



# Green Deal Going Local Campaign

## Overview of objectives, activities and calls to action

### 1. Campaign Objectives:

The Green Deal Going Local communications and political engagement campaign is a CoR-wide activity for the period 2020-2025 involving all directorates and political groups. It has the following objectives:

- **Accelerate** the transition towards climate-neutrality through the uptake of EU funds among local and regional authorities as to increase delivery of sustainable EU-funded projects in Europe's local communities.
- **Empower** Europe's local and regional leaders to take action on climate change.
- **Showcase** how EU regions, cities and villages are leading the efforts to adapt to and mitigate climate change.
- **Change** to improve EU policy-making so it is more effective in implementing the European Green Deal and ensuring delivery of EU climate targets.



## 2. Campaign Activities:



- A. **European Green Deal debates at institutional, national, regional and local level** – debates at all levels that feed into the European Green Deal.
- B. **My Green Story** – mapping, promoting and sharing climate commitments and actions and local and regional best practices on the European Green Deal.
- C. **European Green Deal: Handbook for Local and Regional Governments** – living resource hub on accessing support to develop and implement Green Deal policies and projects.
- D. **Trees For Life** – promoting commitment and facilitating action on reforestation and urban greening, contributing to the [EU roadmap to plant 3 billion trees](#).
- E. **Green Our Mobility** – promoting the EU priorities on sustainable mobility and local and regional efforts in decarbonising the transport sector.
- F. **Facilitating access to funds** – information sharing on financing key areas of the green transition, including webinars and conferences.

## 3. Campaign Team: Who does what?

- **Green Deal Going Local working group**: overall campaign coordination and main platform for cooperation, inputs and information exchange on all campaign activities.
- **Directorate D (D.1)**: campaign management (and implementation) of communication aspects and press support for campaign activities.
- **ENVE**: content coordination and delivery on activities B (My Green Story), C (Green Deal Handbook) and D (Trees for life), coordination of TF3 activities on the GDGL campaign.
- **ECON**: content coordination and delivery on activities C (Green Deal Handbook) and F (Facilitating access to funds).
- **NAT**: content coordination and delivery on activity D (Trees for life).
- **COTER**: content coordination and delivery on activity E (Green our mobility).
- **SEDEC**: content coordination on green skills and link with digitalisation.
- **All commissions**: content coordination and delivery on activity A (debates), contributions to all activities on a case-to-case basis.





#### 4. CALLS to ACTION: 10 actions to fight climate change.

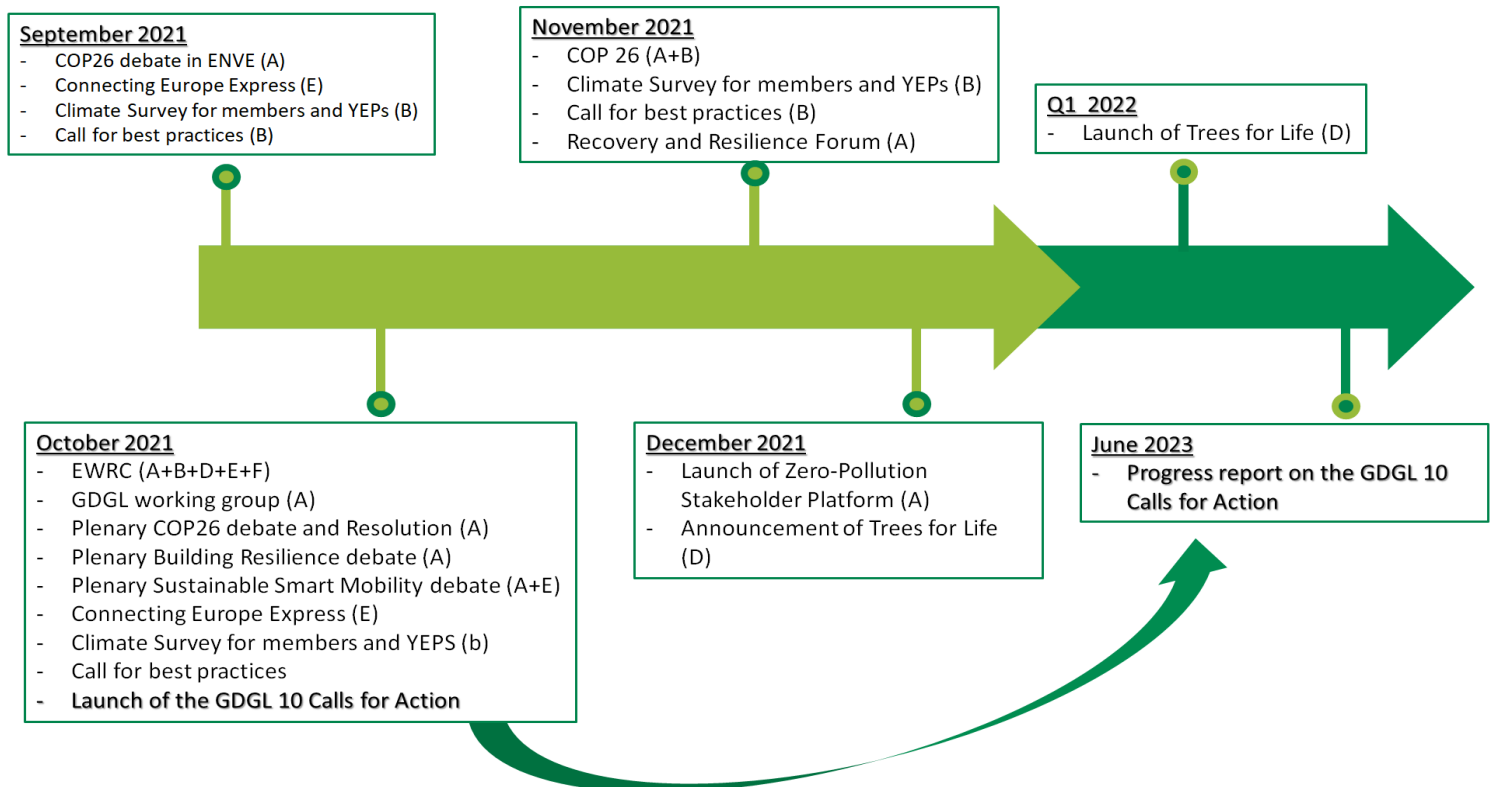
##### How can members and YEPs be involved in the Green Deal Going Local Campaign?

