



# AIPH

## **AIPH Annexes to Regulations for Category B International Horticultural Exhibitions**

**Approved by AIPH General Meeting 14 March 2023**

**International Association of Horticultural Producers**

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## **Annexes**

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## Annex I – On site inspection for B Expos – 4 years before opening

A	REQUIRED			
	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments
1	Formal			
1.1	For a B Exhibition: The process of approval of the Exhibition Regulations is proceeding in line with AIPH timescales			
2	Organisation			
2.1	The organisation and organisational structure in charge of the preparation of the Expo has been established			
2.2	The Management Team and Organising Committee has been appointed			
2.3	There is documented evidence of the support of the Host City (Section 4 of the AIPH Regulations)			
2.4	There is documented support of the Local Government (Section 4 of the AIPH Regulations)			

2.5	The Business plan / Financial Plan has been approved by AIPH			
3	Planning			
3.1	<p>A milestone planning covering the following subjects has been established:</p> <ul style="list-style-type: none"> <li>- Construction</li> <li>- Planting</li> <li>- Participants</li> <li>- Cultural Program</li> <li>- Seminars, Workshops, Congresses</li> <li>- Marketing &amp; Communication</li> <li>- Sales &amp; Ticketing</li> </ul>			
3.2	Formal planning approval has been granted to allow construction to proceed.			
4	Masterplan			
4.1	The Expo site has been defined			
4.2	There are no outstanding issues relating to ownership of the Expo site			
4.3	The Masterplan for the Expo site has been completed			

4.4.	The Masterplan is in compliance with Section 3, Specific Regulations of the AIPH Regulations B: min 25ha, min 3% of the exhibition area are reserved for full time international participants			
4.4	There has been a full review of accompanying infrastructure requirements for the Expo and a project plan and timeline has been developed by the host city and has the support of the host city			
5	Landscape / Planting			
5.1	The Planting plan has been completed along with details of trees and plants to be procured and timescales for planting			
5.2	A minimum of 80% of the required trees have been sourced and selected			
5.3	Soil Analysis has been completed based on a soils risk assessment. Plan has been produced to address any soil quality, nutritional or contamination (i.e. chemical or weed/pest) concerns			
6	Construction			

6.1	Accompanying infrastructure projects in the host city have commenced in line with documented timeline			
6.2	The construction undertaken is in line with a documented construction plan (min 90%)			

7	Participants			
7.1	A clear documented and timed plan is in place for the invitation of participants			
8	Events			
	N/A			
9	Operations			
9.1.	Traffic Management Concept has been approved			

10	Marketing & Communications			
10.1	Attendance projection and Design Day Analysis has been completed			
10.2	A masterplan for the exhibition and events (Experience Concept has been established: <ul style="list-style-type: none"> <li>- Expo Park (highlights concerning design and planting,</li> <li>- International Participants</li> <li>- National Participants</li> <li>- Cultural Program</li> <li>- Art</li> <li>- Knowledge Exchange (seminars, workshops, symposia, congresses</li> <li>- B2B (B2B meetings, matchmaking events, etc)</li> <li>- Kids (playgrounds, educational activities)</li> </ul>			
10.3	The Corporate Identity Process has been completed			
11	Sales & Ticketing			
	N/A			
B	<b>RECOMMENDED</b>			



	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments
1	Formal			
1.1	Competition Regulations under development and the process of approval is in line with AIPH timescales			
2	Organisation			
	N/A			
3	Planning			
	N/A			
4	Masterplan			
	N/A			

5	Landscape / Planting			
	The landscape development and planting are in line with documented timeline			
6	Construction			
	N/A			
7	Participants			
7.1	Prepared plan for the invitation of the international participants?			
7.2	Prepared plan for the invitation of the national participants?			
8	Events			
8.1	Plan for cultural activities and art under development			
8.2	Plan for Conferences & Seminars under development			

8.3	Plan for B2B and Match Making under development			
9	Operations & Security			
9.1	Operations and Security Concept under development			
10	Marketing & Communications			
10.1	Marketing Plan approved			
10.2	Preview Concept for the citizens and potential partner of the exhibition has been developed			
11	Sales & Ticketing			
11.1	Sponsoring plan approved			
11.2	Ticketing plan approved			

C	OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS			
	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments

## Annex II – On site inspection for B Expos – 3 years before opening

A	REQUIRED			
	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments
1	Formal			
1.1	For a B Exhibition: The process of approval of the Exhibition Regulations in proceeding in line with AIPH timescales			
2	Organisation			
2.1	The further development of the organisation is in line with the documented timeline			

3	Planning			
3.1	The project planning contains no major risks that endanger the opening date.			
3.2	The planning for the accompanying projects in the host city contains no major risks that endanger the opening date			
4	Masterplan			
	N/A			
5	Landscape / Planting			
5.1	The development of a detailed plantings plan (trees, shrubs, perennials, annuals, flower bulbs, potted plants) is in line with the documented timeline			
5.2	The landscape development and planting activities are in line with documented timeline			
5.3	A landscape maintenance plan taking into account the soil analysis and a watering system has been developed			

6	Construction			
6.1	The construction works concerning the infrastructure development are in line with the documented timeline			
6.2	The construction works concerning the permanent buildings are in line with the documented timeline.			
6.3	Accompanying infrastructure projects in the host city are in line with documented timeline			
7	Participants			
7.1	The invitation of the official participants / international has been sent out by the national Government			
7.2	The invitation of the national participation has been sent out by the organiser			
8	Events			
8.1	<p>The development of the events project is in line with the documented timeline</p> <ul style="list-style-type: none"> <li>– Project Management &amp; Organisation</li> <li>– Plan for cultural activities and art</li> <li>– Plan for conferences and seminars</li> <li>– Plan for B2B &amp; Match Making</li> </ul>			

9	Operations			
9.1	<p>The development of the Operations &amp; Security Concept is in line with the documented timeline</p> <ul style="list-style-type: none"> <li>– Project Management &amp; Organisation</li> <li>– Security Concept</li> <li>– Cooperation with Police</li> <li>– Cooperation with the Fire Brigade</li> <li>– Cooperation with the local Hospital</li> <li>– Guest relations &amp; guest services</li> <li>– Crowd management</li> </ul>			
10	Marketing & Communications			
10.1	The marketing and PR measures are in line with the approved marketing plan			
11	Sales & Ticketing			
11.1	The acquisition of project partners and sponsors is in line with the documented planning			
B	<b>RECOMMENDED</b>			



	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments
1	Formal			
1.2	The process of approval of Competition Regulations in proceeding in line with AIPH timescales			
2	Organisation			
3	Planning			
	N/A			
4	Masterplan			
	The development of a Masterplan for the Indoor Exhibition is in line with the documented timeline			

5	Landscape / Planting			
	N/A			
6	Construction			
	N/A			
7	Participants			
	N/A			
8	Events			
	N/A			
9	Operations & Security			
	N/A			

10	Marketing & Communications			
	N/A			
11	Sales & Ticketing			
11.1	The development of the ticketing and ticket sales concepts are in line with the documented planning			

C	OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS			
	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments

### Annex III – On site inspection for B Expos – 2 years before opening

A	REQUIRED			
	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments
1	Formal			
1.1	For a B Exhibition: The Exhibition Regulations are approved by AIPH			
1.2	The process of approval of Competition Regulations is proceeding in line with AIPH timescales			
2	Organisation			
2.1	The further development of the organisation is in line with the documented planning			
3	Planning			
3.1	The project planning contains no major risks that endanger the opening date.			

3.2	The planning for the accompanying projects in the host city contains no major risks that endanger the opening date			
4	Masterplan			
4.1	The development of a Masterplan for the Indoor Exhibition is in line with the project planning			
4.2	The design of the temporary buildings and the development of the public design concept are in line with documented timeline			
5	Landscape / Planting			
5.1	The development of a detailed plantings plan (trees, shrubs, perennials, annuals, flower bulbs, potted plants) is in line with the documented timeline			
5.2	The landscape development and planting activities are in line with documented timeline			
5.3	The quality of the planting is in line with the objectives of the exhibition			
6	Construction			

6.1	The construction works concerning the infrastructure development are in line with the documented timeline			
6.2	The construction works concerning the permanent buildings are in line with the documented timeline.			
6.3	The construction works concerning the temporary infrastructure and building are in line with the documented planning			
6.3	Accompanying infrastructure projects in the host city are in line with documented timeline			
7	Participants			
7.1	The invitation process of the official/international participants is in line with the documented planning			
7.2	The invitation process of the national participants is in line with the documented planning			
8	Events			
8.1	<p>The development of the events project is in line with the documented timeline</p> <ul style="list-style-type: none"> <li>– Project Management &amp; Organisation</li> <li>– Plan for cultural activities and art</li> </ul>			

	<ul style="list-style-type: none"> <li>– Plan for conferences and seminars</li> <li>– Plan for B2B &amp; Match Making</li> </ul>			
9	Operations			
9.1	The Operations & Security Concept has been approved			
9.2	The contracting of the operational services is in line with the documented timeline			
10	Marketing & Communications			
10.1	The marketing and PR measures are in line with the approved marketing plan			
11	Sales & Ticketing			
11.1	The acquisition of project partners and sponsors is in line with the documented planning			
11.2	The ticketing and ticket sales concept has been approved			
11.3	The contract with the ticketing partner / for the ticketing system has been signed			



B	<b>RECOMMENDED</b>			
	<b>Compliance Criteria</b>	<b>Major or Minor</b>	<b>Score</b>	<b>Inspector Comments</b>
1	Formal			
2	Organisation			
3	Planning			
4	Masterplan			
5	Landscape / Planting			
6	Construction			
7	Participants			

8	Events			
9	Operations & Security			
10	Marketing & Communications			
11	Sales & Ticketing			

C	OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS			
	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments

#### Annex IV – On site inspection for B Expos – 1 year before opening

A	REQUIRED			
	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments
1	Formal			
1.1	The Competition Regulations have been approved by AIPH			
2	Organisation			
2.1	The further development of the organisation is in line with the documented planning			
3	Planning			
3.1	The project planning contains no major risks that endanger the opening date.			
3.2	The planning for the accompanying projects in the host city contains no major risks that endanger the opening date			

4	Masterplan			
4.1	The Masterplan for the Indoor Exhibition has been approved			
4.2	The design of the temporary buildings and the development of the public design has been approved			
5	Landscape / Planting			
5.1	The plantings plan has been completed			
5.2	The landscape development and planting activities are in line with documented timeline			
5.3	The quality of the planting is in line with the objectives of the exhibition			
5.4	A minimum of 80 % of the total planting has been sourced and selected			
5.5	The development and contracting of the landscape maintenance is in line with the documented timeline			
6	Construction			
6.1	The construction works concerning the infrastructure development are in line with the documented timeline			

6.2	The construction works concerning the permanent buildings are in line with the documented timeline.			
6.3	The construction works concerning the temporary infrastructure and buildings are in line with the documented planning			
6.4	Accompanying infrastructure projects in the host city are in line with documented timeline			
6.5	The preparation of the participants areas (outdoor and indoor) are in line with the documented timeline			
7	Participants			
7.1	The invitation process of the official/international participants is in line with the documented planning			
7.2	The invitation process of the national participants is in line with the documented planning			
7.3	Is the number of participants in line with Section 3, of the AIPH Regulations: B: Minimum 10 international participants			
7.4	An organisation coordinating the participants services defined in the Exhibition / General / Special Regulations has been established			
7.5	The concept for the National Days has been approved			



8	Events			
8.1	<p>The development and contracting of the events project are in line with the documented timeline</p> <ul style="list-style-type: none"> <li>– cultural activities and art</li> <li>– conferences and seminars</li> <li>– B2B &amp; Match Making</li> </ul>			
9	Operations			
9.1	The contracting of the operational services is in line with the documented timeline			
9.2	A concept for a test day / soft opening has been developed			
10	Marketing & Communications			
10.1	The marketing measures are in line with the approved marketing plan			
11	Sales & Ticketing			
11.1	The contracting of tour operators is in line with the documented timeline			



11.2	The realization and implementation of the ticketing system is in line with the documented timeline			
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B	RECOMMENDED			
	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments
1	Formal			
2	Organisation			
3	Planning			
4	Masterplan			
5	Landscape / Planting			
6	Construction			

7	Participants			
8	Events			
9	Operations & Security			
10	Marketing & Communications			
11	Sales & Ticketing			

C	OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS			
	Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments

## **Annex V - Final Report on International Horticultural Exhibitions Approved by AIPH**

**Requirements** This Annex is an integral part of the Regulations and contains contractual requirements to the Expo Organizer.

