



Jury Report 2020

June 2018

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1 INTRODUCTION

The European Green Capital Award is the result of an initiative taken by 15 European cities (Tallinn, Helsinki, Riga, Vilnius, Berlin, Warsaw, Madrid, Ljubljana, Prague, Vienna, Kiel, Kotka, Dartford, Tartu & Glasgow) and the Association of Estonian cities on 15 May 2006 in Tallinn, Estonia. Their green vision was translated into a joint Memorandum of Understanding establishing an award to recognise cities that are leading the way with environmentally friendly urban living. The initiative was launched by the European Commission in 2008.

Following a Europe wide competition, the title of European Green Capital is awarded every year to a European city for its commitment to environmental, social and economic sustainability. The first city was awarded the title in 2010.

Urban areas are the source of many of today's environmental challenges – not surprisingly, since two out of three Europeans live in towns and cities. It is important to reward cities which are making efforts to improve the urban environment and move towards healthier and sustainable living areas. Local governments and authorities can provide the commitment and innovation needed to tackle and resolve many of these problems. The European Green Capital Award promotes and rewards these efforts, recognising co-operation and partnerships between local authorities, citizens, businesses and other stakeholders to improve our urban living environment.

The Award is based on a two tier evaluation process: firstly applicant cities are technically assessed across 12 environmental indicator areas by a panel of experts. The short-listed cities from this stage are then invited to present to the Jury.

1.1 THE ROLE OF THE JURY

The Jury's role is to select the winner of the European Green Capital Award (EGCA). The European Green Capital Award shortlisted cities are invited to present to the Jury a communications strategy substantiated by action plans on how they intend to fulfil their European Green Capital year, should they win the Award. Following these hearings, the Jury deliberates on the winner of the European Green Capital Award.

1.2 JURY MEMBERS

The Jury for the EGC Award comprises representatives from key European and international organisations in the environmental field and is chaired by the European Commission. Jury members cover a wide range of expertise and have in-depth knowledge of the issues involved. The Jury for the 2020 European Green Capital Award includes the following organisations and their representatives:

- European Commission: Joanna Drake, Deputy Director-General for Environment
- Committee of the Regions: Sirpa Hertell, City Counsellor of Espoo
- Covenant of Mayors Office: Frédéric Boyer, Head of Office
- European Environment Agency: Ivone Pereira Martins, Urban Sustainability Co-ordinator
- ICLEI - Local Governments for Sustainability: Stefan Kuhn, Deputy Regional Director for Europe

1.3 EUROPEAN GREEN CAPITAL AWARD 2020 – JURY ASSESSMENT

The Jury was provided with a suite of supporting background documents on the shortlisted cities including: the Technical Assessment Report, prepared by the Expert Panel in April 2018, Application Forms and Background Research Report.

On the 20th June 2018, the three finalist cities presented their vision, action plans and communication strategies to the Jury. The Jury assessed the shortlisted cities based on the following criteria:

1. The city's overall commitment, vision and enthusiasm, as conveyed through the presentation;
2. The city's capacity to act as a role model, inspiring other cities, promoting best practices and raising the awareness of the EGC model further, bearing in mind city size and location;
3. The city's communications strategy and actions, which should address:
 - Citizen communication and involvement to date in relation to the 12 environmental indicators, effectiveness via changes in citizen behavior, lessons learned and proposed modifications for the future.
 - The extent of the city's (local, regional and national) partnering to gain maximum social and economic leverage.
 - How they intend to fulfil their role of EU Ambassador, inspiring other cities.

Each EGC finalist was allocated 60 minutes in total with the Jury which comprised 45 minutes presentation followed by a 15 minute Questions and Answers session. Members of the media were permitted to attend the presentation of their shortlisted city to the jury.

2 JURY FINDINGS

The Jury considered that all three cities presented their environmental ambitions and communications strategy through high quality and well prepared presentations. Each finalist was recognised as a potential European Green Capital Award winner and making a decision between these three cities was a difficult task for the Jury. The Jury comments in relation to each of the shortlisted cities are summarised below.

2.1 GHENT

The Jury liked Ghent's commitment to supporting eco-innovation and their holistic approach to sustainable infrastructure within the city. This is illustrated by the city's investment in clean tech, and efforts at moving toward a circular economy.

Ghent is described as an open social city, which is an ideal setting for experimenting and piloting projects. This start-up culture has yielded projects such as Cargo Velo, a courier system offering sustainable inner city logistics; and Wonky, a 'food rescue' company creating a range of dips from food saved from waste.

The Jury were impressed with Ghent's attitude towards food, and food waste, as well as their high levels of public participation and mobilisation.

2.2 LAHTI

Lahti was commended by the Jury for their strong participatory approach with citizens and inclusion of stakeholders across their environmental initiatives. This is demonstrated through the inclusive and clear five point plan.

The five point plan illustrates Lahti's commitment to Environmental improvement and change. Highlighting their past achievements and transition in terms of energy (coal free by 2020), and looking to the future and their long term water innovations and management. The Personal Carbon Trading is of particular interest as this can be scaled up and potentially be adopted as a good practice in cities across Europe.

The Jury noted the significant improvements and change in waste management, and implementation of industrial symbiosis practices over the last decade.

2.3 LISBON

The Jury considered that Lisbon powerfully demonstrated the spirit of the European Green Capital Award through an emotive presentation, intertwining the city and its citizens, highlighting the intrinsic link between people and the concept of **sustainability as one**.

Lisbon's 3-tiered sustainability policy has introduced change which is inspiring and enabling citizens to demand greater change, and through a step-by-step process apply the 'Art of the Possible' as a path that can be followed by other cities.

The Jury felt that Lisbon, which started its journey towards sustainability during a period of economic crisis, can be an inspiration and a strong role-model for many cities across the EU, demonstrating clearly that sustainability and economic growth go hand in hand.

3 JURY CONCLUSION

The Jury would like to commend all cities shortlisted for the 2020 European Green Capital Award for their demonstrated excellence in a number of the environmental topic areas assessed.

Concluding its deliberations, the Jury decided to award the title of European Green Capital for 2020 to Lisbon.

Note: The cities are listed in alphabetical order.