



Green Cities Europe (greencitieseurope.com)

Proposal for EU Promotion subsidy application through ENA

2017-2019



THE GREEN CITY

home
work
life

Introduction

The purpose of this document is to inform and support ENA members in making their (financial) decision on whether or not to proceed with a joint EU subsidy application in April 2016. ENA members have been informed by various Roadmaps during 2015, indicating purpose, strategy and route. During the GA meeting at IPM it should be clear which members will proceed in furthering the application process. After the GA a meeting will be held for those countries that intend participating further in the process. During this meeting an advisor willing to support ENA during the application/management process will be present.

This document states a brief outline of a proposed application. It also contains a more detailed description of various activities that can be part of a coherent strategy. A basic demand for a joint Green City program is a coherent set of activities. Various countries have indicated willingness to participate. However, each country has a different budget available, or has different ideas about target groups, activities, etc. Besides that, some countries already have existing Green City activities, others do not. The aim and purpose of a joint EU application is to find and create the connecting factors of existing 'Green City' activities. In this way the program will aim to build and support a new and large European network, creating and informing 'new markets', exchanging knowledge and by that; stimulate sales of nursery products. B2B activities can be supported by B2C activities to create a coherent program. (Let's say 90/10). Each participating country has an available budget that can be used for national or in some cases international activities. However each country will use a certain amount for 'joint general activities' such as general EU PR and the general joint website from which communication can be coordinated such as social media and mailings to target groups. Besides these joint activities each country 'organises/allocates' current/existing (national) activities. By connecting this, a joint program/platform will be created. After agreement on procedure, we will allocate budgets to countries and agree on instructing the outsourced party (mr van Vliet,) and negotiate his terms. After that each country starts writing the 80% version of their national program, this will all be brought together to Mr van Vliet who will write and make the final application. During this phase (February- April) he will be in close contact with iVerde/ENA and of course each of the participating country's representative to finalize (financial) details!

European Promotion Regulation

The conditions for a European grant are set in "REGULATION (EU) No 1144/2014 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 22 October 2014 on information provision and promotion measures..."

http://ec.europa.eu/agriculture/promotion/policy/index_en.htm

Description of the program

The Green City projects focus on stimulating interest in the green agenda among government agencies, organizations, and businesses that are professionally involved with the planning and development of urban areas. The overall goal is to implement a broader and more deliberate use of green spaces in order to create a healthier living and working environment. Scientific discoveries, practical experience, and innovation from around the world are recorded and used as a basis for the argument. Various informative and public relations activities are used to raise awareness of 'the story of the green city' in a creative and convincing manner among decision makers at various levels of politics, administration, and business. The ideals of the green city are also actively communicated to schools, hospitals, nursing homes, business organizations, etc.

The consumers should also be included in the Green City projects, their knowledge about the positive effects should increase and they have an influence on the professionals.

The Green City addresses themes such as 1. Health, 2. Economy, 3. Climate, 4. Biodiversity, and 5. Social cohesion.

Activities under the theme climate should be connected to the decisions made at the Paris Climate Conference; especially the areas Green Urban and Nature's Role. Green is the oxygen for the City, Country, World and gives us the opportunity to live and stay healthier.

The aim is to work together more intensively at an international level towards creating more green areas in cities and infrastructure. The common denominator for this is the Green Cities Europe concept. As a result of urbanization, 70% of the world's population will live in urban environments by 2050. However, the general public does not want to live in a dirty / unhealthy environment without green. This means that green areas in the city will become more important.

The Green Cities Europe project is intended to ensure that professionals - particularly decision makers in the government and business communities who are responsible for environmental management - are convinced of the added value of green spaces.

With a more generous budget, Green Cities Europe will be able to create an atmosphere and a climate in which national, regional, and local initiatives can be more successful. In addition, one united campaign will create an international platform that shares practical and creative inspirational ideas and information, which can be used in the participating countries. This will result in synergy and unity while maintaining diversity, which will strengthen the Green Cities philosophy.

The ENA members utilize the 'Planet, People, Profit' philosophy in their work, which means they seek to achieve a balance between economic, social, and ecological interests.

The Green Cities Europe project enables Europe's green business community to show its idealistic side - these businesses believe in the positive effects of their products and services for the well-being of people and the environment - while at the same time, creating more green areas in cities will result in higher returns for the green business community.

