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Association Européenne pour le Fleurissement et le Paysage / aisbl

# Entente Florale Europe

## Presentation guide lines



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Page 1 of 2

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Applicants to the Entente Florale Europe competition in general have become winners in a preceding national competition and are elected to take part in the European level by a national jury. The following guide-lines for preparation and effective presentation have been made in order to assist any entries to the Entente Florale Europe competition.

All written contacts are to be made **by e-mail only**.

## Recommendations - how to present a town / village

### 1. Application

Entries may take part in the international competition no more than three times at intervals of 5 years free of participation, irrespective of their awarded medal. Application is to be made to the end of the year before jury's visit by filling in the entry form and identity form (questionnaire). Each of these forms are to be sent to the Secretary General for further passing on to the jury members. The final schedule of the jury's itinerary will be announced at their Spring meeting.

Entries to Entente Florale Europe should be aware of the following points:

- 1.1 The common language is English.
- 1.2 A general advance information about the town / village, a brochure with a map and optional a CD/DVD has to be provided to the jury Spring preparation meeting.
- 1.3 By the **end of May** at the latest detailed information about the working programme – small changes are possible – and the hotel accommodation have to be available to the SG for passing on to the jury.
- 1.4 All the jury members should be accommodated in one hotel if possible, the country's own jury member acting as host to the others. Rooms should be clean, have en suite facilities and be sufficiently large to be comfortable and relaxed in them.
- 1.5 Jury costs for transfer inside the countries – from border to border or airport to airport - and hotel accommodation are to be born by the host country. Arrangements between bordering countries for the sharing of cost for bus transport can be made through local agreements of which the Secretary General should be informed.

### 2 Preparation of the visit

Preparations for the jury visit will be time consuming. The programme has to be drafted, colleagues sponsors and others involved to be consulted, brochures or handouts to be made. Thus the success of the assessment visit by the jury will depend on the preparation made by the national jury member and the collaboration of the various interested bodies. The most important objective in preparing the introduction is what to show and explain – or better what to avoid in a given short time. Sometimes, the question, which project **not to show** may be more important than how to present as much as possible.

Useful information can be found on the AEFP homepage ([www.entente-florale.eu](http://www.entente-florale.eu)). It is imperative that the national jury member be present for the assessment and other functions on the day of the visit by the international jury.

- 2.1 Entries are assessed as a whole within their landscape – urban area and countryside.
- 2.2 The time provided **at most** for the visit accords to the number of inhabitants:
- |         |                     |                         |
|---------|---------------------|-------------------------|
| Cities  | > 30.000 inh.       | 7 hrs. + lunch max 1 hr |
| Towns   | 5.000 – 30.000 inh. | 6 hrs. + lunch max 1 hr |
| Village | < 5.000 inh.        | 4 hrs. + lunch max 1 hr |
- 2.3 The information provided to the jury for the day of visit should contain the following items:
- ⇒ A map giving an overview of the tour and of the various stopping points.
  - ⇒ This brochure should, as far as possible, give technical as opposed to tourist type information.
  - ⇒ It should be sent (with accompanying CD) to each jury member before the end of May.
- 2.4 The visit should be divided into two sections: a) welcome and a short PP or DVD presentation and b) the assessment walk /tour throughout the urban area and landscape (see proposals below). The most important areas should be visited on foot; for longer distances by coach or the like. Bikes or strange fun-vehicles should be avoided. Balloons, planes or such are not necessary for gaining an overview.
- 2.5 Because of the close relationship between projects/common planning and volunteers/sponsors the projects should be presented by those responsible and their involvement made clear.
- 2.6 The time for assessment of the particular criteria categories should be related to their weight and importance in the total context.
- 2.7 A clear “message” for the day of presentation helps to prioritise the more important from the less important subjects. The jury will strictly adhere to the time schedule thus it is necessary for the communities to know in advance which presentation points can be left out should time run short.
- 2.8 In order to get a feel for well working communication and involvement between citizens/business men/associations and the municipality/ borrow council the jury appreciates project-related talks and personal contacts to the community members.
- 2.9 Ensure that a competent and accurate translator is provided, and not makes his own story.
- 2.10 Sufficient breaks, umbrellas, and drinks should be provided. as the weather is a factor of uncertainty.
- 2.11 For better convenience badges are prepared for the jury, it is helpful if the community participants wear name tags too.
- 2.12 After the assessment, a room should be provided in which the jury can have a private one hour-long meeting. This will be followed by a short meeting with representatives of the settlement. If desired a press information by the jurychairperson may follow. Attendance by the press during the actual assessment should be allowed only under certain conditions.

### 3. Formalities

- 3.1 The Jury's itinerary takes more than 40 days net, divided in three or four legs. Apart from the assessment period proper, some time has to be allowed for relaxation. Thus evening invitations to the Jury for a formal or informal dinner should end by 22:30 pm at the latest.
- 3.2 As far as possible the assessment time should be devoted to the programme; other, events or visits of a more social nature, should be confined to the evening programme as far as possible.
- 3.3 The jury travels by coach and plane. Personal effects and documentation will generally result in relatively heavy luggage. If only for this reason alone, the candidate towns and villages are requested to confine their gifts to small, token, souvenirs of the visit.