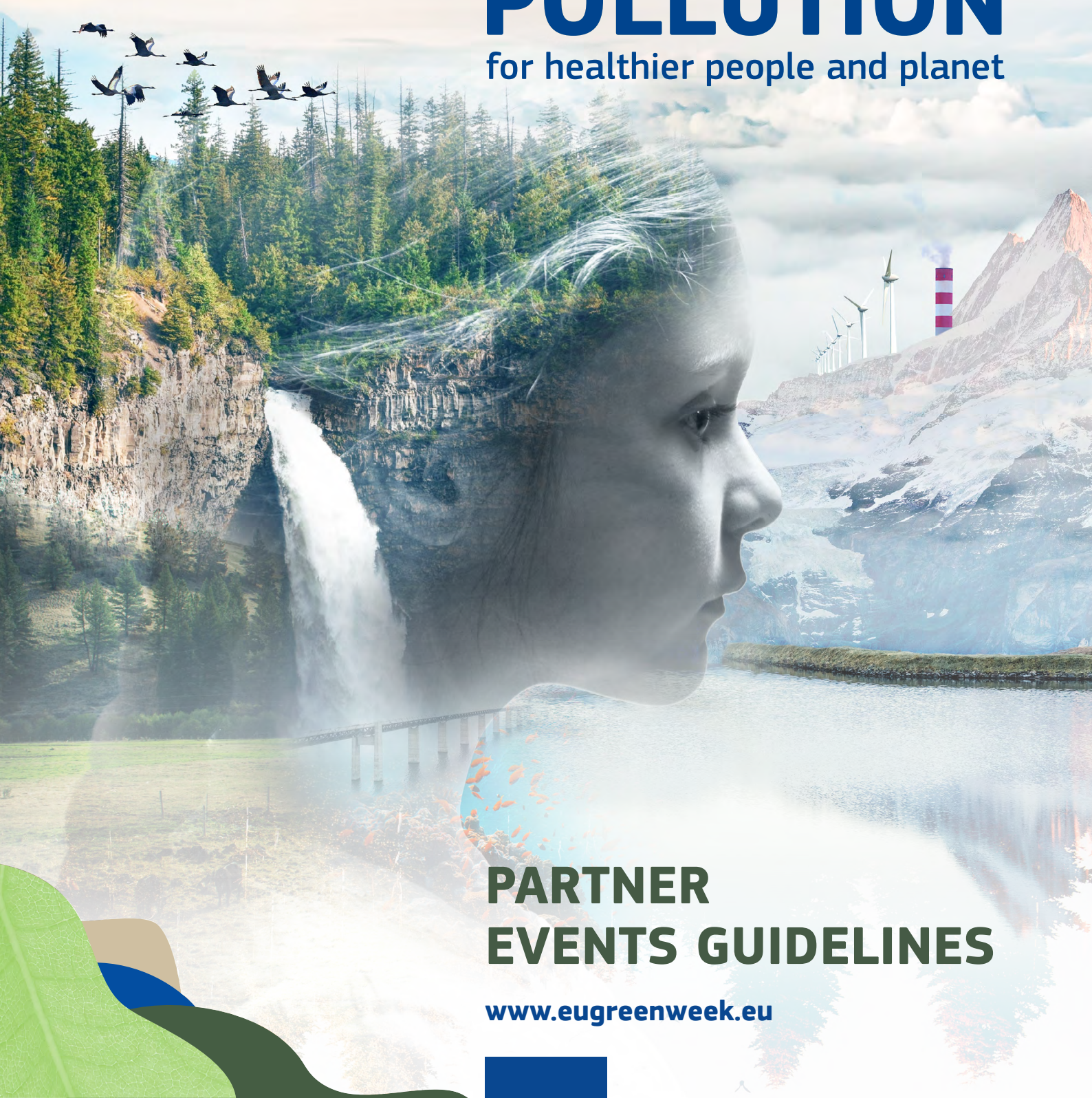




# **ZERO** #EuGreenWeek May 31 → June 4 **POLLUTION** for healthier people and planet



## **PARTNER EVENTS GUIDELINES**

[www.eugreenweek.eu](http://www.eugreenweek.eu)

# EU Green Week 2021

## Partner Events Guidelines

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### What is EU Green Week?

EU Green Week is your annual opportunity to debate and discuss European environmental policy. Organised by the European Commission's Directorate-General for Environment, this key event in the environment policy calendar attracts policymakers, leading environmentalists, stakeholders, and other interested parties from across Europe and the globe.

EU Green Week 2021 will take place from 31<sup>st</sup> May to 4<sup>th</sup> June 2021 with the theme of Zero Pollution.

The European Green Deal foresees the adoption of an EU Action Plan "Towards a Zero Pollution Ambition for Air, Water and Soil" in 2021, to ensure better monitoring, and to prevent and remedy pollution from air, water, soil, and consumer products. Strengthening the EU capacity to tackle pollution will improve the protection of citizens' health, restore the resilience of ecosystems and help secure clean air, water, and soil. As part of the EU Recovery, the Zero Pollution Action Plan will allow for the presentation of a holistic and integrated long-term objective on how the zero pollution ambition can be realised building on the improvement of the substantial acquis in this area.

In addition to a high-level virtual conference in Brussels, the programme will also feature a series of partner events and actions taking place across Europe. As well as being invited to take part in person, stakeholders and the general public are encouraged to become 'virtually' involved by participating in a range of on-line and social media activities.