Exhibition organiser is required to write a Final Report and fill in the Valuation Questionnaire 1 and send them to AIPH Secretariat general within ninety days of the closure of the event as a digital file (i.e. PDF). Final report is a public document that can be shared electronically and placed onto the AIPH website. Valuation Questionnaires 1 and 2 are for the attention of AIPH Secretariat.

The Final Report shall be presented at the following AIPH Meeting or Conference.

The Valuation Questionnaires will be required to be filled in twice: within ninety days of the closure of the event and three years after the closure of the event.

**Purpose** The objective of the Final Report & the Valuation Questionnaires is to provide a summary of the realization and execution of the International Horticultural Exhibition. The Final Report serves as accountability report for the stakeholders of the Expo. It should allow to:

- Provide information for future Expo organizers that will be useful in preparation, planning and running of their Expos
- Help future Expo organizers identify potential Expo impacts and legacy to maximize the Expo benefits for the host city and country
- Create a comparable benchmark across future Expos and measure the Expo benefits in the most accurate way possible, while taking into account local specificities and the individual nature of each Expo

**Contents** This Annex contains further guidance on **methodology** and **deliverables** of:

- the Final Report
- the Valuation Questionnaires

# 1. Final Report

– *The following sections must be included in your Final Report. They may, however, have different titles and order, cover more aspects than those specifically requested. Providing your Final Report, you certify the exactitude of data as per your agreement with AIPH in accordance with the Regulations and Hosting Agreement.*

## EXAMPLE TABLE OF CONTENTS

Congratulatory Statements

1. Executive Summary
2. Brief Information / Facts and Figures / Statistics / Curiosities

***Fill in the 'People who Made it' table attached***

### Minimum required information:

- Location
- Dates of opening and closing and operational hours
  - Start date
  - End date
  - Total number of days
- 
- Organization responsible
- AIPH category
- Theme
- Total attendance - number of visitors

### Minimum required information:

- What was the total number of visitors to the Expo? This includes counting 1 person multiple times if they visited on multiple occasions. For example, if 1 person visited 3 times in 2 days, that would count as 3.
- What was the total number of unique visitors? Only counts an individual once for the entire Expo. For example, if 1 person visited 3 times in 2 days, that would only count as 1.
- How many unique visitors were Locals, Domestic and International? (Locals: from the host city and surrounds; Domestic: from the rest of the country, excluding Locals; International: from any other countries).  
Locals:  
Domestic:  
International:
- On average, how many days did people attend the Expo based on where they were from? *For example, if there were two local visitors, one visiting on 10 separate days and another local visiting for 2 separate days, the average would be 6 days for the locals.*  
Locals:  
Domestic:

International:

- What estimated percentage of people travelled to the host city with the main purpose of attending the Expo?

Locals:

Domestic:

International:

- Total area of exhibition site, in ha
- Use of the site after the closing of the exhibition (i.e. legacy)
- Area of structure used for short/indoor shows (Categories A1 and B only)
- Number of short/indoor shows held (A1 and B only)
- Number of events: cultural programs, conferences, trade missions, etc

### 3. Organization

### 4. The Idea and Concept of the Exhibition

### 5. Post Expo Concept

### 6. Exhibition Area

- a. Masterplan
- b. Landscape & Planting (design concept, planting, maintenance, ...)
- c. Infrastructure and transport inside the Expo site (streets, pathways, parking, vehicles, energy....) **Fill in the 'Expo infrastructure and transport' table attached**
- d. Buildings (permanent, temporary, functions, ...)
- e. Exhibition Areas **Fill in the 'Expo Areas' table attached**
- f. Public Design
- g. Infrastructure and transport in the Host City, outside the Expo site (train station, airport, highways, planting, ...)

### 7. Participants

#### a. Official Participants

##### **Minimum required information:**

- Number of countries which participated:
  1. throughout the exhibition
  2. in indoor/short shows
- Total area occupied by exhibits remaining throughout the exhibition:
  1. from the host country (outdoor/indoor)
  2. from official participants (outdoor/indoor)
  3. from international participants (outdoor/indoor)
  4. International Participants
  5. National Participants
  6. Indoor Exhibition
- Other Aspects
  1. Were the transport costs of exhibitors reimbursed in accordance with AIPH Guidelines?
  2. Were special arrangements made for the inspection of plant material imported by exhibitors near or at the exhibition site?

3. How many international participants included information stands in or associated with their exhibits?
  - b. International Participants
  - c. National Participants
  - d. Indoor Exhibition
8. College of Commissioners General / Steering Committee
9. Competitions

**Minimum required information:**

- Were regulations for the organization of competitions and the award of prizes sent to AIPH-members and the General Secretariat?
  - Was an International Honorary Jury appointed in accordance with the AIPH Guidelines?
  - Who were the members of the jury?
  - Were technical juries or panels appointed?
  - What was the total value of money prizes awarded? (B category only)
  - What total sum was paid to exhibitors in compensation for the depreciation of their plant material?
  - Have these sums been paid to exhibitors entitled to them?
10. Conferences / Workshops / Business to Business
  11. Cultural Program & Art

***Fill in the “Organisation and scope of Ceremonies” table attached***

- a. The Opening Ceremony
- b. Street Entertainment
- c. Stage Program

***Fill in the “Stage Performances” table attached***

- d. Highlights
- e. Specials
- f. Kids Program
- g. Art / Exhibitions
- h. The Closing Ceremony

**12. Operations**

- a. Facility Management & Security
- b. Traffic Management
- c. Transport within and outside the Exposition
- d. Food & Beverage / Retail
- e. Visitor Information & Services
- f. Media Services
- g. Participant Services



13. Marketing and Communications, PR and Media-Statistics

- a. Visitor Structure, Design Day
- b. Theme, Key Visual, Claims, ...
- c. Merchandising
- d. Marketing / Advertisement
- e. Media & PR
- f. Sponsoring / Partner

14. List all national sponsors and partners

- a. Ticket Sales

Please provide detailed ticketing scheme with prices and sales in each category.

15. Reactions & Corrections

- a. Highlights
- b. Visitor Surveys
- c. Criticisms
- d. Complaints
- e. Media feedback
- f. Corrections

16. Budget / Financial Balance

**Fill in the 'Expo Budget' table attached**

17. Benefits of Organizing the exhibition / Legacy

18. Conclusion

19. Acknowledgements

20. Appendices

Exhibition Regulations / General Regulations

Special Regulations

Competition Regulations

**People Who Made it Table**

Stakeholders involved	Number of organizations	Total number of people present at the Expo
International Official Participants		
National Official Participants		

Future and former AIPH Horticultural Expo Organizers who were represented at the Expo or visited the Expo		
Expo Organizer, excl contracted Expo Site staff		
AIPH Members		
AIPH Secretariat		
National Sponsors/ Partners		
AIPH Worldwide Sponsors/ Partners		
Contracted Expo Site Staff		
Expo volunteers		
Security		
Press and photographers		
Ticketed visitors		
Non-ticketed visitors		
Any other essential stakeholder not included in this table, that you would like to specify		
Total		

#### Expo infrastructure and transport Table

Expo Infrastructure and transport Assets	Total number of units	Out of which, number of accessible for reduced mobility	Total transportation capacity in nr of people, if applicable	Total parking lots/ bus depots/ areas for transport in square meters, INSIDE the Expo territory
Streets				
Pathways				
Outdoor stairs				
Outdoor elevators				
Indoor stairs				
Indoor elevators				
Bridges				
Underground areas				
Transport inside the Expo site: please specify:				
- Bus/shared car				

- Car/ VIP				
- Scooter				
- Bicycle				
- Monorail or light train				
- Water transport				
- Other				
<b>Expo Energy</b>	<b>Capacity (MVA)</b>	<b>Distribution line type (underground, overhead, mixed)</b>	<b>Percentage used, when related to other categories</b>	<b>Percentage to be used in the framework of Expo legacy plan</b>
Provided with existing fixed utility/grid power				
Provided with new fixed utility/grid power				
Temporary electrical cable and electrical distribution				
Temporary heating/cooling				
Temporary lighting				

### Expo Areas Table

<b>Expo Areas</b>	<b>Total number of units</b>	<b>Total number in square meters</b>
Accesses/Exits (Expo gates)		
Accommodation for International Official Participants		
Accommodation for National Official Participants		
Offices		
Media centers, if any		
International Gardens		
International indoor pavilions		
National Gardens		
National indoor pavilions		
Thematic Gardens		
Thematic pavilions		
Business Gardens		
Business pavilions		
Other Gardens, not included into any other category		
Other pavilions , not included into any other category		
Open air recreational areas, not included into any other category		

Water areas		
Cultural artefacts, monuments, landmarks, art installations		
Theaters, stages, performance areas		
Amusement park elements, attractions, if any		
Playgrounds and areas specifically for the use of children		
Restaurants, food and drink vendors		
Water fountains		
Medical and emergency points		
Hygiene, Facilities		
<b>Total temporary constructions</b>		
<b>Total permanent constructions</b>		
<b>Total outdoor 'green' area (including all gardens, planted open air areas)</b>		
<b>Total</b>		

#### Organisation and scope of Ceremonies Table

	Opening Ceremony	Closing Ceremony
Please indicate Venue		
Total spectator capacity		
Number of ceremony performers		
Number of ceremony volunteers		
Number of production staff		
Number of security and other auxiliary staff		
Number of heads of states who attended		
Number of High-level officials who attended		
Number of international organizations' representatives who attended		
Number of foreign countries' (diplomatic) representatives who attended		
Number of other foreign delegations who attended		
Number of national sponsors who attended		

Number of Worldwide AIPH sponsors who attended		
Number of artistic segments		
Number of artistic segments of future Expos organizers		
Duration		

### Stage Performances Table, excluding Opening and Closing Ceremony, by Venue

	Venue name:
Total number of stage performances in this venue	
Total number of spectators who attended	
Total number of performers	
Total number of production staff	
Total number of security and other auxiliary staff	
Total duration of all stage performances, in number of hours	

### Expo Budget Table

	Amount in local currency	Amount in USD	%
<b>Expenditure</b>			
<b>Personnel &amp; Organisation</b>			
Personnel			
<i>Expo personnel</i>			
<i>External Personnel</i>			
other staff related costs			
Expo Board			
Commissioner General			
Housing			
Finance & Controlling			
Contracts / Legal Affairs			
Subsidies			
Permits			
BIE / AIPH			
Liquidation			

<b>Marketing &amp; Communications</b>			
Project Management Corporate Identity / Corporate Design / Brand Management Market research Website & Social media Copywriting Press & Media, Corporate Communication Advertisement Marketing & Promotional Material Expo Publications (Map, Pocket Guide, Expo Book, Architecture)			
<b>Sales / Sponsoring / Partners</b>			
Project Management Sponsor attraction Sponsor activation Licences Partners Universities, other Stakeholders			
<b>Ticketing &amp; Accreditation</b>			
Project Management Ticket Sales <i>Ticket Partner</i> <i>Promotion Material, Travel Trade Fairs</i> <i>Reseller Contracts</i> Ticketing System <i>Ticketing- &amp; Accreditation System</i> <i>Cash Register / Payment System</i> <i>Operation Ticketing &amp; Access control</i> <i>Operation Accreditationsystem</i> <i>Cash Transport</i>			
<b>Participants</b>			
Project Management Official Participants National Horticultural Sector			

National participants			
Expo Initiatives			
Participant Services			
Protocol			
Competitions			
<b>Events Program</b>			
Project Management			
Cultural Program			
Art			
Stages and Stage Operation			
Artist Handling			
Educational Events			
Kids Program			
B2B, Seminars, Workshops, Symposia, ...			
<b>Operations</b>			
Project Management			
Personel & Training			
Preview			
Visitor Services / Hospitality			
Food & Beverage / Retail / Services			
Security			
Fire Brigade			
First Aid & Medical Services			
Traffic and Parking			
Facility Management			
<i>Project Management</i>			
<i>Operations + Service Center</i>			
<i>Cleaning</i>			
<i>Waste Management</i>			
<i>Technical Facility Management</i>			
Logistics & Mobility			
Energy / Water / IT / ...			
<b>Surrounding Infrastructure (outside Expo territory)</b>			

Roads (including High Speed)				
Bridges or Tunnels for vehicles or trains				
Trains (including High Speed)				
Railway Stations				
Airport				
Air Routes				
Seaport				
Other Transportation (please specify)				
Any other infrastructure and transport that is not listed above but received budget allocation				

<b>Expo infrastructure and areas (inside Expo territory)</b>				
Streets				
Pathways				
Outdoor stairs				
Outdoor elevators				
Indoor stairs				
Indoor elevators				
Bridges				
Underground areas				
Transport inside the Expo site: please specify:				
- Bus/shared car				
- Car/ VIP				
- Scooter				
- Bicycle				
- Monorail or light train				
- Water transport				
- Other				
Accesses/Exits (Expo gates)				
Accommodation for International Official Participants				
Accommodation for National Official Participants				
Offices				
Media centers, if any				
International Gardens				
International indoor pavilions				
National Gardens				



National indoor pavilions				
Thematic Gardens				
Thematic pavilions				
Business Gardens				
Business pavilions				
Other Gardens, not included into any other category				
Other pavilions , not included into any other category				
Open air recreational areas, not included into any other category				
Water areas				
Cultural artefacts, monuments, landmarks, art installations				
Theaters, stages, performance areas				
Amusement park elements, attractions, if any				
Playgrounds and areas specifically for the use of children				
Restaurants, food and drink vendors				
Water fountains				
Medical and emergency points				
Hygiene, Facilities				
Total temporary constructions				
Total permanent constructions				
Total outdoor 'green' area (including all gardens, planted open air areas)				

## 2. Valuation Questionnaires

The Valuation Questionnaire is designed to create a comparable benchmark across future Expos and measure long-lasting Expo benefits that go beyond aspects covered in the final report and spanning farther in time.

