

YOU HAVE SIGNED THE COVENANT OF MAYORS, WHAT NOW? NEXT STEPS

To the attention of: the service(s) or person(s) responsible for the coordination of the Covenant of Mayors initiative in your local authority

1. COMMITMENTS OF YOUR LOCAL AUTHORITY

Welcome to the Covenant of Mayors community! By signing the **Covenant of Mayors**, your local authority has formally shown a strong commitment to fight against climate change and go beyond the energy and climate targets set by the European Union.

In this framework, your local authority is committed to:

- Prepare a **Baseline Emission Inventory**,
- Submit a **Sustainable Energy Action Plan (SEAP)**, **approved by the municipal council within the year following your official adhesion** to the Covenant of Mayors initiative, and including concrete measures leading to at least **20% reduction of CO₂ emissions by 2020**,
- Submit an **implementation report approved by the municipal council at least every second year after submission of the SEAP** for evaluation, monitoring and verification purposes.

As the 20% reduction of CO₂ emissions is a target concerning both the public and private sectors, it is crucial to **mobilise local stakeholders and citizens** in your geographical area to take part in developing the Sustainable Energy Action Plan. You are also committed to:

- **Adapt your administrative structure**, including allocation of sufficient human resources, in order to undertake the necessary actions,
- **Spread the message of the Covenant** in the appropriate fora and, in particular, encourage other Mayors to join the Covenant,
- **Share experience and know-how** by organising **Local Energy Days**, attending/contributing to the **annual Covenant of Mayors Ceremony** and the different **thematic workshops**.



First Covenant of Mayors Signature Ceremony at the European Parliament, Brussels, Belgium (10th February 2009)

Photographer: Paul O'Driscoll

Note: Since the success and the recognition of the whole initiative rely on the real involvement of all Covenant Cities, you accept termination of your membership in the Covenant in case of non-submission of the different technical documents (i.e. SEAP and implementation reports).

2. SERVICES OFFERED BY THE COVENANT OF MAYORS OFFICE (CoMO)

In order to support the Covenant signatories to deliver on their commitments, the European Commission has set up the **Covenant of Mayors Office (CoMO)**. Hence, a dedicated team of professionals is ready to provide you with technical guidance (see below the services offered by the **Helpdesk, 2.1.**) and will help you to promote and communicate your local actions (see the services offered by the **Media desk, 2.2.**). The CoMO also coordinates the liaisons with other relevant stakeholders such as **Covenant Territorial Coordinators, Supporters** and **Local and Regional Energy Agencies** (see the “useful contacts”).



2.1. Covenant of Mayors HELPDESK

The Covenant of Mayors Helpdesk has been established to manage adhesions and provide you with guidance for the process of implementation of your commitments.

For the sake of the most effective support and follow-up of your actions, we provide you with a single **contact point** (info@eumayors.eu) whom you can address your questions concerning the Covenant of Mayors. Moreover the Helpdesk collaborates with dozens of **Covenant Territorial Coordinators** (i.e. sub-national administrations, public bodies) and **Supporters** (i.e. associations of local authorities), to support you knowing your local/ national context.

The Covenant of Mayors Office – in collaboration with the **Joint Research Centre** of the European Commission – has developed a number of **technical and methodological support materials** in order to help you to achieve the requirements set by the Covenant of Mayors:

- A **Guidebook on "how to develop a Sustainable Energy Action Plan?"** is available in our online library (http://www.eumayors.eu/support/library_en.html). It provides you with practical guidance for your Baseline Emission Inventory and your action plan, including useful references to existing and tested methodologies/tools.
- A set of **Frequently Asked Questions (FAQs)** is regularly updated on the Covenant of Mayors website (http://www.eumayors.eu/support/faq_en.html). This set of questions/answers is based on the most often registered enquiries related to the Covenant of Mayors initiative and its requirements.
- **My Covenant** - restricted area on the Covenant of Mayors website - offers you a way to share information with the whole Covenant community and to increase your visibility through dedicated sections. Highlights of the collected information will be shown online to illustrate at a glance your local strategy, your actions and your progress.
 - **Your personal profile** allows you to complete and update basic information and key data on your local authority (e.g. date of adhesion, contact details, logo, web link).
 - The **SEAP template** offers a recommended structure to specify your long-term vision, report the main results of your Baseline Emission Inventory and summarise the key elements of your SEAP. Accompanied by clear instructions on how to fill it in, it also offers practical guidance and clear recommendations on how you should develop and implement your Baseline Emission Inventory and SEAP.

Furthermore, several **Thematic Workshops** and events are dedicated to further clarify and support Signatories and Supporting Structures in their commitments. For the calendar of the Covenant of Mayors events, please consult regularly the Covenant website at: http://www.eumayors.eu/agenda_en.html.



