



## 18<sup>th</sup> European Week of Regions and Cities 2020 Guide for Event Partners

*This guide explains how the 18<sup>th</sup> European Week of Regions and Cities will be organised in 2020 and how potential partners can apply to hold their sessions of the programme, including the roles and tasks of organisers and the various partners.*

### 1. What is the European Week of Regions and Cities?

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

It has grown to become a unique communication and networking platform, bringing together regions and cities from all over Europe, including politicians, administrators, experts and academics. Over the last 17 years, it has done much to promote policy learning and the exchange of good practice.

In 2019, the #EURegionsWeek reached a record high of more than 9000 participants and more than 330 sessions – proof of the event's relevance and potential as a platform for discussing and showcasing the development of EU cohesion policy and making decision-makers more aware of the importance of regions and cities in EU policy-making.

### 2. Who are the event organisers?

The European Week of Regions and Cities is organised jointly by the European Commission's Directorate-General for Regional and Urban Policy (DG REGIO) and the European Committee of the Regions (CoR).

Together they are responsible for the design and format of the conference and its programme, and for general coordination and communication with all partners.

### 3. What is the purpose of the European Week of Regions and Cities?

- **To discuss common challenges** for Europe's regions and cities and examine possible solutions by bringing together politicians, decision-makers, experts and practitioners of cohesion policy, as well as stakeholders from business, banking, civil society organisations, academia, the EU institutions and the media;
- **To provide a platform for capacity-building and the exchange of experience** and good practice for those implementing EU cohesion policy and managing its financial instruments;
- **To facilitate cooperation and networking** between regions and cities;
- **To feed into the debate on EU cohesion policy** in a wider context, including recent research and views from third countries and international organisations.



#### 4. When and where is the event taking place?

The 18<sup>th</sup> European Week of Regions and Cities will take place from **12 to 15 October 2020** in Brussels, mainly at two venues:

- **The Square, Brussels Convention Centre, Mont des Arts/Kunstberg, 1000 Brussels**
- **European Committee of the Regions, Rue Belliard/Belliardstraat 101, 1040 Brussels**

Regional Partnerships can also hold their event at their regional offices in Brussels at their own expense.

#### 5. What are the topics for the 2020 edition?

- **Green Europe**
- **Cohesion and Cooperation**
- **Empowering Citizens**

As in previous years, an online survey was carried out after the #EURegionsWeek 2019 to discover participants' preferred topics for the following year's edition. Of the more than 1,000 replies received, the majority (388) opted for "Green Europe", followed by (cross-border) "Cooperation" and "Shaping the future together" (citizens' participation and the Conference on the Future of Europe, which will start in Brussels in spring 2020).

In 2020, the Interreg programmes (European Territorial Cooperation) will celebrate their 30th anniversary. The European Week of Regions and Cities will be an opportunity to mark this important milestone ahead of the 15-16 October Interreg annual event at the Square.

#### 6. Target audience

The European Week of Regions and Cities and its events are aimed at:

- European, national, regional and local government officials and experts in the field of managing and evaluating cohesion policy programmes;
- representatives of private companies, financial institutions and European and national associations;
- members of the European Committee of the Regions and the European Parliament, and national, regional and local politicians, including young elected politicians (YEPs);
- members of the public who want to express their views and contribute to the debate on the future of Europe and their regions and cities;
- academics, researchers and postgraduate students and practitioners in the field of European cohesion policy;
- journalists from European, national, regional and local media outlets.



## 7. Who can apply to become a EURegionsWeek partner?

- Applicants must be from/or have an established residence in:
  - an EU Member State as at 30/1/2020 (date of the launch of EURegionsWeek 2020 applications)
  - an European Economic Area (EEA) country
  - a country benefiting from the Instrument for Pre-Accession Assistance (IPA)
  - a neighbouring country benefiting from the European Neighbourhood Instrument (ENI)
- Regional and national authorities in charge of managing programmes co-financed by the European Structural and Investment Funds (European Regional Development Fund /ERDF/, Cohesion Fund /CF/, European Social Fund /ESF/, European Agricultural Fund for Rural Development /EAFRD/ and European Maritime Fisheries Fund /EMFF/). For the 18<sup>th</sup> edition in 2020 (Interreg 30<sup>th</sup> Anniversary), in addition, Interreg projects are also eligible.
- EU institutions (institutional partners): directorates-general of the European Commission and EU agencies; legislative work and political groups of the European Committee of the Regions; the European Parliament (especially its Committee on Regional Development /REGI/ and the European Parliamentary Research Service /EPRS/); the rotating EU presidency; and the European Economic and Social Committee
- Local and regional authorities
- European and national associations of local and regional authorities, or representing a local and regional angle
- Civil society associations
- European Groupings of Territorial Cooperation (EGTCs)
- Pan-European networking programmes financed by the ERDF
- Companies involved in public-private partnerships
- European associations representing the business sector
- Financial institutions and European associations in the banking sector.

