



# The ABC's of Urban Green Days

**Your Why, What and How Guide  
to Urban Green Days 2005**



**A European Commission Initiative celebrating  
local governments' work for the environment**

# Highlights of Urban Green Days 2004



In 2004, over 250 Urban Green Days events were organised by local governments across Europe, including both traditional World Environment Day events and newly initiated actions.



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## Sustainability fair

### → Pantin, France

A fair in Pantin, France was dedicated to educate citizens about how individuals may contribute to sustainable development. Issues addressed included energy-saving, purchasing of 'fair' products, car-sharing, sustainable waste solutions and citizen's participation in the local government.

## Promotion of environmentally friendly cotton nappies

### → Tampere, Finland

To support a more sustainable use of babies' nappies, the Centre for Urban Environment Moreenia organised a public education event to teach the making of cotton nappies.

## Eco Theatres

### → Gdynia, Poland

The City of Gdynia carried out its objective to improve children's ecological sensitivity by organising Eco Theatres that combined art and environmental protection. A jury composed of professionals, which included an actor, theatre director and environmental specialists, assessed children's art not only for the artistic character but its ecological relevance.

## A new park for Deptford

### → Lewisham, United Kingdom

Lewisham celebrated Urban Green Days by opening a new park in Deptford, reclaimed from industrial land that is adjacent to the Sue Godfrey Nature Park (an urban wildlife haven). The name of the park was chosen by local residents and revealed on the day of the opening.



Are you seeking inspiration on how to organise Urban Green Days activities in your community? There are many good ideas from all over Europe for Urban Green Days activities that could be adapted to fit the particular needs of your city or town. Visit [www.urbangreendays.org/activities](http://www.urbangreendays.org/activities) for a listing of events.

# Urban Green Days 2005

Cities and towns from all over Europe are invited to join this year's expanding European Commission Urban Green Days initiative. Urban Green Days is the local part of the Brussels European Green Week (31 May to 3 June) that coincides with World Environment Day, a United Nations initiative that takes place every year on 5 June. Urban Green Days take place around Green Week and World Environment Day and incorporate already implemented World Environment Day events with new activities planned by local governments. Organising your local environmental event under the Urban Green Days framework will attract more public and media attention at the local and European level than individually-planned activities. Read more on the benefits of linking up to an Europe-wide initiative on the next page!

## What is an Urban Green Day?

Urban Green Days are local events that raise environmental awareness and inspire citizens to act for a better environment. They are also opportunities for local governments to report on the challenges they meet and to celebrate their achievements and work to protect Europe's environment. Event planners can motivate citizen cooperation by highlighting achievable activities that will promote the environment while benefiting individuals' finances as well as savings, quality of life and health. Although Urban Green Days 2005 covers all environmental issues, this year, local governments are encouraged to dedicate attention to climate change with topics such as sustainable transport, energy efficiency and renewable energy. Tours in renewable energy power stations, demonstration of energy-efficient electrical equipment, open days with local transport or bicycle

rallies are just a few possibilities. For inspiration, a listing of events is available on [www.urbangreendays.org](http://www.urbangreendays.org).

## Urban Green Days may include

- open-door days, for example in environment & energy agencies, companies and public utilities
- field visits and guided tours through city farms, parks or model town developments
- school events
- events in public squares and streets, including art performances, information tables, quizzes and games
- fairs and markets
- seminars, conferences and workshops
- community activities such as a Clean-Up Day.
- ... and much, much more!



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*Urban Green Days welcomes creativity! Do not feel restricted to replicate what has been done. Have fun in planning an activity that reflects the uniqueness of your community.*

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# Urban Green Days: Why participate in Urban Green Days?



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## Benefits at the local and European level!

The Urban Green Days framework offers participating urban areas benefits at the local and European level. At the local level, Urban Green Days inspire citizens, businesses, local authorities and other urban actors to improve the environment's quality by implementing changes in behaviour. Besides raising awareness, Urban Green Days activities provide citizens with information and exchange opportunities about the current and future environmental work of their local governments. The inclusion of a wider public in urban environmental issues will only strengthen efforts aiming for cities and towns with a better quality of life.

## Participating local governments will reap benefits not only at the local, but also at the European level:

Urban Green Days is a voice of local government at the European level. An annual Europe-wide initiative, Urban Green Days has a larger impact on national and European government levels, and attracts more attention than events organised in isolation. Urban Green Days shows both the important impact that actions of local governments have on the environment and the challenges urban areas face.

