



#EUGREENWEEK
30 MAY – 5 JUNE 2022

PARTNER EVENTS GUIDELINES



EU GREEN DEAL

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WHAT IS EU GREEN WEEK?

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

EU Green Week 2022 will take place from **Monday 30 May to Sunday 5 June 2022** under the overarching theme of the **European Green Deal**.

The European Green Deal is a transformative growth strategy, designed to deliver a fair, prosperous, climate-neutral Europe by 2050. It aims to protect, conserve, and enhance the EU's natural capital and protect the health and well-being of citizens from environment-related risks. Under the Deal, the Commission has launched strategies and initiatives such as the 2030 Climate Target Plan, the Climate Adaptation Strategy, the Clean Energy for All Europeans package, the European Climate Pact, the updated 2020 New Industrial Strategy for Europe, the Renovation Wave strategy, the Circular Economy Action Plan, the Biodiversity strategy, the Farm to Fork strategy, and the Zero Pollution Action Plan for Air, Water, and Soil. These strategies aim to strengthen the EU's capacity to support industry and citizens, ensuring zero-net emissions of GHG by 2050, economic growth decoupled from resource use, with no person or place left behind.

Since the publication of the European Green Deal, the public has shown an active interest in contributing to discussions on how this transformation to a modern, resource-efficient, and competitive economy can be delivered. EU Green Week 2022 will draw on that energy, with a high-level conference in Brussels on 30 and 31 May, concentrating on three particular aspects of the transformation – **circular economy, zero pollution, and nature and biodiversity**.

In addition to the Brussels conference, the programme will also feature **Partner Events** and actions taking place across Europe and beyond. In addition to in-person sessions, citizens, stakeholders, and specialists are encouraged to become 'virtually' involved by participating online and in social media activities.

WHAT IS A PARTNER EVENT?

Partner Events can cover **themes related to the European Green Deal**. These events may be new or recurring initiatives and may be part of other events that have already been planned.

Partner Events can highlight any aspect of the EU Green Deal, for instance, ensuring a just transition to zero-emission technologies. More broadly, the Green Deal theme includes a range of possibilities with links to numerous topics and sectors, including industry and new technologies, chemicals, energy, mobility, agriculture, fisheries, biodiversity, climate, and so forth.

All formats are welcome, from workshops and public discussions to exhibitions and awareness-raising events for any audience. Activities can take place at any level, from the local or regional to the national or European level.

Typical examples are listed below:

- information, education, and awareness-raising
- open door and info days
- guided walks, tours, and visits
- seminars, workshops, and conferences
- training and networking events
- exhibitions, festivals, and fairs
- online events (such as webinars)

Other types of events can also be considered, presenting concrete examples of actions in an entertaining way, such as organic cooking shows, school activities related to sorting waste, recycling clothes, giving second life to household appliances, etc.

By nature, Partner Events should contribute to the public debate, in line with the high level of public interest in the many issues covered by the European Green Deal. They may target the general public or specific stakeholder groups. They might, for example, cover:

- the benefits of nature restoration;
- the zero-pollution transformation of industrial value chains;
- the contribution of digital technologies to a clean, nature-positive, carbon-neutral economy;
- opportunities for SMEs and start-ups in adapting business models for the digital age;
- how safe and sustainable chemicals can contribute to the green transition;
- the uptake and production of secondary raw materials in the European circular economy, circular production, and waste prevention;
- using innovative technologies to address legacy substances in waste stream recycling;
- food security and the environmental, health, and social benefits of a sustainable food system;
- monitoring for deforestation, afforestation, and reforestation or air pollution through spatial data and remote-sensing technology;
- the role of local actors in implementing EU policy;
- EU youth and research programmes, responses to public consultations;
- how EU funding mechanisms are supporting the Green Transformation;
- rebuilding a more sustainable EU economy after COVID-19, creating job opportunities, and reducing social inequalities;
- how industry can provide low-emission technologies, sustainable products, and services to achieve climate neutrality;
- climate initiatives and related strategies, such as the new EU Soil Strategy, the new Common Agricultural Policy 2023-2027, and the Commission proposals to stop deforestation and forest degradation, and initiatives covering energy, industry, mobility, agriculture, fisheries, health, pollution, and biodiversity.

