



Cities and regions as essential hubs for green transformation

Regional transformations to achieve green targets including carbon neutrality and zero pollution.

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The zero pollution vision for 2050

“Air, water and soil pollution is reduced to **levels no longer considered harmful to health and natural ecosystems** and that **respect the boundaries our planet can cope with,** thus creating a toxic-free environment.”



The triple planetary crises and health are closely intertwined

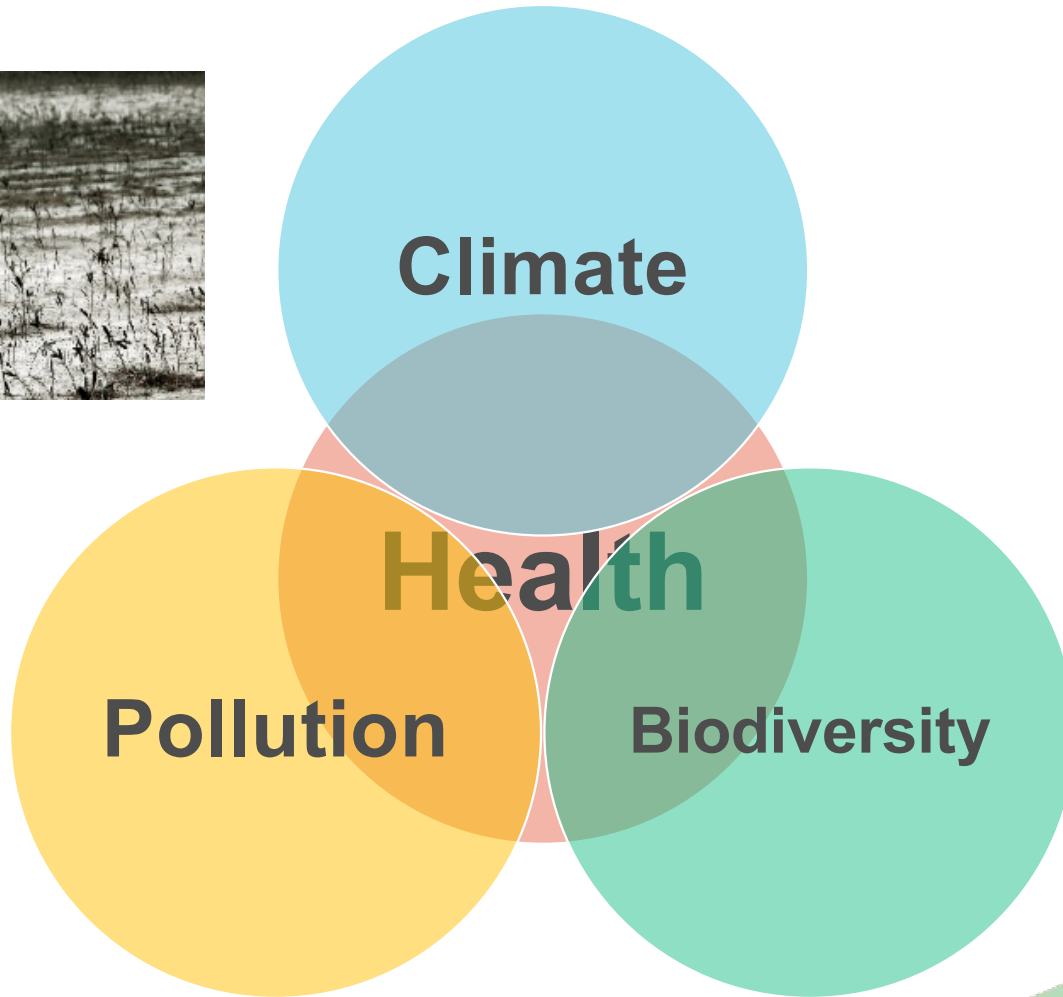
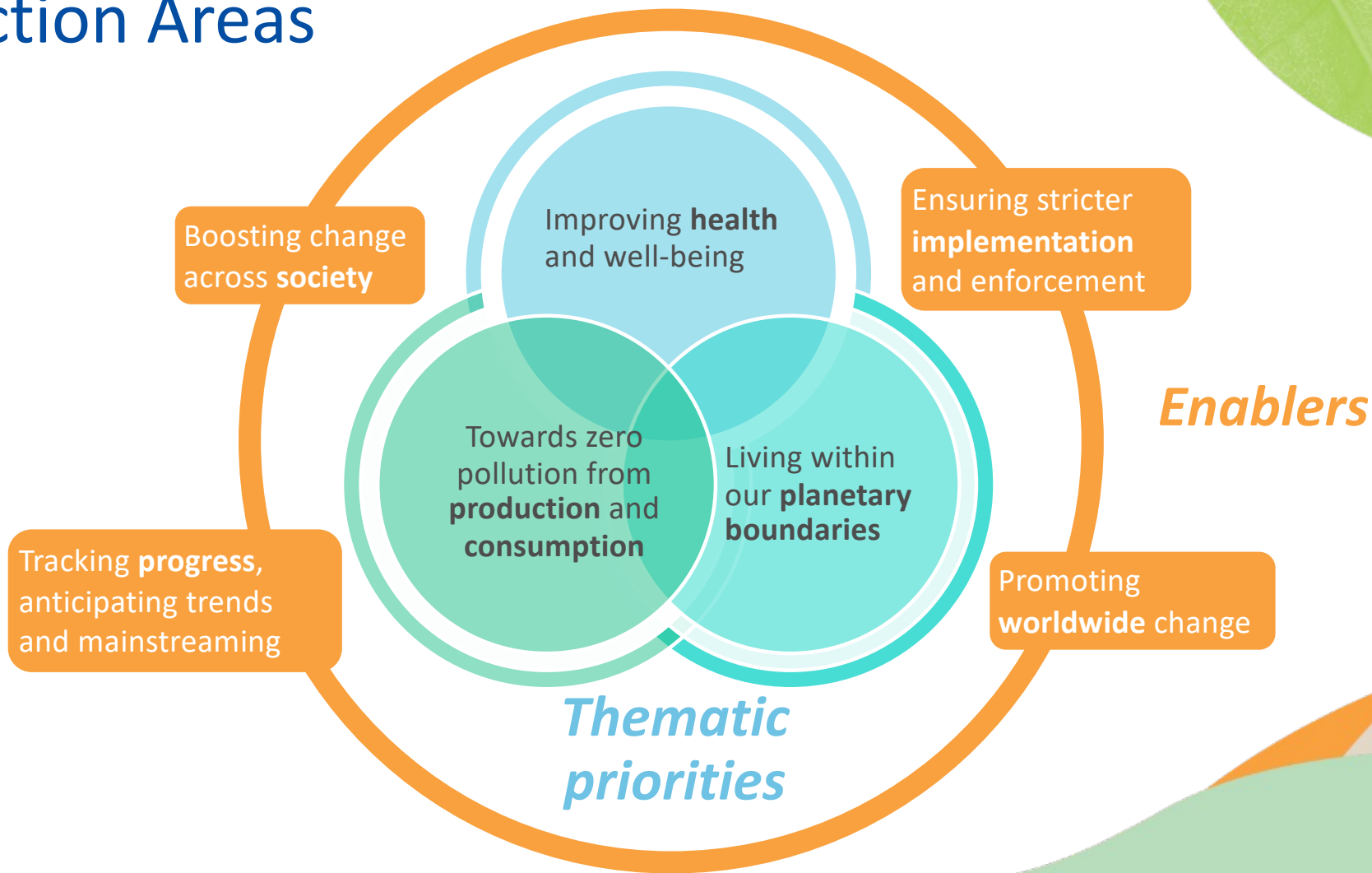


