

Europe's environment 2025 | How-to guide: events

Thank you for being interested in organising an event to share and discuss the findings of Europe's environment 2025 report. Your events are crucial to contributing to public and policy debate across Europe. This how-to guide provides practical information that will help you plan and align with the EEA.

1 Determine stakeholders and roles

As an event coordinator, you are responsible for **kicking off event planning** and for identifying and **involving all relevant stakeholders**. You and your team decide about onsite logistics of the event and decide who will act as the single point of contact to the EEA throughout the ensuing process. If you represent an institution (e.g. environmental agencies, NGOs, academia, etc.) with interest in our report's results, we encourage you to collaborate with your National Focal Point (NFP). NFPs are encouraged to read this document to that end.

2 Identify relevant dates and events

You may organise a specific event, but you may also consider **already planned activities** (conferences, high-level meetings, etc.) that align thematically. Besides bringing the report's messages to new audiences, this approach might minimise the planning efforts and costs. Should you choose to plan your own dedicated event, the EEA team is available to help you identify suitable event dates, advise on event formats and relevant speakers, etc.

3 Start designing your event

Besides short press conferences, events would ideally be at least **60-minutes** long; about a 15–20-minute presentation, followed by reflections from high-level stakeholders. To optimise outreach, other **communication**

activities could coincide with the event, e.g. press interviews, social media posts and live streaming.

4 Submit your event outline

Once the basics of the event are in place, the event coordinator submits an **event outline** using [this online form](#) and formally requests EEA input (e.g. presentation and participation). We require practical details regarding the event, to help the EEA country outreach team understand its scope and offer the right support. The EEA aims to contribute to as many events as possible, in accordance with availability and relevance. Early planning is therefore highly recommended. Planning issues that may arise are resolved bilaterally between the EEA team and the event coordinator.

5 Once confirmed: promote

EEA presence at the event is formally confirmed through an exchange of sending an **official invitation to the EEA and acceptance letters**. Following confirmation, visibility on the EEA website is arranged for publicly accessible events. You could then promote the event through your usual distribution channels and social media. Additional promotional materials and resources can be found in the [toolkit](#). As a country event coordinator, you can adapt them as you see fit and/or produce your own communication products.

6 Prepare the country briefing

The event coordinator, where relevant in cooperation with the EEA's Country Desk

Officer and NFP, prepares a country briefing (see toolkit). At least two weeks before the event takes place, the briefing is shared with the EEA team. This briefing is essential to **prepare the speakers and the press office**. We also kindly ask you to communicate any event-related changes to the EEA team as soon as possible.

7 Feedback from event participants

We would like to collect as much feedback as possible from actual event participants in order to improve the impact of our outreach activities. To this end, the toolkit includes a short participant feedback survey, which the EEA team will set up and facilitate. During and, where relevant, after the event, please promote the survey as much as possible. You may also ask to include a few additional questions. The feedback results will be shared with the event coordinator.

8 Wrap-up and feedback from event coordinator

Within 6 weeks after the event, the event coordinator fills in the event feedback form (see toolkit), capturing both quantitative and qualitative feedback. All presentations and relevant photos from the event are shared through the form as well.

Links and resources

Event submission form

The online form to submit your event outline and formally request EEA input.

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 events@eea.europa.eu



**European
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Agency**

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