Guidelines for side events
of the European Week of Regions and Cities 2019

What is a side event?
A side event is connected with the European Week of Regions and Cities 2019 on account of its thematic (see below), time (7-10 October 2019) and spatial (Brussels-based) proximity. It is however not part of the official programme of the European Week of Regions and Cities.

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 year 2019, you can now consider proposing it as a side event. If you have applied to this call but your session do 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 2019.

How to apply?
You need to submit the filled-in online application within the stipulated deadline – 6 September 2019. Your application will need to specify to what extent the event relates to one of 2019 thematic priorities (see below) proving its attractiveness for European Week of Regions and Cities 2019 participants.

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 EU regions week organisers) may in no way be considered responsible for an organisational, logistical or content-related incident in relation to the side event.

Logos – Side events' organisers may use the European Week of Regions and Cities 2019 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 2019. 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 rules for European Week of Regions and Cities 2019 visual identity.

Feedback – Whilst applying with the event for the side event programme, organisers agree to give a feedback on the scope and content of their event to the EU regions week 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 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 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 within the Brussels city.

European Week of Regions and Cities 2019 thematic priorities:

1. The future of the EU and the roles of the regions and cities
2. A Europe closer to citizens
3. A greener Europe
4. A more socially integrated Europe
5. A smarter Europe
6. A more connected Europe