

EU GREEN WEEK ACTIVITY PLAN (draft)

3-10 June

For 25 years, EU Green Week - organised by the European Commission's Directorate-General for Environment - has been Europe's leading environmental conference and an annual opportunity to raise awareness, promote and discuss the latest and upcoming developments in European environmental policy. The high-level event attracts policymakers, businesses, leading environmentalists, and other interested parties from across Europe and the world.

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. 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.

The EU Delegation to Serbia has been actively participating in marking Green Week through teaming up with many partner organisations and organising public activities and events.

This year, the EU Delegation also plans to celebrate Green Week and below is the draft plan and suggestions for the activities.

1. BIO WASTE 5 REGION PROJECT

The Bio-Waste 5 Regions Project (BW5R) is a large-scale project that enables local self-governments across five regions of Serbia to provide a green waste collection and composting service, instead of this valuable natural material going into landfills.

The Serbian public is interested in a cleaner, healthier environment and composting at home or separating green waste for municipal collection is a way they can do something positive for the community they live in.

ACTIVITY

Public event with media and important stakeholders - presentation of the BW5R baseline survey and analysis to illustrate the general perception and opinions regarding the composting at home or separating green waste for municipal collection.

OBJECTIVE

The objective is to build confidence and momentum among Serbian target audiences to take environmental action and to give an example that EU is supporting the wishes of the Serbian public directly and practically.

The target audience is the general public, the media and the political leadership.

However, the BW5R baseline survey has not started yet because the Inception Report has not been approved. If the survey does not start soon (mid-April), then it cannot be ready for the Green Week.

TIMING

The event would take place **on 9 June in Europe House** and is envisaged to last 1 hour.

2. EU FOR CIRCULAR ECONOMY IN SERBIA PROJECT - Local Leadership for Circular Economy in Serbia

ACTIVITY

As part of EU Green Week 2025, the **EU for Circular Economy in Serbia** project proposes a one-hour public event dedicated to showcasing the project activities and the important role of local initiatives in advancing the circular economy transition. The event will present the project's methodology and objectives, focusing on the development of local circular economy roadmaps and business plans. Depending on the project timeline, the event will follow **one of two formats**:

Option 1: Presentation of Selected Participants

If municipalities and companies have been selected by the event date (through Calls for Applications under project components 1 and 2), the event will:

- **Introduce** the selected local self-governments and companies.
- **Showcase** their planned initiatives within the project framework.
- **Present** the technical assistance and support they will receive to integrate circular economy principles into their operations.

Option 2: Focus on Best Practices and Project Introduction

If the selection process is still ongoing, the event will focus on:

- **Introducing** the EU for Circular Economy in Serbia project and its upcoming activities.
- **In addition, if confirmed with MEP, best practices** in CE roadmap preparation can be presented by inviting representatives from municipalities that have developed circular economy strategies previously (such as Sombor).

Both options assume participation of EUD, MEP, and likely the Standing Conference of Towns and Municipalities, as well as the Serbian Chamber of Commerce (these are yet to be confirmed).

OBJECTIVES

- Present the EU for the Circular Economy in Serbia's technical assistance program for municipalities and companies.
- Emphasise the role of local initiatives and public-private cooperation in achieving sustainable development.
- Facilitate knowledge exchange with municipalities experienced in EU-supported environmental projects.
- Raise public awareness as part of the EU Green Week outreach.

TARGET PARTICIPANTS

- **Option 1:**
 - Selected local governments and companies that participate in the project.
 - Representatives from MEP and EUD.
 - Key project partners (SCTM, Serbian Chamber of Commerce).
 - National and local media.
 - Broader public and EU Green Week audience.

- **Option 2:**
 - Representatives from MEP and EUD.
 - Key project partners (SCTM, Serbian Chamber of Commerce).
 - Speakers from municipalities involved in previous EU circular economy or environmental projects (TBC).
 - Partners from similar initiatives, such as the UNDP.
 - Media and general public.

FORMAT

- **Opening Remarks:** EU Delegation, Ministry of Environmental Protection.
- **Panel Discussion:**
 - *Option 1:* Featuring selected municipalities and companies.
 - *Option 2:* Featuring experienced municipalities (TBC) and institutional partners.
- **Q&A Session:** Open to the audience and media representatives.
- **Networking:** Opportunity for informal exchange and stakeholder engagement.

TIMING

The event would take place **on 5 June in Europe House** and is envisaged to last 1 -2 hours.

3. MEDIA TRIPS – PULSE OF EUROPE

OBJECTIVE

- Share best European practices in environmental protection through media perspectives.
- Encourage public discourse on circular economy practices.

ACTIVITY

- Panel Event: Journalists who participated in the media trips programme will present findings, using photos, data, and videos from their visits to EU countries, focusing on environmental topics.
- Photo Exhibition: “How Green Is Europe” will showcase sustainable best practices from five EU countries (Denmark, Sweden, Czech Republic, Portugal, Estonia). Two additional EU countries will be included in the exhibition.

TARGET AUDIENCE

- Media representatives.
- Civil society organisations.
- Research institutions.
- General public.

