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2023 EU Green Week Partner Events Guidelines

Skills for sustainable, resilient, and socially fair communities

Application submission deadline: 15 March 2023

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WHAT IS EU GREEN WEEK?

EU Green Week is an annual opportunity to raise awareness, promote 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 2023 will take place from **Saturday 3 June to Sunday 11 June 2023** under the overarching theme of **the European Green Deal**.

WHAT IS A PARTNER EVENT?

An **EU Green Week Partner Event** is an event that will take place between **3 and 11 June 2023**.

Since the year 2023 is the European Year of Skills, the focus of the partner events should be on **skills for sustainable, resilient, and socially fair communities**.

The green and digital transitions are opening new opportunities for citizens and the EU economy. Having the relevant skills empowers people to successfully navigate labour market changes and to fully engage in society and democracy. The green transition requires both technical skills, for example how to install a heat pump, and transversal skills, which are linked to sustainable thinking and acting more broadly. Equipping people with the necessary skills will ensure that nobody is left behind and the economic recovery as well as the green and digital transitions are socially fair and just. A workforce with the right skills also contributes to sustainable growth, leads to more innovation and improves companies' competitiveness.

All kinds of events are welcome, from workshops and public discussions to exhibitions and awareness-raising events for families and so on. Activities can take place at local, regional, national or European level. Listed below are the most typical examples, although other types of events can 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 partner events may be new or recurring initiatives and may also be part of other events that have already been planned.

PROPOSED TOPICS

By nature, partner events should contribute to the public debate, in line with the public interest around the topic of *Skills for sustainable, resilient, and socially fair communities*. They may target the general public or specific stakeholder groups. A wide variety of topics can be addressed, for example:

- What are skills for the green transition? Why are they important?
- The benefits of skills for resilient, socially fair and just communities;
- Building a more sustainable EU economy after COVID-19 and amidst war, while creating green job opportunities, and reducing social inequalities;
- The contribution of skills for the green transition to a clean, nature-positive, carbon-neutral economy;
- Which skills for the green transition are needed in the transformation of industrial value chains;
- Using innovative technologies to accompany skills for the green transition;

- Using skills for the green transition to accompany innovative technologies;
- Presentations of skills for the green transition in a company;
- Basic skills for the green transition taught in educational institutions;
- How can the educational system be improved to support the increasing need of skills for the green transition;
- Matching skills for the green transition in education with the needs of the labour market
- What skills for the green transition can be taught at very young ages.
- Youth skills and skills for the green transition;
- The role of local actors in implementing EU policy in the field of skills for the green transition;
- How EU funding mechanisms are supporting the development of skills for the green transition.

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

Taking part in the 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. It is also becoming part of a big project promoting environmental policies, with over 20 years of history, thousands of events organised in Europe and beyond, that have brought the environmental messages closer to millions of people, experts and general public.

- All Partner Events will be listed on the Partner Event page of the EU Green Week 2023 website.
- They will be able to use the EU Green Week branding, and a selection of other communication materials will be provided in a downloadable communication toolkit (e.g. event poster, customisable agenda, etc.).
- A selection of Partner Events will be featured in a presentation at the high-level EU Green Week conference.

WHAT IS THE EUROPEAN GREEN DEAL?

The European Green Deal (EGD) 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 EGD, the Commission has launched strategies and initiatives such as:

- 2030 Climate Target Plan
- Climate Adaptation Strategy
- Clean Energy for All Europeans package
- European Climate Pact
- New Industrial Strategy for Europe
- Renovation Wave strategy
- Circular Economy Action Plan
- Biodiversity strategy
- Farm to Fork strategy
- 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 greenhouse gases 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 2023 will draw on that energy, with **partner events** taking place across Europe and beyond, involving public, stakeholders, and specialists. A **high-level conference in Brussels (6-7 June)**, will focus on three particular aspects of the transformation – circular economy, zero pollution, and nature and biodiversity.

TIMELINE

Partner Events will be selected from eligible applications.

- **01.02 - 15.03.2023: Promotion of Partner Events call for application via DG Environment website, social media and different networks / Preparation of applications by events' organisers**

Application guidelines, partnership agreement and registration form will be available allowing organisers time to prepare their applications.

Throughout this period, the Green Week team will be available at ENV-GREENWEEK@ec.europa.eu to answer all your questions related to the organisation of an EU Green Week Partner Event.

- **01.03 - 15.03.2023: Partner Events registration via EventWorks** (specific link will be provided closer to the launch of the registration phase)

For any question during this period, please contact partner.events@eugreenweek.eu

- **16.03 - 31.03: Assessment of Partner Events applications and communication of assessment results to Partner Events organisers**
- **31.03 - 14.04: Partner Events website update with confirmed events**
- **3.06 - 11.06: Partner Events take place.** If the event is part of a series extending beyond these dates, at least one day of the event must fall during EU Green Week.

WHO CAN BE INVOLVED?

Any organisation can organise individually or jointly a partner event, for instance: municipal authorities, authorities in charge of the environment, businesses, associations, private companies, NGOs, schools, research institutes, universities and technical colleges, vocational training centres, media, groups of citizens, youth groups, social partners, stakeholders in other sectors (biodiversity, nature, water, air quality, tourism, education, agriculture, transport, sustainable business), and so on.

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;

In turn, organisers will have the chance to highlight the connection of their event to the European Green Week 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 March 2023

The confirmed Partner Events will be published on the EU Green Week website. Applicants will need to provide relevant items including a (draft) programme, an event web link, photos (if possible before, but especially after, the event).

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 2023 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 green-washing**, 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 Partner Events programme: the week is intended to facilitate discussions and raise awareness about the *European Year of Skills and its links to green transitions in socially fair communities*. 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 for this year's Partner Events part of the EU Green Week, namely the *European Year of Skills and its links to green transitions in socially fair communities*. It must be held during the dates mentioned above, i.e., between Saturday 3 June and Sunday 11 June 2023.

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 3 June, but have at least one day during the 3 June to 11 June period, or start on 11 June but end after, as long as they have at least one day during the aforementioned period.

2. Are there any subsidies available?

No. 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

Please consult the EU Green Week website: https://environment.ec.europa.eu/eu-green-week_en