Take part in one to ten actions listed below to show your climate ambition and achievements and contribute to the EU's transition towards climate neutrality. **Contact:** [greendeal@cor.europa.eu](mailto:greendeal@cor.europa.eu)

ACTION #	What	When	How	CoR support
<b>ACTION 1</b>	Show your climate commitments and share your Green Deal best practices	Now	<a href="#">Answer the survey here</a> <a href="#">Complete your project description here</a>	<ul style="list-style-type: none"> <li>- Publication of your climate commitments and Green Deal credentials</li> <li>- Promotion of your climate neutral strategy, targets and projects via web, social media and press</li> <li>- Dissemination of your project in the CoR <a href="#">map of Green Deal best practices</a> on social media and press</li> </ul>
<b>ACTION 2</b>	Organise a Local /Regional Green Deal debate	Now	<a href="#">Apply here</a>	<ul style="list-style-type: none"> <li>- Concept development</li> <li>- Event promotion</li> <li>- Web publication</li> <li>- Speakers' selection and support</li> <li>- Press and social media coverage</li> </ul>
<b>ACTION 3</b>	Take part in the European Week of Cities and Regions 2021	11-14 October 2021	<a href="#">Register here</a>	<ul style="list-style-type: none"> <li>- Get insights on financing support instruments</li> <li>- Get inspired to roll-out sustainability projects</li> <li>- Check out the Green Transition sessions <a href="#">here</a></li> </ul>
<b>ACTION 4</b>	Join the Covenant of Mayors	Now	<a href="#">Join here</a>	<ul style="list-style-type: none"> <li>- Information and guidance on joining the Covenant to access technical and financial guidance to design and implement a Sustainable Energy and Climate Action Plan (SECAP) in your city or region</li> <li>- Promotion of your membership and SECAP</li> </ul>
<b>ACTION 5</b>	Join the Climate Pact	Now	<a href="#">Become a Climate Pact Ambassador here</a>	<ul style="list-style-type: none"> <li>- Support to become a <a href="#">Climate Pact Ambassador</a> and in organising Ambassador activities</li> <li>- Facilitating involvement of citizens in the transition towards climate neutrality and sharing your commitments and achievements on climate action</li> <li>- Publication on the <a href="#">CoR's web portal</a></li> </ul>
<b>ACTION 6</b>	Join the Green City Accord	Now	<a href="#">Sign here</a>	<ul style="list-style-type: none"> <li>- Support to join this movement of European mayors committed to making cities cleaner and healthier</li> <li>- Find out EU Funding opportunities <a href="#">here</a></li> <li>- Promotion of your commitments and achievements in air, water, biodiversity, circular economy and noise pollution</li> </ul>
<b>ACTION 7</b>	Join the Clean Bus Deployment Initiative	Now	<a href="#">Sign the Clean Bus Declaration here</a> <a href="#">Join the Clean Bus Platform here</a>	<ul style="list-style-type: none"> <li>- Support your move to green mobility</li> <li>- Promotion of your commitments and achievements</li> </ul>
<b>ACTION 8</b>	Join the Race to Zero or the Race to Resilience	Now	<a href="#">Join the Race to Zero</a> <a href="#">Join the Race to Resilience</a>	<ul style="list-style-type: none"> <li>- Support accessing the United Nations' Campaign targeting non-state actors willing to reduce emissions (mitigation) and the UN sibling campaign to build climate resilience (adaptation)</li> </ul>

ACTION 9	Join the Zero-Pollution Platform	October 2021	<a href="#">Platform website here</a> <a href="#">Open call for expressions of interest here.</a>	- Support for members and YEPS to help implement the <a href="#">EU Action Plan: "Towards Zero Pollution for Air, Water and Soil"</a>
ACTION 10	Join the Trees for Life	Spring 2022	<a href="#">Info here</a>	- Support to join the EU pledge to plant 3 billion additional trees in the EU by 2030. Includes guidance, certification and promotion

## 5. GREEN DEAL CAMPAIGN MILESTONES



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