Organisers encourage regions and cities who want to become partners of the European Week of Regions and Cities to submit their application in partnership with other eligible local and regional authorities across Europe by setting up a "regional partnership". These partners are invited to carefully read the section on the criteria for creating a regional partnership and their composition.

**Partners are asked to follow this guide when contributing to the event and to comply with the deadlines and any other obligations communicated by the organisers.  
The organisers reserve the right to exclude any event partner who fails to abide by the rules and obligations.**



## 8. What is a Regional Partnership and who can apply?

A "Regional Partnership" is a group of regions and cities (minimum three, maximum twelve partners) organising a session at the European Week of Regions and Cities between 12-15 October 2020 aimed at exchanging experience and good practice and facilitating cooperation and networking. The Regional Partnerships will contribute to the event programme by holding their session. In accordance with the rules in this guide, they will be fully responsible for the session in terms of its topics, timing, publicity and the obligations of partners.

### Composition of a Regional Partnership

Regions and cities are invited to establish Regional Partnerships and become partners of the European Week of Regions and Cities. In addition to the general conditions and organisational aspects set out for all event partners, the following criteria should be met:

- Regional Partnerships must be composed of at least three and not more than twelve regions or cities from at least three countries, with at least one partner from an EU Member State. Please note that in the evaluation process priority will be given to regional partnerships made up of more than three partners;
- Regions and cities from the same country should not account for more than one third of the partners of a Regional Partnership;
- Regional Partnerships must be **headed by a lead partner** (session organiser). The lead partner is responsible for (a) managing the tasks within the Regional Partnership and (b) acting as a contact point with the event organisers (CoR/DG REGIO);
- Regions and cities can only be part of one Regional Partnership in a given year;
- Regions and cities are encouraged to work with other regions or cities with whom they have not previously formed a partnership;
- Regional partnerships can hold their session in their own regional offices in Brussels (with a minimum capacity of 50 seats), at the European Committee of the Regions or at the Square, subject to availability. Please note that for sessions held at the CoR's premises, priority will be given to those that involve CoR members and political representatives.

### How to apply?

If you are a region or city, we encourage you to submit your application to become an event partner by setting up a partnership with other local and regional authorities across Europe.

Please use the online [application form for Regional Partnerships](#) and submit the requested information by the **deadline of 27 March 2020**.



For promotional purposes, one representative, copyright-free, high-resolution photo from each partner region/city should be provided. The photo should bear the name of the partner region/city and should be uploaded via the online application form or sent via email to [EURegionsWeek@cor.europa.eu](mailto:EURegionsWeek@cor.europa.eu).

Regions and cities looking for partners to work with can use the [partner search tool](#). The survey should be completed by **19 February** at the latest. An overview with the results will be published on the event website.

Each region or city in a Regional Partnership may also apply **individually** as an event partner to hold a separate session (EU Regions Talks, Q&A sessions, workshops, participatory labs) or activity (exhibition or tasting). In this case, a separate application form should be filled in, using the [application for event partners](#).

## 9. What conditions and organisational requirements do event applicants have to meet?

- Each applicant must appoint one session organiser (if not assuming the role himself/herself) who is fully responsible for the preparation and follow-up of each session. The session organiser will be the only contact person with the event organisers (DG REGIO/CoR). Using his/her email address, the session organiser should create an EU Login to get access to the Content Management System (CMS) to be able to manage his/her session/activity;
- The subject matter of the session must be transferable to other regions and cities, and detailed project-specific/institutional examples should be avoided;
- Selected applicants commit themselves to seeking to ensure that panels are made up of both female and male speakers. Male-only panels will not be accepted;
- By applying, partners commit themselves to minimising the **environmental impact of their sessions** as well as to respecting the paperless and plastic-free guidance received from the organiser;
- Partners must use the heading "European Week of Regions and Cities" and the branding of the event, in accordance with the branding guidelines, as well as any promotional material produced by the event organisers. They are invited to use the hashtag #EURegionsWeek on social media;
- Selected partners are strongly encouraged to ensure inclusiveness, for example by involving young people, civil society and minorities;



- Speakers and moderators must have both expertise on the specific topic and experience in public speaking. The session organiser is responsible for briefing the speakers and providing them with the necessary support;
- Participants at the European Week of Regions and Cities may not be charged a fee for any event. The partners are not allowed to conduct commercial activities during these events;
- Joint organising of sessions between regional offices, the European Commission and the CoR is encouraged. This will make the programme more dynamic and lead to a better mix of politicians, high-level officials, academics and private-sector entrepreneurs, making the event unique;
- The organisers of the European Week of Regions and Cities will look at the quality and relevance of the session proposed. It should prompt debate, networking, capacity-building and the exchange of experience and good practice among partners and participants. It should also involve political representatives and partners from the public, business and/or financial sectors and/or academia – and/or foster exchanges on public-private partnerships in the field of regional and local development.