1. Strategy of the program

Create a program to broaden understanding and make the different target groups aware of the importance of green in the different areas where people live and work. Through this program this will be done by putting attention on the importance of green in cities where we live, among health institutions where people recover, at school playing areas where our children grow up, in public areas where we live, gardens etc.

The program has to inform and especially inspire the decision makers in the target groups to invest in green.

2. Target group(s)

The main focus is business to business activities. Secondary focus is to start raising consumers' awareness about the Green City philosophy via a promotional program; this can be a smaller part of the proposal.

- Politicians, local governments, decision makers
- Landscape architects, landscaping companies, Urban architects, urban planners
- Health Industry > hospitals, care institutions, health insurance industry
- Schools
- Horticultural Growers & Trade > awareness, information
- Consumers

3. Research

Scientific research, whether it has been done in the past or is currently taking place, forms an important factor in a joint European program. Exchanging international knowledge about research and enabling to link practical facts about the use of green to 'new', potential and current stakeholders, is an important issue within this proposal. Research examples are:

- 🌱 Green healthy hospitals; the effect of green in and around hospitals on patients, staff and visitors.
- 🌱 Green for Grey, the effect of green on aging/dementia.
- 🌱 Ecosystem, the effect of green in relation to air quality, temperature, water retention and biodiversity.
- 🌱 From Green to Health, the effect from green on health and wellbeing. Insight for architects on the current green areas and ideas for more green in the urban areas.

	Politicians	Urban architects and planners	Health industry	Schools	Growers	Consumers
Health						
Economy						
Climate						
Biodiversity						
Social cohesion						

4. Activities

In order to achieve a connection of separate national activities, one overall communication platform should be developed under the proposed name Green Cities Europe. The European Commission will ask for a way of connection and structured European mailouts, therefore this is proposed.

This menu contains the first draft of possible activities:

Activities submitted to a joint Green City program/strategy must form a coherent set. The scheme below shows examples of these activities. These (national activities) should be connected or combined where possible and backed by an abstract 'top-level' set of communication activities (EU website). Each participating country sets 'aside' budget for this.

Example of joint platform activities

NEW EU LEVEL GREEN CITIES PLATFORM EU ACTIVITIES –www.greencitieseurope.com-		
EU Social Media-Newletters	EU Website	Congresses on themes
Connecting existing national initiatives en sending out a common 'European' message		

Example of relevant national activities

NATIONAL LEVEL – EXISTING OR NEW ACTIVITIES	
1.	International seminars
2	Regional seminars / meetings
3	Direct mail
4	Press Releases b2b
5	Press Releases b2c
6	Social Media
7	Magazine
8	Brochure
9	Newsletters
10	Member information
11	Lobby activities (?)

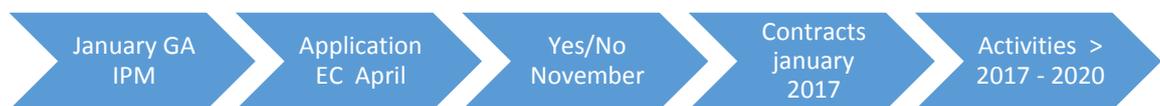
5. Expected impact

Details in program, match with Regulation

Each program must include a 0-measure before starting, repeated each year. This measures the effect. It gives insight in questions about 'attitude', 'knowledge' and 'behaviour'. A common external bureau is appointed for this.

6. Process/Time planning

In the annex you find a detailed time planning for application, to be discussed at IPM. Import is that after agreement each country shall deliver an 80% version to the coordinating body (iVerde/ENA) by mid February in order to have enough time to proceed.



7. Budget

Budget General

The European Promotion Regulation currently states that if a multi-country program is proposed by a European organisation such as ENA, 80% of the total yearly amount of the accepted program costs is subsidized. Due to the variation per country of program content and budget allocations, the following procedure is proposed and the relevant issues below shall be discussed.

Cost for outsourcing total application; 15k total (*not in table*)

Cost for outsourcing total administrative management 75k per year total (*part of joint managing activities in table*)

If ENA does application, that implicates a maximum of 3% of the total yearly budget is available for ENA general costs such as 'hours/travel costs' (*not in table*)

Cost for impact measurement is done for a maximum of 3% of the yearly budget. (*not in table*)

Questions

1. What countries are willing to proceed with a joint application;
2. What is their approximate budget availability and what part of that can be allocated for joint activities;
3. Three categories are proposed/determined, based on yearly budget availability
 - A: 25K or more
 - B: 10-25K
 - C: 5 – 10K

Depending on the total amount of finance, the calculation for yearly budget becomes clear.

