



## European Green Capital Award 2020 Cycle

### Applicant City Workshop

Brussels, 27 June 2017

**Meeting location:** European Commission's Conference Centre 'Albert Borschette' (Room 2C),  
Rue Froissart 36, Brussels

#### DRAFT AGENDA

<b>10.00</b>	Welcome & Registration
<b>10.05 - 10.10</b>	<b>Welcome</b> Claudia Fusco, Head of Environmental Knowledge, Eco-Innovation and SMEs Unit, DG Environment, European Commission
<b>10.10 - 10.25</b>	<b>Introduction to the Secretariat - We're here to help</b> Overview of the Secretariat, its role in the whole process and how the Secretariat can help applicant cities.
<b>10.25 - 11.25</b>	<b>Overview of the 2020 Evaluation and Assessment Process</b> Secretariat will give an overview of the application form and guidance note content and will provide an overview of how applications are assessed (within the limits of published information)
<b>11.25 - 11.35</b>	Questions & Answers
<b>11.35 - 12.05</b>	<b>Expert Panel Guidance</b> A member of the expert panel will share his tips and advice on what makes a quality application and what impresses the expert evaluation panel.
<b>12.05 - 12.20</b>	<b>Communications</b> Overview of the communications aspects of the application process, including presenting to the Jury, how to communicate your winning year and branding rules.
<b>12.20 - 12.30</b>	Questions & Answers
<b>12.30 - 13.30</b>	Lunch
<b>13.30 - 14.00</b>	<b>Key elements for a winning bid</b> Nijmegen was awarded the 2018 European Green Capital title. Ton Verhoeven, City of Nijmegen, will share Nijmegen's experiences in applying and detail key elements of their bid which they believe were crucial to winning.
<b>14.00 - 15:00</b>	<b>Building a European Green Capital Programme and the Benefits of being a European Green Capital</b> Nijmegen is launching their European Green Capital Programme on 30 of June 2017. Welmoed Barendsen will present how their EGC Programme was developed and how winning the award has benefited Nijmegen as a city. Essen, this year's European Green Capital, will present the highlights of their current European Green Capital programme.
<b>15.00 - 15.15</b>	Questions & Answers for Nijmegen or Essen
<b>15.15</b>	Closing Remarks

Simultaneous interpretation at the workshop will be provided for the following languages:  
English – German – French – Spanish - Italian