



# LIFE and the EU Green Deal

# Origins...

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# Green Deal - origins

- ‘New Deal’: 1930s US government policy in response to the Great Depression. Massive public investment in the 3 Rs:
  - post-crash economic **recovery**
  - **reform** of the financial system
  - **relief** for the unemployed / poor
- ‘Green New Deal’: a policy concept originating in the UK (NGO/think-tank/Green party/media) in response to the economic crash of 2008
  - <https://greennewdealgroup.org/>
  - <https://www.gndforeurope.com/>



# EU Green Deal

- Flagship policy of current Commission



Ursula von der Leyen ✓

@vonderleyen

Many Europeans are already taking action.  
Our #EUGreenDeal is for them!



3:17 PM · Dec 11, 2019 · Twitter Web App

163 Retweets and comments 616 Likes

# COVID-19 and the Green Deal

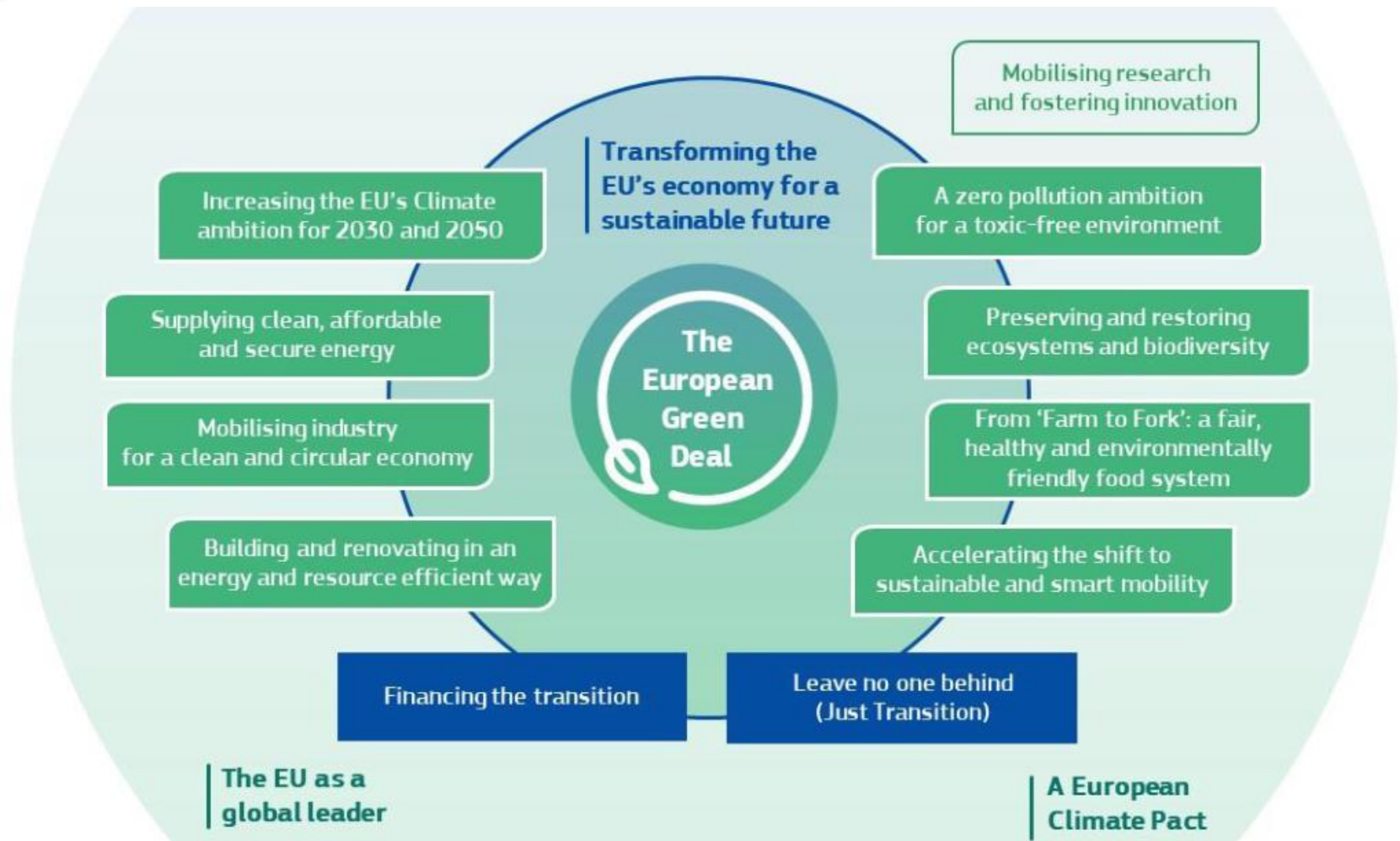


- Power of government, importance of good policy-making
- Major social and economic impact
- Green Deal becomes a recovery strategy
- Biodiversity loss link with human health
- Mass-scale collective action

# LIFE and the Green Deal

- Beneficiaries (about two-thirds) are public authorities and NGOs
- Projects show how policy translates to action on the ground (local / small-scale)
- LIFE programme founded for nature protection / Birds & Habitats Directives, 1992

# EU Green Deal



# LIFE and the Green Deal

From 'Farm to Fork': a fair, healthy and environmentally friendly food system

- Reducing pesticide use / promoting alternatives
- target of 25% of agricultural land in the EU being farmed organically by 2030
- plant-based alternatives to meat
- sustainable / socially responsible



ENV / CLIMA

- LIFE Citruspack
- ... see *Ready, steady, green!*
- + + + ?





F<sup>4</sup>

I find beauty in your flaws



# LIFE and the Green Deal

#EUGreenWeek  
19-22 OCTOBER 2020



Angelo Salsi @angelosalsi1 · Oct 21  
#LIFEAwards20 the best scene



2 25

