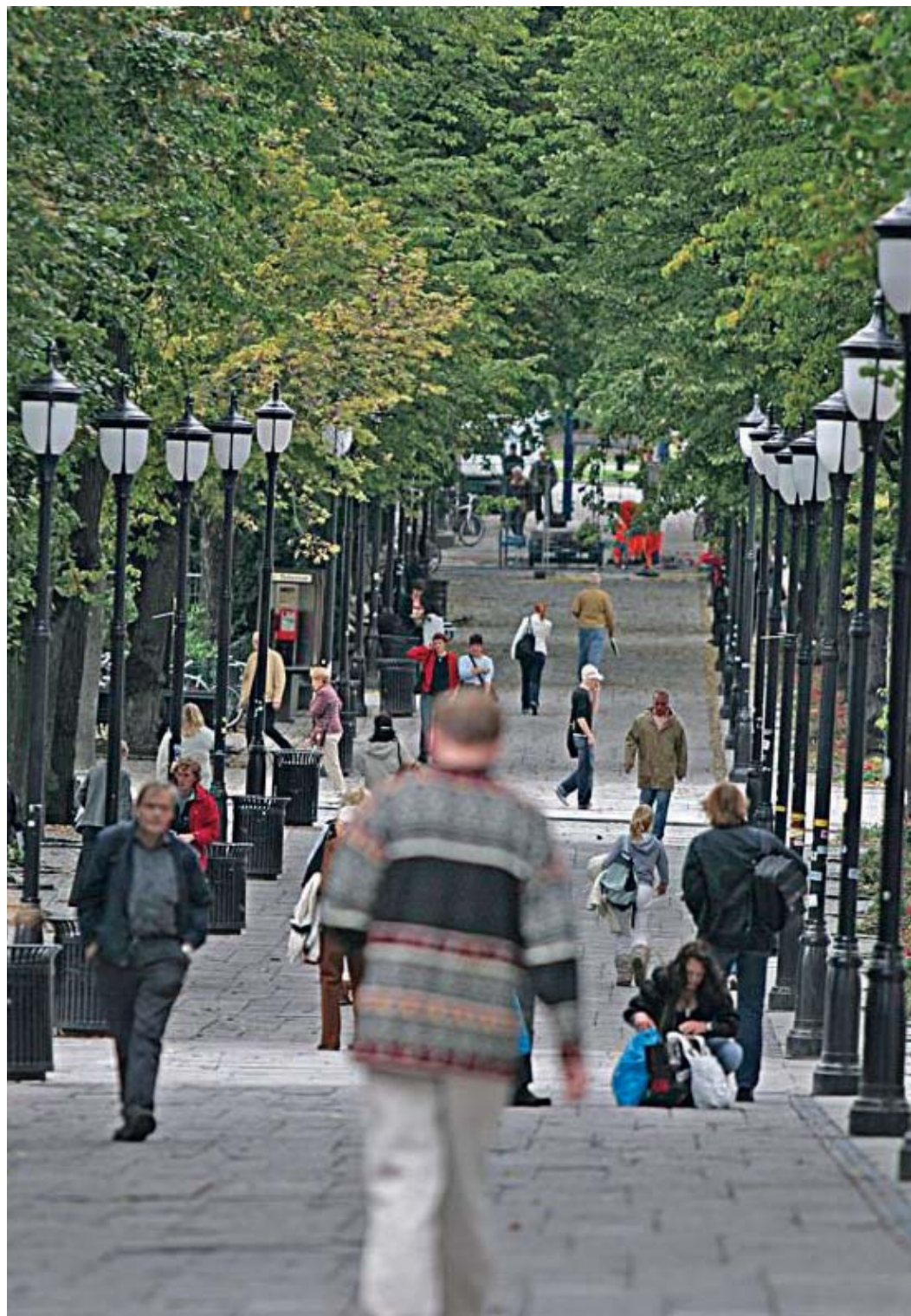




# EUROPEAN **GREEN CAPITAL**

*Green cities – fit for life*







**IT** is with great pleasure that I address Europe's cities in launching this publication on the Commission's annual European Green Capital Award.

Europe's citizens are now more concerned than ever at the state of the environment, and increasingly aware of the role it plays in the quality of our lives and that of future generations. This new award is therefore of particular importance. Europe is now an essentially urban society, with four out of five Europeans living in towns, and it is in urban areas that the environmental challenges facing our society are most apparent. Air quality, traffic and congestion levels, noise pollution, urban sprawl, greenhouse gas emissions and the generation of waste and waste water all have significant consequences for human health, quality of life and the economic performance and attractiveness of our cities.

The European Commission has long recognised the important role that local authorities play in improving the environment, and their high level of commitment to genuine progress. Our collaboration over Mobility Week in recent years is an excellent illustration of the partnership between the Commission and local governments in this area. I am particularly pleased to realise that many cities are developing initiatives and taking commit-

ments towards a better protection of their environment and sustainable development in general. It is our responsibility to encourage them further and encourage others to follow suit.

This new initiative, which has come into being in response to a suggestion made by several European cities, is intended to showcase real achievements of the past and encourage further commitments in the future. I hope that competition for the award will be intense, and that proud winners will emerge. The scheme represents a clear opportunity to engage all European cities and promote Europe's best practices, steering cities towards integrated approaches to the urban environment and ensuring effective networking and exchanges of experience.

I trust that this award will help us turn our urban centres into prosperous places to live and work, and that the European Green Capitals of the future will be attractive and healthy cities for generations to come.

