

# Final report ALPH



## Chapter 1: Executive Summary

The AIPH report on Floriade Expo 2022 is an evaluation of the world horticultural Expo that took place in 2022. The report provides an analysis of the event, its visitor numbers, the content, the program, the Expo site and its facilities, the organization and operations. In addition it gives an overview of its impact on the local and national economy, the environment, and the community.

The event attracted almost 700.000 visitors, generating revenue for local businesses and creating job opportunities. The event also provided a platform for local - international businesses to showcase their products and services, which helped to promote the local economy, regional and national economy and attract new investment.

In terms of its impact on the environment, Floriade Expo 2022 showcased the latest in sustainable and green living, and encouraged visitors to adopt eco-friendly habits and practices. The event also demonstrated the importance of urban green spaces, and inspired communities and cities to incorporate more green spaces into their urban areas.

The event provided a cultural and educational experience for visitors, showcasing the diversity and richness of the arts and culture from around the world. Visitors had the opportunity to enjoy a range of cultural performances, exhibitions, and activities, which helped to broaden their perspectives and deepen their understanding of different cultures and traditions.

The event also helped to build strong community ties and provided a platform for communities to come together and celebrate their shared values and interests. The event encouraged visitors to become involved in local - international community activities and events, and helped to create a sense of belonging and community spirit.

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## Chapter 2: Facts and Figures

<b>Stakeholders involved</b>	<b>Number of organizations</b>	<b>Total number of people present at the expo</b>
International official participants	32	100
National official participants	40	150
Future and former AIPH Horticultural Expo organizers who were represented at the Expo or visited the Expo	Approx. 10	100
Expo Organizer, excl. contracted Expo Site staff	Approx. 10	250
AIPH Members	30	100
AIPH Secretariat	Unknown	Unkown
National Sponsors/Partners	Approx. 25	10000
AIPH worldwide Sponsors/Partners	-	-
Contracted Expo Site Staff	X	150 FTE
Expo volunteers	X	250
Security	Approx. 2	100
Press and photographers	Unknown	1.500
Ticketed visitors	X	701.494
Non-ticketed visitors	X	31.500
Any other essential stakeholder not included in this table, that you would like to specify	X	X

In next summary image general results of Floriade Expo 2022 in Almere are shown.



## C2.1 Brief information

The International Horticultural Exhibition 2022, Almere, Netherlands, with the approval of the International Association of Horticultural Producers (AIPH) and the recognition of Bureau of International Expositions (BIE), was the 23th edition of Floriades being organized and the 7th Floriade that was organized in The Netherlands.

### General information

On the 14<sup>th</sup> of April, Floriade Expo 2022 Almere was opened by his majesty King Willem-Alexander van Oranje-Nassau. The King of the Netherlands visited several international pavilions followed by a ceremonial opening by placing a last Green puzzle piece which was symbolic to the official opening of Floriade Expo 2022 Almere. The theme of this Floriade was: 'Growing Green Cities'. Floriade's theme: 'Growing Green Cities' presented the creative, green, sustainable solutions required to make green cities a reality.

On the 9<sup>th</sup> of October Floriade Expo 2022 Almere (the 23th edition of Floriade) came to an official end. On this day Floriade Expo 2022 Almere organized a special award ceremony for all the participants who officially participated during the Floriade. Besides the award ceremony, there were several speeches being held by the mayor of Almere (Ank Bijlerveld), the government commissioner (Annemarie Jorritsma), the Chief Executive Officer (Hans Bakker), the AIPH President (Leonardo Capitanio) and the AIPH secretary General (Tim Biercliffe). After the award ceremony and speeches all the invitees and all the visitors were invited to join the official closing ceremony at the Weerwater entrance for an artificial light show. In total the Floriade opened her gates for 178 days.



Official opening by King Willem  
Alexander van Oranje Nassau



Official Closing Ceremony  
(Artificial Lightshow)

Floriade Almere 2022 B.V. organizes the international horticulture exhibition Floriade Expo 2022 and does so together with national and international co-organizers, partners, participants and stakeholders.

### **Founders**

The founders organization consists of: the NTR, the municipality of Almere, the province of Flevoland and the Dutch government. Floriade Almere 2022 B.V. and its founders have one main goal:

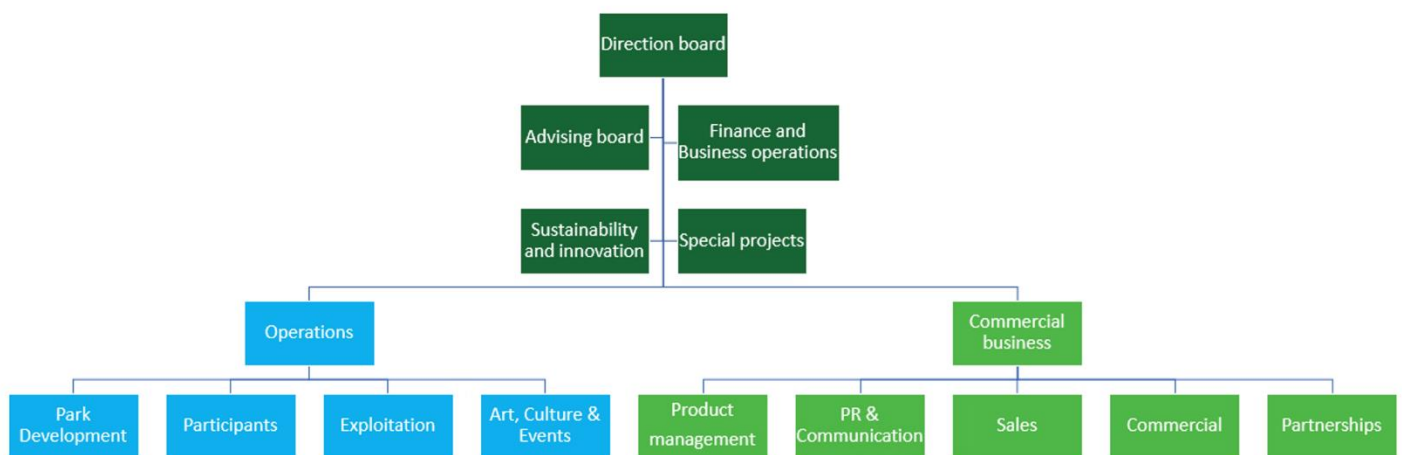
***finding systemic innovations and solutions for sustainable, liveable cities.***

To achieve this goal various groups from around the globe were brought together. They have presented their innovative ideas and best practices from horticulture and beyond at Floriade Expo 2022.

### **Organization within the company**

Floriade Almere 2022 B.V. was organized by an executive board containing multiple positions for: the managing board, advising board, finance and business, sustainability and innovation and special projects. To make the organization clear, Floriade made an overview of their organization. The organization is as follows:





## Chapter 4: The Idea and Concept of the Exhibition

Floriade Expo 2022 was a world horticultural Expo held in Almere, Netherlands from April to October 2022. It was a celebration of horticulture, nature and its role in our lives, showcasing the latest in sustainable and green living through a variety of exhibits, demonstrations, and interactive activities.

The theme of the expo was “Growing Green Cities”, which highlighted the importance of urban green spaces in promoting a healthy and sustainable lifestyle. The expo showcased innovative solutions for greening cities, including vertical gardens, green roofs, and sustainable urban agriculture. Visitors were able to see and experience first-hand the benefits of incorporating green spaces into our daily lives, such as improved air quality, increased biodiversity, and reduced urban heat islands.

The expo featured over 60 hectares of lush green spaces, including flower gardens, parks, and forests, as well as numerous pavilions that showcased the latest in sustainable technologies and products. Some of the most popular pavilions demonstrated the latest in energy-efficient technologies and systems, and showcased sustainable food production and processing methods.

In addition to the exhibits, Floriade Expo 2022 also hosted a variety of cultural and educational events, including workshops, lectures, and performances. Visitors had the opportunity to learn about sustainable living and gardening techniques, as well as to engage in hands-on activities such as planting, composting, and beekeeping.

The World Stage hosted a variety of cultural performances, including music, dance, and theater. Visitors were able to enjoy a diverse range of cultural experiences, and learn about the traditions and customs of different countries and communities.

The expo also emphasized the importance of environmental sustainability and encouraged visitors to adopt eco-friendly habits. Floriade Expo 2022 demonstrates the growing global interest in sustainable living and green cities. It has shown that through innovative and practical solutions, cities can become greener, healthier, and more livable, while promoting environmental sustainability.

In conclusion, Floriade Expo 2022 an event that showcased the importance of green spaces in our lives and cities. It demonstrated the latest in sustainable technologies and practices, and emphasized the need for a greener and more sustainable future. The expo served as a source of inspiration for its visitors that credited their experience with an 8 out of 10 rating.

## Chapter 5: Post Expo Concept

Floriade Expo 2022 was the first world horticultural Expo in the Netherlands that took place in a neighborhood development. Part of this development had already taken place before the Expo started with the University of Applied Science AERES Almere and the Flora living-healthcare building already being built and fully operational during the Expo period, on the Expo site. The post Expo concept can be explained as twofold: 1. Finish the neighborhood development and 2. Continue the legacy of the theme Growing Green Cities.

The post-expo concept of Floriade Expo 2022 aims that the Founders, partners and participants continue the legacy of the event by promoting the importance of urban green spaces and sustainable living. This involves a range of initiatives, such as encouraging the development of green spaces in cities, promoting eco-friendly habits, and advocating for sustainable technologies and products.

One of the key initiatives of the post-expo concept is the development of a Flevocampus, on urban food systems and solutions for shorter chains and the protein transition. In addition the Green Innovation hub aims to accelerate the creation of urban green solutions. PRICE as the Practice, Research and Innovation center for Circular Economy aims to improve and accelerate the transition to a circular economy. Although these initiatives are not solely focused on Floriade Expo 2022, all three program the themes of Floriade Expo 2022 and gained momentum before and during the Expo.

