



# EUROFLORA 2022

UN MONDO  
DI RARA BELLEZZA

23 Aprile – 08 Maggio  
Parchi di Nervi, Genova

*Euroflora 2022 attracted 240 thousand visitors, reached record figures on social networks and had an increased presence of businesses, institutions, and investors. The 12th edition of Euroflora, the International Flower and Ornamental Plant Show held in the Parks and Museums of Nervi, in Genoa, from 23 April to 8 May 2022.*

## Overview

### Visitors

Two hundred forty thousand visitors are a huge success achieved despite the often unfavourable weather conditions during the 16 days of the show. With this edition, Euroflora has regained its title as a leading European event for promoting Italian and foreign plants and flowers of the highest quality.

### Participants: Italian and International Gardens

During the Show, visitors from all over Italy could admire the best Italian and foreign floriculture and nursery gardening production. **Ninety gardens were set up for the show; 10 landscape architecture projects were on display, following a highly selective contest, "Micropaesaggi"; and over 300 exhibitors, including large collective displays and individual businesses,** represented Italy's first-class products, municipalities, and leading institutions like the Italian Ministry for Agriculture and Forestry Policies, the Ministry for Ecologic Transitions, the National Association of Nursery Stock Exporters, and the Italian Floriculturist and Nursery Gardeners Association.

One of the most important results was the return of Italy's major floriculturists and nursery gardeners as individual businesses and as part of regional collective displays. All Italian regions were represented, with a large participation from southern Italy (a collective display including floriculturists and nursery gardeners from Calabria was present for the first time, as well as exhibitors from Campania, Sicily, Sardinia, and Apulia) and leading businesses representing Liguria, Tuscany, Piedmont, Lazio, Emilia, Apulia, and Sardinia, in addition to the official institutional displays representing the Liguria Region, which extended over more than 3,000 square meters -, the Piedmont Region, and the Marche Region.



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The number of foreign exhibitors also increased. Among them is the Netherlands, whose display - strongly supported by the Netherlands Embassy in Rome - was designed by the same landscape designer in charge of Floriade Expo 2022, the leading event held every ten years in the Netherlands, which this year will be on from 14 April to 9 October. Other participants from abroad included France with Nantes, Spain with Murcia, the Principality of Monaco with its Jardin Exotique, China, and the United States, represented by Columbus, Ohio.

### **High-level delegations**

The Show was attended by leading figures in the floriculture and nursery gardening sector and by the leaders of the main professional associations. The President of Confagricoltura (the Italian Agricultural Industries Confederation), Massimiliano Giansanti, expressed his hope that Euroflora will strengthen its role as a world-class quality brand attracting sector businesses and creating networks between and among them - a hope also shared by some of the rapporteurs and signatories of the Bill, soon to become law, on floriculture and nursery gardening, including senator Patrizio La Pietra and MPs Marzio Liuni and Lorenzo Viviani.

Many were also calls to "export" the Euroflora brand and format through the participation of Italian floriculture and nursery gardening products in international events, particularly in developing countries.

On the first day of the Show, it is worth mentioning the visit of HRS Prince Albert of Monaco, who on that day was awarded honorary citizenship of Genoa and took the opportunity to visit Euroflora, a show that the Grimaldi family has historical ties with. On the occasion, The Prince was gifted with a picture of his parents visiting Euroflora in 1966 and with the Rose of Genoa, the new rose variety in the colours of the Genoa flag, which was presented as a world première in Nervi.

### **Competitions**

Euroflora held 257 garden competitions. The first to climb on the Mirador stage and be awarded, however, were Aster professionals, technicians, and gardeners, whom Chairman Ferrando welcomed, Deputy Mayor Massimo Nicolò, Aster CEO Antonello Guiducci, and Euroflora's Director Surace, and received individual awards for the hard work and great passion they showed throughout Euroflora.



