



## Partner Events Guidelines 2020

**#EUGREENWEEK**  
1 > 5 June 2020

Nature and Biodiversity

EU  
**GREEN**  
WEEK

An initiative  
of the  European  
Commission |

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

**#EUGreenWeek**

# 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 2020 will take place from **1 to 5 June 2020** with the theme of 'Nature and Biodiversity'. All around the globe, biodiversity is disappearing as a result of unsustainable human activities. This loss is closely connected to climate change, and the combined effect of this unprecedented crisis is disrupting the ecosystems that support life on Earth, with devastating consequences for human well-being and prosperity. While the situation is extremely serious, there is still hope. Solutions exist, but they require deep and transformative changes in the way we produce, consume and trade.

EU Green Week will explore possible pathways for change, and examine how a range of EU policies like the European Green Deal can help protect, restore and sustainably manage nature, leaving it room to recover and thrive. This year's Green Week will act as a milestone on the path to the COP 15 conference in Kunming, China, in October 2020, where world leaders will adopt a new 10-year action plan for biodiversity – a new global deal for people and nature.

In addition to a high-level conference in Brussels, the programme will also feature a high level opening in Lisbon as well as 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.

2020 will be a landmark year for biodiversity and joining the EU Green Week 2020 is your opportunity to be a part of it.

### 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 **4 May until 14 June 2020**, and where the topic of the event is based on the EU Green Week 2020 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 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 demonstrate the high level of public interest in the issue and its support for taking a strong political action to solve the global biodiversity crisis. In that respect, partner events can cover all different angles, for instance:

- Raising the awareness of the issue (including IPBES loss drivers, explaining links with individual consumption);
- Exchange of knowledge / understanding about pitfalls & success stories in protecting biodiversity and nature, showcase good examples, promote results & solutions available from different projects, demonstrate how biodiversity can be managed well in different sectors – e.g. agriculture, forestry, nature-based solutions, research programme results, sustainable tourism, urban policies, etc....
- Discuss the role of the EU and its policies, e.g. contribute to the on-going evaluation of the EU Biodiversity Strategy, it's implementation successes and gaps;
- Generate input on possible future EU actions, such as on the possible post-2020 biodiversity framework, suggestions for the next generation of EU youth or research programmes, responses in public consultations, etc.

Partner Events will be selected from eligible applications that must be submitted before the deadline, which is **13 March 2020**.

## 2. When should Partner Events take place?

Events can be held at any time from 4 May until 14 June 2020.

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

If your event takes place during the actual EU Green Week, **1 to 5 June**, then it may be selected and given more visibility by being more prominently highlighted on the EU Green Week website and in social media.

## 3. 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.

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

- If selected, your event will be listed on the EU Green Week 2020 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 2020 and to use the official EU 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 EU 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?

## 5. 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.

## 6. 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 2020, incorporating the EU 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 will focus on 'Nature and Biodiversity' and must be held during the dates mentioned above, i.e. between 4 May and 14 June 2020. 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)