



Dear Prospective Cooperation Partner of the European Sustainable Development Week,

On behalf of the European Sustainable Development Week (ESDW) and the National Focal Points who oversee the ESDW each year, we are approaching and inviting your organization to become active in supporting the ESDW.

What is the European Sustainable Development Week?

The ESDW is an initiative to **facilitate the organization of activities that promote sustainable development** and make these efforts visible throughout Europe on a common platform – www.esdw.eu. The 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) articulates key issues that call for urgent action at all levels and by all stakeholders. **The ESDW contributes to this ambitious, universal and transformative agenda by promoting the organization of bottom-up activities that have a thematic link to and support the SDGs.** As such, the ESDW aims to raise awareness for the 2030 Agenda in Europe and calls upon local stakeholders to actively engage with sustainable development, in general, and the SDGs, in particular.

The ESDW has taken place on 30 May - 5 June every year since 2015. However, the ESDW 2020, due to the Covid-19 crisis, has needed to be postponed. **The new dates of the ESDW are 20 September - 26 September 2020, with an extended period of 18 September - 8 October 2020**, in which events registered to the ESDW will still be counted towards Europe's total number of sustainable development-related events. Because it is difficult to predict how the world, including health and safety measures, will look like in September and October 2020, the ESDW has shifted its focus away from events that take place at a physical setting and instead focus and support events and other means of engagement and interaction that can take place virtually.

Why the ESDW Needs Your Support

Over the past 5 years, the ESDW has made progress in connecting and cooperating with organizations that has led to the ESDW 2019 registering **over 6,700 events in 30 European countries**. However, during the Covid-19 crisis, we are more than ever challenged to continue supporting the implementation of the SDGs to make the recovery process as sustainable as possible, and continue to achieve the SDGs.

While the ESDW already has partner organizations and communicates via Twitter and Facebook, we continue to invite selected partner organizations to help increase the ESDW's outreach, in general, as well as reach new target groups, in particular, who might be interested in highlighting their events on not only a national platform, but also on a Europe-wide platform. The ESDW asks all partner organizations to:

- Feature the ESDW logo on your websites;
- Use your social media accounts to share and retweet our posts on Facebook and Twitter;
- Distribute our promotional materials to your networks and members;
- Include descriptions about the ESDW and how to register events in your newsletters;
- Encourage your members to register events that pertain to the SDGs; and
- Try to register event(s) yourselves (these event(s) would get increased recognition on the ESDW Partner's page on the website through ESDW News Articles and on the ESDW's Twitter and Facebook accounts).

Benefits to Becoming an ESDW Cooperation Partner

In collaborating with the ESDW, cooperation partners can also benefit from supporting the ESDW.

Events that might already be planned by partners can be directly registered on the ESDW website. Through that, **your events would gain increased attention and outreach on the national, European, and, thanks to the ESDW's renewed cooperation with the UN SDG Action Campaign, also on the global level.** The ESDW Office is also ready to support partner organizations with conceptualizing new and innovative events that can be done digitally, allowing partner organizations to remain flexible during the Covid-19 crisis. Should ESDW cooperation partners decide to organize events during the ESDW, these events would receive targeted communication through all of the ESDW's communication channels, namely on the ESDW website, through Twitter, and Facebook.