The post-expo concept also includes a range of educational initiatives, such as workshops, lectures, and community events. These initiatives aim to educate the public about sustainable living and gardening techniques, and encourage them to adopt eco-friendly habits. This will help to raise awareness about the importance of sustainability and the environment, and encourage individuals to make a positive impact on their communities and the world.

In conclusion, the post-expo concept of Floriade Expo 2022 aims to finish a beautiful green neighborhood and aims to continue the legacy of the event by promoting the importance of urban



green spaces and sustainable living. Through a range of initiatives, the post-expo concept seeks to inspire individuals and communities to make a positive impact on the environment and the world.

## Chapter 6: Exhibition Area

### Masterplan

In the years 2012 – 2015 the municipality of Almere wrote a masterplan.

From 2016 onwards the municipality of Almere (in close cooperation with FBV) contracted a project developer and developed the Expo site.

In 2021 FBV hired the Expo site and finished the Expo, with the Expo related functions and the participants.

### Timeline

After the masterplan was written the Floriade organization went to work in cooperation with the municipality of Almere. The timeline and milestone planning of the expo site went as followed:

**2015:** Masterplan

**2016:** Urban planning procedures

**2017:** Tender project developer

**2018:** Contract project developer, start infrastructure

**2019:** Start urban plans, continuing infrastructure

**2020:** Continuing infrastructure

**2021:** Contract Expo design & consultant, transfer of Expo site to FBV, start realization of the Expo site

**2022:** Finishing the Expo site, dismantling the Expo site

**2023:** Finishing dismantling the Expo site

### Transport on and off the park

On the site itself there were 2 separate means of transport for visitors:

1. The cable car

This cable car brought the visitor from the southeast to the northwest side, and back, of the site. After the closure of the south entrance, the cable care station on the southeast side was closed. This meant that the visitor went completely around, and therefore got on and off at the northeast station.

2. The Floriade Express (electric train)

Two electric trains were constantly running past 4 different stations on the Floriade site. These drove on the ring road over the site, and therefore not on a special track. Visitors could buy a separate ticket for the train, which allowed them to use the hop-on hop-off system during their entire visit.

Other means of transport were available for employees and participants.

### **1. Cycling**

Employees who had to be in many different places in the park to perform their work could use one of the bicycles. This mainly concerned security, cleaning services, duty management and other operational employees.

### **2. Golf carts**

During the Expo, golf carts were used by various departments and parties.

VIP visitors were exceptionally transported by golf cart to their destination. Outside opening hours, the site was accessible to cars and small trucks for maintenance and supplies where necessary.

### **Principles Mobility**

In Floriade's transport plan and marketing strategy it was first assumed that the majority of visitors would visit the Floriade by public transport. Later this assumption was changed to a majority visiting by car. Agreements have been made for this with the municipality, De Nederlandse Spoorwegen (NS) and a regional bus operator. A shuttle service has been set up from Almere Centrum station that departed daily from 7:30 am until the end of the day, when the last visitors had left the park. In addition, a shuttle boat was deployed that departed from the center of Almere to Floriade. There were costs for the visitor to use the facilities from the mobility plan. The pricing strategy took into account that public transport would result in the least costs for the visitor.

### **Parking**

The central location of the Expo site, in the heart of Almere-Stad, made it impossible to create sufficient parking space for passenger cars in the immediate vicinity of Floriade Expo 2022. As a solution to this, it has been decided, in consultation with the municipality of Almere, to realize a large-scale car park (parking Nobelhorst, P1) on the outskirts of Almere. From there, a shuttle bus service was set up between P1 and Entrance South. This concerned a daily timetable between 9:00 am and the departure of the last visitor to the park, usually around 7:30 pm. For major events, the timetable was extended to 22:30 at the latest. In addition, a number of events have also taken place where shuttle buses were parked directly in front of the congress pavilion, which took the guests directly to P1. This concerned events that continued until midnight.

### **Weerwater parking**

A large-scale touring car park had been constructed adjacent to the Weerwater entrance. This area was divided into 4 parts:

1. Parking places for coaches, where +/- 140 coaches could be parked.
2. Parking space for coaches and long-term parking for VIP guests: equipped for long-term parking for VIP guests. Here, the cars with driver and the cars that did not have permission to park for a long time in the parking lot received VIP invites.
3. Shuttle bus station, parking space for the shuttle buses to and from Almere center station, and later P1. At this parking area, 14 buses could be parked simultaneously and a clear route was laid out for visitors to the Weerwater entrance.

4. Disabled parking, kiss & ride and paid VIP parking, this parking facility consisted of 90 parking spaces for visitors with a physical disability, and 40 VIP spaces. The last group was again subdivided into two groups:

1. VIP invitees
2. VIP against payment (business team).

### **Kiss & Ride**

The Kiss & Ride was located near the Weerwater entrance area. Visitors could be dropped off and picked up here, with or without a taxi. In practice, this meant that it was often used for participants who were taken away and picked up by taxi, visitors who had difficulty walking and were dropped off here. Here they could also use the wheelchair service. The local taxi companies also used this facility.

### **VIP-guests parking**

These were mostly high delegates who visited Floriade Expo 2022 with a driver and could drive their car directly to the Weerwater entrance area. The VIP reception area has been realized next to the kiss & ride. Here there was room for 15 cars and a number of golf carts with which the VIP was brought to the destination in the park. After the drivers had dropped off the passenger, the cars were moved to the VIP parking for the business team.

### **VIP parking for a fee**

Part of the business arrangements was the possibility of VIP parking close to the Weerwater entrance. When the business visitor purchased this product, he was sent a vignette with which the visitor was guided by the parking attendant upon arrival to the specially equipped part of the car park.

### **Parking for disabled people**

Visitors in possession of a disabled parking card could make a reservation online for a disabled parking space. Reservation was on date and time of arrival. There were 80 spaces available for this form of parking and no parking costs were charged to the visitor. Upon arrival, the visitor was checked by the parking attendant for a valid disabled parking card.

### **Parking for participants**

An x number of parking permits were granted per participant to park on the accreditation site. If the number of permits was not sufficient, the participants could park at P1. These participants received an exit ticket.

### **Design of Floriade park**

To get a good image of the design of the park, Niek Roozen (landscape architect) was interviewed. Niek said the following about the design of the park:

There was a concept design by Winy Maas, the owner of the architectural firm MVRDV in Rotterdam. Ten years ago he wrote a master plan for the residential area that will be built after Floriade. The green structure also fell within this master plan. In the original master plan, the arboretum was built in

alphabetical order. Many ideas were incorporated into this, which we adopted as an architectural firm. The combination of the master plan, our experience as architects and our knowledge and skills about plants has enabled us to design this Arboretum.

We as an agency were given the opportunity to make adjustments to the master plan. To sketch an example:

In the original master plan it was intended that all plants listed in the master plan would be used. We have chosen not to use certain plants and to use more plants related to the green city theme.

In short, we have adapted the story that the master plan wants to tell more to the theme of the Floriade (feeding, greeding, healthyng, energizing) in order to make the story even more powerful.

If we look at the philosophy behind the entire plan, there is a rather special event. Where other Floriades would have the philosophy of a final park, this Floriade has the philosophy of a sustainable residential area. After the Floriade, it will not become a city park like other editions, but a sustainable residential area will be built on this site.

The Floriade of Almere also touches on the subject of 'Green in a new city'. It shows the complexity of processing greenery in a city. For this reason, there could not have been a better time to hold Floriade 2022 in Almere. the problems of temperatures and drought in cities, climate conditions are well represented Almere is a new city, the city dares to experiment and has a unique concept!

<b>Expo infrastructure and transport Assets</b>	<b>Total number of units:</b>	<b>Out of which, number of accessible for reduced mobility</b>
Streets	1 boulevard	
Pathways		
Outdoor stairs	4	
outdoor elevators	0	
indoor stairs		
Indoor elevators	2	2
Bridges	5	5
Underground areas	0	
Transport inside the expo site	2	
Number of busses/ shared cars	0	0
Number of cars/VIP	10	1
Number of scooters	0	0
Number of bicycles	30	0
Number of trains	2	2
Number of water transport	1	
Other	0	0

EXPO area table	Total number of units	Number of square meters
Accesses/Exits	2	
Number of offices	50	
Number of media centers	1	
Number of open air recreational areas	5+	
Number of theaters and stages	5	
Number of amusement park elements	2	
Number of playgrounds for children	5	
Number of restaurants, food and drink vendors	15+	
Number of water fountains	2	
Number of medical and emergency points	1	1
Number of hygiene facilities	11	
Total number of temporary constructions	20+	
Total number of permanent constructions	5	
Total outdoor green areas	50+	

## Chapter 7: The participants

### Official Participants

Floriade hosted 20 official participants: Bangladesh, Belgium, China, Czech Republic, Cyprus, Ethiopia, India, Italy, Germany, Japan, Luxembourg, Qatar, Sudan, Surinam, Thailand, Turkey, UAE, Switzerland, Yemen.

- 10 of these countries were present with a staffed pavilion and garden.
- 4 were present by just a garden (unstaffed).
- 2 presented in the indoors facility.
- 2 presented in World Village.

### International participants

In total 30 countries were present at Floriade. About 10 if them were represented by organizations of companies from those countries and in most cases those participants presented themselves by a cultural presentation and giftshop. These countries are Bolivia, Colombia, Equador, France, Ghana, Morocco, Turkey, China

### National Participants

There were 42 National Exhibitors present with a garden and/or pavilion in the categories 'organizations and institutions' or 'horticultural companies and growers'.

Next to this The Greenhouse hosted about a hundred horticultural and technical participants and sponsors.

### Indoor Exhibition

**The Greenhouse** is the indoor facility for Floriade EXPO Founder NTR in which about 100 participants are present in a cooperative presentation throughout the Expo. In The Green House, you will take a journey through greenhouse horticulture: from seed or cutting to fruit and vegetables on your plate or to beautiful flowers and plants. The latest innovations and developments in the field of, among other things, circular agriculture, climate adaptation, biodiversity and food supply can also be seen here.

