

# Application form for Official Participants

to participate in Expo 2022 Floriade Almere, the Netherlands

..... (name),

wishes to participate as **Official Participant** (please enclose official letter from Government).

**Contact person:** ..... (Mr./Ms.)

**Postal address:** .....

**State & country:** ..... **Postal code & city:** .....

**Phone:** ..... **Mobile:** .....

**E-mail:** .....

## Theme of Expo 2022 Floriade Almere

The theme is "Growing Green Cities" with sub themes: Green, Food, Health and Energy. For more information please read the attached Special Regulation No.1 concerning the definition of the theme.

## Participant requests for admission to participate with:

- An Outdoor exhibition (pavilion and landscape design)
- An Indoor exhibition
- Special request: .....

**Participant applies to participate** with the enclosed 'Theme Statement' (separate attachment), in accordance with Special Regulation No.1. Approval by Organiser is required to be admitted.

The *Theme Statement* includes:

- a. A description of the exhibition's theme of participant;
- b. A description of how the theme correlates with the theme of Floriade Expo 2022 and at least one of the four sub themes of Floriade;
- c. A description of how the exhibition contributes to the visitor journey of Floriade Expo 2022;
- d. The type of exhibit (outdoor/indoor display);
- e. The anticipated space required (exhibition area, etc.);
- f. The layout (including artist impression) of the design of the pavilion and garden, including the distribution of space by use: garden, pavilion, commercial activities, etc.;
- g. The lifetime of the exhibit for indoor or alternating outdoor displays, and a description of reference materials based on which Participant develops its exhibition.
- h. Volume, type and designation of the exhibition commodity, the services required or the desired local conditions;
- i. Necessary, supplementary information (e.g. the name of the stand designer, notification about innovations on the registration form, etc.);
- j. Name and address of the responsible contact person in the case of exhibitor communities;
- k. If required, consent of the responsible Commissioner General of Section for participation in the exhibition is requested;

**Participant requests approval** for its contribution to Organiser based on the enclosed Theme Statement and the requested attached documents.

Confirmation letter by participant's Government is required to be admitted as Official Participant by Organiser. Falsification of documents will automatically lead to exclusion of participation.

Signed by: .....(name Participant)

on: .....(place/date)

Signature:

**Attachments:**

Please include the following attachments to be reviewed by Organiser for approval.

1. Confirmation letter Government .....
2. Theme Statement .....
3. Layout of the design of pavilion and garden .....
4. ....
5. ....
6. ....

**More information or questions?**

For more information or submitting the application documents, please contact Mr. Jelle Burggraaff, at [jelle.burggraaff@floriade.com](mailto:jelle.burggraaff@floriade.com) or Ms. Annemieke van Schaik, at [annemieke.vanschaik@floriade.com](mailto:annemieke.vanschaik@floriade.com)



## **Special Regulation No.1**

**Concerning the definition of the theme  
of 'Expo 2022 Floriade Almere, the Netherlands'  
and the means of its implementation  
by the Organiser and the Participants**

Approved at BIE's 166<sup>th</sup> General Assembly on November 27<sup>th</sup> 2019

Floriade Almere 2022 B.V.

## Article 1 Purpose

The purpose of this Special Regulation is, in accordance with Articles 1 and 41 of the General Regulations of the International Horticultural Expo 'Expo 2022 Floriade Almere, the Netherlands' (hereinafter referred to as "the Expo" or "Floriade Expo 2022"), and with the resolutions concerning the importance of the theme of International Expositions adopted by the 115<sup>th</sup> General Assembly of the Bureau International des Expositions (hereinafter referred to as "the BIE") on June 8<sup>th</sup>, 1994 and by the 118<sup>th</sup> General Assembly on December 13<sup>th</sup>, 1995, to define the theme of the Expo and to set forth the measures for the development of the theme to be taken by the Floriade Almere 2022 B.V. (hereinafter referred to as "the Organiser") and the Participants.

## Article 2 Definitions

**International Organisations** refer to intergovernmental organisations that pursue the aim of promoting international cooperation in scientific, economic, culture, horticulture and other fields, or whose aims are consistent with the theme of the Expo.

**Participants** are parties that contribute to Floriade with an exhibition as Official Participant or as Exhibitor.

**Official Participants** are foreign governments and international organisations that have received and accepted the official invitation of the Government of the Netherlands to participate in Floriade Expo 2022, in accordance with Article 6.1 of the General Regulations.