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Action Areas



Flagships – integrated initiatives

1. Reducing health inequalities through zero pollution



2. Supporting urban zero pollution action



3. Promoting zero pollution across regions



4. Facilitating zero pollution choices



5. Enforcing zero pollution together



6. Showcasing zero pollution solutions for buildings



7. Living Labs for green digital solutions and smart zero pollution



8. Minimising the EU's external pollution footprint



9. Consolidating the EU's Knowledge Centres for zero pollution





EUROPEAN UNION

SELECTED CITIES (MISSION CITIES)

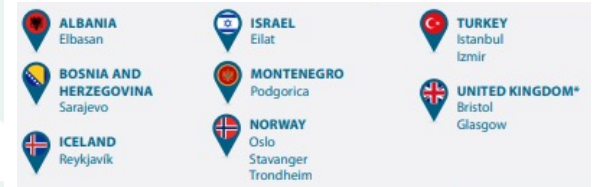
- 100 EU cities selected from all Member States and of different types (size, current emissions, level of preparedness), representing 12% of the EU population.
- +12 cities from associated countries.

EU27



EU MISSIONS

Associated countries



Green Urban Initiatives

- **European Green Capital** and **Green Leaf Awards**
 - **Capital 2022:** Grenoble, **2023:** Tallinn & **2024:** Valencia
 - **Leaf 2022:** Valongo (PT) & Winterswijk (NL) / **2024:** Elsinore (DK) & Velenje (SI)
- **Green City Accord** – signed by more than 100 cities, complements Horizon Mission and other Urban initiatives of the Commission



Flagships – integrated initiatives

7. Living Labs for green digital solutions and smart zero pollution

1. Reducing health inequalities through zero pollution
2. Supporting urban zero pollution action
3. Promoting zero pollution across regions
4. Facilitating zero pollution changes
5. Enforcing zero pollution together
6. Showcasing zero pollution solutions for buildings
7. Living Labs for green digital solutions and smart zero pollution
8. Minimising the EU's external pollution footprint
9. Consolidating the EU's Knowledge Centres for zero pollution





"In 2021, the Commission will, together with partners, launch Living Labs¹ for green digital solutions and smart zero pollution to engage with regional and local authorities (for example through the Living-in.eu community) and other stakeholders to help develop local actions for green and digital transformation which contribute to the European Digital Green Coalition and the European Climate Pact. By 2023, the Living Lab members will develop recommendations on a climate and environment-friendly use of digital solutions to accelerate zero pollution efforts, with a particular focus on citizen engagement."

Flagship 7:

Living Labs for green digital solutions and smart zero pollution



Recommendations on how Living Labs contribute to the Zero Pollution Action Plan



Living Labs and converging community-based action-oriented participatory trans-disciplinary research structures are a key component of **open science** for **sustainable development**.



Living Labs bring together **citizens, institutions, industry, and research, engaging citizens** in social practices and connecting the big picture to local action.



Living Labs are important contributors in **speeding up the transition** process to zero pollution and climate neutrality.



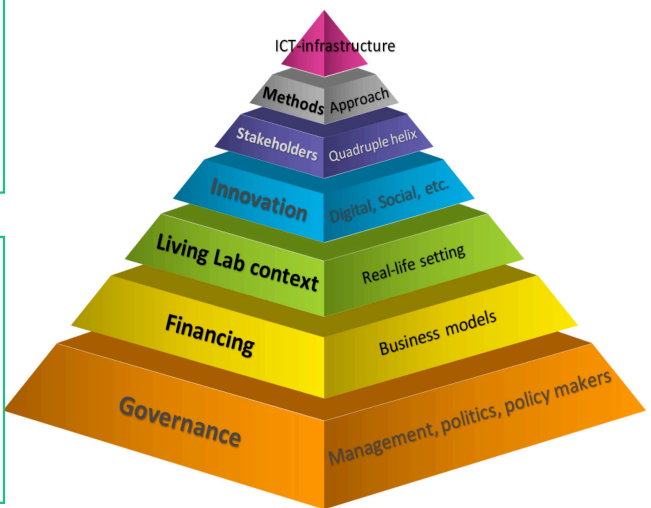
Living Labs can facilitate **visibility** and **access** to open **knowledge**, supporting open data and open-source initiatives and the European Data Spaces.



