

# Green Deal Going Local

#EUGreenDeal



## Green Deal Going Local Campaign

### Overview of objectives, activities and calls to action

23 September 2021

#### 1. Campaign Objectives:

The Green Deal Going Local communications and political engagement campaign is a CoR-wide activity for the period 2020-2025 involving all directorates and political groups. It has the following objectives:

- **Accelerate** the transition towards climate-neutrality through the uptake of EU funds among local and regional authorities as to increase delivery of sustainable EU-funded projects in Europe's local communities.
- **Empower** Europe's local and regional leaders to take action on climate change.
- **Showcase** how EU regions, cities and villages are leading the efforts to adapt to and mitigate climate change.
- **Change** to improve EU policy-making so it is more effective in implementing the European Green Deal and ensuring delivery of EU climate change targets.



## 2. Campaign Activities:



- A. **European Green Deal debates at institutional, national, regional and local level** – debates at all levels that feed into the European Green Deal.
- B. **My Green Story** – mapping, promoting and sharing climate commitments and actions and local and regional best practices on the European Green Deal
- C. **European Green Deal: Handbook for Local and Regional Governments** – living resource hub on accessing support to develop and implement Green Deal policies and projects.
- D. **Trees For Life** – promoting commitment and facilitating action on reforestation and urban greening, contributing to the [EU roadmap to plant 3 billion trees](#).
- E. **Green Our Mobility** – promoting the EU priorities on sustainable mobility and local and regional efforts in decarbonising the transport sector.
- F. **Facilitating access to funds** – information sharing on financing key areas of the green transition, including webinars and conferences

## 3. Campaign Team: Who does what?

- **Task Force 3:** overall campaign coordination and main platform for cooperation, inputs and information exchange on all campaign activities
- **Directorate D (D.1):** campaign management (and implementation) of communication aspects and press support for campaign activities
- **ENVE:** content coordination and delivery on activities B (My Green Story), C (Green Deal Handbook) and D (Trees for life), coordination of TF3 activities on the GDGL campaign
- **ECON:** content coordination and delivery on activities C (Green Deal Handbook) and F (Facilitating access to funds)
- **NAT:** content coordination and delivery on activity D (Trees for life)
- **COTER:** content coordination and delivery on activity E (Green our mobility)
- **SEDEC:** content coordination on green skills and link with digitalisation.
- **All commissions:** content coordination and delivery on activity A (debates), contributions to all activities on a case-to-case basis





