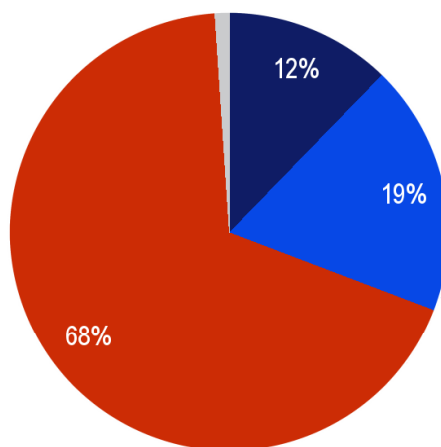




2015 Interreg 25 years

The majority of border residents (2/3) are not aware of EU funded cross-border activities in their region

Q1. Have you heard about any EU funded cross-border cooperation activities in the region where you live?



- Yes, and you know what they are
- Yes, but you do not know exactly what they are
- No
- Don't know

TOTAL

**Where do we
go from here?
A BIG
information
SPLASH needed**





Capitalisation Communication: what we did

The 25 years of Interreg proved to be a golden opportunity to look back...





The Interreg community target

- Inform Network december 2014 and June 2015
- An "Interreg Dictionary" in collaboration with the University of Strasbourg
- Project Slam: competition between programmes on how to communicate projects



Interreg



25 years

Conference

THE EVENT: 15-16 September, lunch to lunch (15 September morning: DG Regio annual meeting with Interreg MAs)

Day One- Celebration

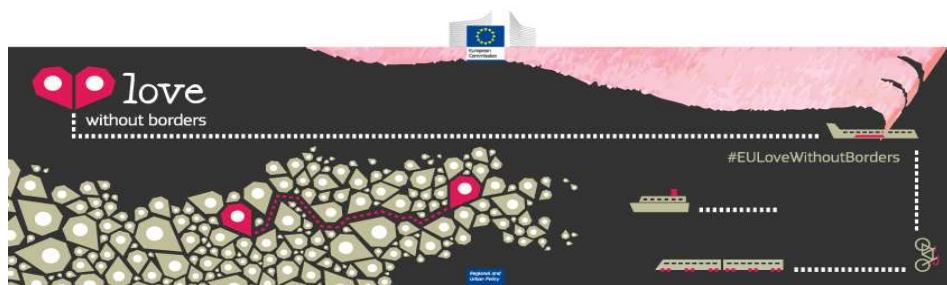
12:30 *Registration, Lunch*
13:30 **Welcome**
14:00 **History of INTERREG**
14:45 **The Role of INTERREG**
16:15 *Break*
16:45 **Thinking out of the box**
18:15 **Project Slam**
19:30 *Networking Dinner*

Day Two - What's next

8:30 *Coffee*
09:00 **Opening**
09:15 **Taking a global view**
10:30 **Coffee break**
11:00 **Building on 25 years**
12:30 **Conclusions**
13.00 *Lunch*
14.15 **Option for guided tour around Belval**

The citizens

- EU Love Without Border teaser on Facebook



- 9 May 2015: announcement #eulovewithoutborders **winning couple** amidst Franco-Belgian **Waffles** degustation at Brussels JPO (**J**ournées **P**ortes **O**uvertes)





The citizens

1 project a day- 25 in total - for Interreg 25th anniversary ahead of 15-16 celebrations:

http://ec.europa.eu/regional_policy/en/policy/cooperation/european-territorial/interreg25years/



The citizens

- ARTE Film
- Animation Film: "Borders, not barriers"





European
Commission

Communication on the future (going beyond)

*... But also to look
forward*

25 years
of **Interreg** cooperation
...but some **obstacles**
persist in **border regions**

TELL US in the
Online Public Consultation!

**'Overcoming Obstacles
in Border Regions'**

Open 21 Sept - 21 Dec @
[https://ec.europa.eu/eusurvey/runner/
overcoming-obstacles-border-regions](https://ec.europa.eu/eusurvey/runner/overcoming-obstacles-border-regions)

Interreg  **25**
years