Partner Events will be selected from eligible applications.

WHEN WILL PARTNER EVENTS TAKE PLACE?

All Partner Events must take place during EU Green Week; that is, Monday 30 May to Sunday 5 June 2022. If the event is part of a series extending beyond these dates, at least one day must fall during EU Green Week.

WHO CAN BE INVOLVED?

Any organisation can take part, for instance: 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 business), and so on.

To support visibility and transparency, Partner Events will be branded by category:

- EU projects and initiatives: Events organised in the scope of EU-funded projects and initiatives
- public authorities, regional, and city governments
- R&I organisations, e.g., research institutes, universities, scientific foundations, and technical colleges
- NGOs and citizen associations
- youth groups
- business and professional associations, including networks/clusters
- media and press corps
- educational events organised by schools and universities

WHAT IS THE ADDED VALUE OF EU GREEN WEEK FOR APPLICANTS?

Taking part in EU Green Week is an excellent way to show how civil society and other stakeholders can play an active role in Europe's transition to a greener future.

- All Partner Events will be listed on the Partner Event page of the [EU Green Week 2022 website](#).
- They will be able to use the EU Green Week logo, and a selection of other communication materials will be provided in a downloadable communication toolkit (e.g. event poster, customisable agenda, etc.).
- A limited amount of Green Week promotional materials may be provided, if relevant.
- A selection of Partner Events will be featured in a presentation at the high-level EU Green Week conference.

PARTNER EVENTS VISIBILITY

The European Commission will maximise visibility of confirmed Partner Events by:

- preparing and disseminating an EU Green Week digital toolkit, recommended for Partner Events' promotion on social media;
- featuring confirmed Partner Events on the [EU Green Week website](#);
- including selected Partner Events in the European Commission's daily report, highlighted on social media and the EU Green Week website;
- organising a collaborative workshop on a theme related to the European Green Deal and inviting some of the selected Partner Events as active contributors.

In turn, organisers will have the chance to widen the visibility of their Partner Events through a series of communication actions, including:

- using the Green Week official visual identity and logo;
- sharing their ideas, photos, and testimonies (using #EUGreenWeek).

HOW TO REGISTER A PARTNER EVENT

Please fill in the Partner Event registration form and the specific Partnership Agreement and submit them online for approval by the Partner Events Secretariat.

Submission deadline: 15 April 2022.

Successful applicants will be informed within two weeks of submitting their application.

Selected Partner Events will be published on the [EU Green Week website](#). Applicants will need to provide relevant items such as a programme, a website link, photos (if possible before, but especially after, the event) and so on.

Applicants may submit more than one Partner Event application.

CONDITIONS OF PARTICIPATION

A specific Partner Event Agreement will be counter-signed by the European Commission and the Partner Event organiser. Each Partner Event must agree to use the 2022 EU Green Week visual identity, incorporating the EU Green Week design into their branding and website.

The EU Green Week organisers will not accept or promote events that could raise any suspicion of greenwashing, or events that provide misleading information or give a false impression of the extent to which products or services are environmentally sound.

Applicants should bear in mind the main objective of EU Green Week: The week is intended to facilitate discussions and raise awareness about the European Green Deal. It should not be used as a platform for commercial or profit-oriented contributions, or for any activity that might harm the vision and objective of the event.

The European Commission expects Partner Events to be organised in a sustainable manner, using environmentally friendly materials for their event, ideally in accordance with the EU Eco-Management and Audit Scheme ([EMAS](#)).

FREQUENTLY ASKED QUESTIONS

1. Are there any restrictions on taking part?

Your event must reflect the overarching theme of EU Green Week, namely the European Green Deal. It must be held during the dates mentioned above, i.e., between Monday 30 May and Sunday 5 June 2022. If there is no link to the theme, or if the event takes place outside these dates, the application will **not** be considered.

Events may still be considered eligible in the following instances: If they start before 30 May, but have at least one day during the 30 May to 5 June period, or start at least one day before 5 June but end after, as long as they have at least one day during the aforementioned period.

2. Are there any subsidies available?

No. However, the European Commission will provide assistance by promoting the Partner Events on the official EU Green Week website and on social media, in addition to providing the official EU Green Week branding (with the help of a specific toolkit).

FOR MORE INFORMATION

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