**4. CALL for ACTION. How can members and YEPs be involved in the GD Campaign?**

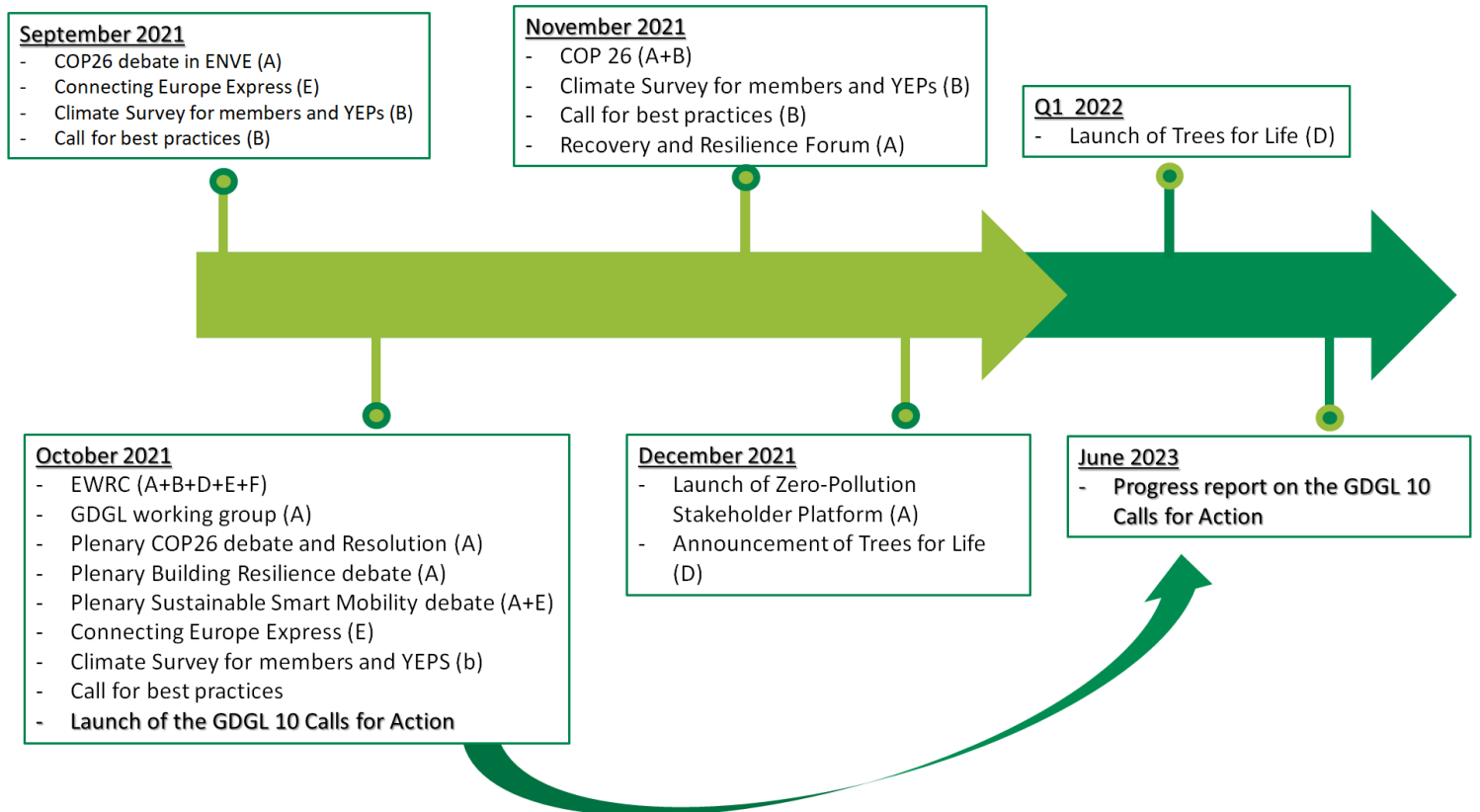
**→ 10 Actions to show climate ambition and achievements and contribute to the Green Deal *going local*.**

Note: We suggest that the CoR President Apostolos Tzitzikostas launches the Green Deal Call for Action during the October Plenary, inviting all CoR Members and YEPs to take part in as many actions as possible within the ten options listed below. Actions must be taken before the June-July 2022 plenary session, when we will take stock of the engagement of Members and YEPs in accordance to the related Key Performance Indicators (KPIs listed below). In addition and in agreement with the services involved, monitoring and progress reporting for each KPI will be updated at the occasions of the meetings of the Green Deal Going Local working group.

ACTION #	What	When	How	CoR support
ACTION 1	Show your climate commitments and share your Green Deal best practice	Now	<a href="#">Answer the survey here</a> <a href="#">Complete your project description here</a>	<ul style="list-style-type: none"> <li>- Publication of your climate commitments and Green Deal credentials</li> <li>- Promotion of your climate neutral strategy, targets and projects via web, social media and press</li> <li>- Dissemination of your project in the CoR <a href="#">map of Green Deal best practices</a> on social media and press</li> </ul>
ACTION 2	Organise a Local /Regional Green Deal debate	Now	<a href="#">Apply here</a>	<ul style="list-style-type: none"> <li>- concept development</li> <li>- event promotion</li> <li>- web publication</li> <li>- speakers' selection and support</li> <li>- press and social media coverage</li> </ul>
ACTION 3	Take part in the European Week of Cities and Regions 2021	11-14 October 2021	<a href="#">Register here</a>	<ul style="list-style-type: none"> <li>- Get insights on financing support instruments</li> <li>- Get inspired to roll-out sustainability projects</li> <li>- Check out the Green Transition sessions <a href="#">here</a></li> </ul>
ACTION 4	Join the Covenant of Mayors	Now	<a href="#">Join here</a>	<ul style="list-style-type: none"> <li>- Information and guidance on joining the Covenant to access technical and financial guidance to design and implement a Sustainable Energy and Climate Action Plan (SECAP) in your city or region.</li> <li>- Promotion of your membership and SECAP</li> </ul>
ACTION 5	Join the Climate Pact	Now	<a href="#">Become a Climate Pact Ambassador here</a>	<ul style="list-style-type: none"> <li>- Support to become a <a href="#">Climate Pact Ambassador</a>- and in organizing Ambassador activities.</li> <li>- Facilitating involvement of citizens in the transition towards climate neutrality and sharing your commitments and achievements on climate action</li> <li>- Publication on the <a href="#">CoR's web portal</a></li> </ul>
ACTION 6	Join the Green City Accord	Now	<a href="#">Sign here</a>	<ul style="list-style-type: none"> <li>- Support to join this movement of European mayors committed to making cities cleaner and healthier</li> <li>- Find out EU Funding opportunities <a href="#">here</a></li> <li>- Promotion of your commitments and achievements in air, water, biodiversity, circular economy and noise pollution.</li> </ul>