Take workshops, come and cook with our chef, share your opinion about the products or get green inspiration for your home office. Enjoy and experience with all your senses. In the High Tech Greenhouse the professional cultivation strawberries, peppers, gerberas and potanthuriums will show you what innovative and sustainable cultivation looks like. In the Technical Innovation Centre, you will get an insight into future cultivation methods with a robotised vertical farm, drones, sensors and other types of robots. You will discover how these ultramodern techniques ensure that flowers, plants, vegetables and fruit are grown even more sustainably.

The Participation of the host country (**the Netherlands**) consisted of several initiatives throughout the EXPO Park with permanent presence:

#### **1. Agroforestry**

Agroforestry is an age-old form of circular agriculture. Unlike in other European countries, Agroforestry is still rarely used in the Netherlands, while it has the potential to offer great added value to today's agriculture. It makes agriculture more resilient to climate extremes and is important for the recovery of biodiversity.

In the agroforestry area, you will find strips of crops such as potatoes and carrots, which can be harvested once they have reached the end of their growth cycle.

On 1.4 hectares of land you can see how food supply and ecosystem restoration go together in the city of the future.

#### **2. Dutch Innovation Experience (DI-X):**

consists of:

- **The Natural Pavilion**: This pavilion shows the future of housing construction with sustainability and circularity as the key elements. This design makes it possible to build many new houses in a short time, in a sustainable way with little emission of harmful gases. You will find plenty of inspiration here for nature-inclusive living and working.

- **Exploded View**: Experience the house of the future! This entire house consists of natural materials. Each room has its own story. Here you will discover new possibilities for sustainable building and living: a true circular environment.



- Mycelium Park: Be inspired by the beauty and clever applications of building with natural building materials – biobased building. At this pavilion, you will see how a large number of bio-based materials, such as wood, hemp, mycelium and cotton, can be used to form an extraordinary structure.

### **3. The Greenhouse**

is the indoor facility for Floriade EXPO Founder NTR in which about 100 participants are present in a cooperative presentation throughout the Expo.

In The Green House, you will take a journey through greenhouse horticulture: from seed or cutting to fruit and vegetables on your plate or to beautiful flowers and plants. The latest innovations and developments in the field of, among other things, circular agriculture, climate adaptation, biodiversity and food supply can also be seen here.

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### **Other Aspects:**

#### Logistics:

Schenker Logistics was the official logistics partner of Floriade. Schenker had appointed an account manager who was overseeing the overall transport planning of the international participants and could inform them about logistics and procedures.

Schenker has also made arrangements with their phytosanitary partner (IAA) for inspection of imported plant material at both of the designated areas near the Expo park and at their facility near the airport.

All transport costs between the border and the Expo site vice versa were reimbursed to the Official Participants. Other other cost (like customs taxes) were borne by the participant.

#### Post Use of Pavilions

All participant were asked upfront to consider the re-use of materials after the Expo period.

Therefore most pavilions will get a new destination after the Expo or will be demolished after which the materials will be re-used.

- Some will be sold in parts or as a whole and re-used to either companies, institutions or private customers in NL or abroad (eg. Thailand ,Germany, Italy, France, Japan, Turkey, China, Suriname, World Village, Garden of Peace, Tiny Church, Belgium)
- Some will be stored and re-used (eg. UAE, Bangladesh, Qatar)
- Some will be re-used by the participant at a different location (Lageschaar, Tuinbranche NL).

- Rented units will be returned to supplier (eg. Sudan, India, World Food Center, Flevofood, India, Ethiopia, Colombia)
- Several pavilions will remain on the Expo ground (DI-X, Growing Pavilion, Circo Loco, Tuinbranche NL)

Plants from most gardens will be taken out by volunteers after which inhabitants of Almere City will be able to collect plants for free.

### **Visa and work permits**

A Project manager Visa and Work permits has been hired by the organizer to regulate the immigration procedure for Floriade participants. The project manager regulated all immigration procedures, visas and work permits for the participants.

Every Non-EU participant and staff members working at Floriade Expo 2022 had to obtain a valid work permit. A work permit is issued with a maximum validity of 90 days and work permits were only issued for the following activities:

- the preparation, inspection, setting up, furnishing, maintaining, managing and disassembling/tearing down an exhibition or stand at the Floriade site.
- Performance by an artist at the Floriade site.

Staff members staying more than 90 days needed to obtain a combined work and residence permit. In cooperation with the Dutch Immigration Service, a special and shortened procedure has been established. The applications were only to be submitted to the authorities by the project manager Visa and Work permits. This gave Floriade a good overview of the numbers of foreign employees and Floriade was able to guarantee that all foreign participants met the conditions to work and legally stay in the Netherlands. In addition, the accreditation for access to the expo site for employees was only granted when these conditions were met.

From the 32 countries who have participated in Floriade, 16 NON-EU countries had to obtain Schengen visa's, work permits or temporary residence permits for their staff members.

The other 16 countries were either not obliged to obtain the permits (the Schengen countries) or have hired staff locally to represent their country at the exhibition.

Some countries were not able to send staff members from their home country due to European travel restrictions.

In total 446 applications for work and residence permits has been processed and issued for 16 Non-EU countries.

Approximately 200 visa and travel support letter has been issued to participants to enable them to travel or apply for the Schengen visa. These letters have been issued via and to the participants only. No invitation letters were issued to other interested persons for visiting the Expo or non-participants.

### **Covid-19 Measures**

The Floriade Expo 2022 followed Dutch Covid-19 regulations. All Participants were asked to prepare for an array of measures which need to be installed at any moment during the Expo, according to the Covid-10 policy of the Dutch Government and the scenario's which are installed Nationally at that time.

### Impact of Covid-19 Pandemic

The Covid-19 pandemic has had great impact on the organization of a large worldwide event like Floriade Expo. Because of travel restrictions it was impossible for many countries outside Europe to visit the expo park during the preparation stage or visit potential partners and sponsors. Next to that many governments were cutting economic development budgets. Because of this many Non-European countries could not take part of Floriade or had to make a last minute decision. Due to the pandemic worldwide production of materials as well as logistic routes were messed up. Also, suppliers and contractors were difficult to find. This 'perfect storm' made the planning of construction of gardens and pavilions run very late. The result was that 5 main countries could only finish the construction of the pavilion one month after the Expo was opened.

### **What are the scenario's the Participants needed to prepare for?**

- Scenario 1: COVID- 19 spread is going down and no additional measurements are necessary.
- Scenario 2: COVID-19 spread will go around on a moderate level, but no restrictions on visitors are in place.
- Scenario 3: COVID-19 spread will increase due to a new wave or variants. More strict and restrictive measures will be taken by the government

The measures the participants had to prepare for when designing their pavilion or organization were: covid-pass, basic hygiene measures, one way direction on plot or in pavilion, sufficient ventilation in pavilion, creation of 1,5m distance routing, restrictive amount of visitors on plot and in pavilions. Floriade would provide for materials (such as disinfection stations, mouthcaps, division material like pole and cord etc) in case necessary. Also, international participants were offered the service of a free Covid-19 vaccination by the Dutch Health Authority. However, no participant made use of this service. Due to the fact that the Covid-19 pandemic died off around the opening of Floriade and was non existing during Summer, and the Dutch Government had lifted all restrictions and measures none of the above mentioned measures had to be taken eventually.

### Accommodations for Participants

The initial plan was to use the Expo Tower Flores for accommodation for foreign Participants. When it became clear 10 months before the opening of the Expo that this possibility was not anymore valid, Floriade contacted a great deal of accommodation facilities in the region of Almere and the Province of Flevoland, such as hotels, apartments, B&B's and holiday parks and came up with enough alternative housing options. A list was published on the Floriade website and also send to all countries participating. This list can be found in the annex.

For this specific Expo there were challenges and learnings:

- Housing and lodging in The Netherlands in general is rather expensive which was a common complaint from most participating foreign teams.
- Next to that the amount of short term accommodation is low because of a general shortage in housing in the Netherlands (a lot of people are looking for a house).

- The Expo period is in the middle of the holiday season which is the reason that hotels and holiday parks are reluctant to lower the prices for Floriade staff.
- Due to Covid -restrictions some countries decided to be present at the Expo without staffing and travel to The Netherlands for specific activities at the Expo (such as National Days). This was also a cost saving measure.
- Floriade had no capabilities as a travel agent and the demand for additional housing services coming from participants was high (mainly due to the limited amount of cheap accommodation). Floriade had therefore found a partner in a travel agent who could help countries who needed additional service in finding accommodation. Quite a lot of the international teams made use of this service and were happy with the results.

In the end all international participants who needed housing in the Almere area have found the requested accommodation.



Inside the Greenhouse were multiple participants can be found.



UAE Pavilion (Floriade international participant)

## C7.1 Facts and figures participants

### Total Area Occupied by exhibits

Category International Participants	Number	Net Surface (m2/HA)
Official Participants Outdoor	15	19049 /1,905
Official Participants Indoor	5	222 / 0,02
Non-Official Participants Outdoor	4	4917 / 0,49
Non-Official Participants Indoor	6	152 / 0,015
<b>Total</b>	<b>30</b>	<b>24.340 m2 / 2,43 HA</b>

Category National Participants	Number	Net Surface (m2/HA)
Institutions, Companies and Organizations Outdoor	27	32.783 /3,27
Horticultural Participants Outdoor Growers	12	8.326 /0,83
Horticultural Participants Outdoor Food	3	7.800 /0,78

Horticultural Participants Indoor	100	4.104 /0,1
<b>Total</b>	<b>142</b>	<b>53.013 m2 / 5,3 HA</b>

A total list of International and National Participants can be found below and how they were present at the Expo as well as more extensive content description in the Annex.