4. Can we decide on ENA providing the application at CHAFEA
5. Can decide on outsourcing activities such as management and paperwork
6. Can we decide on the coordination of the common part –greencitieseuropa- website, mailouts, translations etc. by iVerde

Example in table

	Common Green Cities Activities		Target	Year 1	Year 2	Year 3	Total
	Building and Managing joint platform		B2B	€ 150.000,00	€ 150.000,00	€ 150.000,00	€ 450.000,00
	5 (Top) Congresses		B2B	€ 100.000,00	€ 100.000,00	€ 100.000,00	€ 300.000,00
	Additional PR		B2C	€ 50.000,00	€ 50.000,00	€ 50.000,00	€ 150.000,00
A	Total			€ 300.000,00	€ 300.000,00	€ 300.000,00	€ 900.000,00
B	Subsidy 80%						
C	Cofinance for common activities (20%)			€ 60.000,00	€ 60.000,00	€ 60.000,00	€ 180.000,00
	National ENA Member Activities		Target	Year 1	Year 2	Year 3	Total
	Memberactivities suitable			€ 250.000,00	€ 250.000,00	€ 250.000,00	€ 750.000,00
	Meetings/Congresses			€ 100.000,00	€ 100.000,00	€ 100.000,00	€ 300.000,00
	Other			€ 100.000,00	€ 100.000,00	€ 100.000,00	€ 300.000,00
D	Total			€ 450.000,00	€ 450.000,00	€ 450.000,00	€ 1.350.000,00
E	Subsidy 80%						
F	Cofinance for national activities (20%)			€ 90.000,00	€ 90.000,00	€ 90.000,00	€ 270.000,00
A+D	Total program costs			€ 750.000,00	€ 750.000,00	€ 750.000,00	€ 2.250.000,00
C+F	Total Cofinance from ENA Members			€ 150.000,00	€ 150.000,00	€ 150.000,00	€ 450.000,00
B+E	Total EU Subsidy			€ 600.000,00	€ 600.000,00	€ 600.000,00	€ 1.800.000,00

TIME PLANNING FOR APPLICATION EU PROMOTION PROGRAMME >>>> ENA >>>> GREEN CITY CONCEPT

DATE FROM	DATE TO	ACTION	DESCRIPTION OF ACTION	PARTIES INVOLVED
Today	End of January 2016	clarity about components of programme, choices of activities to be made by member org's budgets per country, activities per country, time frames of activities	ENA and its member organizations will have to make clear what kind of actions they want per country, what the available budget will be per country, which activities they want to execute and what the time agenda will be per country/activity	iVerde/ENA/ENA affiliates/Horticonsult/
Mid January 2016	n/a	CHAFEA opens application period	CHAFEA publishes a Call for Programmes on the CHAFEA website	Horticonsult (check)
Mid January 2016	Mid-end April 2016	Description of market Strategy Goal of the campaign (SMART) Themes of the campaign Message of the campaign detailed description of activities time schedule (approx) Locations (Cities, countries) budget sheet approval of ENA end result Setup of Result Measurement scheme	In this period an application has to be set up, including description of actions, detailed budget sheet etc. Horticonsult takes the lead, per affiliate of ENA a contact person is required or via iVerde as a penholder.	Horticonsult iVerde/ENA
	Ultimate March	Financial Commitment of ENA (final)	Before the application has to be sent to CHAFEA, ENA and affiliate organizations will have to commit themselves financially by a legal signature. Maybe a bank guarantee is required. This will be known early in the process. Getting a bank guarantee requires time !!!	ENA and ENA penholder
date of publication EU approx Nov. 2016	When approved :	Start of setup contract with EU (if application is approved)	90 days maximum to setup the contract with CHAFEA/EU, possibly to be signed by each individual country (ENA affiliates)	ENA and ENA penholder Horticonsult on background
date of publication EU approx Nov. 2016	When approved :	within 90 days after official publication EC	Executive body to be selected with formal selection process Market Research company selected with formal selection process	ENA and ENA penholder (formal)
90 days after off. Publication EC	n/a	Start of programme	If required a programme can start after maximum 6 months after signature contract, in order to prepare the campaign, 36 months starts after this actual start	Executive Body and penholder ENA