## **EUROFLORA 2022**

### **Brand awareness and media**

Outstanding results were also recorded on the Internet and social networks, with booming contacts on the official website (901,000 single visits, +30% as against the 2018 edition), + 45% sessions and +45% page views (3 million 120 thousand). Video views amounted to 4 million 700 thousand. As for social profiles, Instagram followers soared by 300%, from 3,000 to today's 9,235. There was a considerable increase in Facebook followers too.

### **Euroflora organisers, patronage, sponsors and partners**

Euroflora 2022 was organised by Porto Antico di Genova SpA in partnership with the Municipality of Genoa and the Liguria Region under the aegis of AIPH. The event's Patrons were the Genoa Chamber of Commerce, the Italian Ministry for Agriculture, Food and Forestry Policies, the National Association of Nursery Stock Exporters, the Italian Floriculturists and Nursery Gardeners Association, Rai, and Assoverde. The event is twinned with the Floralties of Nantes and can rely on the cooperation of the Italian Ministry for Foreign Affairs and International Cooperation, together with the ICE Agency and the Italian Association of Gardening Centres. The Main Partner was electricity, gas and service provider Iren, luce gas e servizi, and the Main Sponsor was Basko. Both companies have already taken part in the 2018 edition. Other confirmed sponsors included Gruppo Spinelli Logistics Provider, among new entries Bper Banca, Florena Fermented Skincare - a new leading brand in natural cosmetics -, Genova Parcheggi, and Asef. Euroflora could also rely on a large number of partners: Amiu, Aster Genova, Fondazione Teatro Carlo Felice, Spim, Wed Fontane, and Wingsoft Information Technology. The "Friends of Euroflora" were Banca Passadore, Rina, and Villa Montallegro. The official carrier of the Show, Trenitalia, ensured four trains per hour during Euroflora opening hours; the transportation technical partner was Amt, mobilità e innovazione.



## EUROFLORA 2022

### Best Practices

Euroflora 2022 communication project was developed with an eye to achieving a major international event's objectives and distinctive features. From online marketing to visual campaigns on national media, from branding activities to customised mobility solutions, the Euroflora brand was promoted on every communication channel and mode. The **event's elegance, standing, and grandeur** were the core elements of the communication concept pursued by the project, coordinated down to the last detail by a dedicated team.

The 12<sup>th</sup> International Flower and Ornamental Plant Show were promoted as follows: on the **web**, through Sell-in and Sell-out campaigns that involved newspapers, generalist websites and specialised portals; through an **institutional video or radio ad**, broadcasted both on the web and the main Italian TV channels and radio stations and aimed at strengthening the event's positioning; on **social media**, with organic marketing actions and dedicated communication campaigns; and through a **series of visual ads** published in the main Italian newspapers, trade magazines, and generalist magazines. **Partnerships with the local press** added momentum to promoting the event locally. Euroflora's communication campaign was further boosted by a dedicated **mobility project**, through the wrap advertising of some public transport vehicles, like buses and tram carriages, in **Genoa** and **Milan**, as well as advertising on trains, with the brand promoted on monitors and complimentary magazines.

### **Synergy with city businesses**

Thanks to the cooperation with the local Chamber of Commerce, various professional associations, and Genoa Airport, printed materials (posters, table advertising standees, bookmarks) and online media (banners, videos) were widely distributed, including to some towns along the Rivas, which also specially designed their flowerbeds for the occasion to include the Euroflora logo. Many shops in Nervi and the city centre customised their windows with plants and flowers, contributing to spreading beauty and creating a pleasant atmosphere. In contrast - inside and outside the Show - cocktails and dishes based on or featuring floral details were created specifically for the event. Some of the city's most renowned ice cream shops offered a unique Rose-of-Genoa ice cream flavour to celebrate the new rose variety that was presented and christened at Euroflora.