Thus, the Expo organizer or their Representative, as outlined in the Expo Legacy Plan, will be required to fill in the Questionnaire 1: **90 days after the Expo closure** and the Questionnaire 2: **three years after the Expo closure**.

The Valuation Questionnaires will allow Expo organizers and their stakeholders to have an overall vision of the possible Expo impacts and legacy to maximize the Expo benefits for the host city and country. The results of these questionnaires shared with future Expo organizers will offer a means of evaluating the effects of certain decisions and adjust those for the future Expos.

The Valuation questionnaires provide a list of questions in an attempt to measure the **7 key Expo Impact areas**:

1. **Economic Impact**
2. **Enhancing Reputation**
3. **Sustainability**
4. **Developing Cities**
5. **Driving Tourism**
6. **Education and Inspiration**
7. **Institutional Capacity Legacy**

The Expo Organizer must submit the most accurate data in this report and if necessary, contract a research party who would be objective and impartial.

## Valuation Questionnaire 1,

within 90 days after the Expo closure

– Please answer the questions in the most accurate manner. By filling in this questionnaire, you certify the exactitude of provided data as per your agreement with AIPH in accordance with the Regulations and Hosting Agreement.

For all local currencies used, please provide an equivalent in USD.

For year calculation,

Before the Expo: count all calendar years (January to December) before the opening date

After the Expo: count all calendar years (January to December) after the closure date

### 1. Economic Impact

#### 1. Direct Economic Impact

##### a) Revenues from ticketing

Ticket Category, including Free tickets	Number of tickets sold/distributed in category	Amount received in local currency	Amount received in USD
Total			

##### b) Revenues from sponsorship

Sponsors	Amount contributed in local currency	Amount contributed in USD	Asset provided
Total			

Sponsors contributing with 'value in kind'	Estimated amount contributed in local currency	Estimated amount contributed in USD	Asset provided
Total			

c) Revenues from Expo Visitation

<b>Estimated spend by Expo tourists, per day</b>	<b>Locals, amount spent in local currency</b>	<b>Locals, amount spent in USD</b>	<b>Domestic, amount spent in local currency</b>	<b>Domestic, amount spent in USD</b>	<b>International, amount spent in local currency</b>	<b>International, amount spent in USD</b>
Hotels						
Local transportation other than airfare						
Merchandise or retail purchases at the Expo						
Retail purchases outside of the Expo						
Food and drinks at the Expo						
Food and drinks outside the Expo						
Tickets, entertainment and other tours outside the Expo						
<b>Total</b>						

d) Revenues from donations

<b>Donors</b>	<b>Amount contributed in local currency</b>	<b>Amount contributed in USD</b>
<b>Total</b>		

2. *Employment, Expo city and region*

Category	Number of people, 5 years before the Expo	Number of people, during the Expo
Total population		
Total active population (excl children, retired, disabled)		
Out of which, employed		
Out of which, unemployed		

3. *Number and size of companies, Expo city and region*

Category	Number of companies, 5 years before the Expo	Number of companies, during the Expo
Micro companies (0-9 FTE jobs)		
Small companies (10-49 FTE jobs)		
Medium-sized companies (50-249 FTE jobs)		
Large companies (250+ FTE jobs)		

4. *All jobs related to Expo, Expo city and region*

Category	Number
All jobs related to Expo as annual full-time equivalents (FTEs)	

5. *Estimated tax revenue generated for the government, including VAT, Expo country*

Category	Number
Estimated tax revenue generated, including VAT	

6. *Businesses attracted to the Expo city and region, in direct relation to Expo, Expo city and region*

Category	Number
Micro companies (0-9 FTE jobs)	
Small companies (10-49 FTE jobs)	
Medium-sized companies (50-249 FTE jobs)	
Large companies (250+ FTE jobs)	

7. *Impact on the horticultural industry, Expo city and region*

Please provide an estimate impact on sales of plants and flowers.

## 2. Enhancing Reputation

### 1. Foreign organisations established in Expo city and region

Category	Number: 5 years before the Expo	Number: During the Expo
Foreign Private companies (companies, subsidiaries, etc.)		
Foreign Public organizations (associations, federations, foundations, international organisations)		
Total		

### 2. Demographics dynamics, Expo city and region

Category	Number: 5 years before the Expo	Number: During the Expo
Total population		
Births		
Deaths		
Migration: inbound		
Migration: outcoming		

### 3. Hosting of international events, Expo city and region

Category	Number: 5 years before the Expo	Number: During the year of the Expo
Sporting		
Cultural		
Political		
Social and economic		
Environmental		

### 4. Imports to Exports balance, Expo country

Category	Number: 5 years before the Expo	Number: During the Expo
Import activities, total value over the nominal GDP		
Export activities, total value over the nominal GDP		

5. *Investment risks, Expo country*

Category	Rating: 5 years before the Expo	Rating: During the Expo
Composite International Country Risk Guide (ICRG) risk rating, from 0 to 100		
Euromoney country credit-worthiness rating, from 0 to 100		

6. *Foreign Direct Investment, Expo country*

Category	Number: 5 years before the Expo, USD	Number: 3 years before the Expo, USD	Number: During the Expo, USD
Capital foreign investment during a year			

7. *City ranking, Expo city*

Please list all available international and national city rankings, related to quality of life, economy, culture, political power and any other indicator	Position: 5 years before the Expo	Position: the Expo year

8. *Media image of the Expo city.*

*Please provide examples of the Expo impact on the media image of the Expo city.*

9. *Image of the Expo city in the Expo country*

*Please provide a case study with evidence of public perception of the image of the Expo city before the Expo project and after the Expo.*

### 3. Sustainability

Please provide details on the goals & objectives reached<sup>1</sup> during the Expo, for Expo city and region<sup>2</sup>.

### 3.1 Sustainability priorities & goals

ID	Sustainability Priorities / Goals	Key Performance Indicators	Baseline	Target	% target achieved
1	Using plants and green spaces to support climate adaptation and resilience programmes in urban environments	E.g. % Expo green spaces dedicated to mitigate climate change	20%	35%	
2	Promoting nature in cities and sustainable horticultural practices worldwide	E.g. N° of promotion/dissemination activities organised N° and type of activities promoting nature in the city	0  5	30  40	
3	Adopting circular economy principles, reducing plastic waste and other forms of pollution, supporting efficient production and ethical supply chain management				
4	Promoting plant growing and green spaces for all, upholding fair and equitable practices across the horticultural value chain, diversity, and human rights				
5	Engaging, informing, and inspiring people to appreciate the importance of plants and the places where they				

<sup>1</sup> In case any goals or objectives have not been reached, please provide an explanation as to why.

<sup>2</sup> Please build on the targets set in the Strategy and the Implementation plan



	<i>grow, and to take action to protect and enhance their local environment through plant growing</i>				
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Comments:

### 3.2 – Objectives

#### 1. Design

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>1.1</b>	<i>Design to use space and materials in an efficient manner</i>	<i>Integrated design approach with clear standards</i>	<i>N/A</i>	<i>Developed and used for the entire Expo</i>	
<b>1.2</b>					

Comments:

#### 2. Contractors & Construction

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>2.1</b>	<i>Use renewable and recyclable materials when building new structures</i>	<i>Certification for buildings by the Leadership in Energy and Environmental Design (LEED).</i>	<i>N/A</i>	<i>Platinum / Gold certification</i>	
<b>2.2</b>					

Comments:

#### 3. International Participants

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>3.1</b>	<i>Enable participants and facility managers to understand and</i>	<i>Percentage of pavilions and buildings to</i>	<i>0</i>	<i>80%</i>	

	<i>contribute to responsible use of resources</i>	<i>have smart metering with digital feedback for energy and water consumption</i>			
<b>3.2</b>					

Comments:

#### 4. Transport

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>4.1</b>	<i>Provide access to safe, affordable, accessible and sustainable transport systems</i>	<i>N° of electrified public transport</i>			
<b>4.2</b>	<i>Encourage alternative transport methods</i>	<i>GHG emission</i>	<i>10 ton</i>	<i>3 ton</i>	

Comments:

#### 5. Biodiversity

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>5.1</b>	<i>e.g. Ensure the enforcement of the international treaties on biodiversity conservation</i>	<i>N° of treaties enforced</i>	<i>N/A</i>	<i>3</i>	
<b>5.2</b>					

Comments:

#### 6. Energy

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>6.1</b>	<i>e.g. Reduce energy consumption</i>	<i>Gigawatt/hour</i>	<i>150</i>	<i>90</i>	
<b>6.2</b>					

Comments:

#### 7. Water

ID	Objective	Key Performance Indicators	Baseline	Target	% target achieved
7.1	<i>e.g. minimize water consumption</i>	<i>Million Litres/hour</i>  <i>% publicly accessible fixture and fitting with smart controls</i>	50  35%	15  90%	
7.2					

Comments:

## 8. Pollution

ID	Objective	Key Performance Indicators	Baseline	Target	% target achieved
8.1	<i>Minimise excessive lightening</i>	<i>High efficiency public realm lighting systems; Public open space lighting that incorporate automatic controls, sensors or other energy saving technologies</i>	0	<i>Fully functional before the opening and for the entire duration of the Expo</i>	

Comments:

## 9. Carbon

ID	Objective	Key Performance Indicators	Baseline (e.g.) 2022	Target (e.g.) 2026	% target achieved
9.1	<i>e.g. minimise carbon emissions during the Expo timeline</i>	<i>greenhouse gas (GHG) reduction strategy</i>	<i>No strategy – to be developed</i>	<i>Full implementation</i>	
		<i>% of GHG reduced</i>	<i>Site-wide carbon emissions in 2022</i>	<i>30% reduction</i>	
9.2					

Comments:

## 10. Sustainable Events Operations and Management

ID	Objective	Key Performance Indicators	Baseline	Target	% target achieved
10.1	<i>Achieve ISO 20121 Sustainable</i>	<i>Certification awards</i>	<i>N/A</i>	<i>Achieved</i>	

	<i>Event Management certification</i>				
<b>10.2</b>	<i>Achieve Sustainable Events Standards</i>	<i>Certification awards</i>	<i>N/A</i>	<i>Platinum / Gold Sustainable Events Standards</i>	

Comments:

## 11. Waste & Dismantlement

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>11.1</b>	<i>Minimize the quantity of waste to landfill</i>	<i>Metric Tons</i>	<i>Based on the amount of recyclable construction material (%)</i>	<i>Based on the amount of recyclable construction material (%)</i>	
<b>11.2</b>					

Comments:

## 12. Legacy

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>12.1</b>	<i>Develop solutions in sustainability that are scalable and can be rolled out and implemented on a broad level, extending the benefits to the wider economy</i>	<i>Percentage of materials used in permanent construction retained for Legacy</i>	<i>0</i>	<i>90%</i>	

Comments:

## 3.2 Policies developed and implemented

Please list the various policies that you have developed and/or implemented during the Expo<sup>3</sup>.

<sup>3</sup> Please refer to section 4 of the Strategy document.

## UN Agenda 2030

Please provide details as to which Sustainable Development Goals and related targets the Expo contributed to<sup>4</sup>.

