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# REGULATIONS AND GUIDELINES

## General Information

1. The regulations and guidelines are provided for both information and active participation. National organisations of member countries, members of the general assembly and board, jury members, and applicants to the competition are expected to comply with these requirements, as they relate to their involvement with the competition.
2. The regulations and guidelines shall be reviewed annually after the completion of judging, and along with any changes which might be necessary, approved for the coming year, at the spring meeting of the jury.
3. Consequently, with their membership of the AEFP, and the appointment of members to the international jury, national bodies, their representatives, jury members and applicants to the competition, agree to the statutes, articles, regulations and guidelines of the association as set out.
4. Applicants to the competition have been successful participants in their own country, and are elected to take part in Entente Florale Europe by their national organisation.
5. The **regulations and guidelines** are set out in a series of information documents as follows:
  1. Arrangements for Entry.
  2. Preparation for the Judging Tour.
  3. Requirements for the Assessment Programme.
  4. Recommended Timings for the Assessment Programme.
  5. Appointment and Formal arrangements of the Jury.
  6. Duties of Jury Members.
  7. Jury Marking Guidance Notes.
  8. Green list- most important deadlines
  9. Judging Criteria.

## **1. Arrangements for Entry**

1. The common language is English.
2. Entries may take part in the European Competition at intervals of 5 years free of participation, irrespective of their awarded medal. The settlement itself or any part of the settlement is not allowed to re-enter the competition within 5 years in any other combination. If that happens, the jury chair has the right to refuse assessment at the spot, and no medal may be given.
3. There are 3 populations bands for entry, up to 5000, 5001 – 50.000, 50.001 and over.
4. Every year, each member country may put forward 2 entries. Member countries have to make every effort to find two participant settlements of different population bands. In exceptional cases, if there is no potential candidate, the two entries may be from the same size category.
5. Application to take part in the competition must be completed by the individual entry, using the entry form provided. To be received by the Secretary General by the 15<sup>th</sup> of January of the current year.
6. Following acceptance of the application, a portfolio is to be made, giving background information on the entry. This is to be sent to the Secretary General by the 1<sup>st</sup> of June of the current year, to be passed on to jury members.
7. The final schedule of the jury's judging itinerary will be announced after their spring meeting. Entrants of the competition have to present a 14 days continuous period between the 25<sup>th</sup> of June and the 31<sup>st</sup> of July suitable for jury visit in the entry form before the 15<sup>th</sup> of January. No other preferences can be considered during planning of the jury itinerary. Jury legs may overlap, if necessary.  
In the planning the length of working day should be of mayor consideration when planning the legs. The date and time of judging will be based on the most logical and cheapest option.
8. General advanced information about the entrant has to be provided for the spring meeting of the jury. This can be in the form of small promotional brochures and/or a promotional CD/DVD.
9. A larger portfolio has to be provided with a maximum size of 24 sides of A4, [10 internal pages font size minimum 10 pt.], giving details of the all year round activities of the entrant in accordance with the criteria of Entente Florale Europe. The pdf. form, available for electronic downloading has to be uploaded to the homepage/sent to the secretary general before the 1<sup>st</sup> of June. One hard copy of the portfolio booklet has to be available for each jury member on site before judging. Simple, cost efficient methods are preferred. A portfolio that was sent after the deadline will be not circulated to jury members.  
Also, in case an entrant applies for one or more thematic awards, they should prepare a 2 pages portfolio about their activity related to it. This can be included into the portfolio (with additional 2 pages for each thematic prize) or prepared separately.
10. A clear and visible Entente Florale Europe logo should be used in all documentation in connection with the competition. The logo can be downloaded from the homepage.
11. When visiting the entrant, the jury will be guided by the country's own jury member. Costs and arrangements for jury travel, accommodation, and catering inside the country are to be the responsibility of the participating entrants and/or their national organisation. Travel costs from country to country are to be the responsibility of the jury members/national organisations themselves.