### What is a Partner Event?

An EU Green Week Partner Event is an event that will take place in the month around the actual Green Week, so **from 3 May until 13 June 2021**, and where the topic of the event is based on the EU Green Week 2021 theme. Partner Events can be organised as new initiatives or as part of already planned events.

This year's theme links with many issues, such as industry, chemicals, energy, mobility, agriculture and fisheries, biodiversity or climate, amongst many others.

Events can explore a wide range of questions, including: how does pollution affect our health and wellbeing, how to achieve zero pollution production and consumption, the need to address the existing pollution legacy, how to establish integrated measuring and tracking of pollution to steer the change or how can we work together to create the zero pollution transformation.

All kinds of events are welcome, from workshops and public discussions to exhibitions to awareness-raising events for families and so on. Activities can take place at all levels (local, regional, national or European level). Listed below are most typical examples, although other types of events could also be considered:

- > **Information, education or awareness-raising events;**
- > **Open Doors Days, Info Days;**
- > **Guided walks, tours and visits;**
- > **Seminars, workshops and conferences;**
- > **Training and networking events;**
- > **Exhibitions and fairs, festivals;**
- > **Online events, such as webinars.**

The aim of partner events is to contribute to the public debate and demonstrate the high level of public interest in the issues related to Zero Pollution. In that respect, partner events can cover many different perspectives, for instance:

- > Raising awareness of health and wellbeing benefits brought by a zero pollution/healthier planet
- > Raising awareness of the role that each of us plays in building a zero pollution community
- > Raising awareness on the importance of living within our ecological planetary boundaries
- > Raising awareness of zero pollution production and consumption
- > Exchange of knowledge on how pollution affects people and ecosystems
- > Exchanges on how the EU Zero Pollution Action Plan can support the post-COVID 19 recovery by helping to rebuild a more sustainable EU economy, creating job opportunities and reducing social inequalities
- > Exchanges on how to address our pollution legacy
- > Presentations of less polluting/zero pollution projects in the areas of air, water and soil
- > Presentations related to integrated measuring and tracking to steer change
- > Discussions/workshops on creating zero pollution transformation together
- > Discussions on the role of the EU and its policies, generating input on possible future EU actions, such as on the implementation of the Zero Pollution Action Plan, suggestions for the next generation of EU youth or research programmes, responses in public consultations, etc.
- > Discussions on other relevant European Green Deal initiatives, such as the climate initiatives, the upcoming Chemicals Strategy, as well as initiatives in the field of energy, industry, mobility, agriculture, fisheries, health and biodiversity

Partner Events will be selected from eligible applications that must be submitted before the deadline, which is **12 March 2021**.

## When should Partner Events take place?

Events can be held at any time from 3 May until 13 June 2021.

## Partner Events taking place during EU Green Week

If your event takes place during the actual EU Green Week, **i.e. 31 May to 4 June**, then it may be selected and given more visibility by being included in the daily report from the conference, highlighted on the EU Green Week website or in social media.

## Who can be involved?

Any organisation can take part, such as municipal authorities, authorities in charge of the environment, businesses, associations, private companies, NGOs, research institutes, universities and technical colleges, media, groups of citizens, youth groups, stakeholders in other sectors (biodiversity, nature, water, air quality, tourism, education, agriculture, transport, sustainable businesses), and so on.

## What is the added value to your organisation?

- > If selected, your event will be listed on the partner event page of the EU Green Week 2021 website.
- > You gain a formal right to use the EU Green Week logo and a limited amount of other communication materials provided in a downloadable communication toolkit (e.g. event poster, agenda that can be personalised, etc.).
- > You may be provided with a limited amount of Green Week promotional materials, if relevant to your event.
- > Your event may be selected as an example in a presentation of Partner Events that will be featured at the high level EU Green Week conference

Taking part in EU Green Week is a great way to show how your organisation is playing an active role in Europe's transition to a greener future. Why not join this EU-wide movement?

## How to register your Partner Event

Please fill in the Partner Event registration form and the specific Partner Associate Agreement (which can be found when you start the registration procedure on the website) and submit it online for approval by the Green Week Secretariat. If your application is approved, you will receive confirmation and your event will then be published on the Green Week website. You will need to provide relevant items such as a programme, a website link, photos (if possible before but more especially after the event) and so on. You may submit more than one Partner Event application.

## Conditions of participation

Successful applicants for Partner Events will be informed as soon as possible after submission of the application. A specific Partner Associate Agreement will need to be counter-signed by the European Commission and the event partners. Each Partner Event must agree to use the EU Green Week visual identity for 2021, incorporating the EU Green Week design into their branding and website.

Partner Events are encouraged to be organised in a sustainable way and to use environment-friendly materials for their event, in accordance with the EU Eco-Management and Audit Scheme (EMAS) <http://ec.europa.eu/environment/emas/>

## Frequently asked questions

### **1. Are there any restrictions in taking part?**

Your event has to reflect the theme of EU Green Week, which will focus on '**Zero Pollution**' and must be held during the dates mentioned above, i.e. between 3 May and 13 June 2021. If there is no link to the theme, the application will **not** be considered as eligible.

### **2. Are there any subsidies available?**

No. However, the European Commission will provide assistance by promoting events on their website and on social media and by providing partner events with the official EU Green Week branding (with the help of a very limited specific toolkit).

## For more information:

Go to the EU Green Week website: <http://ec.europa.eu/environment/greenweek/>

Send an email: [partner.events@eugreenweek.eu](mailto:partner.events@eugreenweek.eu)

