20th European Week of Regions and Cities 2022
Guide for Event Partners

This guide explains how the European Week of Regions and Cities will be organised in 2022 and sets out the roles and tasks of the 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 19 years, it has done much to promote policy learning and the exchange of good practice. In 2021, the second digital edition, reached a record number of almost 18,000 registered participants and 300 sessions over a week, involving more than 590 partners. This confirmed the ability of the event to maintain its relevance as a platform for discussing and showcasing the development of EU cohesion policy, and making decision-makers aware of the views of regions and cities and their practical proposals for EU policy-making, despite the COVID-19 pandemic. In addition, the #EURegionsWeek 2021 has also served as a platform to foster the ongoing debate on democracy and citizens’ engagement, contributing to the Conference on the Future of Europe.

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, learning and 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 20th European Week of Regions and Cities will take place from 10 to 13 October 2022. Organisers aim to run the event in a hybrid format. This includes all partners sessions organised digitally by default with possible limited in-person participation.
The scenario will be confirmed in due time according to COVID situation and sanitary measures in place.
Regional Partnerships events could also be hosted at regional offices in Brussels if the sanitary conditions will allow.

5. 2022 Context
2022 will mark the 20th anniversary of the European Week of Regions and Cities (2003-2020). It will be the occasion to have a look back on the important achievements of the cohesion policy over the past two decades, showcasing its impact on the quality of citizens’ lives and the social and economic convergence across European regions, thanks to their capacity to cooperate across borders.

At the same time, this special edition will reflect on how, in a nearly post-pandemic EU, cohesion policy plays a crucial role in Europe’s sustainable recovery.
The 2022 event will provide an opportunity to partners and participants to learn more about the European response to post pandemic health, social and economic challenges. It will focus on the new cohesion policy, the EU programmes for 2021-2027, as well as EU’s financial instruments for tackling the COVID-19 crisis and how they can make a difference in boosting health and social recovery but also green and digital transition for all citizens in every corner of Europe.

The capacity of EU, national, regional and local governments to support European citizens and their local communities with practical measures and public policies aimed at investing in a fairer, greener and more digital future fully empowering the youth, will be at core of the event, with the goal to support an effective communication on good practises and experiences across Europe.
The EURegionsWeek will act as a platform for fostering the ongoing debate on democracy and youth, in line with the goals of the European Year of Youth 2022 and it will provide an opportunity to keep the important inter-institutional debate on the Green Deal, less than one month before COP27.

Circumstances allowing, the event will be deployed in person whilst tapping into all the advantages of an advanced digital format and at the same time ensure the opportunity to debate, keep communities connected, exchange best practices and ideas between partners and participants. Hosting the
#EURegionsWeek digitally means pushing forward the digital evolution already in progress throughout our society, facing the current global health crisis with a positive and proactive approach.

6. Topics for the 2022 edition

As in previous years, an online survey was carried out after the #EURegionsWeek 2021 to collect participants’ preferred topics for the following year. Under the slogan [...], the #EURegionsWeek 2022 will be centered on the following four thematic topics:

- Green transition
- Territorial Cohesion
- Digital transition
- Youth empowerment

Partners are invited to shape their events taking into account the following questions:

- **Green transition**: how EU’s regions and cities are driving a green transition for people addressing both short and long-term green transition challenges and leaving nobody behind? What are the actions to increase sustainability using the new generation EU programmes? How does the green revolution happen on the ground, ensuring its inclusiveness and fairness? How the gender dimension is addressed in green transition by the EU’s regions and cities? How they are raising awareness on the ground of the necessity of the transition process? How the EU’s regions and cities tackle the demographical challenges of the green transition? What is the vision for the next 10 years? How the stakeholders are consulted on the issues related to the green transition process?

- **Territorial cohesion**: How do we assess the achievements and challenges of EU cohesion programmes and their contribution to reducing territorial and social disparities? What is the role of cohesion policy today for strengthening the EU values and what are the synergies with other investment tools to tackle the pandemic effects and contribute to a long-term economic and social recovery in Europe? What is the impact of the work of regions, cities and other territories for the post-pandemic recovery and how will they use the new generation of Cohesion policy funds?