## List of Participants Floriade EXPO 2022 Amsterdam -Almere

### International Participants

Participant		Theme	Staff	Presentation/ Information stands	Surface m2 (NET)
<b>International Official Participants Outdoor</b>					
1	Bangladesh	Invigorating the City with Urban Agriculture	Permanent	Permanent Pavilion YES	912
2	Belgium	The Regenerative Belgian Garden	No staff	Permanent Pavilion/ YES	598
3	China	A Growing Chinese bamboo garden	Permanent	Permanent Pavilion /YES	5130
4	Cyprus	Eco-friendly life in the city	No staff	Garden/NO	377
5	Czech Republic	ORBIS FUTURI / The world of the future	No staff	Garden /NO	686
6	Germany	BIOTOPIA	Permanent	Permanent Pavilion/ YES	2609
7	Italy	Future Roots	Permanent	Permanent Pavilion/YES	1008
8	Japan	Satoyama Farm Garden	Permanent	Permanent Pavilion/YES	1234
9	Luxembourg	Luxembourg Urban Garden (LUGA): Phyllôm	No staff	Garden/NO	13
10	Qatar	Desert Nest	Permanent	Permanent Pavilion/YES	1478
11	Sudan	Land of Agriculture opportunities and food security	Permanent	Permanent Pavilion/YES	578
12	Suriname	The Greenest Place. Since Ever.	Permanent	Permanent Pavilion/YES	1008
13	Thailand	Trust Thailand	Permanent	Permanent Pavilion/YES	1498
14	Turkey	Turkey Expo 2023 Kahramanmaras: The Garden of Civilizations	Temp	Permanent Pavilion/YES	912
15	UAE	Salt Water Cities	Permanent	Permanent Pavilion/YES	1008

					<b>19.049 m2 (1,905 ha)</b>
<b>International Official Participants Indoor</b>					
1	Ethiopia	The Future is Horticulture	Temp.	Permanent Stand/YES	36
2	India	Heralding Healthy Revolution through Horticulture	No Staff	Permanent Stand/YES	150
3	Yemen	Taste of Diversity	Permanent	Cabin <b>World Village</b>	18
4	Sudan (2)	Land of Agriculture opportunities and food security	Permanent	Cabin <b>World Village</b>	18
5	Switzerland	Can Tech save the World?	No Staff	Temporary Presentation	-
					<b>222 m2 (0,02 ha)</b>
<b>International Non-Official Participants/Exhibitors Outdoor</b>					
1	France	Francophone Pavillon : Back to the future	Permanent	Permanent Pavilion /YES	2381
2	India	Heritage Art House: Spiritual Garden	Permanent	Permanent Pavilion/YES	578
3	Lisinia	Lisinia Nature Project	No Staff	Garden/NO	1008
4	Sino-Europe Horticulture Association	Rhododendron garden	No Staff	Garden/NO	950
					<b>4917 m2 (0,49 ha)</b>
<b>International Non-Official Participants/Exhibitors Indoor</b>					
1	Bolivia	Quinoa	Permanent	Cabin <b>World Village</b>	18
2	Colombia		No Staff	Permanent Presentation	36
3	Equador	Andes Amazonas exhibit	Permanent	Cabin <b>World Village</b>	18
4	Ghana	A Chocolate experience	Permanent	Cabin <b>World Village</b>	18
5	Morocco	Souk Beldi	Permanent	Cabin <b>World Village</b>	18



6	Republic of South-Korea	Suncheonman International Garden Expo 2023	No staff	Permanent Stand	44
					<b>152 m2 (0,015 ha)</b>

## National Participants

Participant		Theme	Staff	Presentation/ Information stands	Surface m2 (NET)
<b>Institutions, Companies and Organisations Outdoor</b>					
1	Oosterwold	The World of Urban Farming	Permanent	Permanent Pavilion/Yes	1604
2	Almeerse Wolunie	Shades of Nature	Temp	Permanent Pavilion/Yes	944
3	Koers	De juiste Koers naar een duurzame toekomst!	No Staff	Garden	1008
4	Save Plastics	Plastic Beach House	No Staff	Permanent Pavilion/Yes	575
5	Fruitfull City	Tiny Church	Temp	Permanent Pavilion/Yes	950
6	Circuloco	Circular showroom of local treasure	Permanent	Permanent Pavilion/Yes	1429
7	Stichting Stad en Natuur	Stichting Nationale Boomfeestdag	Temp	Permanent Pavilion/Yes	554
8	Stokvis	De Grote Tuinverbouwing / Lodewijks Groene Geluk	Temp	Permanent Pavilion/Yes	1008
9	Huis van de Vrede	Garden of Peace	Temp	Permanent Pavilion /Yes	1008
10	Eco Demo Huis	Duurzaam Energie Neutraal Bouwen	Temp	Permanent Pavilion /Yes	957
11	Provincie Flevoland	Food Forum	Permanent	Permanent Pavilion /Yes	957
12	Amsterdam Almere	The Voice of Urban Nature	Permanent	Permanent Pavilion /Yes	912
13	Dutch Innovation Experienc	Natural Pavilion & Exploded View	Permanent	Permanent Pavilion /Yes	1920
14	Flevocampus		Permanent	Permanent Pavilion /Yes	1008
15	Tiny Houses 5x	BB Block Sign / Basecamp Eco Resorts / Groei & Bloei / Eco Cabins / Flevo Timmerfabriek	Temp	Permanent Pavilion /Yes	1400
16	Dutch Innovation Experienc	Mycelium Parc	No Staff	Permanent Pavilion /Yes	1008
17	Light Challenge	Glowing Nature	No Staff	Garden /Yes	576
18	Europarcs	Het Nieuwe Ré-creëren	Permanent	Permanent Pavilion /Yes	657
19	Hortus	Wonen in het groen	No Staff	Garden /Yes	657
20	Stichting Weerwoud	Agroforestry	Permanent	Permanent Pavilion /Yes	6600
21	Wilde Weelde	Wilde Weelde Stad	Temp	Garden /Yes	998
22	Schooltuinen Amsterdam Almere	School gardens	Temp	Garden	300
23	Kunstpaviljoen Almere	Art Museum	Permanent	Permanent Pavilion /Yes	300
24	TRI Aeres MBO	Educatie en onderwijs als basis voor Klimaatadaptatie en duurzaamheid	Temp	Permanent Pavilion /Yes	999

25	TU Delft	Urban Forestry	No Staff	Garden /Yes	3666
26	World Food Center	Sustainable food for the future	Permanent	Permanent Pavilion /Yes	788
27	Mothership / Almere	Floating Forest	No Staff	Water garden	-
					<b>32.783 m2 (3,278 ha)</b>

Horticultural Participants Outdoor (growers)					
1	Tuinbranche Nederland	Klimaat-maatje	Temp	Permanent Pavilion /Yes	151
2	Treeport Zundert	Van Gogh garden	Temp	Permanent Pavilion /Yes	1008
3	St. Groencollectief NL	Practice what you preach!	Temp.	Permanent Pavilion /Yes	472
4	Van Berkel	-	No Staff	Garden	352
5	Cultuurgroep Zomerbloemen	Zomerbloemen pluktuin	No Staff	Garden / No	1008
6	Cultuurgroep Rozen	-		Garden / Yes	1008
7	Lageschaar vaste planten	Wild at Heart	Temp	Garden & Pavilion /yes	578
8	Ebben Boomkwekerij & Vic	Activating nature and people by smart landscaping	No Staff	Garden & Pavilion / Yes	456
9	Van den Berk Boomkwekerijen	Bomen zijn de watermanagers van de toekomst	No Staff	Garden /Yes	612
10	Lips Groen Hoveniers	FeelGood Garden Zintuigentuin	Temp	Garden & Pavilion / YES	657
11	Boot & Dart Boomkwekerijen	Growing Green in our Cities	No Staff	Garden / Yes	657
12	Greenport Boskoop	From Boskoop	Permanent	Garden & Pavilion / YES	1367
					<b>8.326 m2 (0,83 ha)</b>
Horticultural Participants Outdoor (food)					
1	Fruithal Smits	-	Temp	Garden & Pavilion /YES	657
2	Flevofood	Sowing the Future / the protein showcase	Permanent	Garden & Pavilion /YES	4816
3	Cultuurgroep Fruitgewassen	-	NOo Staff	Garden /NO	1451
					<b>7.800 m2 (0,78 ha)</b>
Greenhouse Participants Indoor Greenhouse (cooperative participation)					
30	Technical services				
70	Growers plants / flowers & food	Green Love			
					<b>4.104 m2 (0,41 HA)</b>

## Chapter 8: College of Commissioners General / Steering Committee

The college of Commissioners general consisted of:

<b>Bangladesh</b>	Mr Md Ruhul Amin Talukder	Additional Secretary to the Government of Bangladesh
<b>Belgium</b>	Mr Aldwin Dekkers	Belgian Commission General for International Exhibitions
<b>China</b>	Mr Peng Youdong	Executive Vice President of China Flower Association
<b>Colombia</b>	Mr Fernando Antonio Grillo Rubiano	Ambassador of Colombia to the Kingdom of the Netherlands
<b>Cyprus</b>	Ms prof. Julia Nerantzia Tzortzi	Associate Professor, Department of Architecture, Built Environment and Construction Engineering (DABC) at Politecnico di Milano
<b>Czech Republic</b>	Ms Drahomíra Kolmanová	
<b>Ethiopia</b>	Mr Wondale Habtamu	
<b>Germany</b>	Dr Karl Wessels	Heading Directorate 42 'Land Market, Export and Promotion of Sales Trade Promotion'
<b>India</b>	Mr. Rajbir Singh	
<b>Italy</b>	Mr Giorgio Novello	Ambassador of Italy to the Kingdom of the Netherlands
<b>Japan</b>	Mr MYOCHIN Mitsuru	Minister, Deputy Chief of Mission, Embassy of Japan in the Netherlands
<b>Luxembourg</b>	Mr P. Schmitt	Vice-President of LUGA A.s.b.l.
<b>Qatar</b>	Mr Muhammad Ali Al-Khoori	Director of Public Parks department
<b>Sudan</b>	Mr Mamdouh Shanoda	Director of Sudanese Horticulture Association
<b>Suriname</b>	Mr Rajendre Khargi	Ambassador of Suriname to the Kingdom of the Netherlands
<b>Thailand</b>	Mr Kemkaeng Yutidhamdamrong	Director – General Department of Agricultural Extension
<b>Turkey</b>	Mr Mayor Hanefi Mahcicek	Mayor of Kahramanmaras
<b>UAE</b>	His Excellency Jamal Al Musharakh	Ambassador of the United Arab Emirates to The Kingdom of the Netherlands
<b>Yemen</b>	Mr Engineer Amin Abdulla Nasser Baqader	

**The Steering Committee consisted of:**

- Chairperson: Mr Aldwin Dekkers (Belgium)
- Vice Chair: Giorgio Novello (Italy)
- Member: Ms prof. Julia Nerantzia Tzortzi (Cyprus)
- Member: Mr MYOCHIN Mitsuru (Japan)
- Member: Mr Mamdouh Shanoda (Sudan)

The Steering Committee has held 4 meetings on May 31<sup>st</sup>, July 7<sup>th</sup>, Aug 16<sup>th</sup> and Sept 9<sup>th</sup>.

