

21st European Week of Regions and Cities

9-12 October 2023

Guide for event partners



Contents

<u>1.</u>	<u>BACKGROUND</u>	3
<u>2.</u>	<u>THEMES</u>	4
<u>3.</u>	<u>EU SESSIONS</u>	4
<u>4.</u>	<u>FORMATS OF SESSIONS</u>	5
<u>5.</u>	<u>INCLUSIVENESS</u>	6
<u>6.</u>	<u>APPLICATION</u>	6
<u>7.</u>	<u>SELECTION CRITERIA</u>	7
<u>8.</u>	<u>SELECTION OUTCOME</u>	7
<u>9.</u>	<u>EVENT PARTNERS' COMMITMENTS</u>	7
<u>10.</u>	<u>PROMOTION, MEDIA RELATIONS AND BRANDING</u>	8
<u>11.</u>	<u>GREENING OUR EVENT</u>	8
<u>12.</u>	<u>SIDE EVENTS PROGRAMME</u>	9
<u>13.</u>	<u>SUMMARY: 10 STEPS FOR A SMOOTH ORGANISATION</u>	9
<u>14.</u>	<u>KEY DATES</u>	10
<u>15.</u>	<u>USEFUL CONTACTS</u>	10
	<u>ANNEX - GLOSSARY</u>	11

1

BACKGROUND

The [European Week of Regions and Cities](#) (#EURegionsWeek) is the biggest annual Brussels-based event dedicated to regional and urban policy.

It is a platform to discuss common challenges for Europe's regions and cities and examine possible solutions by bringing together a **diverse community** of speakers and participants. It aims to be an **open and collaborative event** to provide neutral spaces in Brussels for capacity-building, learning and exchange of experience and facilitate the cooperation and networking between regions and cities.

The event organisers are: the European Commission's Directorate-General for Regional and Urban Policy (DG REGIO) and the European Committee of the Regions (CoR).

The 21st edition of the #EURegionsWeek will take place from **9 to 12 October 2023**.

Partners are asked to carefully read and follow this guide when contributing to the event and to comply with the indicated deadlines and obligations.

Partners will be responsible for organising their session. Subject to applicable rules and availability of resources, the event organisers might be able to sponsor/reimburse part of the travel and accommodation expenses.

2

THEMES

The 21st edition of the #EURegionsWeek is closely linked to innovation in transitional times. It will contribute to the debate on the future of regional and urban policy, underlining the key narrative of cohesion as a fundamental EU value.

Event organisers aim to set up an experience catered to as many onsite participants as possible. Sessions and networking opportunities will welcome participants in several venues in Brussels.

With **Thriving Regions, Stronger Europe** as its motto, the #EURegionsWeek 2023 will focus on the following six thematic topics:



Regions in post-industrial transition



Retaining talent for regional growth



Small and mid-size urban centres driving growth



Breaking barriers to cross-border cooperation



Local energy shift for security and sustainability



Promoting social innovation

3

EU SESSIONS

09/10 - **Opening at the European Parliament Hemicycle**

10/10 - **Citizens' Dialogue**

11/10 - **Megalizzi-Niedzielski prize**






TBC - **Cohesion Alliance Event**

TBC- **REGI-COTER meeting**

12/10 - **Closing**

4

FORMATS OF SESSIONS

Participatory/Political lab 	<ul style="list-style-type: none"> • Duration: 90 minutes (max) • Venue: SQUARE or CoR • Speakers: max 4 (plus one moderator) • Focus on exchanging knowledge, co-creating solutions to local and regional challenges (digitalisation, energy efficiency, retaining talent etc.) and/or debating political opinions by using interactive techniques. At least 60 minutes for participants to share experiences facilitated by a collaborative and creative environment. • Type of content presented: initiative co-creation with round tables
Workshop 	<ul style="list-style-type: none"> • Duration: 60 minutes (max) • Venue: SQUARE or CoR • Speakers: max 3 (plus one moderator) • Focus on sharing experience, good practices and/or political strategies, as well as, facilitating cooperation and networking, including at least 15 minutes for contributions from the audience • Type of content presented: newsworthy announcements
EURegions' talk 	<ul style="list-style-type: none"> • Duration: 15 minutes (max) • Venue: SQUARE or CoR • Speakers: 1 • Focus on short and concise speeches delivered with an inspiring project, idea or best practise. Aims to spark interesting questions, exchanges and networking opportunities after the topic presentation. • Type of content presented: newsworthy announce
Stands Village 	<ul style="list-style-type: none"> • Duration: Throughout the event, 9 – 12 October 2023 • Venue: SQUARE • Exhibitors: up to 5 per stand • Focus: achievements of specific EU projects, current funding opportunities (2021-2027 programmes, etc.), tools and knowledge from territorial expert organisations. Logistics will be provided by the event organisers (stand facilities, table, stools, sockets, etc.) • Type of content presented: 1 project per stand
Regional Tasting 	<ul style="list-style-type: none"> • Duration: 90 minutes • Venue: SQUARE • Exhibitors: up to 5 per stand • Focus: Stands presenting the gastronomy of European regions. Logistics will be provided by the event organisers (stand facilities, table, stools, sockets, etc.) • Type of content presented: 1 region per stand

For the selected sessions:

Session organisers of a Participatory/Political lab, Workshop should appoint a moderator to support the speakers.