- **Digital transition**: how can the new generation of EU programmes and financial tools contribute to 2030 digital targets, facilitate our economy’s and society’s digital transition? How can regions and cities delivere a successful digital transition by addressing the specific targets around four cardinal points of this transition, by addressing (a) digital skills; (b) digital infrastructures; digitalisation of (c) businesses and (d) public services? What is the role of regions and cities in addressing the digital challenges?
• **Youth empowerment**: how can we mobilise young generations for re-launching local economies and reflect on the future of Europe and its institutional and policy framework? What are the lessons learned from the Conference on the future of Europe? How can EU, national and regional institutions address young people's needs?

7. **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, European and national associations;
- members of the European Committee of the Regions and the European Parliament, national, regional and local politicians, including young elected politicians (YEPPs);
- 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, postgraduate students and practitioners in the field of European cohesion policy;
- journalists from European, national, regional and local media.

8. **Who can apply to become a EURegionsWeek partner?**

- Applicants must be from/or have an established residence in:
  - an EU Member State;
  - a country contributing to/participating in an EU programme.
- Managing Authorities of EU fundsEU institutions (institutional partners): directorates-general of the European Commission and EU agencies; legislative work departments 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; the European Economic and Social Committee.
- Local and regional authorities.
- European Groupings of Territorial Cooperation (EGTCs).
- Companies involved in public-private partnerships.
- Associations with relevant content/actions to the #EURegionsWeek and with their established residence in an EU Member State or a country contributing to/participating in an EU programme.
9. How to apply?

Potential partners are invited to submit their proposal using the online application form available on the event website.

**The deadline for submission of applications is 31 March 2022**

Please take into account that due to the current situation, and in order to ensure a balanced schedule in a digital/hybrid format, as in the previous edition, **the event organisers will limit the number of events in 2022.**

**Applicants can apply under two categories:**

<table>
<thead>
<tr>
<th>Partner(s) application</th>
<th>Who can be partner?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• All legal entities described under point 8.</td>
</tr>
<tr>
<td></td>
<td>• Partners can have different legal status (e.g. EU Institutions, Associations, regional and local authorities etc) and they are encouraged to work together and to shape a common working session</td>
</tr>
<tr>
<td></td>
<td>▪ Maximum number of partners is six. Organisers will give priority to applications with at least <strong>two or more</strong> partners to highlight their capacity to cooperate.</td>
</tr>
<tr>
<td></td>
<td>▪ Each applicant can only apply for organising one event in a given year.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regional partnership application</th>
<th>What is a regional partnership?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>▪ It is a group exclusively composed by local or regional authorities jointly organising an event. Applications including other type of entities will be automatically rejected</td>
</tr>
<tr>
<td></td>
<td>▪ The partnership must have at least <strong>four</strong> and not more than <strong>eight</strong> regions or cities, towns or provinces from at least <strong>three countries</strong>, (at least one partner from EU)</td>
</tr>
<tr>
<td></td>
<td>Each region or city can only be part of one Regional Partnership in a given year.</td>
</tr>
</tbody>
</table>

Please make sure you fulfill the criteria referred to and requested in the application form, such as:

- Applicants are invited to submit **no more than one proposal** (one application per entity including the smallest entity in an organisation) and to focus on the quality of the event in order to increase their chances of being selected.
• Priority will be given to applications with at least two or more partners, to highlight their capacity to work in partnership
• By applying, partners and regional partnerships commit to high communication standards before, during and after their session, should the organisers retain their application. They also commit to minimising the environmental impact of their session as well as to respecting the paperless and plastic-free guidance received from the organiser.
• Potential partners and regional partnerships need to confirm that they are aware that the organisers reserve the right to cancel their session, should any of the above and any of the principles recorded on the Guide to Applicants fail to be respected or should the number of registered participants fail to reach 50 by end September 2022.
• 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.
• Participation of CoR members and/or political representatives at EU, regional and local level is encouraged but it is not binding for partners proposals. However, the participation of at least one CoR member and/or political representative is a requirement for regional partnerships.