**Exhibitors** refer to **Non-Official Participants**, that is, Participants in Floriade Expo 2022, who do not come under any national section and who deal directly with the Organiser.

**Concessionaires or Franchise Holders** are persons, enterprises or other institutions, which through appropriate contracts concluded directly with the Organiser, engage in commercial activities linked to Floriade, such as the operation of a restaurant, or sale of goods or services on the Expo site. This does not apply to the commercial activities of Participants as stipulated in Article 32 of the General Regulations.

**Organiser** The role of the Organiser is delegated from the Government of the Netherlands to Floriade Almere 2022 B.V., which bears responsibility for the planning, preparation, execution and management of Floriade Expo 2022.

**Location** Floriade Expo 2022 will take place in new town Almere, a city in the Amsterdam Metropolitan Region and close to the city of Amsterdam and Schiphol International Airport.

**Site** The exhibition area located in the middle of Almere measuring 60 hectares.

**Exhibition areas** refers to indoor exhibition spaces and outdoor exhibition areas assigned by the organiser to the Participants.

**Outdoor exhibition spaces** refer to the outdoor areas within the Expo Site assigned by the organiser, where Participant may design its garden and (temporary) pavilion and set up, presenting the typical culture and landscape of each country, enabling the visitors to recognize and appreciate its unique horticultural art and development.

**Indoor exhibition spaces** refer to the indoor locations within the Expo site assigned by the organiser where Participant may design and set up stand and small-scale landscape to hold the indoor exhibition of flowers and plants.

**Green Embassies** are the sustainable alternative for temporarily pavilions at Floriade Expo 2022. They are comprised of permanent buildings which will be designed and built by the Organiser and which can be used as pavilions by Participants during the Expo. Participants will have the possibility of contributing to the design depending on when they choose this form of participation. The Green Embassy shall also include a garden to be designed by or in cooperation with the Participant. A user fee will be payable according to the size of the pavilion. After the Expo they will remain as part of the city district. All Expo regulations shall be applicable to green embassies during the Expo.

### Article 3 Compliance with Laws and Regulations

1. All Participants shall comply with the Paris Convention Relating to International Exhibitions signed on November 22nd, 1928 as amended and supplemented, the General Regulations and the Special Regulations of the Expo, the relevant Dutch laws and regulations, and the additional instructions and directives issued by the Organiser pursuant to the General Regulations and the Special Regulations of the Expo (hereinafter jointly referred to as “the Laws and Regulations”).
2. The additional instructions and directives are issued by the Organiser to provide more information on related subjects and further specify the rights and obligations of Participants and the Organiser.

### Article 4 General Principles

With regard to the theme of the Floriade Expo 2022, the Organiser and all Participants shall comply with the General Regulations and the Special Regulations of the Expo. The Commissioner General of the Expo guarantees that the Organiser shall follow the theme in the presentations for which it is responsible. The Organiser shall assist Participants to develop and follow the theme in their participation. The Commissioner General of the Expo shall have the final authority over all matters related to the theme of the Expo.

### Article 5 Definition of the Theme

1. The theme of Expo 2022 Floriade Almere is “Growing Green Cities”.

The objectives of the Floriade are not directly derived from the ‘Sustainable Development Goals’ (SDG) but are in line with the SDGs the Netherlands have committed themselves to.

With the theme of Growing Green Cities Expo 2022 Floriade wants to draw attention to the future of cities. The Earth has more than seven billion inhabitants. Over 50% of these people now live in cities, and in 2050 this percentage will have increased to nearly 70%. As urbanisation will continue relentlessly, we have no other option than to look for ways to keep our cities safe, liveable, healthy and attractive, to look for sustainable growth and a better balance between ‘grey’ and ‘green’ (built area and functional green space). Floriade invites participants to share their specific approach with visitors, even if they are still looking for this balance between urban and rural areas.

“Growing Green Cities”: An important point of attention here is the contribution that horticulture makes to the liveability of cities. In this context, four sub themes have been developed: Green, Food, Health, and Energy. Exhibitions should be in line with the theme ‘Growing Green Cities’ and give a vision on and an answer to at least one of these sub themes. Participants describe the challenges they face in their particular context and the solutions they have found or that they are working on.

