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.

**ACCELERATE** (Taking Action)
- Commit to climate-neutrality
- Join the Covenant of Mayors
- Join the Climate Pact
- Tree planting scheme
- Financial support hub
- Green Deal Local Debates

**EMPOWER** (Motivating Change)
- Mapping best practices
- Sharing & Disseminating
- Encouraging positive change
- Rapporteurs on the Spotlight

**SHOWCASE**

**MEASURE** (Mapping Commitments)
- CoR4Climate Pact
- Collecting & Counting climate commitments & achievements
- Displaying Member’s and YEPs green credentials
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.
## 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

<table>
<thead>
<tr>
<th>ACTION #</th>
<th>What</th>
<th>When</th>
<th>How</th>
<th>CoR support</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTION 1</td>
<td>Show your climate commitments and share your Green Deal best practices</td>
<td>Now</td>
<td><strong>Answer the survey here</strong>&lt;br&gt;<strong>Complete your project description here</strong></td>
<td>- Publication of your climate commitments and Green Deal credentials&lt;br&gt;- Promotion of your climate neutral strategy, targets and projects via web, social media and press&lt;br&gt;- Dissemination of your project in the CoR map of Green Deal best practices on social media and press</td>
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<td>ACTION 2</td>
<td>Organise a Local/Regional Green Deal debate</td>
<td>Now</td>
<td><strong>Apply here</strong></td>
<td>- Concept development&lt;br&gt;- Event promotion&lt;br&gt;- Web publication&lt;br&gt;- Speakers’ selection and support&lt;br&gt;- Press and social media coverage</td>
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<td>ACTION 3</td>
<td>Take part in the European Week of Cities and Regions 2021</td>
<td>11-14 October 2021</td>
<td><strong>Register here</strong></td>
<td>- Get insights on financing support instruments&lt;br&gt;- Get inspired to roll-out sustainability projects&lt;br&gt;- Check out the Green Transition sessions <a href="#">here</a></td>
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<td>ACTION 4</td>
<td>Join the Covenant of Mayors</td>
<td>Now</td>
<td><strong>Join here</strong></td>
<td>- 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&lt;br&gt;- Promotion of your membership and SECAP</td>
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<td>ACTION 5</td>
<td>Join the Climate Pact</td>
<td>Now</td>
<td><strong>Become a Climate Pact Ambassador here</strong></td>
<td>- Support to become a <a href="#">Climate Pact Ambassador</a> and in organising Ambassador activities&lt;br&gt;- Facilitating involvement of citizens in the transition towards climate neutrality and sharing your commitments and achievements on climate action&lt;br&gt;- Publication on the CoR’s web portal</td>
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<td>ACTION 6</td>
<td>Join the Green City Accord</td>
<td>Now</td>
<td><strong>Sign here</strong></td>
<td>- Support to join this movement of European mayors committed to making cities cleaner and healthier&lt;br&gt;- Find out EU Funding opportunities <a href="#">here</a>&lt;br&gt;- Promotion of your commitments and achievements in air, water, biodiversity, circular economy and noise pollution</td>
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<td>ACTION 7</td>
<td>Join the Clean Bus Deployment Initiative</td>
<td>Now</td>
<td><strong>Sign the Clean Bus Declaration here</strong>&lt;br&gt;<strong>Join the Clean Bus Platform here</strong></td>
<td>- Support your move to green mobility&lt;br&gt;- Promotion of your commitments and achievements</td>
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<td>ACTION 8</td>
<td>Join the Race to Zero or the Race to Resilience</td>
<td>Now</td>
<td><strong>Join the Race to Zero</strong>&lt;br&gt;<strong>Join the Race to Resilience</strong></td>
<td>- 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)</td>
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<td>ACTION 9</td>
<td>Join the Zero-Pollution Platform</td>
<td>October 2021</td>
<td>Platform website here</td>
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<td>Open call for expressions of interest here</td>
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<td>ACTION 10</td>
<td>Join the Trees for Life</td>
<td>Spring 2022</td>
<td>Info here</td>
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<td>- Support for members an YEPS to help implement the EU Action Plan: “Towards Zero Pollution for Air, Water and Soil”</td>
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- 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

**September 2021**
- COP26 debate in ENVE (A)
- Connecting Europe Express (E)
- Climate Survey for members and YEPS (B)
- Call for best practices (B)

**October 2021**
- EWRC (A+B+D+E+F)
- GDGL working group (A)
- Plenary COP26 debate and Resolution (A)
- Plenary Building Resilience debate (A)
- Plenary Sustainable Smart Mobility debate (A+E)
- Connecting Europe Express (E)
- Climate Survey for members and YEPS (B)
- Call for best practices
- Launch of the GDGL 10 Calls for Action

**November 2021**
- COP 26 (A+B)
- Climate Survey for members and YEPS (B)
- Call for best practices (B)
- Recovery and Resilience Forum (A)

**December 2021**
- Launch of Zero-Pollution Stakeholder Platform (A)
- Announcement of Trees for Life (D)

**Q1 2022**
- Launch of Trees for Life (D)

**June 2023**
- Progress report on the GDGL 10 Calls for Action

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