10. What conditions and requirements do event applicants have to meet?
• Check that the application is in line with the requirements described under point 8
• Applicants should provide a detailed description, including a draft agenda with names or profiles of speakers, a concept of the session presenting its benefits, attractiveness and innovative elements. They should be able to explain how they will ensure effective interaction, why their session is special and why it should be selected.
• Each applicant must appoint a "lead partner” who is fully responsible for the content, preparation and follow-up of the event. The lead partner will be the only contact person towards the #EURegionsWeek organisers (European Commission/CoR).
• The lead partner is invited to share with the other partners all the relevant information related to the process and to the preparation of the event.
• The subject matter of the session must be transferable to other partners
• Speakers and conference moderators must have expertise on the specific topic and experience in public speaking. The session organiser 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 amongst the speakers smoothly.
• For digital sessions, it is necessary to appoint one moderator who plays the role of facilitator of the session + a technical (back-end) moderator (among the partners) to support the panel
and the smooth running of the session and manage the digital tools. Details on requirements will be available at a later stage.

- Selected partners are strongly encouraged to ensure inclusiveness, for example by involving young people, civil society and minorities. They also commit to ensuring a gender balance on the panels with both female and male speakers. Male-only panels will be refused.

- Participation of members of the European Parliament and members of the European Committee of the Regions as speakers is encouraged.

- By applying, partners commit 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 (available on the event website). They are invited to promote the event and their sessions and to use the hashtag #EURegionsWeek on social media. Partners commit to respect 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 authorization and mentioning of photo credit.

- 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.

- Participants cannot be charged a fee for any event. The partners are not allowed to conduct commercial activities during these events;

- The organisers 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 asked to follow this guide when contributing to the event and to comply with the deadlines and any other obligations communicated by the organisers.

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.

11. What is on offer in the 2022 programme?
The highlights of the European Week of Regions and Cities 2022 are:
10/10 - Political Opening
11/10 - Citizens' Dialogue
12/10 - Megalizzi-Niedzielski prize
13/10 - Closing
10-13/10 - High-level debates

12. Session formats
Due to the COVID-19 pandemic, and the related health and safety measures, the programme will be fully digital by default.
A physical format will be envisaged and will be anyway evaluated subject to the health and safety measures in force at the time of the event.
The working sessions will be supported by digital platforms. Credentials will be provided by the organisers and tutorials will be available.

Please note that interpreting will only be provided for a limited number of sessions, subject to availability, and with a maximum of two interpreted languages + English (the session being in English by default).

Format description
Workshops:
- Duration: max 90 minutes (including at least 30 min for debating with participants).
- Focus on sharing political strategies, experience and good practice, and facilitating cooperation and networking, including contributions from the audience.
- Maximum 4 speakers and 1 moderator.
- The moderator should stimulate the discussion, while ensuring that speakers keep to the allocated time and that the session runs smoothly.
- In addition, partners can include up to 4 three-minute videos as "video testimonials" to balance out the speakers and avoid monotony. The short videos should present specific examples of projects or good practices, sharing experiences from the ground and presenting key messages (no speeches or statements). Partners are responsible for producing, editing and sharing the videos, following the technical specifications provided by the organisers. Videos should be delivered with a URL. Language: English or other EU language with subtitles (at their own expenses).
- Every effort should be made to ensure gender-balanced contributions.

Information sessions (followed by Q&A):
- Duration: max 60 minutes (30 min of interventions + 30 min Q&A).
- Max 3 speakers and 1 moderator.
Main goal: to share clear and specific information on EU policies and programmes with particular attention to the new programming period 2021-2027.

Participatory labs (e.g. "world café"):
- Duration: max of 90 minutes.
- Max 4 storytellers and 1 moderator;
- Main goal: eliciting opinions, exchanging knowledge and solving problems by using interactive techniques.
- Collaborative and creative environment, facilitated tables of active participants wishing to share experiences.
- Design of the session to be defined according to the expected outcome.

Exhibition
- Special interest on the public investment and EU funding financial opportunities available on the EU programmes: open calls, financial instruments, public procurement (TED.europa.eu) 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.

Exhibitor’s pitch
- Duration: max of 15 minutes.
- Max 2 speakers, either online with a Q&A session format or pre-recorded (technical requirements of the recordings will be provided at a later stage).

NEW: 20th Anniversary of EURegionsWeek – Special category
As part of the celebration programme for the 20th Anniversary of the #EURegionsWeek, this year applicants are invited to present proposals matching with the following formats and their criteria. Please note that only a limited number of sessions will be selected under this category.