**Partners are responsible for the organisation of their session and its logistics, but they must comply with the subject priorities, timeslots and quality standards set by the organisers.**  
**The organisers reserve the right to exclude partners at any moment should they fail to abide by the rules and obligations or should the required tasks not be completed on time.**

## 10. What's on offer for the 2020 programme?

The European Week of Regions and Cities will take place between **12 and 15 October 2020**.

### 12 October:

- Opening session
- Citizens' Dialogue

### From 13 to 15 October:

- Citizens' dialogue
- Sessions: EU Regions Talks, Q&As on topics presented; workshops, Participatory labs
- Exhibition stands
- Regional tastings
- Networking opportunities
- Political reception
- Regions' evening
- Regiostars ceremony and reception
- Masterclass programme
- Youth4Regions (young journalists)
- Media programme
- Side events (see dedicated section on the event website)
- Young elected politicians (YEPs) programme

### 15 October: Closing session



## 11. What form can sessions take?

### EU Regions Talks:

- delivered without notes, from memory – not spontaneous, but scripted and rehearsed;
- professionally illustrated with slides (pictures only), videos, animations or props on stage;
- concise, brief (from 10 to 30 minutes);
- a single speaker;
- maximum of 30 minutes.

### Q&A sessions, with experts, on a topic presented:

- questions for 1-2 experts on a specific issue;
- could include a short presentation of the issue;
- 1 moderator;
- maximum of 60 minutes.

### Workshops:

- presenting information and offering training;
- focus on sharing political strategies, experience and good practice and facilitating cooperation and networking, including contributions from the audience;
- a maximum of four speakers and one moderator may be invited to each workshop. Ideally, one of the speakers should be tasked with stimulating discussion;
- maximum of 90 minutes.

### Participatory Labs (e.g. "world café"):

- eliciting opinions, exchanging knowledge and solving problems by using interactive techniques;
- collaborative and creative environment, facilitated tables of active participants wishing to share experience;
- design of the session to be defined according to the expected outcomes;
- a maximum of two storytellers and one moderator;
- maximum of 90 minutes.

### Exhibitions (at Agora Village):

- showcasing a single flagship product from a region or city: art, technology, etc.;
- project-oriented;
- creative ways of exhibiting: avoiding "traditional" stands, creating a new experience for visitors;
- innovative and interactive audience approach;
- should be paperless;
- runs for four days, starting at 2.30 p.m. on 12 October and ending at 6 p.m. on 15 October;
- the organisers reserve the right to select the exhibitors based on room capacity and geographical balance;
- exhibitors can request an **exhibitors' pitch or presentation** in the Agora Village pitch areas with the Q&A sessions format;
- The cost of stand materials added to the basic stand package will be covered by the partner.



**Tasting from regions and cities (at Agora Village):**

- showcasing **local or regional gastronomical specialities**: (cold) finger food/drink tasting for participants;
- no selling, but promotion of local products allowed;
- no cooking devices;
- runs for 3 days, on 12, 13 and 14 October;
- cost of food/drinks offered will be covered by the partner.

**12. Timeslots of the sessions**

The sessions run between 13 and 15 October, starting at 9 a.m. and ending at 6 p.m. (except on Thursday 15 October, sessions taking place at the European Committee of the Regions premises will end by 1 p.m.).

Sessions must fit into the following timeslots:

13-15 October	Timeslots
	09:30 – 11:00
	11:30 – 13:00
	14:30 – 16:00
	16.30- 18.00
Session formats	Duration
EU Regions Talks	30 minutes
Q&A sessions	60 minutes
Workshops	90 minutes
Participatory Lab	90 minutes

**13. Venue specifications**

The two main venues, the Square conference centre and the European Committee of the Regions (CoR), have some communalities and some specificities regarding the format of events they can host.

Please note that sessions requiring **interpreting can only be held at the CoR**, and only subject to availability.





<b>SQUARE, Brussels Convention Centre</b> (Mont des Arts/Kunstberg)	<b>European Committee of the Regions</b> (Rue Belliard/Belliardstraat 101)
EU Regions Talks Q&As Workshops Participatory labs Networking facilities Media facilities	
Exhibition Stands Regional Tasting	Interpretation (subject to availability)

In addition to the two main venues, regional offices can also hold their sessions at their own premises in Brussels.