<b>ACTION 7</b>	Join the Clean Bus Deployment Initiative	Now	<a href="#">Sign the Clean Bus Declaration here is</a>  <a href="#">Join the clean bus platform</a>	- support your move to green mobility - Promotion of your commitments and achievements
<b>ACTION 8</b>	Join the Race to Zero or the Race to Resilience	Now	<a href="#">Join the Race to Zero</a>  <a href="#">Join the Race to Resilience</a>	- support accessing UN Campaign targeting non-state actors willing to reduce emissions (mitigation) and the UN sibling campaign to build climate resilience (adaptation)
<b>ACTION 9</b>	Join the Zero-Pollution Platform	12/2021	<a href="#">Info here</a>	- support for members an YEPS to help implement the <a href="#">EU Action Plan: "Towards Zero Pollution for Air, Water and Soil"</a>
<b>ACTION 10</b>	Join the Trees for Life	Spring 2022	<a href="#">Info here</a>	- Support to join the EU pledge to plant 3 billion additional trees in the EU by 2030. Includes guidance, certification and promotion

## GREEN DEAL CAMPAIGN MILESTONES



**INFO BOX: Green Deal Going Local Campaign: what has already been done?**

A multi-media communications package accompanied the launch of the GDGL working group on 15 June 2020. Please find below a selection of key products produced and online. For results, please consult the communications report January-June 2021.

- [Green Deal Going Local Web Page](#), acting as entry portal and specific sections for 'news', 'events' and 'opinions'. With a **distinctive branding** for the GDGL working group including logo and banners.
- [Video message](#) from the GDGL working group chair, Juan Espadas, Mayor of Seville.
- [GDGL working group Members Flyer](#).
- **Sustainability profiles.** All CoR members and participants of the Young Elected Politicians programme (YEPs) are invited to complete the [survey](#) and share information on their climate commitments and participation in climate-related international networks. Social media output: 280 posts were published on the CoR social media channels to promote the Working Group and the Green Deal Rapporteurs in 2020.
- Rapporteurs on the spotlight: **Green Deal interviews.** A total of 28 interviews with rapporteurs on multiple Green Deal opinions have been published in 2020 and 2021 with six new interviews coming up in June and July 2021.
- Open Call for Best Practices: Green Deal [Interactive Map](#) with 200 online stories. Around 50 new best practices are updated in the second half of 2021.
- [Covenant of Mayors Chamber of National Covenant Ambassadors](#)
- [CoR Climate Pact Portal](#)
- Example of Special Actions: [Financing the Renovation Wave](#) (January 2021), [Multi-level climate and energy dialogue](#) (May 2021)



**Key performance indicators (We suggest to adapt the KPIs listed below to the 10 calls for action)**

The Key Performance Indicators (KPIs) listed below must be considered as Political engagement indicators and not communication KPIs, which are defined by the concepts of media outreach and social media engagement and are specified in the Bureau decision of 7 December 2020 and in the CoR's Communication Plan 2021.

<ul style="list-style-type: none"><li>• At least 30% of the CoR's membership join the new CoM</li></ul>
<ul style="list-style-type: none"><li>• At least 15% of members join <a href="#">Race To Zero</a> or <a href="#">Race to Resilience</a> + Green City Accord (new)</li></ul>
<ul style="list-style-type: none"><li>• At least 15% of members join the Climate Pact</li></ul>
<ul style="list-style-type: none"><li>• At least 50% members to submit an EU funded best practice by the end of the mandate</li></ul>
<ul style="list-style-type: none"><li>• At least 150 C</li><li>• oR members join Trees for Life within 12 months of the launch</li></ul>
<ul style="list-style-type: none"><li>• Hold an EU-wide consultation of LRAs on the European Green Deal with at least 1000 regions/cities</li></ul>
<ul style="list-style-type: none"><li>• At least 30% of the CoR membership hold a local debate on the European Green Deal in their region, city or village</li></ul>
<ul style="list-style-type: none"><li>• Other communication KPIs in terms of outreach and engagement as in D flash, monthly and annual reports (fully detailed in the CoR's Communication Plan 2021).</li></ul>

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