**National Days**

Most of the Official Participants have organized a National Day.

June 18: Belgium

July 1: Suriname

July 3: Bangladesh

July 8: Italy

July 11: Cyprus

July 26: UAE

July 28: Thailand

July 29: Germany

July 30: Switzerland

August 18: India

September 2: Qatar

September 7: Japan

September 11: Ethiopia

September 29: China

September 30: Sudan

**Commercial Activities of Official Participants**

Some of the countries have installed shops for art crafts or local products as part of the presentation and some have added small or larger restaurants.

It must be said that some countries' main aim is to be present at the Expo for the purpose of commercial activities. Their thematic presentation is either limited or non-existing despite the fact they had been promising there would be thematic content for the visitor in their pavilion. The question is of this should be accepted for future Expo's.

Country	Expo Thematic Presentation	Commercial Activity
Official participant		
Bangladesh	Yes	Yes
Belgium	Yes	No
China	Yes	Yes
Cyprus	Yes	No
Czech Republic	No	No
Ethiopia	Yes	No
Germany	Yes	Yes
India	Yes	No
Italy	Yes	No
Japan	Yes	Yes
Luxembourg	Yes	No
Qatar	Yes	No
Sudan	Yes	Yes
Suriname	Yes	Yes
Thailand	Yes	Yes
Turkey	Yes	Yes
UAE	Yes	No
Yemen	No	yes
Switzerland	Yes	No
Non-Official Participant		
Bolivia	No	Yes
Colombia	No	Yes
Equador	No	Yes
France	Yes	Yes
Ghana	Yes	No
India Spiritual garden	No	Yes
Lisinia	No	No
Morocco	No	Yes
Rep. Of South Korea	Yes	No

## Chapter 9: Competitions

Floriade has set up the organization for the Floriade Awards in the categories Official Participants, Non-Official Participants/Exhibitors and Product Competitions. The set-up of the competition, description of the categories, criteria for participation and judging are described in the Competition manual which is sent to all participations as well as official stakeholders such as AIPH and BIE.

The competitions have been divided into 3 main categories to Participants who will best demonstrate and contribute to the theme of the Expo 'Growing Green Cities'.

### **1. Official Participants with 3 sub categories**

- a. Presentation of Official Participants (Outdoor Gardens).
- b. Presentation of Official Participants (Indoor presentation).
- c. A set of special Awards for Official Participants.

### **2. Exhibitors/Non-Official participants with 2 main categories**

- a. Presentation of companies and organizations.
- b. Presentation of garden and landscape.

### **3. Product Competitions for all Participants**

During the Expo we held 13 product competitions where each time 3-4 product groups were evaluated.

Participant Competitions (Competitions for Official and Non-Official participants):

All participants of the Floriade Expo 2022 have been evaluated three times during the expo by an international expert jury. For the evaluation the judges based the scorings on 9 criteria. An ipad was used to enter the scorings directly into the judging software system Award Force, a leading software for managing competitions.

1<sup>st</sup> evaluation: Monday & Tuesday April 11/12, 2022

2<sup>nd</sup> evaluation: Monday & Tuesday July 11/12 2022

3<sup>rd</sup> evaluation: Thursday & Friday October 6/7, 2022 and the Award Ceremony during the Closing Ceremony on October 9, 2022

The honorary jury members of the Floriade Expo 2022 participant competitions have been appointed in accordance with the AIPH guidelines. Honorary jury members were:

1. BIE: Mr Francois Colson
2. AIPH: Mr. Tim Briercliffe (Chairman of the jury)
3. AIPH: Mr. Kevin Chung
4. AIPH: Mr. Leonardo Capitanio
5. AIPH: Mr. Bill Hardy
6. NTR: Mr. Bernard Oosterom



7. NTR: Mr. Michiel Gerritsen  
 8. NTR: Mrs. Kim van der Leest  
 9. NTR: Mr. John van Ruiten

The judging criteria that was used in each category to evaluate the participants:

1. Overall quality of presentation
2. Sustainability
3. Overall message
4. Design
5. Use of green / plant diversity
6. Educative and communicative value
7. Experience & Programming
8. Innovation
9. Connection with Expo Theme

#### Winners Official Participants competition per category

Category	Award	Winner	Theme
Indoor presentation	Floriade Expo 2022 Theme Prize Bronze Silver Gold	India Thailand Suriname Japan	Heralding Healthy Revolution through Horticulture Trust Thailand The Greenest Place. Since Ever. Satoyama Farm Garden
Outdoor Gardens	Floriade Expo 2022 Theme Prize Bronze Silver Gold	Italy China UAE Germany	Future Roots A Growing Chinese bamboo garden Salt Water Cities BIOTOPIA
Special Awards	Most Educational Exhibition Cultural Activities Award Hospitality Award Garden Experience Award Sustainability Award	UAE Suriname Qatar China Belgium	Salt Water Cities The Greenest Place. Since Ever. Desert Nest A Growing Chinese bamboo garden The Regenerative Belgian Garden
	AIPH Prize	Japan	Satoyama Farm Garden

#### Winners Exhibitors/Non Official Participants competition per category

Category	Award	Winner	Theme
Presentation of Companies and Organizations	Floriade Expo 2022 Theme Prize Bronze Silver Gold	Circuloco The Green House Europarcs Dutch Innovation Experience	Circular showroom of local treasure GreenLove Het Nieuwe Ré-creëren Natural Pavilion & The Exploded View beyond building

Garden and Landscape Design	Floriade Expo 2022 Theme Prize Bronze Silver Gold	Stichting Weerwoud Gemeentes Amsterdam & Almere Wilde Weelde Lips Groen Hoveniers	Agroforestry Schooltuinen Wilde Weelde Stad FeelGood Garden Zintuigentuin
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### The Product Competitions:

The Product Competitions were held indoors in 'The Green House' in partnership with Royal FloraHolland. Participants registered their products for the competitions via the software Award Force. A total 262 grower companies have registered whom together applied a total of 1217 product to the competitions. The growers came from various international countries however the majority came from national growers: Netherlands 74%; Japan 12%; Germany 5%; Kenia 4%; other 5%.

The professional/technical jury for the Product Competitions consisted of 3-4 members from several horticultural disciplines like production, R&D, marketing & sales. Each product category had its own jury with specific knowledge on the product group. The jury used an ipad to enter the scorings directly into the judging software system Award Force.

The public also was given the opportunity to vote, in total 25 product groups have been evaluated and awarded by the public.

There have been 13 Product Competitions in the period of April 12 – October 9. Each of the 13 competitions, contained 3 to 5 product groups The sub categories were: Foliage plants, Flowering plants and Cut Flowers. A total 36 product groups have been judged. An additional category of fresh produce have been added were a total of 10 fresh produce productgroups have been evaluated by both an expert jury and the consumer jury.

The Award Ceremony of each Product Competition was held shortly after each product competition meeting. No money prizes were awarded and no compensation has been paid to exhibitors for their plant material.

### Winners Product Competitions

Category	Winner
Bulb Flowers	Toyama Prefecture - Toyama (Japan)
Other Spring Flowers	Flower Spirit Co. Ltd - Nagano (Japan)
Flowering Shrub	Seringen.nl - Aalsmeer (NL)
Chrysant Spray Santini	Gommans Flowers -Egchel (NL)
Cymbidium Cut Flower	Special Orchids – Bergschenhoek (NL)
Other Flowering Houseplants	Richplant – Naaldwijk (NL)
Freesia	Tesselaar Freesia CV uit Heerhugowaard
Garden & Patio plants	PerlaNova uit Zevenhuizen

Peonies	Maruwa B.V. - Heemskerk (NL)
Alstroemeria	H.M. Tesselaar - Heerhugowaard (NL)
Green Houseplants	LoRo potplanten B.V. - Oterleek (NL)
Lisianthus	Beishuizen Lisianthus - Maasdijk (NL)
Bromeliad	Plantcompany - Bergschenhoek (NL)
Roses large Flowered	Meijer Roses - Pijnacker (NL)
Roses small-flowered and spray	Fransen Roses - De Lier (NL)
Summer Flowers other	Paul Vernooij - Haalderen (NL)
Gerbera	Team The Greenhouse – Almere (NL)
Exotics	Aichi pref. Takashi Fujii - Aichi (Japan)
Cut Anthurium	Anthogether Bouman Anthuriums -Berkel & Rodenrijs (NL)
Pot Orchid	VG Orchids - De Lier (NL)
Pot Anthurium	HouwenPlant - Hoek van Holland (NL)
Delphinium	N.G. Wighert – Noordwijkerhout (NL)
Carnation	Fa. G. Zuurbier - Heerhugowaard (NL)
Pot Hydrangea	The Mastergrowers - De Lier (NL)
Gladiolus	Gladz - de Bollenstreek (NL)
Cut Hydrangea	Queens Flower BV - Velden (NL)
Kalanchoë	KP Holland – Naaldwijk (NL)
Lily	Moerman Lilium - De Lier (NL)
Berries, Grasses,Seed Pot and Ornamental Fruit	Meiland vaste planten BV – Hillegom (NL)
Limonium	Fers Flowers - Hillegom (NL)
Dahlia	Weijers Blooming Dahlias – Noordwijkerhout (NL)
Aster	VOF Kwekerij Zomervlinder -Ter Aar (NL)
Nerine	De Wit Nerine - Heemskerk (NL)
Crysant disbudded	VannoVa Master Growers J & A Flowers - De Lier (NL)
Other Autumn Flowers	Fers Flowers, uit Hillegom
Autumn flowering houseplants	Kwekerij Bergcamp BV uit De Lier
Lettuce	Rijk Zwaan
Bellpepper (paprika)	Femix
Tomato	Axia
Cauliflower/Broccoli/Bimi	Oxin Growers
Strawberry	Loos
Pineapple	Hillfresh
Cabbage	Hazera Seeds
Melon	Bayer
Mushroom	Banken Champignons
Potato	HZPC
Apple/Pear	Fresh Forward