Target	Initially planned to contribute?	Actually contributed?	How?
<b>SDG 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture</b>			
Target 2.1			
Target 2.3			
Target 2.4			
Target 2.5			
Target 2.a			
<b>SDG 5: Achieve gender equality and empower all women and girls</b>			
Target 5.1	✓		<i>e.g. Implement a Diversity &amp; Inclusion strategy</i>
Target 5.a	✓		<i>e.g. Apply an equal and fair recruitment process</i>
Target 5.b			
Target 5.c			
<b>SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</b>			
Target 8.3			
Target 8.4			
Target 8.5			
Target 8.6			
Target 8.7			
Target 8.8			
Target 8.9			
Target 8.a			
Target 8.b			
<b>SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</b>			
Target 9.1			
Target 9.3			
Target 9.a			
<b>SDG 11: Make cities and human settlements inclusive, safe, resilient and sustainable</b>			
Target 11.3			
Target 11.4			
Target 11.7			
Target 11.b			
<b>SDG 12: Ensure sustainable consumption and production patterns</b>			
Target 12.3			
Target 12.4			
Target 12.5			
Target 12.6			

<sup>4</sup> Please refer to the table in section 3.2.1 of the Strategy.

Target 12.7			
Target 12.8			
Target 12.a			
Target 12.b			
<b>SDG 13: Take urgent action to combat climate change and its impacts</b>			
Target 13.2			
Target 13.3			
<b>SDG 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</b>			
Target 15.5			
Target 15.6			
Target 15.7			
Target 15.8			
Target 15.9			
Target 15.a			
Target 15.c			
<b>SDG 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development</b>			
Target 17.6			
Target 17.7			
Target 17.10			
Target 17.11			
Target 17.15			
Target 17.16			
Target 17.17			

### 3.3 Communications and Engagement

Please provide details on the communications and engagement activities carried out during the Expo<sup>5</sup>.

Objective	Action	Target audience	Target audience numbers	% target achieved
7.1- Minimise carbon emissions during the Expo timeline	7.1.6 Production of a key achievements & lesson learned brief	General public & sustainability experts	200 copies	
	7.1.7 Presentation of a key	General public & sustainability experts	50	

<sup>5</sup> Please refer to the Communications & Engagement plan

	<i>achievements &amp; lesson learned brief</i>			
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### 3.4 Education

Please provide details on the education activities carried out during the Expo<sup>6</sup>.

<b>Objective</b>	<b>Action</b>	<b>Target audience</b>	<b>Target audience numbers</b>	<b>% target achieved</b>
<i>9.1 - Minimise carbon emissions during the Expo timeline</i>	<i>9.1.1 Best practices workshops</i>	<i>Schools &amp; Universities</i>	<i>800</i>	<i>4 event per year: 8 events</i>
<i>11.1 Minimise the quantity of waste to landfill</i>	<i>11.1.1 Distribution of best practices fact sheet</i>	<i>All construction and facility management personnel</i>	<i>1500</i>	<i>At staff meetings before the start of construction</i>

### 3.5 General

Please provide details on any awards, standards and certifications achieved.

## 4. Developing cities

### 1. Public transport infrastructure evolution, Expo city and region

<b>Transport type</b>	<b>Indicator</b>	<b>Total existing</b>	<b>Accessible with disabilities</b>	<b>Out of which, constructed for the Expo (in %)</b>	<b>Accessible with disabilities (in %)</b>
Train	<b>Length of network</b>				
	<b>Total number of vehicles</b>				
	<b>Total number of stations</b>				
Bus	<b>Length of network</b>				
	<b>Total number of vehicles</b>				

<sup>6</sup> Please refer to the Sustainability Education plan

	<b>Total number of stations</b>				
Ferry	<b>Length of network</b>				
	<b>Total number of vehicles</b>				
	<b>Total number of stations</b>				
Monorail	<b>Length of network</b>				
	<b>Total number of vehicles</b>				
	<b>Total number of stations</b>				
Tram	<b>Length of network</b>				
	<b>Total number of vehicles</b>				
	<b>Total number of stations</b>				
Other, please specify	<b>Length of network</b>				
	<b>Total number of vehicles</b>				
	<b>Total number of stations</b>				

*2. Road infrastructure evolution, Expo city and region*

<b>Road type</b>	<b>Number of roads constructed for the Expo or in connection with the Expo project</b>	<b>Total in km, constructed for the Expo or in connection with the Expo project</b>
High speed road		
Other, please specify		

*3. Hotel accommodation cost evolution, Expo city and region*



<b>Hotel Type</b>	<b>Average Basic double room cost per room, 3 years before the Expo</b>	<b>Average Basic double room cost per room, during the Expo</b>	<b>Percentage change</b>
2-star			
3-star			
4-star			
5-star			

#### *4. Real estate market, Expo city and region*

<b>Asset Type</b>	<b>Cost 10 years before</b>	<b>Cost 1 year before</b>	<b>Cost during the Expo</b>	<b>Percentage change</b>
Land, per square km				
New Residential buildings for sale (built not later than 10 years before the Expo), per square m				
Recent Residential buildings for sale (built not later than 50 years before the Expo), per square m				
Historical Residential buildings for sale (built more than 50 years before the Expo), per square m				
Office buildings for sale, per square m				

## **5. Driving Tourism**

### *1 Number of tourists, Expo city and region*

<b>Indicator</b>	<b>3 years before the Expo</b>	<b>During the Expo</b>	<b>Numbers evolution in percentage, compared to value in column 1</b>
Number of tourists per year			
Average length of stay in days			

## 2 Air traffic, Expo city and region

<b>Indicator</b>	<b>3 years before the Expo</b>	<b>During the Expo</b>	<b>Numbers evolution in percentage, compared to value in column 1</b>
Number of passengers, average monthly, excluding passengers in transit			
Number of passengers in transit, average monthly			
Air freight in tons, average monthly			

## 6. Education and Inspiration

### 1. Expo-related educational activities, Expo city and region

<b>Category</b>	<b>Number of people reached, 3 years before the Expo</b>	<b>Number of people reached, 2 years before the Expo</b>	<b>Number of people reached, 1 year before the Expo</b>	<b>Number of people reached, during the Expo</b>
Environmental protection				
Sustainability				
Use of plants and flowers				
Biodiversity				

### 2. Community associations, Expo city and region

<b>Category</b>	<b>Number: 5 years before the Expo</b>	<b>Number: Expo year</b>	<b>Number evolution in %, compared to number column 1</b>
Sporting			
Cultural			
Political			
Social and economic			
Environmental			

### *3. Crime rates, Expo city and region*

<b>Category</b>	<b>Number: 5 years before the Expo</b>	<b>Number: Expo year</b>	<b>Number evolution in %, compared to number column 1</b>
Total recorded crimes against persons, delinquency			
Total recorded crimes against persons, serious crime			
Total recorded crimes against property			

### *4. Cultural establishments and activities, Expo city and region*

<b>Category</b>	<b>Number of establishments, 5 years before the Expo</b>	<b>Number of tickets sold per year: 5 years before the Expo</b>	<b>Number of establishments, Expo year</b>	<b>Number of tickets sold per year: Expo year</b>	<b>Number evolution in %, compared to number column 1</b>
Museums					
Cinemas					
Theatres					
Opera					
Concert halls					
Galleries					
Ticketed historical buildings					
Ticketed historical sites					

Other, please, specify					
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*5. Gardening associations, community gardens and other garden-related centres, Expo city and region*

<b>Category</b>	<b>Number of establishments, 5 years before the Expo</b>	<b>Number of establishments, Expo year</b>	<b>Number evolution in %, compared to number column 1</b>
Gardening associations			
Community gardens			
Amateur florists associations			
Other garden and plants-related establishments			

*6. Gardening courses and flower art courses for adults, Expo city and region*

<b>Category</b>	<b>Number of people enrolled per year, 5 years before the Expo</b>	<b>Number of people enrolled, Expo year</b>	<b>Number evolution in %, compared to number column 1</b>
Gardening courses			
Cut flower art courses			

*7. Gardening and plant education in schools, Expo city and region*

<b>Category</b>	<b>Number of hours per year, per child enrolled, 5 years before the Expo</b>	<b>Number of hours per year, per child enrolled, Expo year</b>	<b>Number evolution in %, compared to number column 1</b>
Gardening and plant courses, primary education			
Gardening and plant courses, secondary education			

## **7. Institutional Capacity Legacy**

*Please provide case studies of all the post-Expo developments in relation to the following subjects:*

- 1 Institutional capacity legacy in city management and mega events management
- 2 Cleaner and greener infrastructure
- 3 New approaches to optimizing cost of mega events
- 4 New approaches to financing events

## Valuation Questionnaire 2,

### three years after the Expo closure

– Please answer the questions in the most accurate manner. By filling in this questionnaire, you certify the exactitude of provided data as per your agreement with AIPH in accordance with the Regulations and Hosting Agreement.

For all local currencies used, please provide an equivalent in USD.

For year calculation,

Before the Expo: count all calendar years (January to December) before the opening date

After the Expo: count all calendar years (January to December) after the closure date

### 1. Economic Impact

#### 1. Employment, Expo city and region

Category	Number of people, +3 years after the Expo closure
Total population	
Total active population (excl children, retired, disabled)	
Out of which, employed	
Out of which, unemployed	

#### 2. Number and size of companies, Expo city and region

Category	Number of companies, +3 years after the Expo closure
Micro companies (0-9 FTE jobs)	
Small companies (10-49 FTE jobs)	
Medium-sized companies (50-249 FTE jobs)	
Large companies (250+ FTE jobs)	

#### 3. Businesses attracted to the Expo city and region, after the Expo, Expo city and region

Category	Number, +3 years after the Expo closure
Micro companies (0-9 FTE jobs)	
Small companies (10-49 FTE jobs)	
Medium-sized companies (50-249 FTE jobs)	
Large companies (250+ FTE jobs)	

## 2. Enhancing Reputation

### 1. Foreign organisations established in Expo city and region

Category	Number: +3 years after the Expo closure
Foreign Private companies (companies, subsidiaries, etc.)	
Foreign Public organizations (associations, federations, foundations, international organisations)	
Total	

### 2. Demographics dynamics, Expo city and region

Category	Number: +3 years after the Expo closure
Total population	
Births	
Deaths	
Migration: inbound	
Migration: outcoming	

### 3. Hosting of international events, Expo city and region

Category	Number: +3 years after the Expo closure
Sporting	
Cultural	
Political	
Social and economic	
Environmental	

### 4. Imports to Exports balance, Expo country

Category	Number: +3 years after the Expo closure
Import activities, total value over the nominal GDP	
Export activities, total value over the nominal GDP	

### 5. Investment risks, Expo country

Category	Rating: +3 years after the Expo closure
Composite International Country Risk Guide	

(ICRG) risk rating, from 0 to 100	
Euromoney country credit-worthiness rating, from 0 to 100	

#### 6. Foreign Direct Investment, Expo country

Category	Number: +3 years after the Expo closure, USD
Capital foreign investment during a year	

#### 7. City ranking, Expo city

Please list all available international and national city rankings, related to quality of life, economy, culture, political power and any other indicator	Position: +3 years after the Expo closure

### 3. Sustainability

Please provide updates on the goals & objectives set for Expo city and region<sup>7</sup> 3 years after the Expo closure.

