



[eugreenweek.eu](https://eugreenweek.eu)

[#EUGreenWeek](https://twitter.com/EUGreenWeek)

# 2024 EU Green Week Partner Events Guidelines

## Towards a water resilient Europe

**Application period: 4 - 17 March 2024**

## CONTENTS

What is EU Green Week?.....	3
What is a partner event?.....	3
Proposed topics.....	4
What is the value added of EU Green Week for applicants?.....	5
Timeline.....	5
Who can be involved? .....	6
Partner events visibility.....	6
How to register a partner event.....	6
Conditions of participation.....	7
Frequently asked questions .....	7
For more information .....	8

## 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.

In 2024, the EU Green Week and its high-level conference are **fully integrated in a wider communication campaign dedicated to the topic of water resilience**. The objective of the high-level conference as well as the campaign is to stimulate an EU-wide conversation around the EU's water present and water future, with an emphasis on fostering awareness and promoting positive, collaborative solutions.

The high-level EU Green Week conference will take place on 29-30 May and will launch the wider campaign, which will run until mid-October 2024 under the overarching theme of **Water Resilience**.

## WHAT IS A PARTNER EVENT?

An **EU Green Week Partner Event** is an event that will take place between **29 May and 1 September 2024**.

The focus of the partner events will be on **water resilience**.

Earth is a blue planet, as famously shown in the NASA image of the Earth from the moon, first seen in 1968. But while nearly 70 percent of the world is covered by water, only 2.5 percent of it is fresh. Even then, just 1 percent of our freshwater is easily accessible, and much of it has become highly polluted. This leaves us with roughly 0.4% of the earth's water which is available to sustain its 8 billion people.

Water is our most precious – and increasingly scarce – **global collective good**. It's a precondition for life on Earth, a resource renewable through the water cycle. It is an **ecosystem**, and the engine of our planet, key for human health, food and energy. Water is also **part of the greater picture – nature**. Healthy soils, forest, wetlands, and oceans can retain and purify water, reduce evaporation, and are essential to **fix the global water cycle**. Water is also a **source of identity and connection**. Rivers are part of the European **patrimony and cultural richness**, and ground for **transboundary cooperation**. People sharing the same rivers, lakes and other bodies of water are also sharing opportunities and challenges, experiences and culture. Past, present and future. In addition, countries are interconnected not only through transboundary rivers or streams of groundwater, but also through atmospheric flows of water vapour.

During EU Green Week Partner Events 2024, we invite the organisation of events that will engage citizens in all these water-related aspects and **help foster a lively public conversation**.

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 of partner events, although other types of events can also be considered:

- Public debates
- 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 Water Resilience. They may target the general public or specific stakeholder groups. A wide variety of topics can be addressed, for example:

- Sustainable management of water
- Sustainable water usage
- Nature Based Solutions
- Global water cycle
- Protection and restoration of rivers and wetlands
- Transboundary cooperation on water
- Water and circular economy
- Drinking Water
- Freshwater
- Water pollution
- Water and the industry use
- Water management in the urban areas
- Floods and droughts
- Sustainable agricultural practices
- Chemicals and water
- Ecosystem restoration
- Wastewater
- Water efficiency and reuse
- Rain harvesting
- Plastic litter in water pollution
- Etc.

## 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, the corporate sector and other stakeholders can play an active role in Europe's transition to a greener future. It also means joining a wider effort of promoting environmental policies, with over 20 years of history, thousands of events organised in Europe and beyond, that have brought environmental messages closer to millions of people, experts and the general public.

The 2024 Green Week will be an integral part of a **wider awareness-raising action dedicated to water resilience**. As such, by partnering, you will also get the opportunity to join an EU-level communication campaign, directly in connection with your events - or throughout the duration of the campaign, where this aligns with your broader communication priorities. The campaign will be designed to accommodate the specificities of individual partners and geographies.

- All confirmed Partner Events will be listed on the Partner Event page of the EU Green Week 2024 / water campaign website.
- Partners will get full access to using the EU Green Week / water campaign branding and a wide selection of other communication materials related to water resilience (provided in a downloadable and adaptable communication toolkit).
- A selection of Partner Events may be featured in a presentation at the high-level EU Green Week conference.

## TIMELINE

**Partner Events will be selected from eligible applications.**

- **Mid-January - 17.03.2024: 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-PARTNER-EVENTS@ec.europa.eu](mailto:ENV-GREENWEEK-PARTNER-EVENTS@ec.europa.eu) to answer all your questions related to the organisation of an EU Green Week Partner Event.

- **04.03 - 17.03.2024: application period / Partner Events registration** (the link will be provided closer to the launch of the registration phase)

For any question during this period, please contact [partner.events@eugreenweek.eu](mailto:partner.events@eugreenweek.eu)

- **18.03 - 05.04.2024: Assessment of Partner Events applications and communication of assessment results to Partner Events organisers**
- **08.04 - 31.08.2024 Provision of Water resilience communication toolkit for its local adaptation by partners**
- **08.04 - 26.04.2024: Partner Events website update with confirmed events**

- **29.05 - 01.09.2024: Partner Events take place** (due to the wider campaign on water resilience, which Green Week is a part of, in 2024 the implementation period is exceptionally extended beyond the 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:

- availing a digital communication toolkit, recommended for Partner Events' promotion on social media;
- featuring confirmed Partner Events on the EU Green Week / water campaign website;
- including selected Partner Events in the European Commission's reports, highlighted on social media and the EU Green Week / water campaign website;

In turn, organisers will have the chance to highlight the connection of their event to the EU Green Week and the wider water resilience campaign through a series of communication actions, including:

- using the Green Week / water campaign official visual identity and logo;
- adapting the communication toolkit to their specific needs and disseminating it;
- sharing their ideas, photos, and testimonies (using #EUGreenWeek, and the dedicated hashtag for the water campaign in their national language).

## HOW TO REGISTER A PARTNER EVENT

As of 4 March, please fill in the **Partner Event registration form** and the **Partnership Agreement** via an online registration tool and submit **them electronically for the Partner Events Secretariat's approval**.

**Submission deadline: 17 March 2024**

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 Partner Event Agreement will be counter-signed by the European Commission and the Partner Event organiser. Each Partner Event must agree to use the 2024 EU Green Week visual identity, incorporating the EU Green Week design and the wider water resilience campaign into their branding and website.

### Important:

- Events should be open to all interested participants (up to the event's capacity), which means that **internal communication events organised for own staff cannot qualify as EU Green Week partner events**.
- Events must be freely accessible – **events with registration fee or tickets, or behind a paywall (online), cannot qualify as EU Green Week partner events**.
- 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 Partner Events programme: the event is intended to **facilitate discussions and raise awareness about water resilience**. It will 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 EU Green Week, namely *Water Resilience*. It must be held between 29 May and 1 September 2024.

Events with registration fee or tickets, or behind a paywall (online), cannot qualify as EU Green Week partner events.

Internal communication events organised for own staff cannot qualify as EU Green Week partner events.

If there is no link to the theme, or if the event takes place outside the dates mentioned above, the application will not be considered.

### 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, and will make an elaborate communications toolkit on water resilience available to all partners.

## FOR MORE INFORMATION

Please consult the EU Green Week website: [https://environment.ec.europa.eu/eu-green-week\\_en](https://environment.ec.europa.eu/eu-green-week_en)