## Chapter 10: Conferences / Workshops / Business to Business

### A. Introduction

The Floriade Knowledge Program 2020-2022 was a program developed by Floriade Almere 2022 B.V. and has created, generated and disseminated knowledge in the run-up to and during the Floriade. The main and sub-themes of the Floriade Expo 2022 are: The Green City of the Future with a focus on greenery, food, energy and health. The Floriade Knowledge Program supported the core values of The Bureau International des Expositions (BIE), namely education, innovation development and cooperation between countries.

### B. Work performed

The Floriade Knowledge Program 2021-2022 consisted of five activities with their own program up to and including 10 October 2022.

1. Floriade Dialogues; International thematic knowledge meetings with reporting
2. Floriade Innovation Partner Program; co creation
3. Floriade knowledge platform Trade Missions & Export
4. Floriade International Research Program; cooperative Int. knowledge development
5. Floriade Education Program

### C. Objectives

The Floriade Knowledge Program 2020-2022 aimed to facilitate and safeguard the international appeal that the Floriade has for governments, knowledge institutions and companies in a well-structured manner with partners. With a target of 200,000 professional visitors, a significant proportion of whom had to be international, the Floriade knowledge program offered a platform and network to the Floriade Expo 2022 that was also of value during 'the making of', 'the Floriade Expo 2022' and hopefully also after the Floriade Expo 2022. This value had to be safeguarded mainly by partners, which is why the Floriade Knowledge Program 2020-2022 was primarily a partnership of key stakeholders.

### A. Results

#### Initial Goals & Results

Goal Floriade Knowledge program	Initial Goals	Result oct. 2022
Network of International experts	1.100 experts	4.500 experts
Floriade dialogues	15	31
Participants	950	4.200
Thematic reports	15	31
Countries represented	65	135
Symbiose report	1	1 (in production)
Key Stakeholders/Partners/Sponsors	15	43

New parters/stakeholders	50	>150
Involvement of experts	280	>500
New starting entrepreneurs PPS	6	1
Business Cases	8	0
EU-subsidies co applicant	2	3
Co Funding partners	0	10
No of trade missions	22	30
Research proposals	5	12
Total no of events	55	282
Research publications	11	??
Realtime installations	10	12
No of trainees	0	7
Challenges	0	3
Online Education Platform	0	1

#### Results of the Floriade Education program:

- A total of 35,000 schoolchildren and young people visited the park
- 7,000 primary school students, 28,000 secondary education, MBO and HBO students.
- The numbers of visits consisted of:
- 81 primary school trips, large representation of local (Flevoland and Almere schools) 291 VO, MBO and HBO school trips, with a national reach (many national green education programs and local secondary schools
- In total we had a range of 12 workshops for primary schools, offered by partners and one that was carried out by ourselves (The Green House). After the summer holidays, part of this will also be used for secondary education, intermediate vocational education and higher vocational education.
- The teaching programs have been used:
- For the primary school program, the teaching materials combined were used 6717 times by teachers (with a potential reach of 6717 x 30 children in a class).
- The Aeres curriculum was used 1484 times for VO, MBO and HBO (with a potential reach of 1484 x 30 students in a class).
- A total of 4 teacher days were organized twice in May, in June and in August with a total reach of about 50 teachers who we showed around.
- A kids' day was organized where we received 250+ children on our game lot (assault course, sack race, mega mikado and mega 3 in a row).
- Legacy: The teaching material developed, both for primary schools and for secondary/mbo/hbo, will continue to be used in the region to inspire children and young people with regard to greenery and sustainability.

## E. Publicity

The Floriade Knowledge Program has received a lot of publicity. An exact count has yet to be generated by Dept. MarkCom. Some specific interviews were given to:

- Interview Meeting Magazine (Mar 2022)
- Interview De Limburger (April 2022)
- Interview Rabo & Co (April 2022)
- NPO radio 5 (April 2022)
- Interview and Video NL Agricultural Councils (April 2022)

## F. Conclusions

The Floriade Knowledge Program 2020-2022 has achieved the intended objective of facilitating and safeguarding the international appeal that the Floriade has for governments, knowledge institutions and companies in a well-structured manner with partners. It has laid a foundation for cooperation after the Floriade Expo 2022 on the main theme: 'Growing Green Cities' for the most important stakeholders and Founders of the Floriade Expo 2022, namely.

# Chapter 11: Cultural Program & Art

A key aspect of the event was its rich and diverse arts and culture program, which showcased a range of cultural performances and activities from around the world.

The arts and culture program of Floriade Expo 2022 was designed to appeal to a wide range of visitors, and to provide a cultural experience that was both entertaining and educational. Visitors had the opportunity to enjoy a diverse range of cultural performances, including music, dance, and theater, on the Main Stage, which was one of the most popular attractions at the expo.

In addition to the Main Stage, the arts and culture program also included a range of interactive and hands-on activities, such as workshops and lectures, which allowed visitors to engage in cultural experiences and learn about different traditions and customs. For example, visitors had the opportunity to participate in traditional dance classes, to learn about indigenous cultures, and to try their hand at crafting and folk art.

The arts and culture program also emphasized the importance of sustainability and the environment, and showcased how these values can be incorporated into the arts. For example, the Main Stage featured performances by artists.

In addition to the performances and activities, the arts and culture program also included a range of exhibitions and installations, which showcased the works of local and international artists. Visitors had



the opportunity to view a range of works, including paintings, sculptures, and photography, which celebrated the beauty and diversity of nature and the environment.

In conclusion, the arts and culture program of Floriade Expo 2022 was an important aspect of the event, and showcased the diversity and richness of the arts and culture around the world. Through its diverse range of performances, activities, exhibitions, and installations, the arts and culture program provided visitors with a unique and memorable cultural experience, and emphasized the importance of sustainability and the environment in our lives and the arts.

## Chapter 12: Operations

### Onsite sales facilities

There were two gift shops on the site (after the south entrance was closed, this was scaled down to one). Its operation was outsourced to an external party. Floriade merchandise, souvenirs and flower bulbs were sold in these gift shops. In addition to the general gift shops, various international participants also sold souvenirs from the participant's country.

### Restaurants and other F&B facilities

During Floriade, visitors had a wide choice of facilities to enjoy something to eat or drink. Floriade BV itself has set up a number of catering points, and there are also some participants who have also opened a catering point where visitors can eat something (see the specification under participants). A short summary of the catering points set up by Floriade BV:

#### Plot 011:

- “The Dutch” Fine Dining Restaurant
- “Flora’s Kitchen” Self-service restaurant

#### Plot 008:

- “SHELLTER” Self-service restaurant

#### Plot 140:

- “ROOTS” Self-service restaurant

#### Plot 019:

- 3 Foodtrucks

#### Plot 072:

- Italian specialties (coffee and pizza)

#### Plot 103 & 104:

- 6 Foodtrucks

#### Plot 118 & 119:

- 1 Self-service restaurant
- 1 ice cart

- 1 Foodtruck

**Plot 129:**

- 1 Foodtruck

**Plot 189:**

- 1 Foodtruck

**Support facilities**

On the southwest side of the park there was a separate area (management area) where the following Support Facilities were located. Accreditation office (accreditation desk, Floriade contact centre, central security command post), art & culture (office, storage and changing rooms), toilets and facilities. In addition, the parking spaces / charging points for electronic vehicles that were used at the park, bicycle storage and parking for staff were also located. Waste was also collected here, and packages were delivered here.

**Operational facilities**

**Cashless policy**

Floriade Expo 2022 was a cashless event. This meant that cash was not accepted as a means of payment. Visitors, especially from Germany, who only had cash with them, had the option of exchanging cash at the service points at the park for debit cards that could be used to pay anywhere in the park.

**Accreditation**

The group of people who are accredited for admission to Floriade, but who were not visitors, had their own entrance facilities. A distinction is made in the following groups:

1. Floriade employees and subcontractors (catering partners, participants)
2. Residential care center Flora: residents, employees and visitors
3. Aeres University of Applied Sciences: students and employees

The first group is granted access through all accreditation gates (4) and groups 2 and 3 are only granted access through the accreditation gates (2) at the entrance on the west side. These groups could collect their accreditation passes on the management site.

**Ticket sales**

Ticket offices were set up at both entrance areas for offline ticket sales to visitors. All ticket types could be purchased at these locations.

In addition to visitor ticket sales, group tickets were also sold offline. Groups larger than 14 people made an online reservation in advance. Entry tickets provided access for one day. The admissions section of the entrance area was covered by a tent to protect against rain and sun.

**Transport at the Expo site**

During opening hours it was not allowed to drive motorized vehicles across the park. Only electronically powered vehicles were allowed. In addition, a large number of bicycles were available for selected employees at the park. All vehicles had to be in possession of an exemption issued by the

safety coordinator. Only after all visitors had left the park was the park released from the central command post security, allowing motorized traffic to enter the park.

