

Concept note – Organising a partner event during EU Green Week 2025

Nordic capital regions (Helsinki, Oslo, Copenhagen, and Stockholm)

What is EU Green Week?

EU Green Week is your annual opportunity to debate and discuss European environmental policy. Organised by the European Commission's Directorate-General for Environment, this key event in the environment policy calendar attracts policy makers, leading environmentalists, and other stakeholders and interested parties from across Europe and beyond.

The annual EU Green Week Conference will take place 3-5 June 2025 in Brussels around the topic of *Circular solutions for a competitive EU*. Registration for the conference will open in April.

In addition to the conference in Brussels, the programme will feature a series of **partner events** and actions taking place in Brussels and across Europe between 1 and 30 June 2025. **The application process for a partner event is open between 3-21 March.**

Topic for EU Green Week 2025

Circular solutions for a competitive Europe. Competitiveness is at the heart of the EU's agenda. In spring, a 'Competitiveness Compass' and the 'Clean Industrial Deal' will provide new direction and impetus for this.

With its potential to drive sustainable competitiveness, reduce waste, increase strategic autonomy, and promote innovation, a circular economy offers solutions to some of Europe's most pressing challenges.

This year's Green Week will unpack the "three Cs" - **Clean, Competitive & Circular** – exploring how to put circularity at the centre of our economic transition. The conference will enable knowledge sharing, alliance building, and raising awareness about the potential of a circular economy.

Why a joint Nordic partner event?

Organising a partner event during the EU Green Week is an opportunity to profile the Nordic capital regions as frontrunners in the green transition, and for upcoming EU project opportunities in Horizon Europe, LIFE+ and other funding programmes. The event will also be an excellent opportunity to exchange experiences with European stakeholders and establish connections.

The Nordic capital regions—Copenhagen, Stockholm, Helsinki, and Oslo—are committed to circular construction and maximizing resource efficiency. As the construction sector has a significant impact on the climate and environment, there is great potential for positive change. However, several challenges remain in reusing construction materials, including quality assurance, logistics, storage, and market development. These key issues will be at the centre of discussions during the event.

A competitive circular economy is a particularly relevant topic from a Nordic perspective, offering an opportunity to highlight both challenges and solutions to a European audience. Moreover, past

experience in organizing EU Green Week partner events collaboratively across the Nordic capital regions has shown that combining efforts attracts greater attention from the target audience.

Target group

- Local, regional, and EU decision makers and experts
- Umbrella organisations representing members all over Europe (e.g., Eurocities, ERRIN, Covenant of Mayors)
- Civil society organisations
- Research institutions
- Vocational educational training organisations
- Industry

Practical information

Date: 03/06/2025

Venue: Helsinki EU Office on Rue Guimard 7, B-1040 Brussels

Draft agenda

10.00	Welcome Moderator:
10.10	Keynote <i>Proposal: Florian Flachenecker, Taskforce Leader of the Circular Economy Act, Unit B3 in DG ENV</i>
10.30	Best practices and challenges from Stockholm
10.45	Best practices and challenges from Copenhagen
11.00	Best practices and challenges from Helsinki
11.15	Best practices and challenges from Oslo
11.30	Panel discussion and Q&A
11.55	Concluding remarks
12.00	Networking lunch