

# Green Deal Going Local

Communications and Political Engagement campaign

**#EUGreenDeal**

22 November 2021





# Green Deal Going Local Campaign overview



**CoR-wide communications and political engagement campaign** for the period 2020-2025 involving all directorates and political groups.



## Objectives:

ACCELERATE  
the transition

EMPOWER  
LRAs

SHOWCASE  
local/regional  
action

CHANGE  
EU policy-  
making

Green Deal  
Going Local





# Green Deal Going Local Campaign activities

## Activity A

Green Deal debates

Tackling **priority Green Deal** issues and providing a **platform for inter-institutional engagement**

Covering:

- **Institutional**
- **National**
- **Regional and local**

## Activity B

My Green Story

**Showcasing LRA action** on the Green Deal and **profiling CoR members and YEPs** for better placement and visibility

Covering:

- **Best practices**
- **Commitments**
- **Green Deal profiles**

## Activity C

Green Deal Handbook

Resource for all LRAs and partners on **implementing Green Deal policies and accessing support and funds**

Covering:

- **Programmes**
- **Technical support**
- **Financial tools**

## Activity D

Trees for Life

Accelerating **EU priorities on the Forest Strategy 2030** and showcasing LRAs commitments and actions

Covering:

- **Pledges**
- **Workshops and webinars**
- **Institutional support**

## Activity E

Green our Mobility

Promoting **EU priorities and accelerating LRA action on sustainable mobility** and rail transport

Covering:

- **Institutional support**
- **Dedicated events**
- **Promoting pledges**

## Activity F

Facilitating access to funds

Supporting CoR members in accessing **funding opportunities for Green Deal related policies and projects**

Covering:

- **Workshops and webinars**
- **Dedicated events**
- **Institutional support**



# Green Deal Going Local Members in Action



Over 40 CoR members took part in #EURegionsWeek 2021

# GDGL campaign: First 5 Steps



October – December 2021

STEP 1



Share Your 2030 and 2050 Climate Commitments. [Fill the SURVEY](#)

STEP 2



Share a Best Practice [here](#)

STEP 3



Organise a Local /Regional Green Deal debate (CoFoE). [Apply here](#)

STEP 4



Join the Covenant of Mayors [here](#)

STEP 5



Plant a tree to illustrate your climate commitment



# Green Deal Going Local Cross-commission cooperation



**Thank you  
for your attention!**

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