12. Every effort should be made to reduce travel costs, including early booking of flight tickets, and local agreements between geographically adjacent countries to share bus transport. A bus should be adequate in size, providing a double seat for each jury member, and should be equipped by air conditioning. All local agreements to be approved by the Secretary General, and their own national organisation. With the preliminary approval of their national organisation[s], observers take part completely at their own cost.

13. The beginning and end of a leg will be at the closest international airport to the entrant. At the beginning of a leg, jury members must be able to report to an agreed meeting place at the airport by 4.00 pm on that day, or later by agreement if travel distances to the entrant allow. At the end of a leg, jury members must be returned to the airport by mid day at the latest or earlier by agreement if travel distances allow.

In case a jury member is arriving later, leaving earlier or cannot join the group, the special transfer has to be arranged and financed by the jury member itself.

14. If possible, all jury members should be accommodated in one hotel in separate rooms. Luxury accommodation is not required. The required standard is for the rooms to be clean, preferably with air conditioning, have en suite facilities, and to be sufficiently large to enable a jury member be comfortable and relaxed.

15. All information for the arranged visit, the judging programme, and accommodation must be completed, and sent to the Secretary General for approval by mid May. This will then be passed on to the relevant jury member visiting. Any changes to the programme have to be agreed by the jury chair.

16. A special diet (vegetarian, gluten free etc) should be available for jury members if requested in advance. During long travels no hot meal is necessary; any cold food can be arranged.

## 2. Preparation for the Judging Tour

### [Recommendations for Candidates [Entrants]

1. All entrants should make good use of the information to be found on the Entente Florale web page [www.entente-florale.eu](http://www.entente-florale.eu).
2. When preparing the tour, entrants should note that they will be assessed as a whole, the complete urban and/or countryside area within their landscape.
3. Preparations will be time consuming. The portfolio has to be produced, the programme has to be drafted, colleagues, sponsors and others involved in consultation, programmes and handouts for the judging day to be produced. The success of the assessment visit by the jury will depend on the preparation made by the national jury member in mentoring the entrant, and the collaboration of the various interested bodies. The most important objective during the preparation will be the arrangement of the tour, what to put in and what to leave out, to cover all the aims and objectives of Entente Florale within the designated time allowance for judging.
4. The timing allowed for the judging tour is critical and must be respected. The maximum timing allowed is based on population of the entrant as follows:

Population 50,001	max.7 hours judging	plus a maximum of 1 hour for lunch
Population 5,001 – 50,000	max.6 hours judging	plus a maximum of 1 hour for lunch
Population up to 5,000	max.4 hours judging	plus a maximum of 1 hour for lunch

The jury will strictly adhere to the time schedule, therefore planning should include knowing in advance which presentation points to leave out if time runs short. The beginning and the end of the judging has to be clearly highlighted in the written programme and announced during the assessment tour.

5. The information provided for the jury at the beginning of the tour should include:
  - A map so the jury member can relate the tour to the overall geography. The map has to show the clear specification of the boundaries of the entry.
  - A tour guide showing the various stop off points with space for note taking.
  - Material prepared for the thematic prize.
6. The judging tour needs to be well prepared and organised. A suggested programme is to divide it into 2 sections,
  - a] a welcome and introduction of the Jury, a short presentation, or PP or DVD presentation, and
  - b] the assessment tour through the urban area and landscape.

The presentation should start within 15 minutes from the arrival to the location. The most important areas should be visited by foot, longer distances between “stopping off” points by coach. It is not necessary or desirable to use unusual means of transport. Jury members have the personal right to refuse the arranged transport, if, in their view, it carries a risk to their personal safety or comfort.

7. Because of the close relationship between projects, and the individuals, volunteers, and sponsors who are involved, the projects should be presented by those responsible, and their involvement made clear.
8. The jury appreciates meeting as many representatives of the community as is practical, in order to be able to judge the involvement of all sections of the community. In particular, commitment must be demonstrated by the public sector [the municipality], the private sector [commercial bodies, businesses and organisations] and the voluntary sector [individuals and groups undertaking activities as a leisure or

unpaid interest]. Nevertheless, it is not desired that bigger crowds of representatives join the jury during judging.

9. The time given for assessing any project or area within the programme should be in relation to their importance in the total context of the judging criteria.