#### 3.1 Sustainability priorities & goals

ID	Sustainability Priorities / Goals	Key Performance Indicators	Baseline	Target	% target achieved
1	Using plants and green spaces to support climate adaptation and resilience programmes in urban environments	E.g. % Expo green spaces dedicated to mitigate climate change	20%	35%	

<sup>7</sup> Please build on the numbers mentioned in the valuation questionnaire 1



<b>2</b>	<i>Promoting nature in cities and sustainable horticultural practices worldwide</i>	<i>E.g. N° of promotion/dissemination activities organised N° and type of activities promoting nature in the city</i>	0  5	30  40	
<b>3</b>	<i>Adopting circular economy principles, reducing plastic waste and other forms of pollution, supporting efficient production and ethical supply chain management</i>				
<b>4</b>	<i>Promoting plant growing and green spaces for all, upholding fair and equitable practices across the horticultural value chain, diversity, and human rights</i>				
<b>5</b>	<i>Engaging, informing, and inspiring people to appreciate the importance of plants and the places where they grow, and to take action to protect and enhance their local environment through plant growing</i>				

Comments:

### 3.2 – Objectives

#### 1. Design

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>

<b>1.1</b>	<i>Design to use space and materials in an efficient manner</i>	<i>Integrated design approach with clear standards</i>	<i>N/A</i>	<i>Developed and used for the entire Expo</i>	
<b>1.2</b>					

Comments:

## 2. Contractors & Construction

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>2.1</b>	<i>Use renewable and recyclable materials when building new structures</i>	<i>Certification for buildings by the Leadership in Energy and Environmental Design (LEED).</i>	<i>N/A</i>	<i>Platinum / Gold certification</i>	
<b>2.2</b>					

Comments:

## 3. International Participants

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>3.1</b>	<i>Enable participants and facility managers to understand and contribute to responsible use of resources</i>	<i>Percentage of pavilions and buildings to have smart metering with digital feedback for energy and water consumption</i>	<i>0</i>	<i>80%</i>	
<b>3.2</b>					

Comments:

## 4. Transport

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>4.1</b>	<i>Provide access to safe, affordable, accessible and sustainable transport systems</i>	<i>N° of electrified public transport</i>			

<b>4.2</b>	<i>Encourage alternative transport methods</i>	<i>GHG emission</i>	<i>10 ton</i>	<i>3 ton</i>	
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Comments:

## 5. Biodiversity

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>5.1</b>	<i>e.g. Ensure the enforcement of the international treaties on biodiversity conservation</i>	<i>N° of treaties enforced</i>	<i>N/A</i>	<i>3</i>	
<b>5.2</b>					

Comments:

## 6. Energy

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>6.1</b>	<i>e.g. Reduce energy consumption</i>	<i>Gigawatt/hour</i>	<i>150</i>	<i>90</i>	
<b>6.2</b>					

Comments:

## 7. Water

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>7.1</b>	<i>e.g. minimize water consumption</i>	<i>Million Litres/hour</i>  <i>% publicly accessible fixture and fitting with smart controls</i>	<i>50</i>  <i>35%</i>	<i>15</i>  <i>90%</i>	
<b>7.2</b>					

Comments:

## 8. Pollution

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>8.1</b>	<i>Minimise excessive lightening</i>	<i>High efficiency public realm lighting</i>	<i>0</i>	<i>Fully functional</i>	

		<i>systems; Public open space lighting that incorporate automatic controls, sensors or other energy saving technologies</i>		<i>before the opening and for the entire duration of the Expo</i>	
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Comments:

## 9. Carbon

ID	Objective	Key Performance Indicators	Baseline (e.g.) 2022	Target (e.g.) 2026	% target achieved
9.1	<i>e.g. minimise carbon emissions during the Expo timeline</i>	<i>greenhouse gas (GHG) reduction strategy</i>	<i>No strategy – to be developed</i>	<i>Full implementation</i>	
		<i>% of GHG reduced</i>	<i>Site-wide carbon emissions in 2022</i>	<i>30% reduction</i>	
9.2					

Comments:

## 10. Sustainable Events Operations and Management

ID	Objective	Key Performance Indicators	Baseline	Target	% target achieved
10.1	<i>Achieve ISO 20121 Sustainable Event Management certification</i>	<i>Certification awards</i>	<i>N/A</i>	<i>Achieved</i>	
10.2	<i>Achieve Sustainable Events Standards</i>	<i>Certification awards</i>	<i>N/A</i>	<i>Platinum / Gold Sustainable Events Standards</i>	

Comments:

## 11. Waste & Dismantlement

ID	Objective	Key Performance Indicators	Baseline	Target	% target achieved
11.1	<i>Minimize the quantity of waste to landfill</i>	<i>Metric Tons</i>	<i>Based on the amount of recyclable construction material (%)</i>	<i>Based on the amount of recyclable construction material (%)</i>	

<b>11.2</b>					
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Comments:

## 12. Legacy

<b>ID</b>	<b>Objective</b>	<b>Key Performance Indicators</b>	<b>Baseline</b>	<b>Target</b>	<b>% target achieved</b>
<b>12.1</b>	<i>Develop solutions in sustainability that are scalable and can be rolled out and implemented on a broad level, extending the benefits to the wider economy</i>	<i>Percentage of materials used in permanent construction retained for Legacy</i>	<i>0</i>	<i>90%</i>	

Comments:

## 4. Developing cities

### 1. Hotel accommodation cost evolution, Expo city and region

<b>Hotel Type</b>	<b>Average Basic double room cost per room, +3 years after the Expo closure</b>
2-star	
3-star	
4-star	
5-star	

### 2. Real estate market, Expo city and region

<b>Asset Type</b>	<b>Cost, +3 years after the Expo closure</b>
Land, per square km	
New Residential buildings for sale (built not later than 10	

<b>Asset Type</b>	<b>Cost, +3 years after the Expo closure</b>
years before the Expo), per square m	
Recent Residential buildings for sale (built not later than 50 years before the Expo), per square m	
Historical Residential buildings for sale (built more than 50 years before the Expo), per square m	
Office buildings for sale, per square m	

## 5. Driving Tourism

### 1 Number of tourists, Expo city and region

<b>Indicator</b>	<b>+3 years after the Expo closure</b>
Number of tourists per year	
Average length of stay in days	

### 2 Air traffic, Expo city and region

<b>Indicator</b>	<b>+3 years after the Expo closure</b>
Number of passengers, average monthly, excluding passengers in transit	
Number of passengers in transit, average monthly	
Air freight in tons, average monthly	

## 6. Education and Inspiration

### 1. Community associations, Expo city and region

<b>Category</b>	<b>Number: +3 years after the Expo closure</b>
Sporting	

Cultural	
Political	
Social and economic	
Environmental	

2. *Crime rates, Expo city and region*

Category	Number: +3 years after the Expo closure
Total recorded crimes against persons, delinquency	
Total recorded crimes against persons, serious crime	
Total recorded crimes against property	

3. *Gardening associations, community gardens and other garden-related centres, Expo city and region*

Category	Number of establishments, +3 years after the Expo closure
Gardening associations	
Community gardens	
Amateur florists associations	
Other garden and plants-related establishments	

4. *Gardening courses and flower art courses for adults, Expo city and region*

Category	Number of people enrolled per year, +3 years after the Expo closure
Gardening courses	
Cut flower art courses	

5. *Gardening and plant education in schools, Expo city and region*

Category	Number of hours per year, per child enrolled, +3 years after the Expo closure
Gardening and plant courses, primary education	

Gardening and plant courses, secondary education	
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## 7. Institutional Capacity Legacy

*Please provide case studies of all the post-Expo developments in relation to the following subjects, if any new studies have been conducted:*

- 5 Institutional capacity legacy in city management and mega events management
- 6 Cleaner and greener infrastructure
- 7 New approaches to optimizing cost of mega events
- 8 New approaches to financing events



## **Annex VI – Expo Communications and AIPH Brand Use Rules**

**Requirements** This Annex is an integral part of the Regulations and contains contractual requirements to the Expo Organizer.

Exhibition organizer is required to start planning a comprehensive communications strategy immediately after the approval of the Expo.

This strategy will involve a number of milestones and a wide range of communication means, including digital communications, media relations, public relations, internal communications, advertising, social media, representation at events.

This Annex details some of those milestones and expected ways to reach them.

**Purpose** Successful Expo communications will generate interest and support for the Expo from a variety of sources, to further benefit the Expo organization, city, country; AIPH and Expo movement.

AIPH regulations set some mandatory milestones to allow to:

- Efficiently monitor Expo activities that influence public perception of horticulture, Expos, AIPH and the Expo movement
- Help Expo organizers stay aligned with the best practices for quality Expo organization and transmit those to future Expo organizers
- Contribute to Expo promotion with digital communications, media relations, social media and public relations activities.

**Contents** This Annex contains guidance on:

**1. AIPH requirements on Expo Communications**, focusing on:

- Communication Plans
- Communications roll out & Coordination with AIPH
- Expo Name and Logo
- Digital media

**2. AIPH Brand Use Rules**, detailing:

- Guidelines on AIPH Masterbrand logo
- Guidelines on placement of AIPH Logo and lock-up
- AIPH Flag use
- Contact at AIPH

# 1. AIPH requirements on Expo Communications

## Communication Plans

### Introduction

Exhibition organizer is required to start planning a comprehensive communications strategy immediately after the approval of the Expo.

This strategy will involve a number of milestones and a wide range of communication means, including digital communications, media relations, public relations, internal communications, advertising, social media, representation at events.

### Communication Plans creation & timeline

Expos' communication strategy must be detailed in the Expo Marketing and Communications plan. It is strongly recommended to develop and implement such a plan including all the stages of the Expo Organisation Timeline, starting immediately from the Approval stage:

- Before Approval: from 12 to 3 years before potential opening
- Before the Expo: all years after the approval and before the opening
- During the Expo: from 3 to 6 months
- After the Expo: a minimum of 1 year after closure

The most intense communications and promotion activities would generally happen from two years before the Expo opening. A final, detailed marketing and communications plan must be submitted for AIPH approval **no later than two years before the opening of the expo**. It should include the following parts:

- Overall strategy
- Annual strategy
- International communications plans
- Plans on support of communication activities of local and global Marketing partners
- During the Expo plan
- Post-Expo strategy and communications assets handover

and present the following features:

- Consistent across channels, developing a coherent visual design and user experience across all Expo-owned media
- Using a diversity of media channels available, including those targeting international audiences
- Supporting and reinforcing the values and mission of AIPH and the Expo movement principles, such as greening cities, reconnecting with nature and creating a sustainable legacy; that provide opportunities to deliver positive stories and messages
- Creating well-timed and proactive messages with regular updates, communications data analysis and continuous adjustment
- Compliant with requirements for use of AIPH branding

All external communications, website, digital media and marketing materials, signage, tickets, and all other media related to the Expo must include the English language or have English language versions.

## **Communications roll-out**

### **Coordination with AIPH**

As AIPH is expanding its role and strengthening presence worldwide, the association is building capacity to promote upcoming Expos to our professional community as well as the wider public.

For AIPH-led promotional and media activities to happen, Expo organizers must provide the following updates to AIPH, using the most appropriate combination of different communications media including text, photographs, images and videos:

- **Every 6 months:** reports at AIPH Expo conferences: final presentations/ videos must be submitted to AIPH no later than two weeks before the Expo conference takes place
- **Every 3 months:** (not limited to the following):
  - stakeholder updates: involvement of important political personalities, endorsements, and appraisals; Expo partners and Expo team
  - economic updates: expansion of Expo organization, funding updates, business involvement, statistics of job creation
  - events related to Expo: fairs, cultural events, sports events, business events where Expo is promoted
  - construction updates and planting updates
  - sustainability updates: plans on sustainable Expo roll-out, involvement with academia, public and organisations; appraisals, prizes and awards
- **1 month before the Opening ceremony:**
  - Official quotes from Mayor/President/government official on the Expo opening
  - Official quotes from the Expo Organiser on the Expo opening, including aspirations, acknowledgements, achievements and challenges
  - Up to 2 minutes video interview on the Expo opening to complement the above
- **1 month before the Closing ceremony:**
  - Official quotes from Mayor/President/government official on the Expo closure
  - Official quotes from the Expo Organiser on the Expo closure, including Expo benefits, acknowledgements, achievements, challenges and legacy plan
  - Up to 2 minutes video interview on the Expo closure to complement the above
- **Video updates:**
  - all videos issued by the Expo organizer should be submitted to AIPH prior to release
- **Press releases:**

- all press releases issued by the Expo organizer in English should be submitted to AIPH prior to release

- **Photographs:**

- Expo organizer shall ensure that AIPH is regularly provided with photographs relating to the Expo, showing subjects such as: attractions, participant gardens, planting, construction, events, national days, people in the Expo, volunteers, celebrities and VIPs at the Expo site (during construction and during the Expo). It is recommended to provide such updates at least every 3 months during the last 2 years before the Expo, and every month during the Expo.

- **3 months after the Closure:**

- Official quote from the Expo Organiser on the key benefits of Expo and lessons learnt
  - Up to 2 minutes video interview on the Expo closure to complement the above

Expo organisers shall coordinate with AIPH Secretariat to ensure the promotion of AIPH digital platforms and initiatives upon AIPH's request.

### **Media relations**

Expo organizer agrees that all press releases and any other communications with the media in host country or internationally, quoting AIPH President, members, Secretary General or office holder, or mentioning details about AIPH, must be submitted to AIPH for prior written approval.

Expo organizer shall appoint a media contact for AIPH and ensure that AIPH is provided with media information relating to the Expo in English.

### **Marketing partners**

Support of Local and Global Partner companies will play an important role in Expo funding, promotion, successful organisation, and delivery. Their exclusive Expo participation, marketing and hospitality rights should be respected and ensured by the Expo Organiser.

Expo organizer shall submit to AIPH, for written approval, its plans on support of communication activities of local and global Partners. No activity in support of communication or marketing of Partners can start without prior written approval of AIPH.

## Expo Name

Exhibition name is subject to AIPH approval.

An Exhibition may have a distinctive name (e.g. a historical name under which Horticultural Exhibitions are known in a particular country or a new name that was not used by any Expo before), that it will register as a brand.

The name must be complemented by the word “Expo” + “Year” + “Host City” / “Host Country”. The organiser shall submit the Exhibition name and its possible variations to the AIPH General Secretariat for final written approval before using it. Once the Exhibition name is approved it is expected that the name will not be changed.

