

Europe's environment 2025 | How-to guide: watch party

Thank you for being interested in hosting a watch party of the launch of Europe's environment 2025. The livestream will start on 30 September 14h (CEST). Your events are crucial to contributing disseminating the outputs of the report to public and policy debate across Europe. This how-to guide will lay out specifically how you can set up your event aligned with the specific needs of your peers. The livestream of the launch will be organised by the European Commission and the EEA.

1 Determine target audience

Apart from your **peers within your organisation**, we would like to recommend identifying **any other relevant audiences or stakeholders**. Once you have decided on who you are targeting, it is easier to set up a fitting format and angle in the next steps.

2 Find the local angle & speakers

What is a **predominant topic** in your country that relates to the report? This might be a relevant angle to interest audiences and the media into following the launch. Do you happen to know **an expert** who might elaborate more on this issue from a local perspective? Are there any **other officials** that should get a moment on stage? For example, the director of your institute or an NGO that might offer a perspective.

3 Choose a format

The watch party will be hosted by your organization. While streaming is convenient, we've found that in-person events create a much higher level of engagement and connection. Therefore, we recommend hosting a **physical event**. If you want to balance impact and attention span, it is recommended to stream at least the keynote speech, and possibly the following panel, alternated with planned interaction in the

room (e.g., an expert, Q&A, feedback session etc). In case of a hybrid event, it is important to monitor the questions and interact with online participants.

To host the event, it would be preferable to arrange for a **moderator**, which could be one of your peers, for example. This role will vary from welcoming people, to introducing or interviewing the external speaker, or prompting the audience for feedback.

4 Shape the agenda

There are different possibilities to shape the agenda, but the **main findings of the report and the event evaluation** are required parts of the event. Including a local speaker in the programme, is up for consideration of the country.

We would however, strongly like to suggest **scheduling regular planned breaks**, such as networking activities over coffee, or introducing polls or key questions to foster engagement in order to retain the audience. The EEA proposes the following framework:

1. Livestream from Brussels

The link to the livestream will be updated both in this document and in the [event registration form](#).

2. Welcome and introduction (5 min)

A representative from your organization welcomes the participants and refers to the purpose of the viewing and some key points from the livestream.

3. Exploration of the country perspective (15–20 min)

An expert from your country presents the national perspective (could be interview or presentation):

- Status of the environment in your own country
- Comparison with European trends
- Specific challenges or successes

4. Field response (10 min)

A brief reaction/interview with someone from an NGO, local government, a youth representative or an entrepreneur about what these findings mean in practice.

5. Interactive closing (10 min)

- Live poll or short Q&A with viewers
- Call to continue the discussion or participate in local initiatives

6. Evaluation of participation (online)

Sharing the [link to the survey](#), which gives us insight into the engagement with the audiences.

Links and resources

Toolkit space

A regularly updated online space to share documents, forms, visuals and more to support our partners' outreach efforts.

Europe's environment 2025

[not yet published] The main landing page of the report, thematic snapshots and country spaces.

Note: The toolkit and the assessment components of Europe's environment will not be fully available until later in 2025

For all other enquiries, please reach out to us at

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