We strongly recommend your local authority to:

- **Appoint a “Covenant Team Leader”** – i.e. a person within your local administration, responsible for the co-ordination of the practical implementation of the Covenant. This person will be the main contact point for the Covenant of Mayors Office,
- **Visit regularly the Covenant of Mayors website and its dedicated sections** (e.g news, library and FAQs) to keep you informed about the latest developments of the initiative,
- Go to the **“My Covenant”** (restricted area of the Covenant of Mayors website) in order to **personalise your profile** - *Please find your login/ password and clear instructions on how to create/update your profile in the confirmation email.*
- **Register for the several events regularly organised or attended by the Covenant of Mayors Office** in order to get feedback on the initiative and guidance for the process of implementation of your commitments.
- **Get in touch with the Covenant Helpdesk** if you have any doubt or question.



2.2. Covenant of Mayors MEDIA DESK

The **Media Desk** is dedicated to communicate your local actions at the European level, while also supporting your communication and promotional activities on the ground through:

- Liaising with your local media officer(s) to ensure the wide **promotion of your local Covenant actions** at European level through the Covenant website, Newsletter, European events (e.g. thematic workshops, annual Covenant of Mayors ceremony, and other events),
- Using the **Covenant graphic toolbox** downloadable freely from the Covenant website (http://www.eumayors.eu/media/communication-materials_en.html) to develop your own promotional materials,
- Providing you (in co-operation with the Sustainable Energy Europe Campaign) with **guidelines and good practice examples on organization of local energy days**.



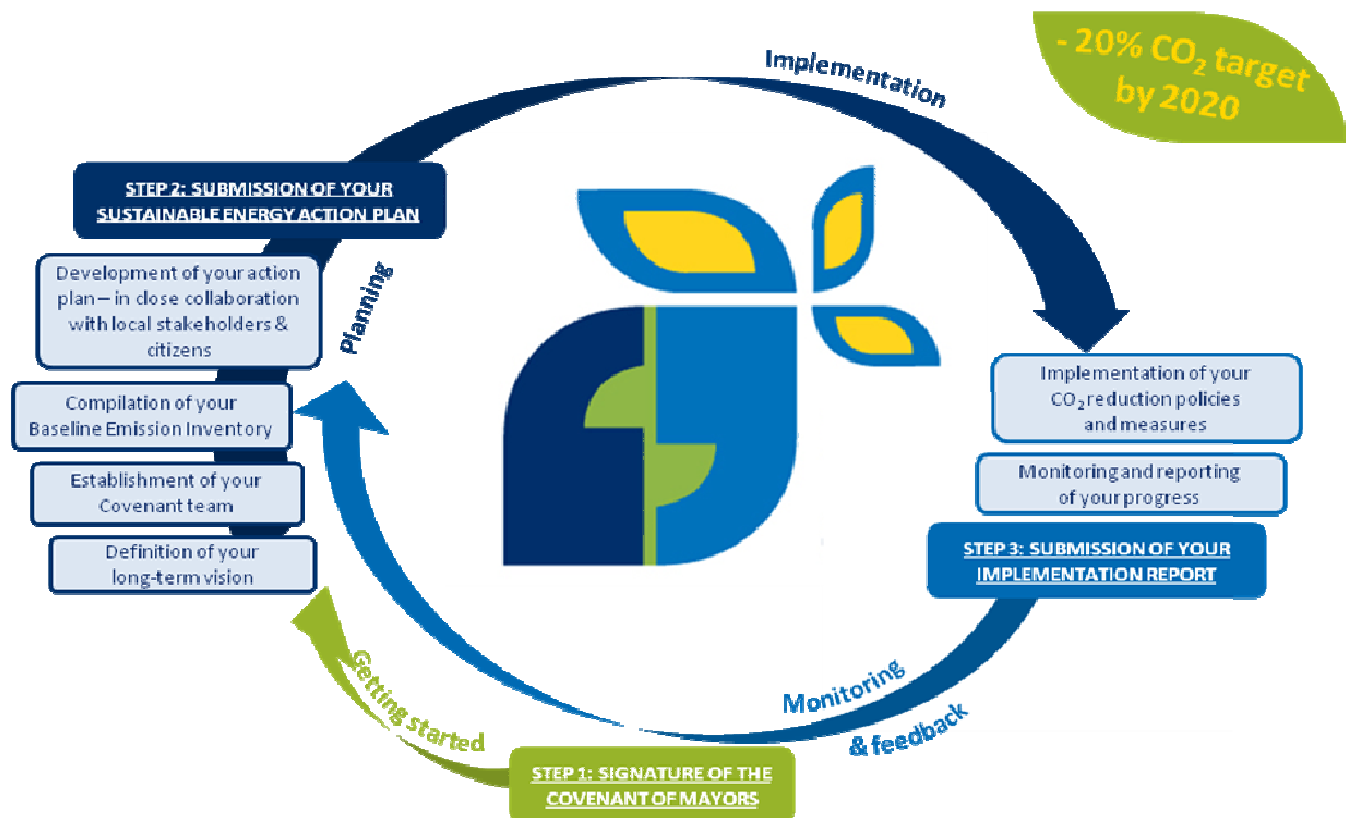
We strongly recommend your local authority to:

- **Appoint a Media Officer** – i.e. a person responsible for media work in your administration. He/She will be the key contact point for the Covenant of Mayors Media Desk.
- **Communicate about your commitments** to the civil society and local media through, for example:
 - Place the Covenant of Mayors logo on your website (with direct link to the Covenant of Mayors website or to a special Covenant web page on your website),
 - Create a section dedicated to the Covenant of Mayors on your website informing about your latest developments in your commitments ,
 - Regularly inform the media on latest developments of your Covenant activities,
 - Disseminate the promotional material freely downloadable from the Covenant website (Covenant text, brochures, bookmarks etc.) and produce your own materials,
 - Organise **Local Energy Days**, information sessions or local forums for citizens, local stakeholders and local media.
- **Co-operate actively with the Covenant of Mayors Media Desk and the editorial team** through, for example:
 - **Informing us about your local actions** (e.g. work progress on your Sustainable Energy Action Plan, organization of Local Energy Days, organization of press conference etc.) – through sending by e-mail a description and photos of your actions/achievements,
 - **Sending to us local Covenant audiovisual and printed publications** produced by local/regional TV, radio, press (e.g. filmed interviews with a mayor, local energy days etc.) so that we can promote it at the European level.



THE COVENANT STEP-BY-STEP

You can find here the **Covenant step-by-step process** towards 2020 that you are expected to go through in order to fulfil the Covenant commitments.



Getting started - Here are some key ingredients for your success:

- ✓ The establishment and resourcing of your “Covenant Team” is the first step towards success. Adapt your administrative structure, assign clear responsibilities and resources to its operation.
- ✓ Get in touch with the Covenant Territorial Coordinator, Supporter or local energy agency in your area to find out how they can assist your work. The Covenant Helpdesk is also there if you have any doubt or question.
- ✓ Visit regularly the Covenant of Mayors website (www.eumayors.eu) and its dedicated sections (e.g. news, library, catalogue of SEAPs / Benchmarks and FAQs) to get inspired by other signatories’ actions and keep informed about the latest developments.
- ✓ Participate in relevant Covenant-related events throughout Europe to get guidance for your work and assistance in the implementation of your commitments.
- ✓ Share successful endeavours and results with other Covenant or Mayors Signatories through the Benchmark of Excellence section or by getting in touch with the CoMO editorial team.

USEFUL CONTACTS:

▪ JOINT RESEARCH CENTRE

The Joint Research Centre of the European Commission supports signatories by undertaking important scientific tasks: operating a technical helpdesk service in co-operation with the Covenant of Mayors Office, researching existing methodologies and tools and providing guidelines for drafting Baseline Emission Inventories and Sustainable Energy Action Plans and evaluation tools.

Contact: technical.info@eumayors.eu

▪ COVENANT TERRITORIAL COORDINATORS & SUPPORTERS

A special status within the Covenant has been granted to public administrations and networks that are in a position to assist signatories in fulfilling their ambitious goals:

- **Covenant Coordinators** - including provinces, regions and national authorities – provide strategic guidance, financial and technical support to signatories:

Check out the relevant Covenant Coordinators in your region:

http://www.eumayors.eu/about/covenant-coordinators_en.html

- Networks of local authorities, known as **Covenant Supporters**, commit to maximize the impact of the initiative through promotional activities, liaison with their members and experience-sharing platforms.

Check out the Covenant Supporters in your surroundings:

http://www.eumayors.eu/about/covenant-supporters_en.html

▪ LOCAL AND REGIONAL ENERGY AGENCIES (LAREAs)

Local and regional energy agencies (if any in your area) are also very relevant partners that could be involved in the process; their local expertise and support should be an asset, when preparing your emission inventory and your action plan, or liaising with other peer municipalities in your smaller or larger region.

Check out the list of energy agencies Europe-wide who could assist you:

http://www.managenergy.net/energyagencies_map.html

▪ EUROPEAN SUSTAINABLE ENERGY CAMPAIGN

The European Sustainable Energy Campaign is supporting a vast number of Local Energy Days. By joining their actions to the Sustainable Energy Europe Campaign, the Covenant signatories benefit from a greater promotion and visibility at European level.

Website: www.sustenergy.org | Contact: energydays@sustenergy.org

Covenant of Mayors Office

1 Square de Meeûs, 1000-Brussels (Belgium)

→ Helpdesk: info@eumayors.eu

→ Media Desk: press@eumayors.eu

www.eumayors.eu

