



A.E.F.P.

Association Européenne pour le
Fleurissement et le Paysage

Advantages and Benefits

of membership in A.E.F.P. and participation in ENTENTE FLORALE EUROPE

About us

ENTENTE FLORALE EUROPE is a Europe wide competition for villages, towns and cities administered by the international organization **Association Européenne pour le Fleurissement et le Paysage (A.E.F.P.)**. It has been in existence since 1975, and currently 9 European countries take part. Each country must pick its entrants from its national competition, and on this basis, thousands of communities in the 9 countries participate on a regular basis. Entente Florale Europe raises the awareness of the importance of the green environment to the quality of living in participating communities, in residential, urban and industrial areas. This is a matter of importance because as populations grow, the density of urban and living areas within Europe is increasing. The provision of adequate green spaces and landscaping provide the necessary counterbalance required to preserve quality of life.

Our aims

- To encourage the development and maintenance of landscaping, parks and green spaces in harmony with the natural and built environment.
- To encourage and promote environmental awareness and the inclusion of “green issues” in the education of children and young people.
- The promotion and development of green and environmental policies for the improvement of life and quality of tourism.
- To raise and establish committed civic and community participation.
- To improve better publicity of the importance of these aims, and serve as a communications highway between communities on a European basis, enabling professionals to exchange information and develop long term partnerships.





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Benefits and opportunities

1. Entente Florale Europe provides a catalyst for change, which results in sympathetic treatment of nature and the environment, the protection of heritage, involvement of future generations, and acceptable urban development improving quality of life.
2. Support and involvement with Entente Florale Europe broadens understanding of green issues, and opens new perspectives for future development.
3. A green city improves quality of life for residents and promotes loyalty and care of their environment.
4. A green city provides healthy living conditions.
5. Involvement with Entente Florale Europe is a powerful marketing tool to promote the community for business and tourism development.
6. Participation stimulates successful and sustained civic and voluntary participation.
7. The preparation for the jury visit, including the mentoring process beforehand, is both an audit check and provides a means of measuring success, and finding areas which need to be improved.
8. Participation in Entente Florale Europe can give a substantial boost to local tourism industry.
9. The jury visit related preparations and awards achieved, are a powerful communications opportunity for the press and interested parties to promote the advantages of living in a greener environment.
10. There is the potential for exchange of information between participants, encouraging and sharing best professional practice.

Results and return on investment

The results of participation in Entente Florale Europe can be seen in the improvement and development of landscaping and green spaces in villages towns and cities. High quality landscaping is a positive location factor for investors, and will support economic development. This happens through increased civic and community participation. Local inhabitants develop a greater awareness and commitment to their environment.



If you are interested, please contact us!

Secretary general: info@entente-florale.eu,
1163 Budapest, Kolozs u. 33.
tel: +36 70 379 10 76

www.entente-florale.eu

Participation

To take part in this international contest, a country must become a member of the European Association of Landscape and Flowers [A.E.F.P.], which has its headquarters in Belgium and secretary in Hungary. Membership would only be through the organisation, institute or government department that organises a national, country wide competition with similar aims to Entente Florale Europe. Two national winners from the previous year, from each country can be entered.

Currently, countries taking part are:

Austria, Belgium, Czech Republic, Germany, Hungary, Ireland, Italy, Netherlands, Slovenia

Organisations representing their country and considering membership of A.E.F.P. may send an observer for one year on the judging assessment tour. This will be at their own expense of travel and accommodation.

Costs

Annual membership for a participating country is 2,100 Euros.

Other main costs include the preparation of the community being assessed on the jury tour, travel, accommodation and catering costs for the jury inside the country when visiting to judge, and travel costs of their own jury member from country to country as part of the jury team.

The international jury

The International Competition Entente Florale Europe is organised annually. The International Jury consists of 9 members representing each participating country.

Jury members come from the different professions associated with the criteria of the competition: landscape architecture, amenity horticulture, architecture, urban planning, environmental protection, economic development, tourism and public administration.



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Judging Criteria

There are ten main criteria: planning and development, natural and built environment, landscape, open green spaces, permanent and seasonal planting, environmental education, effort and involvement, tourism and leisure, communication, marketing and presentation.

Organisation

By the end of each year, two entries are put forward for the next year, by the representative national organisation, to the General Secretary. The itinerary for the judging tour will then be developed, approved and announced at the jury's spring meeting.

After judging, the results of the assessment, certificates and medals, will be presented to the participants at a formal Prize giving awards ceremony at the end of September. The awards ceremony is hosted by a different country each year.

The Board of the A.E.F.P., and the jury have their meetings twice a year in spring and autumn. The yearly budget and election of officials are approved at those meetings.

National Funding Bodies and Advice

The aims and activity of Entente Florale Europe is supported by associations, public and private bodies and government departments in the fields of agriculture, landscape design and development. National Civic Associations, Voluntary Sector Organisations and Tourism Bodies also play an integral part. All can recommend their members to support this important campaign. The structure of these bodies differ from country to country, but whichever organisation manages their respective national competition / selection, membership of A.E.F.P. makes them eligible to have one seat on the Board.

If required, A.E.F.P. can give guidance, advice to any country interested in organising a national competition, if this is with the aim of eventually taking part and becoming members of A.E.F.P. and entering the Entente Florale competition. An appropriate consultancy fee would be charged for this service.