TIMING

Both events would take place **on 10 June in Europe House** – the panel is envisaged to last 1 -2 hours. The exhibition will be on display for a few days, if possible, depending on the previously scheduled exhibition.

EUROPE HOUSE NOVI SAD

4. Public Bike Tour via EuroVelo 6 route

The bike ride on the occasion of Europe Day for around 30 participants along the EuroVelo 6 route. Along the way, cyclists will take breaks lasting an hour and a half to two hours for cyclists to socialise, chat about various ideas and initiatives, and hold a short bicycle repair workshop. Afterwards, cyclists return to the city along the same route. This route will serve as a promotion of the EuroVelo cycling tour along the Danube.

Date: June 6th - TBC

Partner: Novi Sad Cycling Initiative

5. Biofabrika – slow fashion workshop

Ecological printing techniques using natural materials on untreated fabric. Participants will learn how to create plant-based imprints without the use of chemicals, working only with natural fabrics free of plastic and synthetic components. The workshop offers a hands-on experience that challenges industrial textile practices and invites a deeper connection with nature through ethical, environmentally conscious design.

Date: June 10th - TBC

Facilitator: Marija Kozomora, fashion designer and eco printer

EUROPE HOUSE NIŠ

Proposal: EU Green Week 2025 Activities in Niš

As part of EU Green Week 2025, under the theme “**Circular Solutions for a Competitive Europe**”, Europe House Niš proposes the following three activities to promote environmental awareness, circular practices, and community engagement in sustainability:

6. Circular Solutions in Cities: Shared Spaces, Shared Responsibility

Location: European House Niš

Date: June 3–5, 2025 (exact date TBC)

Partner: French Institute

This public event, organized in partnership with the French Institute, will focus on urban sustainability and circular practices such as rainwater harvesting, composting, and community gardening. It will

showcase a case study from the French Embassy in Serbia, which plans to install a rainwater collector and composter in its yard as a symbolic and practical step toward green urban transformation.

Key topics: Community gardens, Rainwater harvesting, Composting and bio-waste reuse, Public participation and environmental education

Suggested speakers include representatives from the French Embassy, urban ecology expert Sabina Kerić (Ekonaut), a guest speaker from a French city (online), and a local innovator from the Niš Science and Technology Park.

Estimated Budget: €300 – tbd

7. Owl Night: Educational Eco-Event for Children

Location: Niš Fortress

Date: To be confirmed with schools and partners

Partner: Birdlife Serbia

Organized by BirdLife Serbia and Europe House Niš, this interactive event aims to raise awareness among children about owl protection and biodiversity conservation, while debunking negative myths about these birds. Activities include educational workshops, short films, slide shows, crafting owl nest boxes, and guided mini birdwatching tours.

Target group: Primary school children from Niš and nearby municipalities (approx. 1,000 participants)

Objectives:

- Increase children's knowledge about owls and local biodiversity
- Engage youth in practical nature protection activities
- Promote Niš Fortress as a space for sustainability education

Estimated Budget: €1,500 (experts' fees, materials, logistics, promotion)

8. Recycled Art Workshop for Teens

Location: Europe House Nis

Date: During EU Green Week 2025

Partner: Circle Art Festival

A creative, hands-on workshop in partnership with Circle Art Festival, designed to teach teenagers how to turn waste and everyday objects into art. The workshop promotes sustainability, innovation, and environmental consciousness through artistic expression.

Objectives:

- Encourage creative reuse of materials
- Inspire problem-solving through sustainable design
- Raise awareness about environmental protection in an engaging way

Estimated Budget: 300€

9. WORLD ENVIRONMENT DAY 2025 - JOINT EVENT BY THE MINISTRY OF ENVIRONMENTAL PROTECTION, THE DELEGATION OF THE EUROPEAN UNION TO SERBIA AND UNDP SERBIA

Date: June 5, 2025

Time: 10.00 am – 4.00 pm

Location: Belgrade, EU house (Tbc)

ABOUT THE EVENT

UNDP, in collaboration with its partners – the Ministry of Environmental Protection of the Republic of Serbia and the Delegation of the European Union to Serbia – is organising a dedicated event to mark World Environment Day, as part of EU Green Week 2025. This year's focus is on tackling plastic pollution, the circular economy and promoting sustainable alternatives. The event will bring together government representatives, embassies, international organisations, private sector stakeholders, civil society organisations and environmental experts for a dynamic exchange of ideas and best practices. The goal is to raise public awareness of plastic pollution and environmental protection, the benefits of applying circular economy principles and foster cross-sector collaboration, educate citizens on sustainable practices, and showcase innovative solutions that reduce plastic dependency.

TENTATIVE AGENDA

- Opening remarks by representatives of the Ministry of Environmental Protection of the Republic of Serbia, the Delegation of the European Union to Serbia and UNDP
- Panel discussion on plastic pollution and sustainable solutions
- Showcase of innovations – successful initiatives that eliminate or reduce plastic use and apply principles of circular economy
- Presentation of innovative solutions for the green transition supported by the “EU for Green Agenda in Serbia” project
- Children's workshop on plastic alternatives and environmental awareness
- **Children's educational sessions** on plants and ecology
- Thematic exhibition with interactive displays for all participants