10. If a translator is required at any stage of the judging tour, ensure that they are competent for the task, and fully briefed to only repeat accurately what is being presented. The help of the mentor judge(s) in translations is to be avoided. The use of headphones and earphones is acceptable.

11. For the comfort of jury members, plan sufficient breaks, and due to uncertain weather, umbrellas for rain and sufficient drinks if it is hot.

12. The tour should end at an appropriate facility, where a room can be provided for the jury to have a 15 minutes break and meet for an initial private deliberation. This may be followed by a short private meeting with representatives of the entrant to give initial feedback.

13. The press should be advised beforehand that time will be given for one posed photograph of the jury either at the beginning or end of the tour, or at lunchtime. Press or television interviews need to be negotiated with the jury chair, and can be arranged to take place during the day as long as they do not impede the judging process. The press must not approach individual jury members on the tour when judging is taking place.

### **3. Requirements for the Assessment programme**

1. When visiting an applicant for judging purposes, it is necessary for the jury to be confident that they are going to be able to operate properly and effectively to gain the best and most accurate judging result. To ensure that all applicants get the best opportunity and to be fair to all, the following elements of the arrangements and organisation are required as essential to the judging process, and will be required of all entrants.
2. The assessment tour when judging is undertaken remains the total responsibility of the entrant.
3. A full programme of the jury's stay must be produced by each entrant and be provided to the Secretary General, and Chair of the Jury, for approval by mid May. Unless with prior agreement, the programme must comply with the regulations and guidelines, otherwise it will be rejected.
4. Along with the assessment tour must be included adequate time for the initial deliberations, and the press conference along with adequate time for the jury members to prepare for any social event arranged afterwards. Entrants are referred to the suggested blueprint programmes for a judging day with maximum 7 hour, 6 hour and 4 hour assessment tours.
5. If an entrant intends to arrange a programme with different time allocations, then written approval must be obtained from the Entente Florale Europe Secretariat. The Chair of the Jury reserves the right to reject a programme that differs from the recommended time allocations.
6. The Jury team are visiting the entrant as judges, not tourists. If any extra events or activities are arranged during the jury's stay, then it is done on the understanding that any individual jury member's attendance is optional.
7. If other activities or visits are arranged where jury members' attendance is deemed essential by the entrant, then written agreement from the Entente Florale Europe Secretariat must be obtained beforehand. Otherwise jury members reserve the right to treat them as optional. Any programmes in close relation with the judging criteria before the official start of the judging (especially the day before judging) should be avoided.
8. Whilst hosting the jury, there will be one official dinner. Other mealtimes and any activities outside the judging period will be unofficial. Unofficial dinners should be informal, relaxed with no dress code, and should last preferably short. At an informal dinner the possibility for jury members should be given to leave as they wish.
9. At the beginning of a judging leg, the jury require a facility for a 1 hour familiarisation meeting. At the end of each leg, [including the final leg, before the final deliberation], the jury require a facility for 2 hours for initial deliberations.
10. The Jury's itinerary takes more than 40 days divided into 3 or 4 legs. Apart from the assessment tour proper, some time has to be allowed for relaxation. Therefore, evening invitations to the jury for formal or informal events should not extend longer than 2 hours 30 minutes and should be completed by 22.30 hours at the latest.
11. The Jury travels by coach, train and plane with each leg between 10 and 14 days duration. Personal effects and documentation will generally result in relatively heavy luggage. If only for this reason alone, entrants are requested to confine any gifts to small, token souvenirs of the visit. Jury members may need to leave behind extra documentation given on the day.

#### **4. Recommended Timing for Assessment Programmes**

With the judging times strictly required depending on the population of the entrant, **the following blueprint programmes are required to be used by the entrant.** If a different programme is considered more suitable, written permission must be obtained from the Secretary General.