Selected partners will have the opportunity to request **interpretation** until 30 June (late requests will not be accommodated).

5

INCLUSIVENESS

The European Week of Regions and Cities is an open and participatory forum, where each voice can be heard. Particular attention will be paid to inclusiveness and representation. Venues managed by the European Commission and the European Committee of the Regions will be accessible for people with disabilities.

Session Organisers are required to pay particular attention to the following elements:

- Ensuring gender, age and geographical balance in all sessions (same-gender panels will be refused);
- Engaging with young people is highly recommended;
- Paying particular attention to the balance of sector representation when choosing their speakers, including public and private sectors, civil society organisations and experts from the field.

6

APPLICATION

Deadline for submission is 11 April 2023 at 12:00 (Brussels midday time).

Proposals are to be sent via the official application platform available on the [event website](#).

Applicants should be from/or have an established residence in an EU Member State or a country contributing to/participating in an EU programme.

WHO CAN APPLY

- Managing Authorities of EU funds;
- EU institutions and institutional partners;
- Local and regional authorities and associations thereof;
- European Groupings of Territorial Cooperation (EGTCs);
- Public-private partnerships;
- Associations and institutions contributing to/participating in an EU programme.

The maximum number of partners who can submit a joint application is five, except for Regional Partnerships.

A Regional Partnership is:

- A group exclusively composed by local or regional authorities;
- The partnership must have **at least three and not more than eight** regions or cities, towns or provinces from at least two **countries**, (at least one partner from EU). Partners looking for a partnership can use our [Partner Search Tool](#). The request will be uploaded on the EURegionsWeek website at the beginning of March;
- At least one CoR member and /or political representative is required to participate as speaker for the session.

Regional Partnerships are in charge of providing the venue in Brussels for hosting their session. All other event partners will organise their session in one of the venues provided by the event organisers.



SELECTION CRITERIA

A title, short description, format and keywords should be provided in the application together with the organisation(s) details.

At the selection stage, priority will be given to applications whose session's description provides:

- Content that prompts debate, networking, capacity building and the exchange of experience an good practice;
- Newsworthy content that will give participants the opportunity to discover and interact directly with experts about the latest developments in the domain.

Applications in which details have not been submitted by the deadline will be excluded.



SELECTION OUTCOME

The results of the selection procedure will be announced by **15 May 2023**.

If selected, the final title and a detailed programme for the session must be updated by **15 June 2023** at the latest. The final list of confirmed speakers, along with the moderator, must be updated on the event's platform by **30 June 2023** at the latest.

Organisers reserve the right to **propose merges** to potential partners if they are similar in terms of topics, goals and setting. Merges will be designed in the interest of the programme, boosting cooperation between partners, and will constitute a condition to retain the application concerned.

Organisers reserve the **right to cancel a session**, should any of the principles recorded in this guide fail to be respected or should the number of **registered participants fail to reach 50 by end September 2023**.



EVENT PARTNERS' COMMITMENTS

Each applicant must appoint a **lead partner** who is fully responsible for the content, preparation and follow-up of the session. The lead partner will be the only contact person towards the #EURegionsWeek organisers. The lead partner must share all the relevant information related to the process and preparation of the session with the other partners.

The lead partner is responsible for briefing the speakers and the moderator and providing them with the necessary support. The moderator should make sure that each contribution keeps to the allotted time and that the floor is passed smoothly from speaker to speaker.

Participants cannot be charged a fee for any session. The event partners are not allowed to conduct commercial activities during the sessions.

Event partners commit to respecting the #EURegionsWeek privacy policy and to use images or picture of people only if the copyright owner of the material has expressly granted its prior written consent and authorisation, and mentioning of photo credit.

10

PROMOTION, MEDIA RELATIONS AND BRANDING

By applying, event partners commit to **high communication standards** before, during and after their session. In line with their commitment to ensuring optimal visibility for the event, the selected partners agree to adopt a common branding, including the EU logo. For this purpose, branding guidelines will be made available on the event website.

The main communication platform for all the latest information on the European Week of Regions and Cities is the event website – europa.eu/regions-and-cities – and the hashtag to be used on social media is **#EURegionsWeek**.

