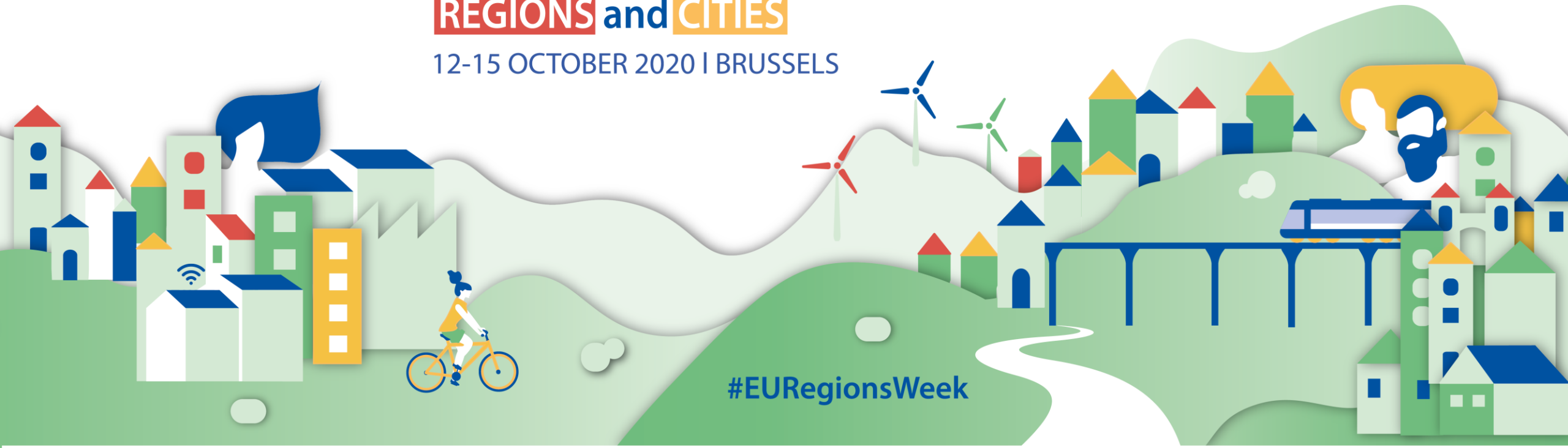
REGIONS & CITIES

18th EUROPEAN WEEK of REGIONS and CITIES

12-15 OCTOBER 2020 I BRUSSELS



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BE GREEN AND READY TO COMMUNICATE

- Minimize the environmental impact
- Be paperless
- Be plastic-free

- Common branding
- Use the downloadable social media package

- Define a clear strategy
- Promote your session(s)
- Reach your KPIs

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2020 THEMATIC FOCUS

- Green Europe

- Cohesion and Cooperation

- Empowering citizens

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WHO CAN BECOME A PARTNER?

- Applicants shall be of /or have an established residence in:
  - ✓ an EU Member State as of 30/01
  - ✓ an European Economic Area (EEA) country
  - ✓ a country benefitting from the instrument for Pre-Accession Assistance (IPA)
  - ✓ a neighbouring country benefitting from the European Neighbourhood Instrument (ENI)

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BECOME A PARTNER

- 2 application forms:
  - ✓ 1 for Partners
  - ✓ 1 for Regional partnerships

- Partners to fill in 1 application per session:

EU Regions Talks	30 mins
Q&A sessions	60 mins
Workshops	90 mins
Participatory Labs	90 mins
Exhibition Stands	
Regional tasting	

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REGIONAL PARTNERSHIP (RP)- WHAT'S NEW

Composition:

- Number of partners (minimum 3, maximum 12) from at least 3 countries, at least one from EU
- Priority to RP with more than 3 partners

Session of RP at CoR

- Priority given to sessions with CoR members and political representatives

Session of RP in regional offices

- Minimum capacity of 50 seats

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WEBSITE – PARTNERS' PAGE

Partners

PAGE CONTENTS

- **Key dates**
- **How to apply to become a partner?**
- **Application form**
- **Branding guidelines and templates**
- **Contacts**

Application form

Please fill in one application for each activity you propose in English by **Friday 27 March 2020** at the latest. **Multiple entries will be disregarded**.

Application to become partner.

Application for regional partnership.

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VENUES

- SQUARE, Brussels Convention Centre
- European Committee of the Regions
- Regional offices (for Regional partnerships)

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PROGRAMME AT A GLANCE

Opening at the EP **Citizen Dialogue** at SQUARE **Opening Reception** at SQUARE	Monday 12 October	
Political Reception at CoR **Regions' evening** at SQUARE	Tuesday 13 October	**Your session**
Regiostars Ceremony at SQUARE	Wednesday 14 October	
YEPs event at CoR **Closing Ceremony** at SQUARE	Thursday 15 October	

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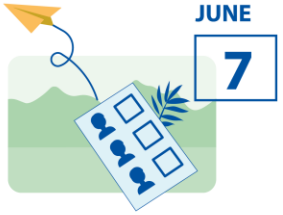
KEY DATES

Deadline for **applications**

Partner's meeting



Deadline for submitting **final descriptions** and **details of chairs** and **speakers**

Registration opening

Deadline for applications for the **side events**

Closing for registrations

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COMMUNICATION CHANNELS

- The website: https://europa.eu/regions-and-cities
- The hashtag: **#EURegionsWeek**
- DG REGIO: euregionsweek@ec.europa.eu
- CoR: euregionsweek@cor.europa.eu

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DOWNLOADABLE SOCIAL MEDIA PACKAGE

01.
Facebook format
(1024 x 1024)

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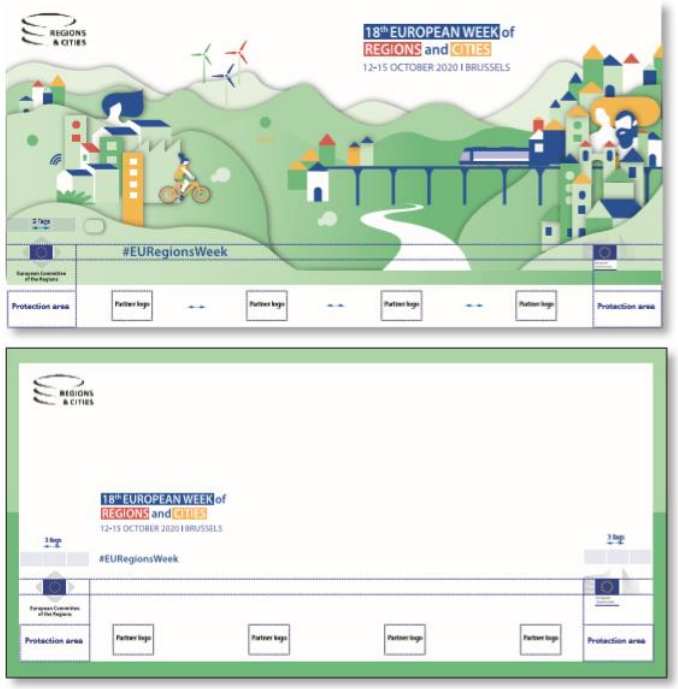
02.
Twitter format
Twitter template of 1024 x 512 is good for paid campaign but it appears cut on a phone when used as a normal post. Twitter template of 1200 x 675 fits better for non-paid posts.



03.
Instagram format
Instagram stories: 1080 x 1920

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THANK YOU FOR YOUR

QUESTIONS

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