##### **1. Judging period maximum 7 hours, population 50,001 plus.**

- 8.15 am Meet jury at venue for welcome and presentation. Group photograph.
- 8.30 am Start of judging with a presentation PP or DVD.
- 10.30 am Coffee break included in judging period.
- 12.30 am Lunch 1 hour, morning judging of 4 hours completed.
- 1.30 pm Lunch completed, afternoon judging commences.
- 4.30 pm Judging completed, travel to venue for initial deliberation.
- 4.45 pm 15 minutes break.
- 5.00 pm Judges initial deliberation of 1 hour and 30 minutes.
- 6.30 pm Feed back meeting of 30 minutes with entrants.
- 7.00 pm Jury returned to hotel.
- 7.45 pm Meet jury for transport to official civic meal.
- 8.00 pm Official Civic meal, 2 hours 30 minutes.
- 10.30pm Return jury to hotel.

##### **2. Judging period maximum 6 hours, population 5,001 – 50,000.**

- 8.30 am Meet jury at venue for welcome and presentation. Group photograph.
- 8.45 am Start of judging period with a presentation PP or DVD.
- 10.45 am Coffee break included in judging period.
- 12.00 pm Lunch 1 hour, morning judging of 3 hours 15 minutes completed.
- 1.00 pm Lunch completed, afternoon judging commences.
- 3.45 pm Judging completed, travel to venue for initial deliberation.
- 4.00 pm 15 minutes break.
- 4.15 pm Judges initial deliberation of 1 hour and 30 minutes.
- 5.45 pm Feed back meeting of 30 minutes for entrants.
- 6.15 pm Jury returned to hotel.
- 7.45 pm Meet jury for transport to official civic meal.
- 8.00 pm Official Civic meal, 2 hours 30 minutes.
- 10.30 pm Return jury to hotel.

##### **3. Judging period 4 hours, population up to 5,000.**

The 4 hour judging period can be managed using the same time elements as in the above 2 examples, with the 4 hours judged nonstop, either in the morning or afternoon. The half day left free can then be used for travel. If travel timing requires the jury staying all day, then judging could be split, 2 hours in the morning and 2 in the afternoon, with the hour lunchtime mid day.

It is imperative however that the various extra timed requirements as shown for the 7 hour and 6 hour judging are then included.

Please note: before or after a 4 hours judging no longer than 3 hours drive should be arranged!

## **5. Appointment and Formal Arrangements of the Jury**

1. Each ordinary AEFP member may have at least two jury members and has to provide one ordinary member to the International Jury Entente Florale Europe to judge each leg. If an AEFP member does not put forward any entrants, then for one year, they are able to put forward a jury member, but for the second year, if no entrants are put forward again, then the right to judge is forfeit.
2. Appointed jury members should have a good working knowledge of English, sufficient to actively take part in discussions. They should be experienced in comparable national competitions, and their professional backgrounds and experience are most likely to be in the fields of landscape planning and management, horticulture, environment, tourism, or other professions related to the competition criteria.
3. In the interest of fairness and uniformity, member countries must make every effort to ensure that without question, proper arrangements are made in suitable time, for all jury members to be present on all judging legs, and that commitment has the highest priority.
4. The allocation of a jury member to judge each leg must be made by member bodies as soon as possible after the spring meeting, and at the latest 6 weeks before judging takes place. Once allocated a judging leg, it is the responsibility of the jury member to make that commitment of the highest priority within their professional calendar. There should be no change in the jury panel within the leg.
5. In case no jury member is representing a country, it has to be announced at least two weeks before the start of the leg, with a written justification. In case this is not done, the host community has the right to ask for the costs of accommodation from the organization of the judge.
6. At the spring meeting of the Jury, the Jury shall elect a Chair, and Vice Chair[s], from amongst its members. All members of the jury are eligible. The post of Chair and Vice Chair is for the duration of 2 years, and may be renewed for a further successive period of 2 years.
7. The Chair acts as public spokesperson for the jury and presides over all meetings. The Chair of the Jury is a member of the Executive Committee, by virtue of the office, and shall report to the General Assembly at least once a year.
8. At each judging leg, if the Chair is not present, then the Vice Chair represents the Chair and operates with the full responsibility of the Chair.
9. At each judging leg, the Chair for the leg will arrange a jury familiarisation meeting where the Jury will agree the rules of the forthcoming assessment tour. At the end of each leg, [except the final leg when final deliberations will take place], the Chair for the leg will arrange a further meeting, for initial deliberation of the judging on that leg.
10. At the end of each leg, hosting arrangements will need to be made with the Secretary General, for a deliberation meeting. After each leg the jury will undertake their Final Deliberations, reveal and discuss their points and the final decision about the entries of the leg will be taken. At the last final deliberation meeting, also the thematic awards will be decided.
11. The results of the final deliberations will be treated as strictly confidential, and will be announced only on the day of the Award Ceremony.