The administrative language for the event is English. To attract media, the event organisers will provide regular newsfeeds on the event via press releases and social media posts.

Event partners are encouraged to coordinate their media-related activities with the event organisers, to ensure consistency of messages.

The European Commission will tweet about the event from the @EUinmyRegion account, and the European Committee of the Regions from the @EU_CoR account.

11

GREENING OUR EVENT

More than ever, the #EURegionsWeek 2023 aims to be as sustainable and carbon neutral as possible. We count on the participants and event partners to help make this happen.

The #EURegionsWeek will be as paperless and as plastic free as possible.

Only sustainable certified venues and catering options will be envisaged by the European Commission and the European Committee of the Regions. Event organisers will apply the Reduce, Reuse and Recycle principle with furniture and promotional material, and commit to offsetting the environmental impact of the event.

By applying, event partners commit to minimising the environmental impact of their session, as well as to respecting the paperless and plastic-free guidance received from the event organiser.

12

SIDE EVENTS PROGRAMME

Side events are not part of the official #EURegionsWeek programme. Nevertheless, through their publication on the event website, they benefit from awareness among the event community. This year, side events will be taking place from **9 September to 9 November 2023** and, as always, have to be thematically linked to the #EURegionsWeek. Side event organisers are fully in charge of the organisation of their event. **Application is open from 18 April to 23 June 2023.** For more information, see [dedicated section on the event website](#).

13

SUMMARY: 10 STEPS FOR A SMOOTH ORGANISATION

- 1) **13 February:** do not miss the opportunity to ask all you need to know! The Q&A section on the event website will be updated on a regular basis following the kick-off meeting.
- 2) **February/March:** gather all the necessary information to submit your application: are you applying as an individual partner or in a partnership? If applying as a partnership, make sure you collect the necessary details of all partners. Which format are you applying for? Think about the content and the most relevant speakers to present it. We strongly suggest to pre-check the availability of your speakers.
- 3) **11 April:** make sure you submit a clear, newsworthy and interactive proposal by the deadline.
- 4) **30 May:** be confident that you will be selected and save the date for the partners meeting. Important updates will be presented.
- 5) **15 June:** should the title and short description of your application need to be updated make sure you meet the deadline to do so.
- 6) **30 June:** all speakers should be confirmed by now, as they are important in order to attract participants to your session.
- 7) **15 July:** alert your VIPs or anyone in your network to make sure they register to reserve their onsite spot. Pre-registration is available only for two weeks before the official opening of the registration. Onsite places will be assigned on a first-registered first-served basis. No extra seats can be assigned once the room capacity has been reached.
- 8) **30 July – 30 September:** promote your session: use your all the communication tools you have at hand including the tag and branding of the #EURegionsWeek.
- 9) **September:** make sure all multimedia content of your session is uploaded: speakers' presentations, videos, photos, completed profiles of organisations, speakers, moderator. The items/food for the stands and tastings should be ready to go. Do not forget to have a rehearsal of your session to make sure everything will run as expected.
- 10) **October:** enjoy the work done with a full room in a vibrant and interactive session as planned. Following the event, do not forget to fill in the report to leave testimony of the key points of your session.

14

KEY DATES



15

USEFUL CONTACTS

- Event website:
<https://europa.eu/regions-and-cities/>
- Event secretariat
partners@euregionsweek.eu
- European Commission's Directorate-General for Regional and Urban Policy (DG REGIO):
EURegionsWeek@ec.europa.eu
- European Committee of the Regions (CoR):
EURegionsWeek@cor.europa.eu
- Official social media profiles
[@EUinmyRegion](#) and [@EU_CoR](#)
#EURegionsWeek

ANNEX - GLOSSARY

Event organisers	<p>Event organisers are the two institutional co-organisers - European Commission, Directorate-General for Regional and Urban Policy and the European Committee of the Regions who are developing the event framework and coordinate closely in preparation of all aspects of the event, including selection of and communication to event partners.</p> <p>Synonyms: Organisers</p>
Lead partner	<p>The lead partner is the single contact person for the event organisers and the secretariat communicating on their behalf.</p> <p>Synonyms: Coordinator, responsible, main contact person/organisation</p>
Regional Partnerships	<p>A specific type of partnership that can only include Local and Regional authorities (LRAs) as group of partners.</p> <p>Each Regional Partnership is responsible for providing a venue in Brussels to host the session.</p>
Event partners	<p>Event partners have applied and have been selected by the event organisers to be part of the official programme of the event. Partners can apply individually or as a partnership.</p> <p>Synonyms: session organisers, partners</p>
Session	<p>The official programme of the event comprises sessions organised by the event partners and sessions organised by the two event organisers. The sessions have to address one of the themes of the event.</p> <p>Synonyms: application, content</p>

