



# 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 (EFE)

#### About us



**ENTENTE FLORALE EUROPE (EFE)** is a Europe wide competition for cities, towns and villages administered by the international organization **Association Européenne pour le Fleurissement et le Paysage (A.E.F.P.)** which has its headquarters in Belgium and secretary general in Ireland.

It is in existence since 1975, and currently the following 8 European countries are members, Austria, Belgium, Czech Republic, Germany, Hungary, Ireland, Italy, and Malta.

Each country selects its entrants from a national competition, and on this basis, thousands of communities in the 8 countries are enabled to participate.

Entente Florale Europe raises awareness of the importance of the green environment to the quality of life in participating communities, in residential, urban, and rural areas. This is important because as populations grow, the density of living areas within Europe is increasing. The provision of green spaces and landscaping provides 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 medium 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 appropriate 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, improved healthy living conditions and promotes loyalty and care of their environment.
4. Involvement with **Entente Florale Europe** is a powerful marketing tool to promote the community for business and tourism development.
5. Participation stimulates successful and sustained civic and voluntary participation.
6. Participation in **Entente Florale Europe** can give a substantial boost to local tourism industry.
7. Entrants are assessed on site by an international jury and preparation for their visit including the mentoring process beforehand, is both an audit check and provides a means of measuring success and finding areas which would benefit from improvement.
8. 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.
9. 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 interested, please contact us!**

**Secretary general:** [info@entente-florale.eu](mailto:info@entente-florale.eu),  
6 Coolamber Park, Knocklyon, Dublin 16, Ireland. D16Y1F7

[www.entente-florale.eu](http://www.entente-florale.eu)

## Participation

There are two ways that cities, towns, and villages can participate in this international competition.

1. A country may become a member of AEFP through an organization, institute or government department that organizes a national, country wide competition with similar aims to Entente Florale Europe. The member then chooses one, two or three entrants from each country for participation in the competition.
2. Public Bodies and local communities in countries that are not members of AEFP may apply to have an assessment carried out by the jury of **Entente Florale Europe**.

## Costs

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

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 organized annually. The International Jury consists of 8 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, Sustainable Environment, Built environment, Landscape, Green spaces, Planting (Permanent and/or seasonal), Environmental education, Effort and involvement, Tourism and leisure, Communication, (Marketing and presentation).

## Organization

By the end of each year, one, two or three entries are submitted to the Secretary General by each country for the following year's assessment. The itinerary for the judging tour of the various countries is devised at the jury's spring meeting.

After judging, the results of the assessment, certificates, and medals, are 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 activities of AEFP are supported by government departments in the fields of rural and community development, tourism, agriculture, landscape design and development. They are also endorsed by professional bodies such as the International Federation of Landscape Architecture (IFLA), the European Council of Spatial Planners (ECTP-CEU), World Urban Parks (WUP) and AEFP has a partnership agreement with Communities in Bloom. Participants in each country includes a variety of voluntary organizations which work with municipalities and business interests



Creating our futures

**ECTP-CEU**

European Council of Spatial Planners  
Conseil européen des urbanistes



**WORLD  
URBAN  
PARKS**



A.E.F.P. can provide advice to any country interested in organizing a national competition, with the aim of taking part in the **Entente Florale Europe** competition. An appropriate consultancy fee would be charged for this service.