## Expo Logo

Exhibition logos are subject to AIPH approval.

The organiser shall submit the Exhibition Logo, AIPH Exhibition Category Lockups and AIPH Lockup to the AIPH General Secretariat for final written approval before using it in any part of the events.

In case of logo change, the same procedure will apply.

## Expo Logo creation & timeline

World horticultural exhibitions’ logos must consist of an icon and a wordmark and must include:

- “EXPO + Year”
- “Host City”

in vertical or horizontal format.



The draft logo and website should be submitted 6 months after the approval. The official logo and English website should be finalized 12 months after the approval. All logo updates must be finished 6 months before the Expo opening and be in line with a documented timeline detailed in Expo Marketing and Communications Plan.

## **Expo Logo use**

The exhibition logo should be applicable in all aspects of the exhibition for all relevant stakeholders, such as participants, sponsors, etc.

The logo gives the visual identity to the exhibition and instant recognition in the public mind. Therefore, the organizer must create a logo with a distinct character identifying the specific exhibition and making it noticeable in the international area.

The exhibition logo should be memorable, timeless, unique and not resemble the logos of previous exhibitions. In addition, the logo should not display any religious, political or discriminative messages or symbols.

## **Expo Logo legacy**

Once the Expo is over, the rights of use and intellectual property on the logo should be transferred to AIPH and the logo delivered to AIPH.

## Digital media

### Introduction

Digital media plan is an integral part of the Expo Marketing and Communications plan. Digital communication activity is essential for reaching and engaging Expo visitors, partners, participants and supporters. Successful digital communications will strongly influence public perceptions of the Horticultural Expo movement worldwide and benefit the Expo organization, city, country; AIPH, horticultural industry and Expo movement.

Below are some of the elements related to digital media that the Expo Organisers should consider when they design Expo Marketing and Communications plan.

### Expo Website and other digital Expo-owned channels

It is recommended that Expo organisers develop multiple Expo-owned digital communications channels that may include, but are not limited to:

- Expo website
- Expo mobile app
- Expo TV

and use them at a maximum, considering:

- A variety of content and initiatives to be covered and adapted to each channel
- Search Engine Optimisation and digital promotion
- Collection of data across channels, customer relationship management (CRM) coordination and optimisation of communication activities

As a minimum requirement, Expo Organisers must develop an Expo website and Expo mobile app.

Exhibition website and Expo mobile app are subject to AIPH approval.

The organiser shall submit the Exhibition website and mobile app to AIPH for written approval before they go live. AIPH reserves the right to request amendments as necessary at any time.

### Expo Website creation & timeline

The website and mobile app should be in both the local language and in English as a minimum. Other main languages are encouraged.

A website for the Expo must be operational within twelve months after the approval of the expo is granted and should remain for a minimum of one year after the expo has finished.

In order to meet these timelines and AIPH approval requirement, it is recommended to submit the website to AIPH within six months after the approval, with an objective to go live in the next six months.

All major changes to the Expo website should be reported to AIPH at least 2 weeks before they go live.

Expo Organiser will be responsible for the daily operation of the website and apps throughout all the stages of the Expo Organisation Timeline, finishing 1 year after the Expo closure. The Expo website must be compatible with all main browsers and devices and main mobile operating systems.

### **Social media**

Expo Organiser shall set up official Expo accounts on most popular social media in their country and worldwide. Links to those accounts should be submitted to AIPH 2 weeks before they go live.

It is recommended to set them up within eighteen months after the approval of the Expo is granted.

Expo organisers shall coordinate with AIPH Secretariat to ensure cross-promotion of Expo-led and AIPH-led content and initiatives on social media.

### **Official film**

Expo Organizer has a responsibility to ensure that an official film is produced and used according to the Expo and Expo City promotion and communications strategy.

### **Links to AIPH**

The Expo Organizer must ensure that the Expo website and mobile app include permanent links to AIPH website alongside with AIPH Masterbrand logo.



## 2. AIPH Brand Use Rules

### Guidelines on AIPH Masterbrand logo

AIPH brand must be used in association with the promotion and endorsement of exhibitions. Following approval by AIPH the Organisers are required to follow the AIPH Brand Use Rules, according to the minimum requirements indicated in section 12 of the Regulations and below.

### Introduction

The AIPH masterbrand logo is a visual symbol of the purpose of our brand. It is reflective of our role as the world's champion for the power of plants. The following pages explain the usage of the AIPH identity system to create a forward thinking, co-operative brand. Please follow the guidelines carefully. We have developed these guidelines to help to build and maintain a clear, consistent and successful visual identity.

### The AIPH masterbrand logo

The AIPH masterbrand logo is a visual representation of our brand, and its integrity must be maintained at all times. It comprises two elements:

- **The Floral icon**
- **The wordmark**

The logo must always appear in the proportions shown, and no attempt should be made to redraw, stretch, squeeze or distort the logo in any way.

The icon should only be used in conjunction with the wordmark.



*Version 1 / 16. 02.2021*

## Logo iterations and lock-up – corporate

The AIPH masterbrand logo has been created in 2 versions – the ‘corporate’ colour version as appears here and the ‘mono’ versions as per the examples on the following page. The colour logo should only be used on a white background – it should never be used on a coloured background.

The AIPH logo should never be reproduced as a grayscale. In instances where reproduction necessitates a single colour logo iteration, use the mono version.

### Logo lock-up

There is a variant in the masterbrand lock-up which contains:

- **Icon + wordmark**

as represented below:



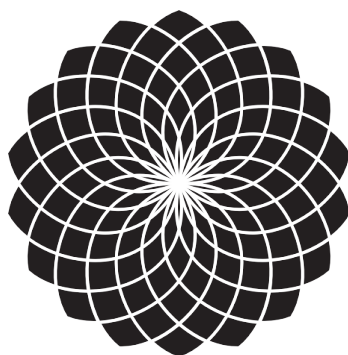
## Logo iterations and lock-up – mono

In instances where reproduction necessitates a single colour logo iteration, use the mono version as shown here. If mono version is used, choose background colors or photos that provide sufficient contrast with the logo.

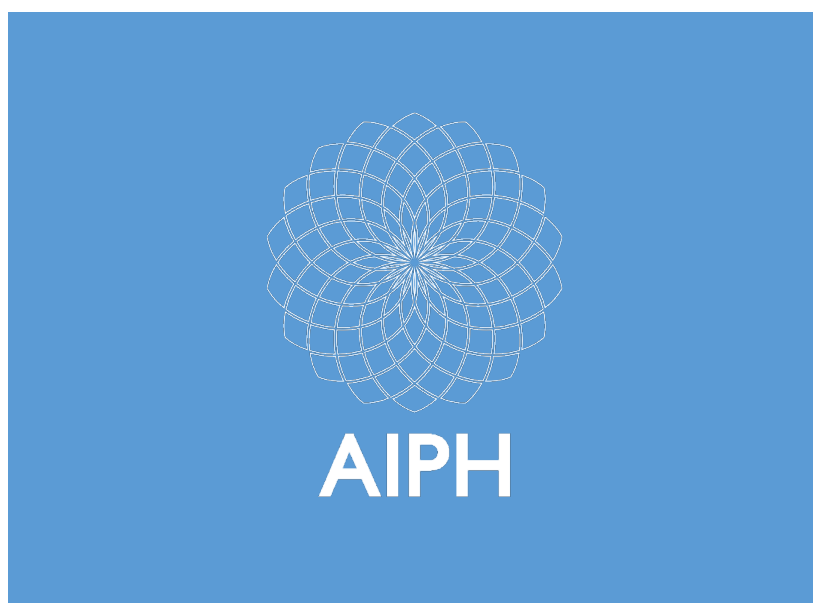
### Logo lock-up

Masterbrand mono lock-up contains:

- Icon + wordmark (mono) in black or white on highly contrasting background



**AIPH**



## Logo iterations – horizontal configuration

The AIPH masterbrand logo has also been created in a horizontal configuration in both 'corporate' colour and mono versions.



## Isolation areas

The AIPH masterbrand logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by a unit value equating to a third of the width of the 'floral icon' which is referred to as x. A margin of clear space equivalent to x is drawn around the logo to create the invisible boundary of the area of isolation.

This area of separation is a minimum and should be increased wherever possible.



## Minimum Size

Maintaining the integrity of the AIPH logo is very important.

There is no preset maximum size for the AIPH logo. Minimum sizes are defined here. There are specific “.png” files for use as web browser favicons and social media avatars which display in a number of sizes from 16 px by 16 px - 128 px by 128 px.

Any use of AIPH logo below the minimum size must gain prior approval from AIPH.

The width of the denomination should be equal to the width of wordmark.

Print

25mm



Digital

70px



Print

20mm



Digital

75px



## Colour

Colour plays a very important role in establishing the visual identity and is chosen very carefully.

The AIPH brand palette consists of 6 colours which make up the logo; percentage tints can be used of any of these colours. The brand colours are derived from the range of “plant hardiness zone” colours – it is also from this spectrum that the brand colour names are referenced. Positioning of colours should be accurate when used.

Zone 3a	C20 M45 Y0 K0	R199 G151 B197	Web C7 97 C5
Zone 5a	C50 M30 Y5 K0	R130 G159 B202	Web 82 9F CA
Zone 6a	C70 M0 Y95 K0	R79 G184 B79	Web 4F 88 4F
Zone 7a	C35 M0 Y75 K0	R175 G212 B108	Web AF D4 6C
Zone 8b	C0 M15 Y75 K0	R255 G214 B92	Web FF D6 5C
Zone 10b	C7 M65 Y85 K0	R229 G119 B61	Web E5 77 3D

## Typography

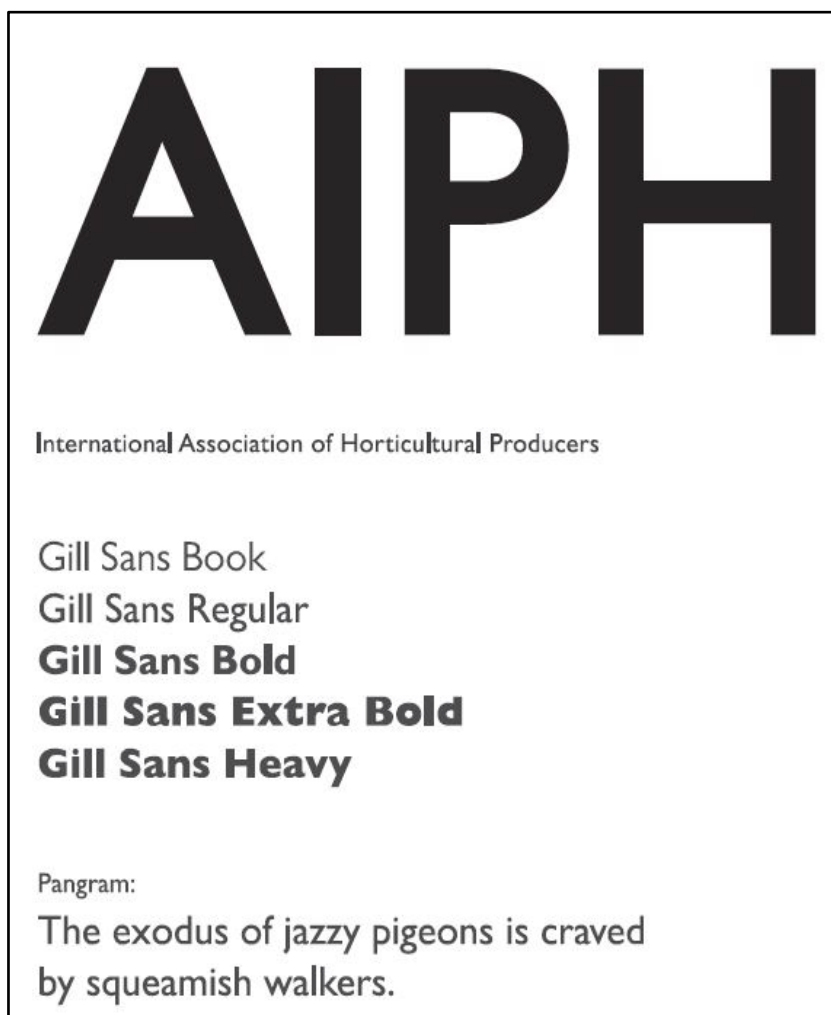
The basic version of the logo defines that the typography used should be of uniform thickness and bold letters (sans-serif) to complement the visual form of the logo.

The AIPH wordmark uses the typeface Gill Sans Regular as its foundation – from which new proportioned letterforms have been designed. Gill Sans is a distinctive “grotesque” typeface with a versatility of use that is almost limitless.