## **6. Duties of Jury Members**

1. Jury members shall prepare the entries for their own country for the jury visit in the summer, acting as an advisor or mentor. They will use the “Regulations and Guidelines”, as well as their own experience. They would then also be present for the assessment tour and all other functions on the day of the visit of the international jury, but they do not raise questions, help in the explanations or translation.
2. All Jury members who are expected to judge that year shall attend the jury preparation meeting in spring, the final deliberation meeting and the award ceremony meetings. If they are not able to be present, it is the jury member’s responsibility to ensure that they are fully informed and updated by their representative of jury members to maximise their effectiveness as a jury member.
3. The jury is managed as a team, and so each jury member must be prepared to contribute to the jury discussions, to maximise the jury effectiveness, and ensure the most accurate marking and allocation of an award. In the exceptional case they cannot be present at the final deliberations it is their responsibility to ensure that their marking and award recommendation is available at the meeting.
4. During the inspection visit, every jury member is expected to keep to time, and to attend all the meetings and presentations arranged, to do their best to hear, understand and mark everything presented.
5. Jury members represent the Jury and their Country. They are not tourists, but are jury members due to their professional background and recognised ability. Jury members dress and behaviour must therefore reflect that role, and act with the dignity that is expected. Jury members avoid extra demands towards the hosting community.
6. Whilst judging, mobile phones should be switched to silence mode, and camera’s used with reserve for professional purposes only. Phone calls and smoking during judging time is only acceptable in the coffee breaks and during lunch time.
7. At the initial deliberation meeting after the judging of an entrant, the Chair will lead the discussion, and the jury will consider each of the marking criteria separately, including where the criteria fits onto the marking schedule.
8. That at the initial deliberation meeting, the jury will agree both the levels of excellence seen and areas for improvement, for the Chair to advise participants and the press conference if one is called.
9. That at the initial deliberation meeting, other jury members of that nation may attend, but just as observers. Only the jury member who prepared the entrant is allowed to respond to the discussion after each of the criteria is considered.
10. That at the end of each leg, a meeting will be held to further discuss marking and a possible award. Jury members are expected to attend and contribute to that meeting. Every jury member must be prepared to advise their final marks, and their recommendation for the award of Gold, Silver, Bronze, Entente Florale Europe Diploma of Participation. The jury meeting is confidential, outside communication is only allowed with the approval of the Chair.
11. Each nation must provide a written report, of the jury’s findings and recommendations for improvement. The jury members of each nation have the responsibility to ensure that this is done. The written report must be presented to the Secretary General within two weeks of the final deliberation, so that it can be included in the Awards Ceremony.

## 7. Jury Marking Guidance Notes

The current criteria and allocation of marks have been approved for the period 2012 – 2019 inclusive, subject to any major changes taking place within the jury management. For 2020, criteria and allocation of marks to be reviewed.

It is important that International Jury members are consistent when making their assessment and fully understand the levels of attainment that are required to achieve an Entente Florale Europe Award.

The standards that would normally be expected to achieve the following awards are:

### Gold: 85 pts

An exceptionally high standard demonstrated throughout. A consistent approach which demonstrates both best practice and sustainable effort. Meets all of the judging criteria and objectives of Entente Florale Europe and scores very highly in each section of the judging criteria.

### Silver: 75 pts

A high standard entry which meets the judging criteria and objectives of Entente Florale Europe, including sections of an exceptionally high standard. Generally meets sustainable and quality thresholds, but these may not be entirely consistent throughout the area. Offers potential to be a Gold Medal winner in the future.