Stavros Dimas,  
EU Commissioner for the Environment





“It is my belief that a green and sustainable Europe is essential for improving public health and the quality of life of our citizens. It is out of this conviction that the idea of creating a Green Capital of Europe Award was born in Tallinn, the capital of Estonia. The goal is to make a lasting contribution to greening cities across Europe.

My deepest gratitude goes to all those who are helping to make this vision a reality by supporting or implementing the award scheme. They include the Mayors of more than 40 European cities; Mr

José Manuel Barroso, President of the European Commission; Mr Siim Kallas, Vice-President of the European Commission; Mr Stavros Dimas, EU Commissioner for Environment; and Ms Danuta Hübner, EU Commissioner for Regional Policy.”

A handwritten signature in black ink, which appears to be "Jüri Ratas".

*Jüri Ratas*  
Vice-President of the Parliament  
of Estonia, the Riigikogu  
(Former Mayor of the City of Tallinn)



# MAKE YOUR CITY FIT FOR LIFE

– Join the race for the European Green Capital Award.



Clean air. Parks and pollution-free environments. High quality urban living. Sustainable ideas for a fit city. The race has begun for the prestigious position as an environmentally friendly front-runner. Cities from all over Europe can now compete for the EUROPEAN GREEN CAPITAL AWARD, introduced by the European Commission.

## How to claim the award

Once a year from 2010 a European city will be appointed the European Green Capital by a panel of environmental experts and a jury. The award is given to the European city that has demonstrated a well-established record of achieving high environmental standards and is committed to ongoing and ambitious goals for further environmental improvement and sustainable development. The European Green Capital should also be able to promote best practices to all other European cities.

## Race for environmental recognition

The idea of a European Green Capital was originally conceived at a meeting in Tallinn, Estonia, held on May 15th 2006, on the initiative of the former City Mayor, Jüri Ratas. Now, major cities from all over the EU are getting ready to take part in this race for environmental recognition.

## Cities as role models

The general aim of the initiative is to improve the European urban living environment – and thus the environment as a whole. 80 pct. of the European population live in an urban environment. It is therefore natural that cities play a key role in making the environment greener and improving

the quality of life of its citizens. The award aims to provide an incentive for cities to inspire each other and share best practices, while at the same time engaging in friendly competition. In other words, the cities become role models for each other.

## Healthy urban living

The European Green Capital Award is given to a city that has improved its urban living environment as a whole through concrete activities such as:

- Co-operation and partnership among authorities, citizens, business life and other stakeholders aimed at developing and improving urban living conditions
- Implementation of sustainable mobility solutions
- Introduction and expansion of parks and recreational areas
- A modern approach to waste management
- Innovative solutions to noise pollution
- An integrated approach to urban management ensuring positive long-term effects

## How and when to apply

All European cities with more than 200,000 inhabitants can apply for the European Green Capital Award. In countries, where there are no cities with more than 200,000 inhabitants, the largest city will be eligible to participate. The deadline for applications for both 2010 and 2011 titles is 1 October 2008. Read more about terms and conditions on [www.europeangreencapital.eu](http://www.europeangreencapital.eu).

*Start building a green future today for the Europeans of tomorrow.*

*Make your living environment a healthy environment.*

*Make your city a European Green Capital – and fit for life!*



## KEY DATES IN 2008



May 22	Inauguration of the European Green Capital Award in Brussels Signing of the Declaration Launch of the European Green Capital website and invitation to apply via online application
October 1	Deadline for submission of applications
October-November	Phase 1 evaluation completed
November-December	Phase 2 evaluation completed
December	Final decision taken by the Jury Announcement of the first two European Green Capitals for 2010 and 2011

# SELECTION PROCESS



The selection of cities to be given the European Green Capital award for 2010 and 2011 will be assessed on the basis of 10 environmental indicators.

The applications from the cities should for each indicator include the following information:

- An outline of the present environmental status and results achieved
- An outline of measures implemented to improve the urban environment
- An outline of future commitments and initiatives
- An outline of scheduled activities and events to disseminate experiences and best practices on environmental matters

## Panel assessment

A panel of internationally acknowledged experts will assess the information supplied. They will then select three cities per award year for a second round of applications. In their second application each city will provide detailed documentation of their achievements and plans.

Finally, the winning cities for 2010 and 2011 will be appointed by a jury composed of representatives from:

- the European Commission
- the European Environment Agency (EEA)
- ICLEI - Local Governments for Sustainability
- the European Federation for Transport and Environment (T&E)
- the Union of Capitals of the European Union (UCUE)
- Committee of the Regions

*Read more about the application procedure, evaluation criteria and regulations on the website: [www.europeangreencapital.eu](http://www.europeangreencapital.eu)*

## INDICATORS

The evaluation panel will base its assessments on these 10 indicator areas:

- Local contribution to global climate change
  - Local transportation
  - Availability of green areas open to the public
  - Quality of local ambient air
  - Noise pollution
  - Waste production and management
  - Water consumption
  - Waste water treatment
  - Environmental management of the local authority
  - Sustainable land use
- 



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GREEN CAPITAL**

[www.europeangreencapital.eu](http://www.europeangreencapital.eu)



### **Green Capital Secretariat**

The application process, the work of the evaluation panel and the jury, are facilitated by the Green Capital Secretariat, currently run by the Danish company COWI. The secretariat also assists with PR activities related to the award scheme through the Green Capital website and through various communication channels such as brochures, news-flashes and film clips etc.