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### **Cooperation with the City Council for outdoor advertising**

On the occasion of Euroflora 2022, Genoa was filled with posters advertising and promoting the Show, resulting in a **spectacular visual display** that was possible thanks to the **partnership** between the Show organisers, **Porto Antico di Genova Spa**, and **Genoa City Council**. A few weeks before the Show's opening, Euroflora was being advertised on most of the spaces under the City Council's responsibility. The cooperation between the organisers and the City Council was key to the successful promotion of the event at a local level, both in the city centre and in the suburbs, through large format prints, posters, and dedicated billboards. Another initiative to welcome tourists to Genoa was the flag-draping of one of the main city traffic routes, the 'Sopraelevata' junction road, with the logos of Euroflora and the City Council.

### **Collaboration with bloggers and journalists, special projects with photographers and artists**

The storytelling opportunities and the beauty of Euroflora in the Parks of Nervi were a source of inspiration for bloggers and Instagrammers. With the support of the communication agency, a preventive call was made, inviting the public to visit the exhibition on the preview day to create an initial viral momentum that would spill over to the following days. Cost-free partnerships were entered into with RAI, Italy's national public broadcasting company, and with a national radio station, Radio Monte Carlo, thereby ensuring extensive and consistent media coverage.

The Parks of Nervi are also home to three museums displaying 19<sup>th</sup>- and 20<sup>th</sup>- century figurative arts, which during Euroflora, exhibited floral compositions that drew inspiration from the works of art permanently on display, creating meaningful connections between art and floriculture & nursery gardening. The same concept lay behind the installation of sculptures by Master Carta in the area of Sardinia, designer ceramics from Liguria and beyond, the colourful works of painter and set designer Lele Luzzati, haute couture dresses with details in plant-based materials, and some large wooden and topiary art sculptures.



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### **Accessibility (on-site mobility solutions)**

Considering that the parks cannot rely on large parking areas in the vicinity, as well as to turn the often misused concept of sustainability into tangible actions, a drastic choice was made to make the event reachable by public transport only. Thanks to a series of paid agreements with Trenitalia (Italy's main train operating company) and the company managing the city's public transport system, the frequency of trains to and from Genoa Nervi was increased, additional bus runs were introduced, and shuttle services were arranged from and to the main tourist coach parking areas and an interchange car park. Euroflora entrance tickets included free public transport on the day of validity. A special agreement was signed with taxi companies for special fares on a series of standard routes (from and to railway stations, the city centre, etc.).

As for accessibility to and around the parks for people with motor disabilities, an assistance and transportation service was set up, also in cooperation with Trenitalia. Four-wheel electric scooters and wheelchairs were available on-site, by reservation, for any visitors requiring them. Reserved parking spaces were provided for cars exhibiting a parking permit for disabled drivers or passengers. The entire project was calibrated to allow electric scooters to travel along the park alleys even on steep gradients, and the map of the Show distributed to visitors included all relevant information on gradients. Special guided tours were organised for the visually impaired, focusing on specific exhibition spaces specially designed to promote a sensory and olfactory experience. The colours used for the Show map were chosen with special consideration for colour-blind people. A new feature of the next edition will be the availability of guided tours for deaf people.

### **Ticketing**

Assuming the high likelihood of a sell-out, Euroflora ticketing policies were mainly based on online pre-sales. In light of the experience with this post-Covid edition, which showed that people were sometimes reluctant to book a visit well in advance, we believe that resorting to a more capillary use of traditional sales channels should be considered in the future, in addition to offering the opportunity to buy tickets directly on site. The spring is indeed a time of the year when many tourists are in town and the surrounding areas, and favourable weather conditions may encourage more people to decide and visit the Show on the spur of the moment.



## EUROFLORA 2022

### **Sponsorship and sponsored gardens**

The value of Euroflora, in terms of the number of visitors, media coverage, and standing, attracted a variety of sponsors, including several institutional investors having strong links with the local community, a leading national energy distribution company, and a major international natural cosmetics brand. Every one of them was offered an ad-hoc sponsorship package that would enhance their distinctive features at best. The package was negotiated with each potential sponsor not in financial terms but rather by offering customised opportunities, including - whenever elements that were particularly consistent with the Show's core themes were identified - dedicated exhibition spaces.

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