20th Anniversary Testimonial
- Duration: 15-minutes
- 1 story-teller (Speaker- qualification to clearly indicate in the application form) sharing a concrete experience/story with a look back at 20 years of #EURegionsWeek and/or at the cohesion policy development and its concrete impact on EU territories and quality of citizens' lives.
- Format: live or pre-recorded interview. Date, venue and time slot to confirm according with the COVID situation by organisers.
20th Anniversary High-level workshop

- Duration: 90 minutes
- 4 speakers and 1 moderator

The panel should be composed of at least one high level speaker among the following categories (applications would need to mention names and/or qualification of speakers):
  - Head of State/Government, Minister and Secretary of State
  - President and Vice President of European Institutions
  - EU Commissioner
  - Secretary General, Director generals and Director of EU Institutions
  - Chairman of committee within the European Parliament, European Committee of the Regions and Economic and Social Committee
  - President of region and Chairman of National/Regional Parliament Assembly
  - President of International/ European organization or European associations dealing with local and regional issues
  - Ambassador/Permanent representative

- Main goal: to foster a high level political debate, presenting experiences and good practices linked to the implementation of cohesion policy with a focus on green and digital transition, and on youth and its perspective in the future

- In addition, partners can include up to 4 three-minute videos as “video testimonials” to balance out the speakers and avoid monotony. The short videos should present specific examples of projects or good practices, sharing experiences from the ground and presenting key messages (no speeches or statements). Partners are responsible for producing, editing and sharing the videos, following the technical specifications provided by the organisers. Videos should be delivered with a URL. Language: English or other EU language with subtitles (at their own expenses).

- Please read carefully the rules and criteria for workshops which apply here, including gender-balanced contributions.

- Replay available on the event's platform.

13. Timeslots of the sessions

The sessions run between 10 and 13 October 2022, starting at 9.30 a.m. and ending at 6 p.m.

Sessions must fit into the following timeslots:

<table>
<thead>
<tr>
<th>Timeslots</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:30 – 11:00</td>
</tr>
<tr>
<td>11:30 – 13:00</td>
</tr>
<tr>
<td>14:30 – 16:00</td>
</tr>
<tr>
<td>16:30 – 18:00</td>
</tr>
</tbody>
</table>
Session formats and duration:
Workshops 90 minutes
Information sessions 60 minutes
Participatory labs 90 minutes
Exhibitor’s pitch 15 minutes
Testimonials 15 minutes
High level sessions 90 minutes

14. Publicity, promotion, media relations and branding
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 (according to the branding guidelines), available on the event website.
In their application, partners must define a communication strategy that aims to maximise the visibility of their session. If selected, partners are responsible for promoting their event to maximise attendance. They must clearly define, for instance, what they would consider as success for their event and put forward and share the Key Performance Indicators they will use to assess their performance (e.g. number of participants registered for the session, average social media engagement rate per post related to the session etc.).

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. 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 via press releases and social media posts, and on the website. All partners are asked to follow the event website and to promote their sessions widely, committing to high communication standards before, during and after their session. 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.

15. Selection procedure and status notification
The results of the selection procedure will be announced by mid May 2022.
If selected, the final title and a detailed programme for the session (in English) must be updated by 10 June 2022. The final list of confirmed speakers, along with the chair/moderator, must be updated on the event’s platform by 19 August 2022.
Events for which details have not been submitted by the deadline will be excluded from the European Week of Regions and Cities' programme.
16. Registration
Registration for the European Week of Regions and Cities will open during summer 2022 via the event website. 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 is managed in accordance with the European Commission's and the European Committee of the Regions' 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.

17. Side events
Side events/local events may take place in conjunction with the European Week of Regions and Cities 2022, on the basis of their theme, timeframe and format. This is however not part of the official programme of the event. Side events application will open on 12 May 2022, with deadline on 30 June. See dedicated section on the event website for more information.

18. Key dates
- Kick off meeting: 3 February
- Deadline for applications: 31 March
- Communication of selection results: 16 May
- 1st partners meeting: 31 May
- Partners to update session content (title & descriptions): 10 June
- Communication of time slots: End June
- Online programme, registration open: Summer
- Session content update (names of speakers & moderators): 19 August
- 20th European Week of Regions and Cities: 10-13 October
- Deadline for submitting e-reports: 31 October

19. Info & contacts
- Event secretariat: partners@euregionsweek.eu
- European Commission's Directorate-General for Regional and Urban Policy (DG REGIO): EURregionsWeek@ec.europa.eu
- European Committee of the Regions (CoR): EURregionsWeek@cor.europa.eu