The European Commission will receive a report on Urban Green Days prepared by ICLEI, coordinator of the initiative, and meet with the organisation and its partners (see page six) to review results and implications.

Each local government further profits from promotion of its work for the environment through Urban Green Days through the following methods:

- All Urban Green Days activities will be showcased on [www.urbangreendays.org](http://www.urbangreendays.org), by completion of a simple form, in the site's database of activities.
- Local governments can submit video clips, photos and other materials to be displayed on the Urban Green Days website.
- Urban Green Days activities may also be selected for broadcasting during Green Week in Brussels (31 May – 3 June), where international leaders, environmental institutions and others will learn about what communities across Europe are achieving at the local level.
- All participating local governments will be invited to apply for publication of their awareness-raising measure in a good practice study that will be widely promoted.





# How to join the Urban Green Days Celebration?

The European Commission has provided very broad guidelines for Urban Green Days events to allow local governments to organise activities that best fits each communities' needs, resources and objectives. There are only a few simple steps that need to be followed to gain all of the benefits from joining the Europe-wide celebration of local environmental work.

## Step 1 – Decide to join the Urban Green Days Celebration

Urban Green Days activities include both traditional World Environment Day events and newly initiated actions. If your city and town may already be planning an activity focusing on environmental issues, celebrate it within the Urban Green Days framework! If you have not yet planned to organise an activity, Urban Green Days offers your local government many reasons to initiate a new action and involve all urban actors needed to make your local event a success.

## Step 2 – Publish your Urban Green Days Celebration

Cities and towns are requested to enter their activities in the Urban Green Days online database. Publish your local activities to a wide European audience - for free by simply completing an online form located on

[www.urbangreendays.org](http://www.urbangreendays.org). Submission forms may also be e-mailed, faxed or posted.

## Step 3 – Showcase your Urban Green Days Celebration

To promote your Urban Green Days and motivate others, you are further invited to highlight your city or town by submitting photos, video clips, posters, press releases and other materials which will be uploaded to the Urban Green Days website. Materials may be sent to [urbangreendays@iclei-europe.org](mailto:urbangreendays@iclei-europe.org).

Two additional opportunities for promotion are available: First, all participating local government will be invited to apply for publishing their awareness-raising activity in a good practice study. In addition, interested Urban Green Days participants may submit broadcasting materials to be presented at the Green Week in Brussels.



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*And above all – Enjoy the Urban Green Days Celebration with your community!!*

# Urban Green Days: Support for You



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Local Urban Green Days organisers can count on support. Urban Green Days is a European Commission, Directorate General Environment initiative. ICLEI – Local Governments for Sustainability coordinates the Initiative with the support of National Partners and Promoters on behalf of the European Commission.

ICLEI – Local Governments for Sustainability is a recognised international association of more than 450 local governments dedicated to sustainable development. For more information, visit [www.iclei-europe.org](http://www.iclei-europe.org).

National Partners and Promoters are Urban Green Days supporters present in the EU25 countries to provide further assistance to local governments interested in organising an activity. For an updated listing of National Partners and Promoters, visit [www.urbandgreendays.org](http://www.urbandgreendays.org).

## Cities and towns will receive support

... through a wide range of services:

- Exposure and promotion to European level media, multipliers, and the public (see page 5)
- Reporting to the European Commission
- Media and tools such as visual aids and adaptable press materials from the online resource centre
- Free publicity materials including an information sheet, poster and brochure
- A dedicated Urban Green Days hotline offering assistance
- Translated materials and specific support on national level (depending on country)





# Urban Green Days: Contact Information

For more information and assistance,  
contact the Urban Green Days  
Coordinator:

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## National Partners & Promoters:

For an up-to-date listing of National  
Partners, please visit  
[www.urbangreendays.org](http://www.urbangreendays.org)



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# Urban Green Days 2005



Urban Green Days is an annual European Commission initiative that involves urban areas across Europe. It links local activities focusing on environmental issues for citizens.

Urban Green Days is the local part of the Brussels European Green Week (31 May to 3 June) that coincides with World Environment Day, a United Nations initiative that takes place every year on 5 June. Urban Green Days take place around Green Week and World Environment Day.

## For more information

**... contact the Urban Green Days Coordinator**



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