



Guidelines for side events of the European Week of Regions and Cities 2020

What is a side event?

A side event is connected with the European Week of Regions and Cities 2020 on account of its **thematic** (see below), time (**5-9 October 2020**, **12-16 October 2020**, **19-22 October 2020**) and format (**digital**) proximity. It is however not part of the official programme of the European Week of Regions and Cities.

Note: This year, due to the Covid-19 circumstances, and in line with the majority of sessions of the official EURegionsWeek programme, the EURegionsWeek organisers have decided to only allow side events in digital format.

Why apply?

If you have an interesting event to propose but you did not make it within the open call for applications in the beginning of the year 2020, you can now consider proposing it as a side event. If you applied to the call but your session did not match the regular format or requirements (e.g. fixed time slots, organisers' profile or the partnerships' rules), this is the time still to be associated with the European Week of Regions and Cities 2020.

How to apply?

You need to submit the filled-in [online application](#) within the stipulated deadline – **2 September 2020**. Your application will need to specify to what extent the event relates to one of the 2020 thematic priorities (see below) proving its attractiveness for European Week of Regions and Cities 2020 participants. The submitted applications will be subject to evaluation and only a limited number of side events will be selected.

Obligations

Responsibility – Side events' organisers are entirely responsible for the content and organisation of the event. The European Commission or the European Committee of the Regions (hereafter: the EURegionsWeek organisers) may in no way be considered responsible for an organisational, logistical or content-related incident in relation to the side event.

Digital tools – We encourage side events' organisers to use Zoom as the digital platform, in line with the majority of the official EURegionsWeek sessions. Please note that the licenses and the technical support for digital sessions are entirely the responsibility of the side events' organisers.

Logos – Side events' organisers may use the European Week of Regions and Cities 2020 logo as an umbrella logo to accompany their communication, provided it is clearly specified, on each publication / branding element, that the event is a **side event** to the European Week of Regions and Cities 2020. Neither the logo of the European Committee of the Regions, nor the logo of the European Commission may be used whilst communicating about the event. For details, please consult the [EURegionsWeek 2020 branding guidelines and templates](#).

Feedback – Whilst applying with the event for the side event programme, organisers agree to give feedback on the scope and content of their event to the EURegionsWeek organisers (attendance, profile of participants, feedback on content).

Benefits

Promotion – Free promotion and wide-range visibility are key benefits that can be derived from the European Week of Regions and Cities umbrella, even though no systematic or direct promotion can be guaranteed (see hereafter).

Target groups – Side events' target groups are largely identical to those of the European Week of Regions and Cities. Organising a side event at a time when regional policy practitioners and policy makers meet online (in Brussels) means getting the best opportunity to capture an audience, which is interested in regional or urban policy related issues. Some side event organisers are holding a side event as an annual *rendez-vous* in connection to the yearly edition of the European Week of Regions and Cities. These side events subsequently benefit from the online presence of the key regional / local stakeholders (in Brussels) and from a linking their event to a broader European framework.

e-Visibility – Side events will be granted [online visibility](#), but no active promotion, except from possible ad-hoc short promotion in the European Week of Regions and Cities eNewsletter (Info Flash).

Branding – Side events' organisers will not receive specific branding materials, but can share benefits and visibility of the European Week of Regions and Cities branding applied online and within the Brussels city.

European Week of Regions and Cities 2020 thematic priorities:

1. Empowering Citizens
2. Cohesion and Cooperation
3. Green Europe

For more information on the European Week of Regions and Cities 2020 highlights please visit our [website](#).