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Corporate content on communication for outreach networks

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To keep you in the big picture

EU Green Week 2023: Delivering a net-zero world

We start this week edition of our Newsletter with Europe's biggest annual event on environmental policy, [EU Green Week 2023](#), which already started yesterday and continues today in Brussels and from 3 to 11 June in different places around Europe and beyond. This year's theme is 'Delivering a net-zero world'.

Virginijus **Sinkevičius**, Commissioner for Environment, Oceans and Fisheries, said: *"Green Week is about how to make the Green Deal happen for people, for businesses and for future generations of Europeans. Since the Green Deal was announced the Commission has proposed an impressive number of legislative proposals to safeguard biodiversity, advance the circular economy, and strive for zero pollution. This is the moment to push through and finish up what we have started. This is not a sprint but a marathon. We cannot win a medal for running 10 kilometres, but we certainly can if we run the full 42."*

Your audiences might be interested in participating in some of the events organised, as part of the European Year of Skills, by our partners: schools, universities, business associations, environmental organisations, civil society, and government agencies to raise awareness and educate people about the importance of protecting the environment and promoting sustainable living practices. You can find events happening around you and share them with your public via [the interactive map](#).

The [LIFE Awards ceremony](#) took place yesterday but today you can follow expert session which will offer in-depth discussion on financing green projects and fighting environmental crime. Check out the expert sessions and the other points of the agenda and share with your audience that they can follow the main conference in Brussels [online](#).

Pact for Skills has already helped 2 million people that benefit from up-and-reskilling activities

The [results](#) of the survey clearly show that the EU [Pact for Skills](#) has significantly helped companies and workers in advancing their skills training. In numbers, **2 million people have benefited from up-and re-skilling activities** under the Pact, **15,500 training programmes were either updated or developed**, and Pact members have invested **€160 million in skills initiatives**.

This year we have even a better reason to celebrate it under the [European Year of Skills](#).

You might remember that the [Pact for Skills](#), launched on 10 November 2020, is a flagship initiative under the [European Skills Agenda](#). It brings together industry, social partners, vocational and education providers, public authorities, employment services and others in different sectors, all of them relevant partners to identify skills requirements and make commitments to reskill workers. Its aim is to foster partnerships that address labour market needs, support green and digital transitions, and promote local and regional growth strategy via a collective approach to tackling challenges and shortages in skills development.

You can showcase the concrete examples of successful skilling actions by Pact members across Europe [to your audiences](#). For more information read [this](#).

We handpicked for you

Protecting jobs and workers: SURE was crucial in mitigating impact of pandemic and supporting recovery

[SURE](#), part of the EU's initial response to the pandemic, has been crucial to protect jobs and workers affected by it. It provided financial support in the form of loans granted on favourable terms from the EU to Member States to finance national short-time work schemes and other similar measures, in particular for the self-employed, as well as health measures.

Overall, a total of **€98.4 billion** (close to the maximum envelope of €100 billion) of SURE financial assistance was provided to 19 Member States (i.e. Belgium, Bulgaria, Cyprus, Estonia, Greece, Spain, Croatia, Hungary, Ireland, Italy, Lithuania, Latvia, Malta, Poland, Portugal, Romania, Slovenia, Slovakia and Czechia). It supported **31.5 million employees and self-employed people and over 2.5 million businesses**.

The final report confirms that SURE helped mitigating the impact of the pandemic in 2020 and facilitating the swift economic rebound in 2021, which was faster than in previous crises.

All of the financial assistance granted under SURE has now been spent and no further financial assistance can be granted.

You might want to share with your audiences the impact of SURE. For more details check it out [here](#).

EU Cohesion Policy: a cohesive development of regions is key for the EU's growth agenda

Second item featuring in this section is the outcome of the [report](#) adopted by the Commission on **regional trends for growth and convergence in the EU** showing that **over the last 20 years** European **convergence grew significantly**. You might get interesting details, like, for example, that in terms of **GDP per capita, by 2021 less developed regions experienced an increase from 51% to 62% compared to the EU average**. The report complements, actually, the analysis of the Member states' economies of the European Semester [Country Reports](#) of which you read in the previous edition of the Newsletter. It highlights different regional asymmetries, like access to basic public services such as education or public transportation, still present especially in rural areas and suggests how to best address them etc.

Commissioner for Cohesion and Reforms, Elisa **Ferreira** said: *"The analysis published today highlights that a cohesive and sustainable development of EU regions is key for economic prosperity, social welfare, and the competitiveness of the whole EU. Tackling disparities through place-sensitive policies builds resilience and inclusive growth and strengthens the EU's single market. Cohesion Policy funds are of paramount importance in this endeavour and a major player in the economic governance of the EU budget."*

The analysis underline the importance of the **targeted action under EU Cohesion policy to address the regional imbalances**, in parallel with instruments such as the [Recovery and Resilience Facility](#). Cohesion Policy has been key for supporting reforms and growth-enhancing investments in such regions. Read the full report [here](#).

Might wish to share among your networks

Podcast with stories of the relief and emergency response - preparedness for the wildfire season

DG ECHO launched new partnerships with well-established podcasters in **France, Spain, Italy and Ireland** and today is reaching out to you and, especially, to the centres located in **these four countries** to share the relevant podcast and the **country specific campaign** via your channels.

In a series of episodes, they cover the stories of the relief and emergency response, told by the experts working on the frontlines.

The podcasts are aimed at generation Z, college students (18-25) and millennials (26-40) as well as adults up to 45 years old with a neutral attitude towards the EU and interest in humanitarian issues, human rights, climate change and environment.

Each podcast is country specific (France, Spain, Italy and Ireland) and each country specific campaign contains two 15s video clips in a 4:5, vertical and horizontal format; an audiogram (short animated audio teaser) in a 4:5, vertical and horizontal format and texts of the posts to go with the assets.

SPAIN

DG ECHO have collaborated with the podcast **Revista 5W**. The podcast episode features **Dr. Jesús San-Miguel-Ayanz** - coordinator of the teams in charge of the European Forest Fire Information System (EFFIS) and the Global Forest Fire Information System (GWIS) of the European Commission Joint Research Center.

The **Spanish** podcast is available [here](#).

The **Spanish** kit of the campaign is available [here](#).

FRANCE

DG ECHO have collaborated with the podcast **Sismique**. The podcast episode focuses on EU humanitarian aid to Ukrainians and features **Claire Kowalewski**, Colonel in the French fire services, working on Preparedness and response, Aerial Forest Firefighting capacity at DG ECHO.

The **French** podcast is available [here](#).

The **French** kit of the campaign is available [here](#).

ITALY

DG ECHO have partnered up with **Città, by Will Media**. The podcast episode focuses on how the EU is preparing for the upcoming wildfire season. It features **Daniele de Rigo (PhD)**, scientific consultant at Joint Research Centre (JRC) who deals with the field of computational modelling for environment (Earth science and ecology).

The **Italian** podcast is available [here](#).

The **Italian** kit of the campaign is available [here](#).

IRELAND

DG ECHO have partnered up with **The Explainer**. The podcast episode features **Marcin Pater** - Emergency Response Officer at the Emergency Response Coordination Centre (ERCC), DG ECHO. The podcaster, on their own initiative, also interviewed Pádraic Fogarty of the Irish Wildlife Trust.

The **Irish** podcast is available [here](#).

The **Irish** kit of the campaign is available [here](#)