# Guide to Organizing an ACW2027 Event

Amsterdam Climate Week (ACW2027) brings together hundreds of cross-sector events uniting founders, businesses, investors, policymakers, and communities, and showcasing Amsterdam as a working model for climate action. Amsterdam Climate Week connects people and ideas to mobilize climate innovation and accelerate lasting systemic change.

To bring your event to ACW2027, review the following requirements, submit your event, and join the movement.

An ACW2027 event takes place on a single day. For ACW2027 experiences that take place across multiple days, please refer to the Guide to Organizing ACW2027 Experiences.

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# 💜 Our values

Every event on the ACW2027 calendar upholds our core values, representing the inclusive, innovative, and collaborative spirit of the week. Your event may not tick every box, but it should exude the spirit of the week.

Collaboration. Breaking down silos from local to global and creating genuine connections across sectors and communities.

Partnership. Continuing Amsterdam's traditions of shared responsibility and togetherness in facing collective challenges.

Openness. A culture grounded in education, collaboration, and the free and respectful exchange of knowledge and ideas.

Innovation. Forward-thinking, bold, and creative, embracing new approaches to urgent climate challenges.

Inclusivity. Diverse voices at every table, so the week reflects the full breadth of the climate community.

Accountability. Measurable, lasting contributions. Not just conversation, but concrete and verifiable outcomes.

# ✅ Event requirements & criteria

ACW2027 events uphold our mission to bring innovation, capital, policy, and community together to accelerate climate action.

Registering an event for ACW2027 means that you, your organization, or your group is responsible for leading, organizing, and promoting the event. We encourage events that promote collaboration across sectors (e.g., government, private, non-profit, academic, community). Events must be non-partisan in nature (e.g., not endorsing specific candidates or political parties), but can focus on policy advocacy. All events must adhere to the ACW2027 Code of Conduct.

Organizers are responsible for securing their own venue and resources, and managing all associated logistics. If you cannot find a space to host your event, you can use our venue directory and reach out directly to the venue hosts. Due to demand, we recommend securing a venue early.

💡 Need help finding a venue? Check out our venue directory.

⚡ Have a venue to share? Fill out the venue form to add it to the directory.

## Event requirements

Events will be listed on the ACW2027 Calendar. To be included, your event must:

- Fall within the dates of 24–30 May 2027.
- Bring people together, **in person,** in Amsterdam or the wider Amsterdam Metropolitan Area.
- Adhere to the ACW2027 values outlined above.
- Follow the instructions below, using Luma for your event registration page as well as our registrant questions and disclaimer.

The "How to add your event to the calendar" section explains how to submit your event to the ACW2027 Calendar. Once you've met all the requirements above, we will approve it. Once approved, your event will be live, and you can share it with your community.

## Event approval criteria

The ACW2027 team will use the following guidelines to review and approve events.

### Event types

ACW2027 welcomes a wide range of event formats..Examples include:

- Expert roundtables or town halls
- Networking events (e.g., borrels, startup showcases)
- Hackathons or workshops
- Panels or forums with subject matter experts
- Tours of sustainability sites (e.g., circular buildings, urban farms, water management sites)
- Volunteer opportunities (e.g., cleanups, tree planting, green space projects)
- Exhibitions (e.g., showcasing art, science, or technology)
- Community events tied to local climate action

### Public access

Events should aim to be inclusive and accessible to ACW2027 attendees. Consider pricing (e.g., free or low-cost tickets) and accessibility measures. Please note on your event page which language the event will be held in (English, Dutch, or both).

### Quality of content

Events should show thoughtfulness, have clear objectives, and focus on actionable outcomes (e.g., learning, partnerships, or community building). Events that are purely promotional or sales-focused will not be approved.

### Fossil fuels

We will not accept events that directly promote the use of fossil fuels. Events focused on the transition away from fossil fuels are welcome.

**Avoiding duplication**

To ensure diversity, similar events or topics may be bundled or adjusted to avoid overlap within the official ACW2027 calendar.

# 🗓️ How to add your event to the calendar

## Step 1: Create your event on Luma

1. Create a free account on Luma and set up your event page.
2. Add your event title, date, time, venue address, and a clear description of what attendees can expect.
3. Note the language of the event (English, Dutch, or both) and any accessibility information.
4. Add the ACW2027 registrant questions and disclaimer to your registration form. [link to be added]
5. Set your capacity and turn on the waitlist if you expect high demand.

## Step 2: Submit your event to the ACW2027 calendar

1. Go to the ACW2027 calendar on Luma and click "Submit Event." [link to be added]
2. Select your event and submit it for review.
3. The ACW2027 team will review it against the requirements and criteria above. We may reach out with questions or suggestions.
4. Once approved, your event will appear on the official ACW2027 calendar and you can start sharing it.

Questions along the way? Email us at hello@amsclimateweek.org.

# 💡 Event management tips

## How to manage your waitlist

If your event fills up, turn on the waitlist in Luma rather than closing registration. As people cancel, you can approve guests from the waitlist so the room stays full on the day.

## Capacity expectations

With free events, a large share of registrants often do not show up. Plan for this by registering more people than your room holds, or by sending reminders that ask people to cancel if they

can no longer attend. Be sure to know your venue's maximum capacity and don't go over it on the day of the event.

### Communicating with registrants

Use Luma to send updates directly to your registrants. Keep messages short and clear, and make sure everyone knows the address, start time, and anything they need to bring.

### Recommended communications

- **One week before:** a reminder with event details and a request to cancel if plans have changed.
- **One day before:** a short reminder with the address, time, and how to get there (bike parking or public transport tips are always appreciated in Amsterdam).
- **After the event:** a thank you note with any resources, follow-up actions, or ways to stay involved.

We also encourage plant-forward catering and low-waste event choices wherever possible.

## 📣 How to promote your event

You know your community best, so you are the most important person in getting the word out. A few ways to help your event reach the right people:

- Share your Luma link across your own channels, newsletters, and networks.
- Tag Amsterdam Climate Week on social media so we can amplify where possible.
- Use the ACW2027 brand assets and social templates in our promotion toolkit. [link to be added]
- Partner with other organizations to co-host or cross-promote.
- Share in relevant community groups, both English- and Dutch-speaking.

Please note that ACW2027 cannot guarantee individual promotion for every event, but every approved event will be listed on the official ACW2027 calendar.

## 🙏 Thank you

Thank you for being part of the Amsterdam Climate Week 2027. This week only works because people across the city are willing to open their doors, share what they know, and bring others along. We can't wait to see what you create.

If you have any questions, reach out to us at hello@amsclimateweek.org.