#### 2. Sub theme ‘Green’

**Green** is important in many ways. It converts CO<sub>2</sub> into oxygen, it purifies water and produces food, and in this way green forms the basis of human life. We use green as a natural resource for energy, medication and clothing. We enjoy recreation in the woods and parks. We visit places which, literally and figuratively, offer us air, where there is space for sport, for relaxation and encounter. Green gives us peace, prevents depressions inspires and fascinates us. Green is, in short, endless and diverse, and meticulously intertwined with our daily lives. Green can be used in different ways by participants in their exhibition. In an interactive way, visitors can meet the several options to add ‘green’ to the city and the living environment. Large scaled but also on small scale, in private gardens, on balconies and also indoor. Trees can help to improve the quality of our air, cool our warming planet, reduce the risk of flooding as well as function as an excellent store of carbon. Every, even small, contribution adds up to the better and greener city and world we are not only looking for, but also need to establish.

*In exhibitions and pavilions visitors are challenged to “Explore. Touch. Change.” on this sub theme.*

They are confronted with the usefulness and necessity of ‘green’. They learn about the consequences of the tendency of maximising pavements at the expense of ‘private/personal green’ in gardens, the effect it has on water storage capacity, the impoverishment of nature and also the consequence for example of the rising temperature in cities and even private gardens as a result. Exhibitions should not only show and share the academic reasoning and approach, but needs to come down to earth, to a pragmatic level understandable for all. Only then all visitors have the opportunity to *Explore. Touch. Change.*

Exhibitions can:

- Show applicant’s use of use of green, parks and horticulture in cities;
- Explain the importance of horticulture, on a large and small scale, on the future of urban development;
- Show green solutions on the use of green for future cities and the influencing on climate change;
- Have visitors experiencing the impact of green on their state of mind;
- Explain the impact of green on challenges as climate adaptation such as temperature and water, drought;
- Share best practices in creating vertical or rooftop gardens in cities.

### 3. Sub theme ‘Food’

Food is a point of attention in different ways, in different parts of the world. Although, at this moment, food production worldwide should be sufficient to feed world’s population, there is still food scarcity with challenges in not only food production, but also on food waste, -safety and food security. For the future more substantive solutions are needed on land use. In other parts of the world there are increasing prosperity-related food problems. Food habits are an important threat to the health of the world’s population. Obesity is a growing problem at an increasingly younger age, spreading for decades now from developed to the less developed countries. The alarming obesity emergency needs to be dealt with.

The increasing consumption of convenience food products and the rising global meat consumption has however more than health consequences. It also has a high environmental impact: climate threat.

Nowadays people have limited knowledge on food origin, virtually no understanding on seasonality of produce and the related impacts on the world’s climate. Knowledge gets lost about healthy nutrition and putting together balanced, healthy meals. The increasing consumption of prepared and junk food is directly related to the risen obesity and the increase in welfare diseases with lower life expectancy as a result.

Floriade wants to contribute to visitors’ understanding of the impact of the choices for their own health and life, as well as to the environment. People should be touched and thus become aware that with small steps such as choosing for seasonal vegetables they can make a contribution to fight climate change

Food can be used in different ways by participants in their exhibition: by the previously mentioned contribution to insights for visitors or by showing unknown food. But it might be time to reintroduce the lost knowledge on healthy food and food patterns. Visitors can, in an interactive way, gather the knowledge, triggered by a playful way of sharing the knowledge needed for this. At the end, after visiting and exploring several exhibitions, when they are ‘touched’ and having collected different ‘ingredients’, visitors might have gathered enough nutrition to make even a minor change in the way they eat and look at food.

As part of the implementation of this sub theme, participant is allowed to have visitors taste regional products from the country of origin. When sold it is part of the commercial activities allowed as described in Section 6 of the General Regulations and elaborated in Special Regulation No. 9 - concerning the conditions under which official participants may operate restaurants, carry out sales or special events

Exhibitions can:

- Make a connection between country's food and culture;
- Show and taste regional products, characteristic for participants country;
- Application possibilities of characteristic/known products;
- Reintroduce slow food;
- Make visitors aware of the impact their food habits has on climate change and the alternative choices they can make.

#### 4. Sub theme 'Health'

All subthemes are related and literally come together in the 'health' of people; a concern for all. But it can also be seen broader with the contribution of green structures to a healthy living environment besides the contribution of green spaces to the physical and mental vitality of the citizens. Choices to be made on these aspects should be seen in the context of long-term health in every way. Exhibitions can contribute to visitors' understanding of the impact of choices on their health; short term and long-term. On their personal health, the health of others and the environment in general. This is directly related to the sub themes 'Food' and 'Green' as described above and therefore in every exhibition the sub theme 'Health' is a result of the others. It should be, in fact, the main reason to 'Change.'