## Annex to the Communication on the European Green Deal Roadmap - Key actions

### Greening the Common Agricultural Policy / 'Farm to Fork' Strategy

Examination of the draft national strategic plans, with reference to the ambitions of the European Green Deal and the Farm to Fork Strategy

2020-2021

'Farm to Fork' Strategy

Spring 2020

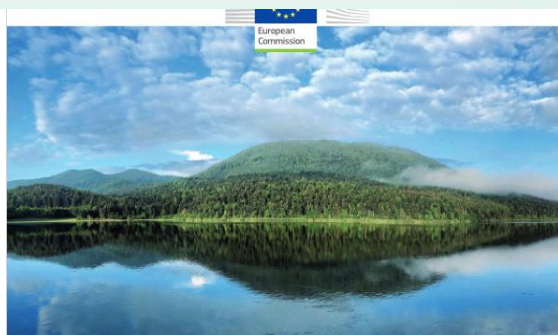
Measures, including legislative, to significantly reduce the use and risk of chemical pesticides, as well as the use of fertilizers and antibiotics

2021

# LIFE and the Green Deal

Biodiversity Strategy for 2030,  
new Forest Strategy, rural  
development, nature restoration,  
nature-based solutions

Preserving and restoring  
ecosystems and biodiversity



## Bringing nature back through LIFE

The EU LIFE programme's impact  
on nature and society

*Study*



## Bringing nature back through **LIFE**

The EU LIFE programme's impact  
on nature and society

## Annex to the Communication on the European Green Deal Roadmap - Key actions

<b>Preserving and protecting biodiversity</b>	
EU Biodiversity Strategy for 2030	March 2020
Measures to address the main drivers of biodiversity loss	From 2021
New EU Forest Strategy	2020
Measures to support deforestation-free value chains	From 2020
<b>The EU as a global leader</b>	
EU to continue to lead the international climate and biodiversity negotiations, further strengthening the international policy framework	From 2019
Strengthen the EU's Green Deal Diplomacy in cooperation with Member States	From 2020
Bilateral efforts to induce partners to act and to ensure comparability of action and policies	From 2020
Green Agenda for the Western Balkans	From 2020

# LIFE and the Green Deal

Building and renovating in an energy and resource efficient way




- Green buildings, community / collective sustainable energy / low carbon neighbourhoods / deep retrofit
- ENV, CLIMA, H2020 EE / LIFE Clean Energy Transition
- <http://www.smartpvproject.eu/>
- LIFE@Urban Roofs
- LIFE BE REEL
- ++ ?