### **Visitor entrance(s)**

1. Weerwater-entrance
  - a. Visitors traveling by public transport (bus or boat)
  - b. Visitors with a disability (in possession of a disabled parking card)
  - c. Visitors in groups (travel agencies or business market).
  - d. Business visitors
  - e. VIPs
  - f. Facilities: Ticket office, group box office, guest relations office (including press reception), lost & found, rental desk (wheelchairs, prams and wagons), dog kennel and toilets. Admissions, 12 lockable entrance gates, incl. VIP entrance. VIPs (dignitaries) are received in the VIP area, where there is the possibility to take these guests to their destination at Floriade by golf cart.
2. Cable Car entrance (also south entrance)
  - a. Visitors visiting Floriade with their own car (were transported by shuttle buses from P1 to the cable care entrance)
3. Facilities: Ticket office. Guest relations office, rental desk (wheelchairs, prams and carts) admissions, 6 lockable entrance gates.

### **Service points**

Four information points were realized on the site. Here, in addition to answering the usual visitor questions, the opportunity was offered to buy tickets for the Floriade Express (train) and the cable car (one way). Visitors could also exchange cash here for a debit card that can be used to pay at all points of sale.

### **Toilets**

There are 9 toilet blocks spread over the park (within 10 minutes walking distance). Each toilet unit is equipped with a certified disabled toilet. The traditional arrangement has been chosen: women's and men's toilets. Baby changing facilities were available in every building.

### **Flores Tower**

This was a 13-storey apartment complex that was used by several departments. A floor consisted of a number of apartments that were used for the users per apartment. The 13th floor (penthouse) was delivered shell, during Floriade 2 large halls were made for business rental to groups. Flores has not been freely accessible to the public.

**Layout Flores tower:**

Basement:	Storage
Ground floor:	Restaurant (public, with separate entrance) reception/facilities desk, First aid & pump room, handyman service and storage
1st floor:	Storage Facilities
2e floor:	Arts & Culture (office, catering, dressing rooms)
3e t/m 7e floor:	Rental of meeting rooms (sponsored by partners of Floriade Expo 2022)
8e floor:	Office (Facilities, Hospitality, HR, team business, catering and team organized receptions)
9e floor:	Offices (Participants)
10e floor:	Offices (Press office and co working spaces)
11e floor:	Catering
12e floor:	Offices (Founders, staff, Board and Commissioner General)
13e floor:	F&B (Rental space)

**Stage**

A number of permanent stages were set up for the Art & Culture programme: Urban Stage, Main Stage, Oerbos, Bostheater and Flora's Stage.

**Giftshops**

2 Gift shops were realized at the park near the entrance area.

**Utility services**

Electricity, running water and internet were available on the site for the participants and other parties present. Given the seasons in which Floriade took place (April to October), heating is not provided. Electricity consumption was measured per batch and directly charged afterwards. Running water has not been passed on to the parties involved, nor has (wireless) internet.

**Onsite transportation facilities**

On the site itself there were 2 separate means of transport for visitors:

1. The cable car.

This cable car brought the visitor from the southeast to the northwest side, and back, of the site. After the closure of the south entrance, the cable care station on the southeast side was closed. This meant that the visitor went completely around, and therefore got on and off at the northeast station.

2. The Floriade Express (electric train)

Two electric trains were constantly running past 4 different stations on the Floriade site. These drove on the ring road over the site, and therefore not on a special track. Visitors could buy a

separate ticket for the train, which allowed them to use the hop-on hop-off system during their entire visit.

Other means of transport were available for employees and participants.

1. Cycling

Employees who had to be in many different places in the park to perform their work could use one of the bicycles. This mainly concerned security, cleaning services, duty management and other operational employees.

2. Golf carts

During the Expo, golf carts were used by various departments and parties.

VIP visitors were exceptionally transported by golf cart to their destination. Outside opening hours, the site was accessible to cars and small trucks for maintenance and supplies where necessary.

## **Management of site operations**

### **Opening hours**

Opening hours of Floriade were: 10:00-19:00. For early birds, sold by the business team, the park opened earlier, varying from 30 minutes to 2 hours earlier entrance. Visitors were then allowed to visit selected parts of the park, usually “Greenhouse”, earlier through an exclusive tour. Outside these opening hours, the park was accessible to accredited persons between 06:00 and 22:00.

### **Operational consultation structure**

The operational core team met once a week to discuss events and details. This so that all disciplines had the opportunity to provide input on this and to ensure that each department was prepared for deviating agreements that are made. All operational departments were represented in the operational core team. In addition, a daily kick-off took place at 8:00 am to discuss any details for that day.

### **Security**

Security was outsourced to a local security company before, during, and after the Expo. The security design consisted of two main pillars. On the one hand, there were cameras scattered across the site. These could be controlled remotely and were viewed live in the central command post. There was someone here 24 hours a day. On the other hand, several security teams were present on site at all times during opening hours to supervise. They were in contact with each other and the command post via walkie-talkies.

If there was an incident that was observed by a camera, security at the park would be notified via the walkie-talkies, after which they would go to the scene of the incident. In the exceptional case that the emergency services had to be called in, this always went through the command post.

## **Health and safety**

The first aid station was centrally located on the site. This was manned by at least 2 first aid teams during opening hours. If an incident occurred at the park requiring assistance from the first aid, they were called by security to go to the location of the incident. Here they provided first aid if necessary. If the health situation was so serious that further medical assistance was required, the emergency services were contacted via the central command post, after which an ambulance went to the site. He was then escorted by security to the scene of the incident.

There was no Fire Station at the park. The nearest fire station was less than 4 km from the park.

Given the large amounts of water in and around the park, lifebuoys have been placed along all water sides. These could be used in the event that a person unexpectedly ended up in the water. There was also a boat permanently ready on site to carry out any rescue operations on the water.

## **Visitor services**

### **Access procedure**

The only option to enter Floriade was through the entrance areas. The admissions team member(s) checked each visitor for a valid admission ticket. Opening hours of Floriade were: 10:00-19:00. For Early Birds, sold by team corporate, the park opened 30 minutes to 3 hours early.

## **Maps**

At Floriade, there were several boards with maps showing visitors how to find their way. The experience map could be found on these boards. This has been developed for the orientation of the visitor and to make them curious about the various participants/activities at the park.

In addition, a translation has been made into an interactive map on Floriade.com. This had a tighter design, with which the (potential) visitor could orientate himself and read more information about the relevant participants/activities.

Finally, a map was available with different themed routes. An average of 1 paper map was handed out to every 2 visitors. Contrary to what was assumed before opening, the visitor turned out not to be willing to look up floor plans on their own telephone. The decision was taken fairly immediately after opening to distribute paper maps in large numbers.



## **Principles Mobility**

In Floriade's transport plan and marketing strategy it was first assumed that the majority of visitors would visit the Floriade by public transport. Later this assumption was changed to a majority visiting by car. Agreements have been made for this with the municipality, De Nederlandse Spoorwegen (NS) and a regional bus operator. A shuttle service has been set up from Almere Centrum station that departed daily from 7:30 am until the end of the day, when the last visitors had left the park. In addition, a shuttle boat was deployed that departed from the center of Almere to Floriade. There were costs for the visitor to use the facilities from the mobility plan. The pricing strategy took into account that public transport would result in the least costs for the visitor.

## **Parking**

The central location of the Expo site, in the heart of Almere Stad, made it impossible to create sufficient parking space for passenger cars in the immediate vicinity of Floriade Expo 2022. As a solution to this, it has been decided, in consultation with the municipality of Almere, to realize a large-scale car park (parking Nobelhorst, P1) on the outskirts of Almere. From there, a shuttle bus service was set up between P1 and Entrance South. This concerned a daily timetable between 9:00 am and the departure of the last visitor to the park, usually around 7:30 pm. For major events, the timetable was extended to 22:30 at the latest. In addition, a number of events have also taken place where shuttle buses were parked directly in front of the congress pavilion, which took the guests directly to P1. This concerned events that continued until midnight.

## **Weerwater parking**

A large-scale touring car park had been constructed adjacent to the Weerwater entrance. This area was divided into 4 parts:

1. Parking places for coaches, where +/- 140 coaches could be parked.
2. Parking space for coaches and long-term parking for VIP guests: equipped for long-term parking for VIP guests. Here, the cars with driver and the cars that did not have permission to park for a long time in the parking lot received VIP invites.
3. Shuttle bus station, parking space for the shuttle buses to and from Almere center station, and later P1. At this parking area, 14 buses could be parked simultaneously and a clear route was laid out for visitors to the Weerwater entrance.
4. Disabled parking, kiss & ride and paid VIP parking, this parking facility consisted of 90 parking spaces for visitors with a physical disability, and 40 VIP spaces. The last group was again subdivided into two groups:
  - a. VIP invitees
  - b. VIP against payment (business team).

## **Kiss & Ride**

The Kiss & Ride was located near the Weerwater entrance area. Visitors could be dropped off and picked up here, with or without a taxi. In practice, this meant that it was often used for participants



who were taken away and picked up by taxi, visitors who had difficulty walking and were dropped off here. Here they could also use the wheelchair service. The local taxi companies also used this facility.

#### **VIP-guests parking**

These were mostly high delegates who visited Floriade Expo 2022 with a driver and could drive their car directly to the Weerwater entrance area. The VIP reception area has been realized next to the kiss & ride. Here there was room for 15 cars and a number of golf carts with which the VIP was brought to the destination in the park. After the drivers had dropped off the passenger, the cars were moved to the VIP parking for the business team.

#### **VIP parking for a fee**

Part of the business arrangements was the possibility of VIP parking close to the Weerwater entrance. When the business visitor purchased this product, he was sent a vignette with which the visitor was guided by the parking attendant upon arrival to the specially equipped part of the car park.

#### **Parking for disabled people**

Visitors in possession of a disabled parking card could make a reservation online for a disabled parking space. Reservation was on date and time of arrival. There were 80 spaces available for this form of parking and no parking costs were charged to the visitor. Upon arrival, the visitor was checked by the parking attendant for a valid disabled parking card.