Exhibitions can:

- Show the value of green for cities and the contribution green can give to the physical and psychological health of residents;
- Making the conflict visible of the impact of increasing urbanisation: reduction of private green space will increase the importance of public green spaces, necessary for the health of its residents;
- Provide insights into the necessity and availability of healthy food and healthy food habits and ways to fight hunger.

#### 5. Subtheme 'Energy'

Energy is often taken for granted; it is almost always and everywhere available and easy to use. Floriade wants to address the intellectual, global challenge on the use of sustainable and renewable energy solutions. Energy is, in this interpretation, 'hardware'.

But the sub theme 'Energy' can also be interpreted as 'software', on a personal/private level where energy is directly related to people's health and well-being. This energy can be derived from spiritual, social, environmental and feeding habits: the energy we really need to live and survive, to feel good.

Exhibitions can display issues on both the 'hardware' as well as the 'software' interpretation of energy. It can show country's challenges and solutions on the 'hardware' issues: the need and advantages of using sustainable and renewable.

But to 'touch' and eventually 'change' visitors, exhibitions also need to focus on the 'software' of energy, with a more personal approach. With the insight of the impact of this 'Energy' in everyday life, by offering several ways to gain energy, an exhibition can also feed visitors spiritually. Stimulating the basic use of senses can make the difference on the impact of a visit.

In a fascinating, colourful way visitors can be 'nurtured' for a better understanding of the need and impact of this 'software'. Knowledge is needed to understand the impact of choices and the ways the sub theme 'Energy' is directly related to 'Green', 'Food' and 'Health'.

Exhibitions can:

- Show relaxing and spiritual feeding can raise the energy level;
- Let visitors experience how positive attitude has impact on the way you feel, the energy you have;
- Show the impact of certain food (carbohydrates) on the energy level and how long it lasts;
- Display how sustainable energy solutions can be intertwined in the design of cityscapes.

## 6. Key message/Pay-off: 'Explore. Touch. Change.'

We live in an era in which we can no longer ignore the impact our daily choices have on our planet. In contrast to feeling powerless when it comes to the environmental challenges and climate change we currently face, every human being, every visitor can, even with small contributions and minor changes in behaviour, contribute to creating a sustainable world that we aim for with the sub themes of Floriade. This is why Floriade challenges visitors to **Explore. Touch. Change.**

Explore. Arouse curiosity. Seduce visitors to "come in" and discover.

Touch. Provide informational, educational as well as interactive elements (for all ages) as part of the exhibition. Let visitors contact with the nature, culture and the challenges of the country on the theme and sub themes.

Change. Make people understand that even small contributions count, even by planting 'just one small tree'.

In short, after having visited Floriade Expo 2022 visitors should have confidence in the future: Given the touchpoints during their visit and having the opportunity to implement these within their own life - They should feel *the world will be fine*. They have the tools to help to create a sustainable world.

### **Article 6 Implementation of the Theme by the Organiser**

The overall theme 'Growing Green Cities' will be elaborated by the Organiser in Floriade Expo 2022 as follows divided over three layers:

1. The first layer of Floriade Expo 2022 is the **Landscape of the Expo site** which will be developed as a 'Green City Arboretum' presenting a varied exemplary combination of trees, shrubs, perennials, creepers, hydrophytes and flower bulbs, contributing to a green, healthy and sustainable city. Important criteria are biodiversity, air purification, food production and climate management of the city, as a direct translation of the four subthemes of Floriade Expo 2022. Organiser intends to have thematic gardens as part of this first layer.
2. The second layer will showcase the **Green City of the Future**. The Expo will be the start of the development of the new city district. A number of exemplary permanent buildings will be developed, being part of, and used during the Expo.
3. The third layer, the **Green Event**, is the programming. Visitors can enjoy live entertainment, themed shows, international cultural events and art exhibitions. **Educational** programs are being developed as well as 'Floriade Dialogues', a **Knowledge Exchange** program organised in the run up as well as during the Expo.