The AIPH logo iteration “Icon + wordmark + organisation name (full articulation)” also uses the typeface Gill Sans Regular – and in this logo context it should always be formatted as “mixed case” as shown.

Gill Sans should always be the default primary typeface for the creation of any AIPH printed or web applications and documents. The vast number of styles and weights affords flexibility to handle all required levels of text (heading, sub-heading, body text, etc.).

The typeface Arial is the primary support typeface and should only be used when Gill Sans is not present.

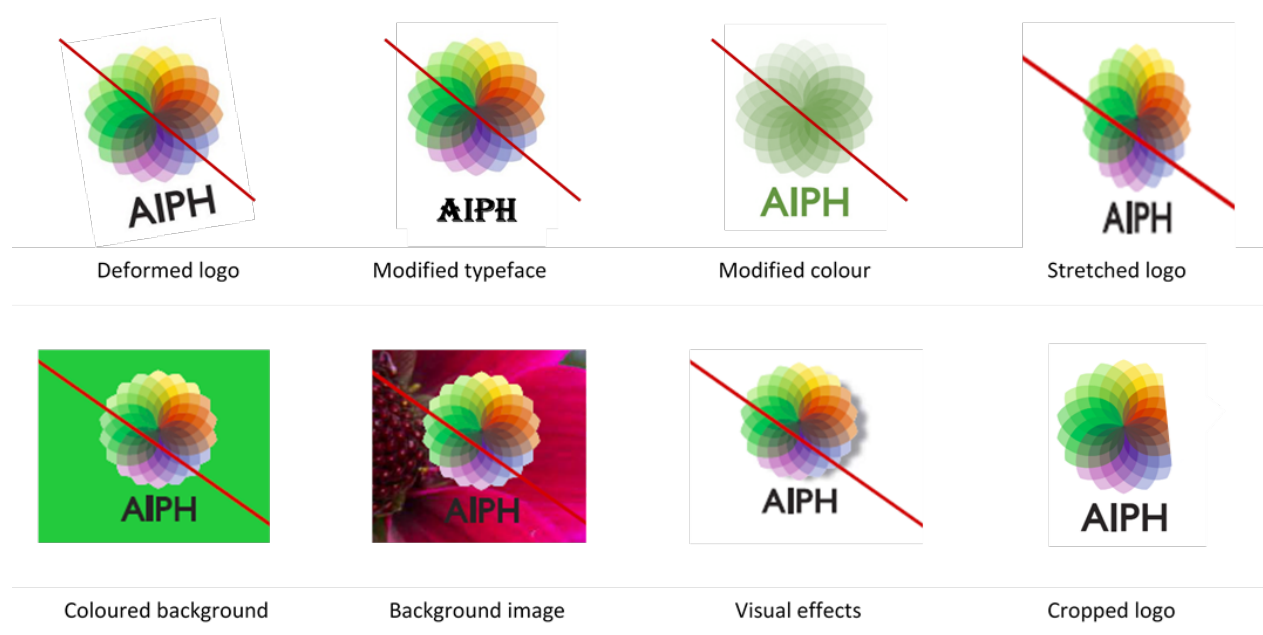




## Incorrect Logo Usage: Do Not Do These

When using the AIPH logo, the following rules should be adhered to at all times. To maintain consistency throughout our identity application, it is essential that the logo is never altered in any way. Here are a few examples of what not to do. It is essential that the logo is always reproduced using supplied master artwork files:

- The logo should never be manipulated, stretched, distorted, cropped or rotated.
- The logo should never have drop shadows or other graphic effects added.
- The colour logo should never be placed on a coloured or imagery background.



## **Guidelines on placement of AIPH Logo and lock-up**

In addition to the following requirements of AIPH, the BIE have their own requirements for logo and lockup usage which A1 category Expos need to comply with, following BIE recognition.

### **Use of AIPH logo at the Expo**

The logo of AIPH and of Expo must be displayed, in a visible way, on the website of the Expo and must be included in all the audio-visual and social media materials produced for promotional, educational and communication purposes.

The website homepage of the Expo prepared by the Organisers, must contain a link to the website and social media channels of AIPH.

The organisers are required to display the logo of AIPH and the Expo in all activities and events connected to the promotion of the Expo, such as forums, conferences, symposia, working groups, press conferences, cultural events, receptions, and other events.

The Expo organisers will include the logo of AIPH and of Expos in all prizes, awards and certificates awarded in the context of an Expo (medals, objects, paper documents, etc.).

### **AIPH Lockup**

A lockup must be used whenever the AIPH logo is used and positioned with the Expo logo, and the AIPH logo's size, placement and proximity need to be considered.

### **Area of separation**

As outlined in these guidelines the AIPH logo should always be surrounded by a minimum area of space; accordingly the area of separation between the two logos must adhere to at least the defined clear space as a minimum. Additionally, consideration must be given to the proportional relationship between AIPH masterbrand logo and the Expo logo.

Exhibition organisers are required to develop an AIPH lockup in line with the following:

- The lockup must include the exhibition logo and the AIPH logo.
- The size of both logos and the clear space around the logos should be equal.
- If the exhibition logo is vertical, the AIPH vertical logo must be used in the lockup. If the exhibition logo is horizontal, horizontal AIPH logo must be used in the lockup.
- The exhibition logo must be situated on the left, AIPH logo must be situated on the right side of the lock up, divided by a separating line. The exception is when the exhibition logo also uses the BIE logo, in which case, the AIPH logo is placed in a lockup on the right of the BIE logo.
- The clear space between two logos, as well as the space between separating line (or design) and the logos must fall in line with the rules stated by AIPH' use of the logo.
- The AIPH lockup should be used in specific activities and interactions in direct relation to the AIPH and its members throughout the A1, B, C and D Exhibitions.

- The lockup must be used for all institutional purposes (e.g. on stationery, official documents, official website) and promotional purposes (e.g. in advertising, promotional documents, on promotional items) on any media or platform.
- The final design should be submitted to AIPH for approval.

Examples of horizontal and vertical logo lockups are shown below.



For A1 category expos, where the expo logo is in a lockup with the BIE logo, the AIPH logo must appear with a lockup to the right of the BIE logo. The regulations and clear space of both the AIPH and BIE logos must be applied.



As a minimum the AIPH lockups must be used as follows:

- In all internal and external communications by the organiser
- On all promotional material produced for the exhibition

- On the exhibition website, which must include a link to AIPH website
- On information provided to exhibitors
- On information provided to sponsors
- On exhibition entrances
- On exhibition entry tickets
- On badges, accreditation cards
- On media releases, press kits

The AIPH lockup may not be used next to any sponsor logos, which may imply a false association with AIPH. Any use of the logo by sponsors must be approved by AIPH.

### **Merchandise**

The AIPH brand may be used on official merchandise sold from the exhibition. In this case all uses must obtain prior approval from the AIPH Secretariat and may be subject to a royalty charge.

The AIPH logo and/or lockups cannot be used:

- In mobile apps, other than the official Expo App produced by the Organiser (Only organisers can use the lockup)
- On company advertisement websites
- On company brochures, flyers
- As animated versions
- On banners and flags used by tourist guides

## **AIPH Flag use**

### **Use of the Flag of AIPH at Expos**

AIPH logo can solely be used on the AIPH flag by the organiser in horizontal version and in keeping with brand requirements. The flag may only be used at events and locations authorised by the AIPH and should not be situated next to any commercial entities, to prevent unauthorised association.

The AIPH flag, of large size, shall have the same size as those of the organising and participating countries. The flag shall be raised during the opening ceremony.

The positioning of AIPH logo should be in accordance with Isolation Areas rules.

The flag of AIPH and of Expos must fly, very visibly, during the entire duration of the Expo, from the opening to the closing, and must be positioned in the middle relative to the other flags and right next to the flag of the Organiser/ host Country.

The AIPH flag will be positioned in a visible location at each event, such as press conferences, cultural events related to the Expo, forums, seminars, working groups or at the premises of the Expo Organisers.

### **Contact**

AIPH Masterbrand logo and all its iterations are available from the AIPH Secretariat in formats compatible with digital and print use.

Questions about applying the logo should be addressed to AIPH Communications Executive, Ms. Rachel Wakefield.

E-mail: [rachel.wakefield@aiph.org](mailto:rachel.wakefield@aiph.org)

## **Annex VII – Competition Guidelines**

See also AIPH Template for Competitions

### **COMPETITIONS, JUDGING AND AWARDS**

#### **Competitions:**

1. All participants / exhibitors should have the opportunity to participate in the competitions and be eligible for awards.
2. Competitive classes should provide for the assessment of whole exhibits, groups of plants and individual plants.
3. Whole exhibits, permanent gardens / stands should participate in the competitions obligatory on the basis of the participation contract without further registration.
4. The participants / exhibitors should be invited to participate in the product competitions / sub-categories three month before the opening of the exhibition.
5. A schedule of all competitive classes should be made available to judges before they assemble for the judging process; when they do so, they will also receive full details of the exhibits which they are to judge.
6. Detailed Competition Regulations must be made available one year before the opening of the exhibition. The Competition Regulations describe the competitive classes, the competition calendar, the registration, the judging criteria, the awards and prizes and the award ceremonies. Support for writing the Competition Regulations as well as example lists concerning the competitive classes is available from AIPH.

#### **Judging:**

1. The organizer has to ensure that arrangements for the judging of exhibits are prepared well in advance of the exhibition's opening.
2. Members of juries should be appointed at least three months prior to the judging itself. A list of these members must be sent to the secretariat of AIPH three months prior to the judging.
3. In accordance with Section 10 of the AIPH Regulations the organizer of a category A1 exhibition should appoint an International Honorary Jury (or Grand Jury); this should have a membership of at least 7, with the chairman and a majority of members drawn from outside the host country. At least two members are to be nominated by the executive committee of AIPH. While the appointment of some distinguished persons who are not horticulturalists is acceptable, organizers must ensure that the Jury of Honor incorporates a high level of horticultural expertise.
4. The Grand Jury is responsible for validating the awards of other juries; it will judge and make awards itself in the principal international classes.
5. Other classes at category A1 exhibitions will be judged by juries of not less than three members, some of whom will be drawn from all the countries participating in the exhibition. These juries will be composed solely of horticulturalists expert in the classes which they judge.

6. In the case of category A1 events, the Grand Jury and other expert-juries responsible for awards to permanent exhibits should meet at least three times during the exhibition; for B events the juries should meet at least two times during the exhibition. Their final decisions will take account of performance throughout the event.
7. Exhibits at temporary shows held within such exhibitions should be judged separately, by juries of not less than five members who must complete their judging prior to the opening of the show.
8. In case of a B, C or D exhibition, the International Honorary Jury will perform the judging as specified in Section 10 of the AIPH Regulations. The judging process must be completed with the last evaluation; information on the awards made should also be displayed by this time.
9. For Sub-Categories or Product Competitions expert juries of a least three members with product specific knowledge will judge these categories.
10. Each member of a jury shall have one vote.
11. Organizers may appoint panels of technical experts to advise juries, although these experts will not have voting powers.
12. Documents distributed to juries and forming part of the judging process should be available preferably in the languages of the judges involved but at least in English language.
13. Any dispute arising during or as a result of the judging process will be resolved by the Grand Jury at category A1 events and by the senior jury appointed at other exhibitions.

#### Awards:

1. Full details of the prizes to be awarded should be made available to prospective participants not later than six months prior to the opening of the exhibition.
2. Each competitive class should have allocated to it at least three awards but juries may, at their discretion, present more (or less) if the quality of exhibits merits this.
3. In the case of Category A exhibitions, prizes will be awarded by the Grand Jury to the principal exhibits of both the host country and foreign participants. A certain number of such prizes shall be reserved for each of these two categories; exhibits from any one country shall not receive more than one premier award.
4. Exhibitors who are awarded prizes should be notified formally by the organizers of their success as soon as possible; the timing of the presentation of such prizes shall be at their discretion.
5. The total number and value of prizes available shall be determined by the organizers, although information on this aspect is requested in the enclosed questionnaire and will be taken into account in the review process.

#### PROCEDURE AND CRITERIA TO AWARD THE AIPH INTERNATIONAL HONORARY AWARD FOR A1 AND B EXHIBITIONS

The following describes the procedure and criteria to award the AIPH International Honorary Award to be given to the winners of the competitions in A1 and B exhibitions registered by AIPH, according to Section 8 of the AIPH regulations on exhibitions.

#### Procedure:

1. The Honorary Jury (or Grand Jury) will decide about the winner of the AIPH award and prize. They will conclude after the last jury round, just prior to the closing of an exhibition.
2. Both indoor and outdoor international participants will compete for the AIPH prize.
3. The trophy will be awarded to one winner.

