



## **Urban Green Days 2005** ***Sharing our environmental progress***

**What's it about?** All European cities and towns are invited to join this year's expanding European Commission initiative, Urban Green Days (UGD) which will take place around the days of the Brussels European Green Week (31 May to 3 June) that coincides with World Environment Day (5 June). In 2004, over 250 UGD events took place, including both traditional World Environment Day events and newly initiated actions.

**Why should you join?** The initiative aims at bringing together local events that raise awareness on urban environmental quality and protection issues. UGD events inspire citizens, businesses, local authorities and other urban actors to improve the environment's quality and provide information on their local governments' current and future environmental work. UGD 2005 highlights, in particular, climate change with topics such as sustainable transport, energy efficiency and renewable energy.

Participating local governments will reap benefits not only at the local, but also at the European level. Urban Green Days, as an annual Europe-wide initiative, will have a larger impact on national and European government levels, and attract more public and media attention than single local events. All UGD events 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 may highlight their city or town by submitting video clips, photos and other material. In addition, all participating local governments will be invited to submit their awareness-raising measure to be published in a good practice study that will be widely promoted.

**How does it work?** Event planners can motivate citizen cooperation by highlighting achievable activities that will promote the environment and at the same time benefit individuals' finances as well as savings, quality of life and health. 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. UGD events will be different from city to city, depending on the needs, resources and aims of each community. Events will range from open-door days, exhibitions, competitions, to performance arts, field visits, public events in schools & markets, and seminars. For inspiration, view the listing of 2004 UGD events on [www.urbangreendays.org](http://www.urbangreendays.org).

Urban Green Days is a European Commission, Directorate General Environment initiative. ICLEI - Local Governments for Sustainability coordinates the Initiative and together with National Partners and Promoters in all the EU25 countries supports all interested local governments with a range of services. For more information:

ICLEI – Local Governments for Sustainability  
European Secretariat  
Leopoldring 3  
79098 Freiburg / Germany  
Phone: +49-761 / 36 89 2-63 or -0, fax: +49-761 / 36 89 2-29  
E-mail: [urbangreendays@iclei-europe.org](mailto:urbangreendays@iclei-europe.org)  
[www.urbangreendays.org](http://www.urbangreendays.org)