### Bronze: 65 pts

Considered to be a good entry which meets most of the judging criteria and objectives of Entente Florale Europe. The entry will include more than one section which demonstrates exceptionally high standards. In particular, the entry will demonstrate good sustainable standards and the potential to progress to Silver standard.

### Entente Florale Europe Diploma: under 65 pts

To recognise the participation of an entry, who made substantial effort to respond to the challenge of the Entente Florale Europe competition.

In the interest of fairness, when the average of all the jury marks is calculated, it is within 0.5 of a higher award, then that higher award be given. Also, if the average mark falls below a higher award, but a majority of the jury members give a mark compatible with the higher award, then again, that higher award be given.


During the assessment, the following matrix will be used:

#	Criteria	Marks	Village under 5,000 pop		Town 5,001 - 50,000 pop		City above 50,001	
			Weighting	Final	Weighting	Final	Weighting	Final
1	Planning and Development	10	0,8	8	0,9	9	1,2	12
2	Sustainable environment	10	1,2	12	1	10	0,8	8
3	Built Environment	10	1	10	1,2	12	1,2	12
4	Landscape	10	1,5	15	1,2	12	1	10
5	Green spaces	10	0,8	8	1,2	12	1,4	14
6	Planting – Permanent and/or Seasonal	10	1	10	1	10	1	10
7	Environmental education	10	1	10	1	10	1	10
8	Effort and involvement	10	1,4	14	1	10	0,8	8
9	Tourism and/or Leisure	10	0,7	7	0,9	9	1	10
10	Communication	10	0,6	6	0,6	6	0,6	6
	<b>Total</b>	<b>100</b>		<b>100</b>		<b>100</b>		<b>100</b>

## 8. Green list – the most important deadlines in Entente Florale Europe competition

<b>15<sup>th</sup> of January</b>	Send the <i>Entry form</i> and 10 pictures to Secretary general ( <a href="mailto:info@entente-florale.eu">info@entente-florale.eu</a> )
<b>Spring meeting</b>	Provide general information of the entrant in brochures or CD/DVD
<b>31<sup>st</sup> of March</b>	Detailed information about arrival and departure times at the beginning and end of the leg, and flights within the legs has to be agreed and sent to the Secretary general
<b>1<sup>st</sup> of May</b>	Send the names of judges participating in the legs to Secretary general via e-mail
<b>15<sup>th</sup> of May</b>	All information from the entrants for the arranged visit, the judging programme, and accommodation must be completed, and sent to the Secretary general for approval
<b>1<sup>st</sup> of June</b>	Send all flight details of the jury members to Secretary general
<b>1<sup>st</sup> of June</b>	Larger portfolio Maximum size of 24 sides of A4 in pdf form has to be sent to Secretary general
<b>According to the organizer</b>	Send the booking form to the organizers of the prize giving ceremony and a copy to Secretary general
<b>15<sup>th</sup> of August</b>	National judges send the written report of the town and village via e-mail to the Secretary general

## 9. Adjudication Criteria

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<b>Country:</b>		<b>Village/Town/City:</b>	
		<b>Population:</b> < 5.000            4 hrs + lunchtime 5.001 – 50.000    6 hrs + lunchtime > 50.001           7 hrs + lunchtime	
<b>Assessor:</b>		<b>Country:</b>	

### Description, Marks and Score

#	Description	Marks	Score
1.	Planning and Development	10	
2.	Sustainable environment	10	
3.	Built environment	10	
4.	Landscape	10	
5.	Green spaces	10	
6.	Planting – Permanent and/or Seasonal	10	
7.	Environmental education	10	
8.	Effort and involvement	10	
9.	Tourism and/or Leisure	10	
10.	Communication	10	
	<b>Total</b>	<b>100</b>	

### Guidelines for marking

Assessment	Very Good (Gold)	Good (Silver)	Fair (Bronze)	Poor (no medal)
<b>Marks</b>	<b>8.5 - 10</b>	<b>7.5 - 8.5</b>	<b>6.5 - 7.5</b>	<b>&lt; 6.5</b>