Living Labs have emerged as a crucial platform to promote **innovation, sustainability, and digitalization**, bridging the gap between citizens, industry, public administration, and research.



Living Labs can be used to **test and demonstrate digital solutions** for reducing pollution and achieving environmental sustainability.



Urban Living Lab framework based on UNaLab cities feedback
 Chronéer, D., Ståhlbröst, A., & Habibipour, A. 2019. Urban Living Labs: Towards an Integrated Understanding of their Key Components. Technology Innovation Management Review, 9(3): 50-62. <http://doi.org/10.22215/timreview/1224>

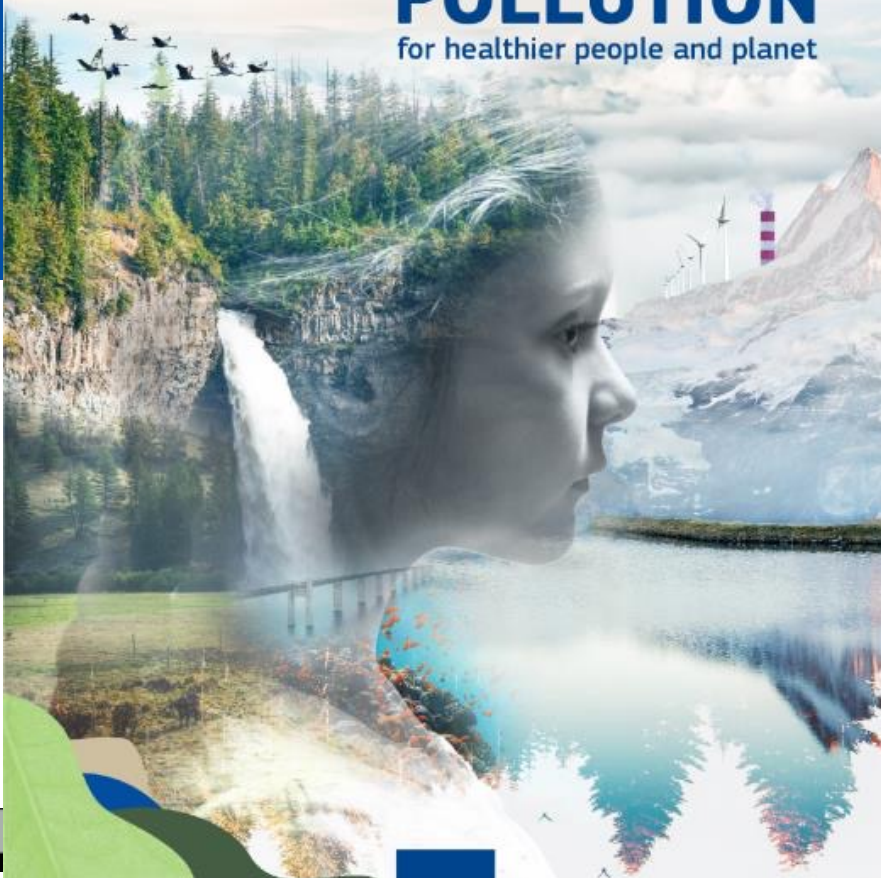
Take away messages

- It is **time to act now** at all levels to address the triple crises
- The **policy framework is largely set**, we now need to **implement** it on the ground
- **Living labs using digital solutions can be very effective** to trigger and support this implementation on the ground





ZERO #EuGreenWeek
May 31 → June 4
POLLUTION
for healthier people and planet



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Thank you!

More information:

- [Zero Pollution webpage](#)
- [Zero Pollution Monitoring and Outlook](#)
- [Zero Pollution Stakeholder Platform](#)