#### 14. Publicity, promotion, media relations and branding

In line with their commitment to ensure optimal visibility for the event, the selected partners agree to adopt a common branding, including the use of the event logo (according to the branding guidelines), available on the event website.

In their application, partners must define a communications strategy that aims to maximise the visibility of their session. If selected, partners are responsible for promoting their event to maximise attendance. They must, for example, clearly define what they would consider to be a successful outcome for each of their activities and put forward and share the Key Performance Indicators they will use to assess their performance.

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](http://europa.eu/regions-and-cities) – and the hashtag to be used on social media is **#EURegionsWeek**.

The administrative language for the event is English. The event's promotion and publicity campaign will be run both online (via event website, social media, electronic newsletter, etc.) and using traditional tools. To attract media attention, the organisers will provide regular newsfeeds on the event with press releases and social media posts, and on the website. All partners are asked to follow the event website and to promote their sessions. Partners are also encouraged to coordinate their media-related activities with the organisers to ensure consistency of message.

The European Commission will tweet about the event from the @EUinmyRegion account and the European Committee of the Regions from the @EU\_CoR account.

The European Week of Regions and Cities aims to become a paperless and plastic-free event and to minimise its environmental impact. In line with the EU Eco-Management and Audit Scheme, the event organisers and partners are encouraged to use environmentally friendly materials before and during the event.



## 15. How can event partners apply and what is the deadline?

Partners should submit their event proposal **via an [online application form](https://europa.eu/regions-and-cities/partners/become-event-partner_en)** available on the event website: [https://europa.eu/regions-and-cities/partners/become-event-partner\\_en](https://europa.eu/regions-and-cities/partners/become-event-partner_en) (one application for each activity, multiple entries will be disregarded).

Partners are kindly invited to provide in their application a description of their session proposal, including a draft agenda and expected speakers. In addition to this, a short, concise description of the session, which can be used for the online programme on the event website, will be requested.

**The deadline for submission of applications is Friday 27 March 2020.**

## 16. When will the selected event partners be announced?

The results of the selection procedure will be announced by **early May 2020**.

If selected, a detailed programme of the session (in English) and a list of confirmed speakers, along with chair/moderator and expected speakers, must be updated on the Conference Management System (CMS) by **Friday 7 June 2020** for publication on the event website.

Events for which details have not been submitted by the deadline will be excluded from the European Week of Regions and Cities' programme.

## 17. How to register for the events?

Registration for the European Week of Regions and Cities opens on **Friday 17 July 2020** via the event website – <https://europa.eu/regions-and-cities/> – and closes on **Sunday 27 September 2020**.

Registration for all events at the European Week of Regions and Cities in Brussels is free of charge and available exclusively via the event website, using the EU login.

The event partners organising sessions are responsible for accepting or rejecting registration requests for their events. Partners will receive an online tutorial, before the opening date for registration, on how to use the online registration system. If partners wish to delegate the task of registering participants to the conference secretariat, they must provide clear acceptance criteria. The conference secretariat will register all speakers whose full contact details are provided by the deadline communicated.

The event is managed in accordance with the European Commission privacy statement and disclaimer, published on the event website. In compliance with current legislation on the use of personal data, none of the participants' data may under any circumstances be stored after the event or used for purposes other than identifying event participants. Lists of participants may not be given to third parties.



## 18. Key dates

<b>30/1</b>	Kick-off meeting and opening of applications
<b>27/3</b>	Deadline for applications
<b>Early May</b>	Results of the selection procedure announced
<b>27/5</b>	Partners' meeting
<b>7/6</b>	Deadline for submitting final descriptions and details of chairs and speakers
<b>6/7</b>	Side event applications open
<b>17/7</b>	Online programme available, registration opens
<b>2/9</b>	Deadline for applications for side events
<b>20/9</b>	Deadline for submitting presentations and abstracts
<b>27/9</b>	Closing of registration
<b>12-15/10</b>	The 18th European Week of Regions and Cities in Brussels

## 19. How to contact the event organisers?

- Event website:  
<https://europa.eu/regions-and-cities/>
- European Commission's Directorate-General for Regional and Urban Policy (DG REGIO):  
[EURegionsWeek@ec.europa.eu](mailto:EURegionsWeek@ec.europa.eu)
- European Committee of the Regions (CoR):  
[EURegionsWeek@cor.europa.eu](mailto:EURegionsWeek@cor.europa.eu)

*The joint event secretariat is provided by external contractors coordinated by DG REGIO. It provides organisational support for event partners and participants, particularly as regards the online programme and registration of participants, requests from speakers and participants and the media programme. The event secretariat will be operational as of April 2020.*