## Annex to the Communication on the European Green Deal Roadmap - Key actions



Clean, affordable and secure energy	
Assessment of the final National Energy and Climate Plans	June 2020
Strategy for smart sector integration	2020
‘Renovation wave’ initiative for the building sector	2020
Evaluation and review of the Trans-European Network – Energy Regulation	2020
Strategy on offshore wind	2020

# New European Bauhaus

**New European Bauhaus** 

beautiful | sustainable | together

Connecting the #EUGreenDeal to our living spaces.

 Conference: 22-23 April 

[europa.eu/new-european-bauhaus/conference\\_en](https://europa.eu/new-european-bauhaus/conference_en)

# LIFE and the Green Deal

LIFE projects are most relevant for which Green Deal policy areas:

- Climate action
- Clean energy
- Sustainable industry
- Building and renovating
- Sustainable mobility
- Eliminating pollution
- Biodiversity
- From Farm to Fork
- Sustainable agriculture



# EU Green Deal

## | Campaign messages



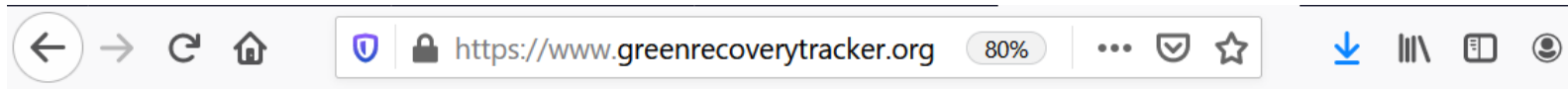
Climate change, threats to biodiversity and unsustainable use of resources have led to problems for communities throughout Europe



A green recovery will help put us on the right path for the future.

The economic recovery and the transition to a sustainable and climate neutral economy go hand in hand

# EU Green Deal



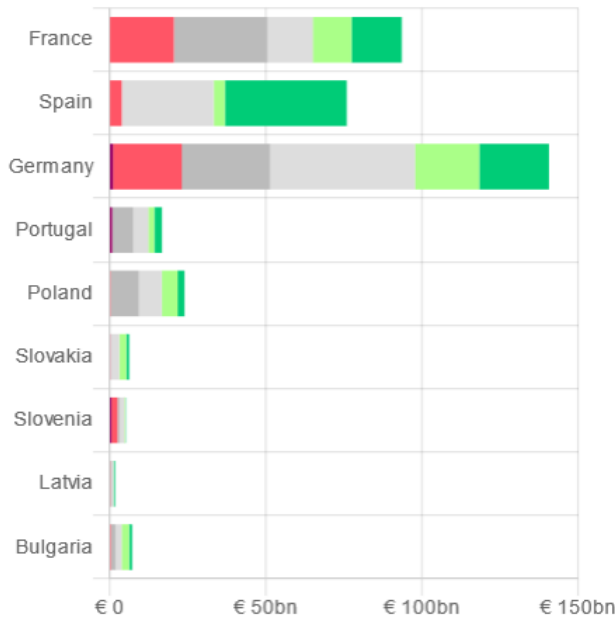
Country Reports

Sectoral Analysis

Knowledge Hub

Why it Matters

MethodologyCo



## How green is the recovery in EU states?

To date, we have evaluated the green spending share of nine countries' recovery plans. More recovery plans will be analyzed over the coming weeks. Our assessment will be updated and published here once the plans become available. We provide:

- Country analyses: Deep-Dive into our assessments of national recovery plans including good and

What does the EU Green Deal  
mean to you?