### **Article 7 Developing Theme Statement by Participant**

1. Participants must comply with the Organiser's Theme as described in Article 5. The theme and general content of Participant's exhibitions must follow the Expo theme, as an integral part of their application for the allocation of exhibition space in accordance with Special Regulation No. 2 concerning the conditions for the participation of States, international organisations and private exhibitors.
2. The development of the *Theme Statement* by participant, as described in Article 10 of the General Regulations, is part of the application process, for which participants should complete an application form and attach the requested Theme Statement. The application form can be downloaded at [www.floriade.com/downloads](http://www.floriade.com/downloads).
3. The *Theme Statement* shall include a detailed description of Participants' theme and at least one of the four sub themes of Floriade as described in Article 5, the exhibition concept and reference

materials based on which the Participants develop their respective exhibitions. The description includes:

- a. a description of the exhibition's theme of participant;
  - b. a description of how the theme correlates with the theme of Floriade Expo 2022;
  - c. a description of how the exhibition contributes to the visitor journey of Floriade Expo 2022;
  - d. the type of exhibit (outdoor/indoor display);
  - e. the anticipated space required (exhibition area, etc.);
  - f. the distribution of space by use: garden, pavilion, commercial activities, etc.;
  - g. the lifetime of the exhibit for indoor or alternating outdoor displays;
  - h. volume, type and designation of the exhibition commodity or service required or desired local conditions;
  - i. necessary, supplementary information (e.g. the name of the stand designer, notification about innovations on the registration form, etc.);
  - j. name and address of the responsible contact person in the case of exhibitor communities;
  - k. if required, consent of the responsible Commissioner General of Section for participation in the exhibition is requested.
4. Organiser will review the submitted 'Application form' and Theme Statement. In the case that the Theme Statement is not immediately approved by the Organiser, the Organiser shall provide Participants with a detailed explanation of the reasons and make suggestions to remedy the situation. The Organiser shall also continue to provide on-going assistance to Participants concerning the theme development. The definitive allocation of exhibition space is subject to the Organiser's approval of the theme statement (as per Article 9 of Special Regulation No.2).
5. Notwithstanding Article 7 of the General Regulations of Expo 2022 Floriade Almere, if a consensus on the matter of the theme, as described in paragraphs 1 and 2 of this article, cannot be reached between the Organiser and the Participant, the matter shall be referred to the Commissioner General of the Expo for arbitration after consultation with the BIE.

#### **Article 8 Implementation of the Theme by the participant**

1. Participants develop an exhibition based on the approved Theme statement in relation to their country's interpretation, completion and solutions concerning Green City Development. All expressions of Participants exhibition will apply to, and be in line with, the approved Theme Statement, as indicated in Article 5 and 7. The implementation of the exhibition must be developed on the topics:
  - Garden; How does participant develop his garden along the Theme Statement as indicated in Article 5. How are the sub themes expressed in the design and construction of the garden. How is the garden sustainable and can materials be reused.
  - Pavilion; What type of pavilion does participant develop and how will it meet the requirements of sustainability and reusability of materials after the Expo. How are the sub themes translated in the design and finish of the pavilion.
  - Exhibition / Displays; What type of exhibition will be developed by participant, how does it relate to the Theme Statement, explain the sustainable of used materials, how can the material be reused.
  - Food & Beverage; What type of products does participant intends to sell and how do they relate to Theme Statement and how does it contribute to health and better lifestyle.
  - Merchandise / Souvenirs; What type of articles does participant intend to sell and how do these articles relate to the Theme Statement.
  - Art & Cultural program; Draft Program of the intended cultural aspects of the participation, including number.
  - National Day; Draft program. How and what does participants intends to organise his National Day, with what officials. Is there an indicative date yet?

- B2B events / Trade missions; What is the intended program of participant on such events and with what theme.
- Knowledge exchange; In what way and on what sub theme, does the exhibition give visitors insight in.
- Education and Kids program; What educational aspects will be part of the exhibition, how and to what sub theme does it apply to.
- Demonstrations and workshops; What kind of demonstrations and workshops will be given, how and to what sub-theme do they apply.

The implementation and execution of the approved Theme Statement, as indicated in Article 5 needs to find its expression in the topics mentioned above. On all applicable topics, participant has to explain how and why the chosen expression is a translation of the Theme Statement.

2. Participants shall submit the final programs of their planned activities and events to the Organiser no later than six months prior to the opening of the Expo.
3. Participants shall provide the Organiser with final information on the content of their presentations at least 180 days before the opening of the Expo. This information shall be used for the Official Exhibition Catalogue in compliance with Article 35 of the General Regulations. The information provided shall fully adhere to the requirements concerning the presentation with the theme indicated in paragraphs 2 and 3 of this article. The above information for the Official Exhibition Catalogue shall be electronically submitted. Text in MS-Word format and photos and graphics with a resolution of at least 600 dpi.