Criteria:

1. The garden/presentation should in its design be innovative or exemplary for the participants' typical national garden design.
2. The garden/presentation should contribute to the promotion of the 'Green city' concept.
3. The garden/presentation should be of high quality in material and plants used:
  - a) general design and overall impression;
  - b) uniqueness and innovative or creative level;
  - c) consistency of the realization with the presented theme of the entry;
  - d) used materials and used plants (variety and quality);
  - e) usability for home gardening or urban greening.
  - f) for the second and third round the maintenance and sustainability of the design, construction and materials used are taken into account.



## **Annex VIII – Fees and Guarantees**

### **Application fee:**

Applicants for recognition of an exhibition by AIPH are bound to pay a non-refundable application fee to AIPH directly as the application is submitted or before the site inspection, whichever is soonest, in the amount of €40,000 (fourty thousand euro). This fee applies to any application for any year, including from cities that have already applied previously for a different date.

The application fee is non-refundable if the application is unsuccessful for any reason.

### **Financial Guarantee:**

Upon conditional approval, Applicants are bound to pay a financial guarantee to AIPH in the amount of €60,000 (sixty thousand euro), in case the application is supported by a Full Member Organization of AIPH in the country where the exhibition will be held, or of €160,000 (one hundred and sixty thousand euro), in case there is no Full Member Organization of AIPH from that country. The financial guarantee must be paid to AIPH within 30 days of approval, otherwise approval will be cancelled.

Provided that the Expo Organizer has fulfilled all their obligations, including the submission of a final report (format as in Annex V) not later than ninety days after the closing date, AIPH will refund the following proportion of the financial guarantee to the organiser: € 30,000 (thirty thousand euros).

Provided that the AIPH Member (that supported the original application) completes a report to review the Expo (in accordance with AIPH guidelines) within one year of the Closing of the Expo the following proportion of the financial guarantee will be paid to the AIPH Member one year after the Closing of the Expo: €30,000 (thirty thousand euros). These sums are inclusive of any applicable taxes.

In case where an Expo is approved without the presence of Full member Organization of AIPH from that country, and provided that the Expo Organizer has fulfilled all their obligations, including the submission of a final report (format as in Appendix V) not later than ninety days after the closing date, AIPH will refund the following proportion of the financial guarantee to the organiser: €66 000 (sixty-six thousand euros).

If the application is withdrawn within one year of definitive recognition, 20% of the financial guarantee will be repaid by AIPH. If an application is withdrawn more than one year after definitive approval, AIPH will retain the whole financial guarantee.

### **License Fee:**

For all exhibitions, the Expo Organizer is bound to pay to AIPH the specified license fee (See section 4). The fee structure incentivizes early bid submission and reflects the increased risk and monitoring required for later approved Expos:

10-7 years before opening: €350,000

6-4 years before opening: €375,000

3 years before opening: €400,000

Less than 3 years before opening: €450,000

100% of the License fee is payable within 6 months of conditional approval or at least 6 weeks before the next AIPH General Meeting, whichever is soonest. In case the license fee payment is not satisfied, AIPH is free to open the applicant's intended Expo date to other applicants at the next meeting.

The Licence Fee is non-refundable, including for cancellation of the Exhibition and withdrawal of AIPH approval.

#### Gate Fee:

In the event that a B Exhibition collects a gate income that exceeds €40,000,000 (forty million euro) then any income above this will be subject to a 1% gate fee charge payable to AIPH within ninety days of the closing ceremony.

AIPH requires a declaration by an independent financial auditor, approved by a professional body, regarding the gate income collected by the Expo and the relevant payment to AIPH.

AIPH is registered for Value Added Tax (VAT) in the United Kingdom. Payment should be made following receipt of invoice which will include the addition of UK VAT for exhibitions organised in the European Union.

#### **Commercial Activities Onsite - Royalty Fees:**

The Expo Organizer must pay to AIPH a royalty fee for any commercial activity performed on site during the Expo by Participants, Concessionaires and Organizer Outlets such as F&B, Merchandising, Visitor Services, ticketed Events, Venues and Attractions and any other activity that generates revenues. This royalty fee will not apply to revenues from entrance tickets for the Exhibition.

Royalty Fees may be paid to AIPH according to Option 1 OR Option 2, agreed in the Expo Contract.

##### **Option 1: Revenue-based Royalty Fee**

The fee is set at a fix rate of 5% on the total income.

The Organizer is due to provide AIPH with a monthly statement of all commercial activities performed on site by the 7<sup>th</sup> day of the following month.

AIPH will then provide the Organizer with an invoice stating the amount equal to the 5% above mentioned calculated on the total income across all commercial activities.

The Organizer will proceed with the invoice payment after 7 days upon the invoice receipt.

AIPH may at any time and at its own discretion make use of a third party to conduct an audit to certify the declarations regarding the commercial activities performed and any other useful information for inspection purposes. The Organizer is required to fully cooperate and facilitate the aforementioned activities.

##### **Option 2: Minimum Guaranteed Royalty Fee**

The Organizer may opt for a minimum guaranteed royalty fee solution equal to €400.000 (four hundred thousand euro). In this case, no other royalty fees for any commercial activity performed on site during the Expo are due to AIPH.

The Minimum guaranteed royalty fee will be then due for payment by the following times:

€ 150,000 (one hundred and fifty thousand euro) – 30 days before the Opening Ceremony

€ 250.000 (two hundred and fifty thousand euro) – 60 days after the Opening Ceremony

The Royalty Fee is non-refundable, including for cancellation of the Exhibition and withdrawal of AIPH approval.

AIPH may at any time and at its own discretion make use of a third party to conduct an audit to certify the declarations regarding the commercial activities performed and any other useful information for inspection purposes. The Organizer is required to fully cooperate and facilitate the aforementioned activities.

#### Penalties:

In the event that any payment is not made by the due date then interest will be charged on outstanding debts. As AIPH finances operate from the United Kingdom the interest rate applied will be in accordance with the 2002 amendment to the UK Late Payment of Commercial Debts (Interest) Act 1998. This entitles AIPH to charge an 8% interest rate plus the Bank of England Base Rate. The interest charged will be the sum of these two interest rates.

## **Annex IX – Feasibility study**

The feasibility study shall cover at least the following, in any order:

1. Name
2. Category
3. Duration
4. Opening and Closing Dates
5. Host City
6. Organisation and previous experience
7. Idea and vision
8. Timeline
9. Theme
10. Masterplan
11. Land development concept of the area covered
12. Accommodation & Gastronomy
13. Participants
14. International competitions
15. Events program
16. Visitors
17. Transportation
18. Operations (including safety and security)
19. Business plan and financing
20. Legal matters
21. Promotion and marketing Strategy
22. Partnerships and sponsorships
23. Government support for the Expo
24. Post Expo Concept

## Annex X – Sustainability

**Requirements** This Annex is an integral part of the Regulations and contains contractual requirements to the Expo Organizer.

Exhibition organizer is required to start planning a sustainability strategy immediately after the approval of the Expo.

Delivery of a sustainable World Horticultural Expo is a shared responsibility requiring close coordination and collaboration within the organising body, and with a variety of delivery partners, suppliers, public authorities and external organisations from the earliest stages of the application process onward through to the legacy phase.

This Annex details key success factors for the development of a Sustainability strategy as well as expected ways to implement it.

**Purpose** Our vision for World Horticultural Expos and International Horticultural Expos is to ensure they become recognized as the world's most sustainable major events.

AIPH regulations set some mandatory requirements to allow to:

- Support Expo organisers in the development of comprehensive sustainability strategy and legacy plans and their implementation plans covering construction, operational delivery and legacy transition
- Build the Expo organisers' capacity to establish effective governance arrangements ensuring that sustainability and legacy objectives are fully integrated into decision-making and risk management processes
- Help Expo organizers stay aligned with the best practices for quality Expo organization and transmit those to future Expo organizers
- Efficiently measure, monitor and evaluate sustainability performance of Expos to ensure continual improvement

**Contents** This Annex contains guidance on:

1. Sustainability strategy and legacy plan
2. Sustainability implementation plans
3. Sustainability education, communications and engagement
4. Sustainability reporting
5. Management system

## 1. Sustainability strategy

The Expo Organisers shall develop in coordination with the AIPH and Host Country Authorities, a sustainability strategy to identify specific sustainability objectives that will be embedded across the Expo project. The strategy should also include a section on Legacy planning to explain how these objectives will serve the Host City/Region/Country in the future. The strategy shall take into account the views of all relevant stakeholder groups and should be viewed as a detailed development and refinement of the commitments and plans set out during the application phase.

Sustainability strategy shall include policies on:

- Environment
- Labour
- Human rights, (this policy must align with the United Nations Universal Declaration of Human Rights)
- Anti-corruption
- Diversity
- Accessibility
- Ethical practices

The strategic objectives shall be framed according to the five priority themes of the AIPH Sustainability Policy:

- Climate change
- Biodiversity conservation
- Sustainable sourcing and resource management
- Equity and inclusion
- Sustainability education and awareness raising

For each objective there shall be corresponding targets and key performance indicators.

The strategy shall also outline approaches to be taken in the following areas:

- Governance
  - Identified roles and responsibilities for the delivery of the strategy
  - Transparent mechanisms to resolve any potential issues in the implementation of the strategy and supporting plans
  - Coordination of communication responses to issues
- Innovation to demonstrate the most sustainable, ethical, and advanced practices in ornamental plant production
- Education, communications and engagement on sustainability
- Knowledge sharing and reporting on achievements and lessons learned

With regard to legacy, the strategy shall identify the overall vision for legacy, priorities, key objectives, ownership, responsible bodies and timescales.

## 2. Sustainability implementation plans

The Expo Organisers shall establish in coordination with Host Country Authorities, specific sustainability implementation plans to set out a clear programme of actions, along with resource needs, issues and risks, and a system for tracking, evaluating and reporting progress.

The sustainability implementation plans will provide the detailed elements for delivering the objectives defined in the Sustainability Strategy. The sustainability implementation plans shall be submitted to the AIPH for review and approval.

The implementation plans shall cover the three principal stages of the Expo lifecycle:

- Construction
  - Permanent infrastructure
  - Temporary structures, signage and décor
  - Landscaping and ecological management
- Event operations
  - Transport and mobility (including accessibility)
  - Energy and water management
  - Catering
  - Waste management
  - Retail
  - Ceremonies, shows and promotions
- Dismantlement and legacy transition
  - Reuse and repurposing of materials, structures and other assets
  - Landscape restoration
  - Reporting

### **3. Sustainability education, communications and engagement**

A World/International Horticultural Expo has the potential to engage, inform and inspire large numbers of people across all ages and cultures. This is a vital opportunity for the Expo city/country, and it is important to have coherent plans to maximise this potential.

Specific plans will be necessary to define objectives, target audiences, methods, resources and timelines. These shall be submitted to the AIPH for review and approval.

- Sustainability Education Plan
- Sustainability Communications and Engagement Plan

Both plans should emphasise the importance and value of the event experience in reinforcing learning and awareness about sustainability.

Version 1 of each plan to be completed two years before opening of the Expo; updated final version to be completed six months before opening of the Expo.



## 4. Sustainability reporting

A critical element of the legacy of an Expo is the transfer of knowledge, best practices, case studies and lessons learned. It is important this is done in a spirit of sharing the experience of delivering an Expo, making clear the challenges and issues that were faced and how they were handled, as well as a record of achievements. The ability to explain things that went wrong or could have been done better is fundamental to true learning and advancing understanding of major event management.

There should be a series of publicly available sustainability reports to cover the construction and preparation phases and finally reporting on the total sustainability programme (i.e. including event operations and initial legacy transition works).

- Pre-event sustainability report, focusing on construction and preparation phase – to be issued 6 months prior to the opening of the Expo
- Post-event sustainability report, which is part of Expo Final Report and Valuation Questionnaire 1 – within 3 months of the closing of the Expo
- Sustainability and legacy report (including case studies), which is part of Expo Valuation Questionnaire 2 – within 3 years of the closing of the Expo

Legacy reports at longer intervals after the Expo would be beneficial so that long-term benefits and trends can be reported.

## 5. Management system

The Expo Organisers shall establish a management system in accordance with ISO 20121:2012 Event Sustainability Management Systems with Guidance for Use. This internationally recognised standard is the most effective way to ensure that the above requirements are properly integrated into the delivery of the Expo. A well-conceived management system is a valuable tool to enable the Expo Organisers to keep track of their sustainability commitments and to build effective processes into their day-to-day operations.

The management system should cover the key activities of the organising body that are material to delivering a truly sustainable World/International Horticultural Expo.

The management system may be put forward for third party certification to ISO 20121.