



# Partner Events Guidelines 2019

**#EUGREENWEEK**  
13 > 17 May 2019

EU  
**GREEN**  
WEEK

An initiative  
of the  European  
Commission |

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

# EU Green Week

## Partner Events Guidelines

### 1. 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 2019 will take place from 13 to 17 May with the theme of 'Environmental Implementation'. Environmental laws have a huge impact on our life. They improve water and air quality, they protect nature, and they encourage recycling and waste management. But to really make an appreciable difference, these EU laws have to be properly implemented.

This is why the next edition of EU Green Week will put this process of environmental implementation into the spotlight. We will be asking questions like – do these laws really matter, and what the added benefits are for citizens. What does successful implementation look like? Why do “implementation gaps” exist? How can we move from knowing that stakeholders need to take ownership of these laws to actually making it happen? And most importantly, how can the EU facilitate the process, making sure that citizens' voices are heard?

In addition to a high-level 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 wide range of on-line and social media activities.

### 2. 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 13 April until 9 June 2019, and where the topic of the event is based on the EU Green Week 2019 theme. Partner Events can be organised as new initiatives or as part of already planned events.

All kinds of events are welcome, from workshops and public discussions to awareness-raising events for families. 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 tours and visits;
- Seminars, workshops and conferences;
- Training and networking events;
- Exhibitions and fairs, festivals;
- Online events, such as webinars.

Please note that events do not have to focus exclusively on laws and policies.

Your event could focus, for example, on what policies have achieved, their positive impacts on people, cities, nature, businesses and so forth. It could look at solutions that have been found to encourage improvements in situations where implementation was historically problematic. A partner event could highlight the sharing of best practices, capacity building or positive peer pressure and voluntary schemes, or it could look at the need to embed sustainability in other policy areas such as agriculture, transport, the energy sector and so on. It might even focus on a perceived need for better governance, or on how citizens could be better involved. Or indeed it could be more forward-looking, and examine how the next generation thinks we should look after our environment.

The Partner Events will be selected from eligible applications that must be submitted before the deadline, which is 15 March 2019.

### 3. When should Partner Events take place?

Events can be held at any time from 13 April until 9 June 2019.

### 4. Partner Events taking place during EU Green Week

If your event takes places during EU Green Week 13 to 17 May, then it may be selected and given more visibility by being more prominently highlighted on the EU Green Week website and in social media.

### 5. 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,

stakeholders in other sectors (transport, water, air quality, tourism, education, agriculture, sustainable businesses), and so on.

## 6. What is the added value to your organisation?

- If selected, your event will be listed on the EU Green Week 2019 website. A small number of the most relevant events will be promoted on social media.
- You will be authorised to claim your event as officially part of EU Green Week 2019 and to use the official Green Week branding (with the help of a specific toolkit, which will be provided).
- You will be provided with Green Week promotional materials, if relevant to your event.
- Certain specific Green Week Partner Events that take place during the actual Green Week dates, and that fit the theme particularly well, will be more visibly featured online in the Green Week programme and will be highlighted through the Green Week social media channels.

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?

## 7. How to register your Partner Event

Please fill in the Partner Event registration form and the specific Partner Associate Agreement (see below) 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.

## 8. Conditions of participation

Successful applicants for Partner Events will be informed by 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 Green Week visual identity for 2019, incorporating the Green Week design into their branding and website.

Partner Events are encouraged 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 focuses on 'Environmental Implementation' and must be held during the dates mentioned above, i.e. between 13 April and 9 June 2019. 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 specific toolkit).

### For more information:

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

Send an email: [ENV-GREENWEEK@ec.europa.eu](mailto:ENV-GREENWEEK@ec.europa.eu)