



EUROPEAN COMMISSION

DIRECTORATE-GENERAL  
ENVIRONMENT

The Director-General

Brussels,  
ENV.A3/BSM (2021)

*Jacek Majchrowski*  
Mayor  
City of Kraków  
Poland  
Email: [prezydent@um.krakow.pl](mailto:prezydent@um.krakow.pl)

**Subject: European Green Capital Award 2023**

Dear Mayor, Jacek Majchrowski

I would like to thank you for having applied for the European Green Capital Award 2023. Your renewed commitment towards sustainability in these difficult moments is key.

The pandemic has had an impact on all of us. It is important we seize the momentum of change to recover and re-build more resilient cities with economic, social and natural systems that are interconnected and restorative.

Based on the technical assessment of our independent expert panel, I am delighted to inform you that your city has been shortlisted as a finalist for this year's award. I am therefore pleased to invite you for the final stage in this year's competition and present your city to the Jury panel of the 2023 European Green Capital Award. The jury meetings and Award Ceremony are scheduled to take place on 9 September in Lahti, this year's European Green Capital. At present - hoping that the situation will further improve - we are organising the jury and award ceremony as hybrid events, in order to allow everybody to participate in situ or online. We will keep you informed as the process develops and will get back to you as appropriate.

The jury presentation for your city is set out in the Rules of Contest that govern this competition and remains unchanged. On the day, all finalist cities are invited to present (1) a **communications strategy** substantiated by action plans on how they intend to fulfil their European Green Capital year and (2) which **projects / actions** the city intends to set in place to enhance the city's environmental sustainability and to achieve the city's sustainability vision (examples are given in Annex 11 of the Rules of Contest). The Jury members will assess the shortlisted cities based on the following evaluation criteria:

- 1) The city's overall **commitment, vision and enthusiasm** as conveyed through the presentation.
- 2) The city's **capacity to act as a role model**, inspiring other cities, promoting best practices and raising the awareness of the EGC model further – bearing in mind city size and location.
- 3) The city's **communication strategy** and actions, which should address:
  - Citizen communication and involvement to date in relation to the 12 environmental indicators, effectiveness via changes in citizen behaviour, lessons learned and proposed modifications for the future.
  - The extent of the city's (local, regional and national) partnering to gain maximum social and economic leverage.
  - How they intend to fulfil their role of EU Ambassador, inspiring other cities.
- 4) The city's proposal on **initiatives and measures** intended to be set in place within the year of the award to enhance the city's environmental sustainability and to contribute to achieving the city's sustainability vision.

Your one-hour presentation may be showcased by a slide show, video or other communication means (format to be communicated beforehand), but this is not a formal requirement. Your city's overall presentation should be in English, as interpretation is not foreseen.

This year, the winning city will be awarded a financial prize of 600.000 € The financial prize is deemed to be used as a contribution towards implementing the initiatives and measures to enhance the city's environmental sustainability as part of the winning city's European Green Capital year 2023, as set-out by the city's sustainability vision presented at the jury meeting.

In the run up to the event, DG Environment will publish the nomination of the shortlisted cities for the award through the available European Commission's online channels. In case you wish to share the news and spread the message through your local and other contacts/networks, please use the existing hashtags #EUGreenCapital or #EUGreenLeaf, tagging the dedicated @EU\_GreenCapital twitter handle and the Directorate-General for the Environment handle @EU\_ENV.

More detailed information will be shared with you in due course. Should you have any questions, please contact the European Green Capital Secretariat (info@europeangreencapital.eu).

We look forward to seeing you at the jury presentation and awards ceremony – online or in person - and in the meantime, stay safe!

Yours sincerely,

*Electronically signed*  
Florika FINK-HOOIJER

Encl.: Technical Assessment Report

Cc: *Piotr Kempf*