreg Annual Event 2020 will take place on 15 & 16 October after the [EU Regions Week](#). This year, the event will be dedicated to the three topics – Neighbours, Youth, and Green. Therefore, the young generation will have the opportunity to **express their ideas** for cooperation in the citizens dialogue and to remit the **final Manifesto** to high level decision makers.

The Interreg Annual Event is the unique moment where the Commission and all of the Interreg Programmes can meet to discuss about the current state of Programme implementation and the future.

Take part of the event, we are waiting for you(th)! Upcoming [information](#)



**We Count on you**



# together

**Interreg**  **30** years  
EUROPEAN UNION together

**INTERact**   
EUROPEAN UNION