#### **Parking for participants**

An x number of parking permits were granted per participant to park on the accreditation site. If the number of permits was not sufficient, the participants could park at P1. These participants received an exit ticket.

#### **Commercial facilities operations**

There were several locations on the site that were rented out in a business context:

- Orangerie (600 pax)
- Congress Pavilion (1200 pax)
- Shellter 1 (100 pax)
- Shellter 2 (50 pax)
- 13th floor Flores (50 pax)

In addition to the locations mentioned above, there were several small rooms available for meetings and other matters. These were located in Flores, the Greenhouse and the Food Forum.

Floriade BV had a separate department (Team Business), which was responsible for the sales of these spaces. The operation in the aforementioned locations was outsourced to external catering partners. To ensure a smooth transition between the sales and operational teams, Floriade BV has set up a separate team (Team GO). This team consisted of Event Managers who were the even on the day of the event itself.

### **Public utilities**

Since the Floriade site will be developed into a city district after the Expo, the sewerage, water pipes, heating and electricity have been installed prior to Floriade. Floriade used this during the expo, but they did not have to be removed afterwards. The sewer system consisted of a so-called vacuum sewer. This innovative system is currently only used on a small scale in residential areas in the Netherlands.

### **Waste management**

Waste bins for visitors were scattered throughout the site. These were emptied once a day with the help of a volunteer on a Stint (a small electric vehicle with a large loading area). The collected bags of waste were collected at a central location by an external waste processing company.

The various F&B locations and a number of participants had separate waste containers. They collected paper, glass and residual waste separately. These containers were collected from the site once a day by the Facility Department and then emptied into larger containers. These containers were collected by an external waste processing company.

### **Sustainability practices**

Sustainability was an important theme of the Floriade, and this was also reflected in the operation of the park and the organization. For example, visitors were price stimulation encouraged to come by public transport, instead of their own car. Plastic was also used as little as possible in the disposable tableware. Also, no fossil fuels were used for cooking or heating during the Floriade. If visitors wanted to drink water, they were encouraged to do so at one of the water taps, rather than buying separate disposable packaging for this.

The area where Floriade Expo 2022 took place will be developed into a city district after its dismantling. The Expo has been laid out with the facilities for the city district in mind. For example, a large part of the green will be found in the residential area, just like the light poles, paving, underground infrastructure, bridges and some buildings.

During the dismantling, a new destination was sought for as many building materials and items as possible that could be found in the park during Floriade. Some examples:

- Some international pavilions have been sold to local parties who are rebuilding them elsewhere in Almere
- Picnic benches have been given away to local social organizations, such as scouting associations.

The regular benches are placed elsewhere in the city by the Municipality of Almere, as are the playground equipment.

## Chapter 13: Marketing and Communications, PR and Media-Statistics

### Media & PR

#### Communication and media strategy

From end of 2021 to end of Floriade Expo 2022 the communication and media strategy are split in different phases. Each phase incorporates three layers of communication:

- I. See layer, to build brand awareness and preference,
- II. Think layer, in which the target group is informed about the Expo and the
- III. Do-layer, which is always added to every communication during the campaign to encourage the target group to buy a ticket.

The 'Get ready' phase started at the end of 2021, in this phase the focus was on collecting information about the different audiences online in order to improve the retargeting for our following campaigns. The pre-launch focus was on brand awareness and providing the first information to the market. Each following campaign phase more information and stories were shared to engage and create interest with the market. For each phase a call to action was included representing the relevance and urge of that particular phase.



- Domestic / International / In Market campaigns

An extensive marketing plan for campaigns in local, regional, national and international market was made and executed. The main marketing campaigning started in September 2021 with the Get ready campaign. Please refer to the graphic below for the various campaign phases:



Campaigns included paid media on TV, radio, online, billboards and print media. Branded content done in partnerships in both the Netherlands and the main international markets Germany and Belgium paid off. Positive content supported with tactical special ticket offers gave visibility and supported the positive sentiment and knowledge on Floriade. Next to this ticket offers were part of the call to action strategy to convert into ticket sales.

Ticket partnerships with online re-sellers and joint promotion partners created visibility and extended the number of point of contacts and sales in order to create maximum visibility and drive conversion.

## Media strategy

Communication is built up in three layers;

- See layer to build brand awareness and preference,
- Think layer in which the target group is informed about the Expo and the
- Do-layer, which is always added to every communication during the campaign period to encourage the target group to buy a ticket.

The focus of the three layers was slightly different per phase, where during the Get Ready phase the focus was on building target group profiles to better target audiences online during the next phases the focus moved to sharing information and stories about the Expo.



- 21<sup>st</sup> of March, launch 'Come and enjoy the Green life' campaign



- 28 Mar – 1 Apr: Distribution of Floriade mini-magazine nr 1. in Flevoland, Almere and surroundings.



- May starts DPG campaign; mezza, AD, Margriet, Flair and brand site on DPG media platform.



April 6<sup>th</sup> launch of Donald Duck Floriade Expo 2022 special.



Various articles sharing stories about parts of the Floriade Expo.



Influential campaign 'De Groene Burgemeester, four influentials being the mayor of Floriade for a day. Each with their own specific target audience.

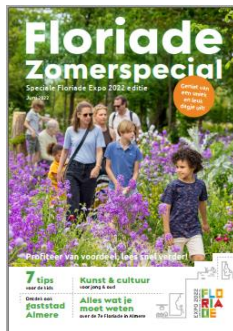


&C Media social campaign



*Editorial in national and local newspapers*

- June 27-July 1: Distribution of Floriade mini-magazine nr 2. in Flevoland, Almere and surroundings. In addition, this version also appeared in English.



- In addition, an 8-page summer special appears in Het Parool and regional AD editions.



*8-Page summer special in 'Het Parool' and regional AD editions.*

- For the Last call phase, the message has been changed to: 'Gardens full of Inspiration and Innovation'. To increase visibility, additional outdoor advertising is purchased in the major cities of Amsterdam, Rotterdam and The Hague.



## DIRECT MARKETING

Various platforms for direct marketing have been used to attract specific target audiences before and during the Expo:

- **Email newsletter**; via floriade.com, those interested in Floriade were recruited to receive bi-monthly and during the Expo weekly email newsletters. Those were sent in both Dutch and English versions. In peak days a total of around 50.000 potential visitors received the a newsletter of which 10.000 B2B.
- **Schools**: to attract schools in time before they make their annual plans, a **direct mailing to 5.000 schools** in the province and the metropole of Amsterdam was sent out twice. Just before the start of the Expo, the Netherlands was facing a post-Covid period. Not all schools had been considering their school trip yet, we sent out an extra mailing to the schools in the province to boost last minute schooltrips.
- **Marketing automation**: Every sale in the online ticketshop received both a confirmation emailing and a 'preparation for your visit' emailing via **marketing automation**. These emailings worked well to boost last minute upsell next to providing visitors with extra information to maximize their Floriade visit. A couple days after the visit they also received a automated 'thank you for your visit' email including a link to tripadvisor, google review and a short research.
- **Regional maildrop**: A month before the opening of the Expo and just before Summer a **mini Floriade brochure** was sent as a **maildrop** to all households in the province of Flevoland and the surrounding region of Almere. In total of 500.000 brochures were sent out. This project was done in cooperation with the marketing team of Almere.

## MERCHANDISING

Before the year 2020 operations (food & beverages and retail) selected World of Delights (WofD) as retail partner for Floriade. A Letter of Intent (LOI) was signed by marketing in June 2021 and a briefing for the merchandise collection and the look & feel of Floriade Expo 2022 branded articles was shared with WofD in August that year. Because WofD was responsible for the stock and the overall sales and operations of the giftshops, not all of Floriade's collections requests could be answered. At the beginning of 2022 a number of participant articles were added to the collection on request of Floriade (Tuinbranche NL climate keychains, book by Lips Hoveniers, Will Beckers and the Green City story book).

### Visitor structure and sales

Floriade Expo 2022 achieved a total of 693,722 visits in the period from April 14 to October 9, 2022. This number differs from the 685,189 visits presented on October 9, which was the provisional number realized on the last day of the Expo. As usual, financial settlements were made in the period after the closure with, among others, ticket partners and business groups, as a result of which the final number of visitors realized differs from the number reported on 9 October.

The actual number is below the forecast number of 2,337,500 visits. The first days of the opening of the Expo showed that the number of visitors was quite disappointing, so it was decided to carry out an accelerated market research.

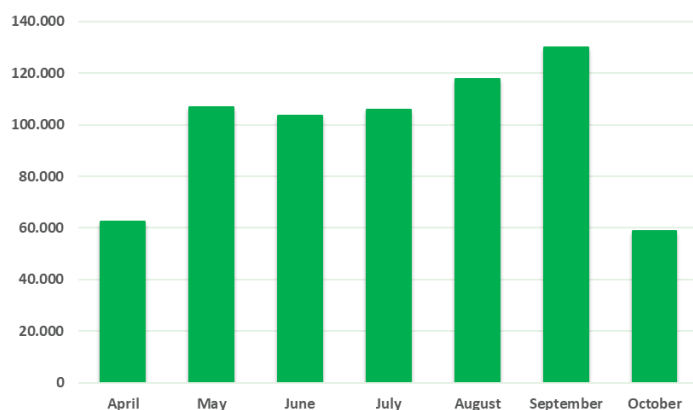
The ticketing strategy on pricing and reporting was based on the type of distribution channel, promotions and various target audiences, like schools and partners (B2B sales). In the table below the percentual split by type vs initial plan.

Type ticket	Plan%	Realisation%	Variance	
Online	19%	27%	8%	↑
Floriade Pas	12%	16%	4%	↑
Joint promotions	21%	14%	-7%	↓
Groepen	15%	14%	-1%	↔
Kassa	9%	9%	0%	↔
Partners	4%	7%	-3%	↑
3rd Party Sales	11%	5%	-7%	↓
Scholen	6%	5%	-1%	↓
Complimentary	3%	4%	1%	↑
<b>Totaal</b>	<b>100%</b>	<b>100%</b>		

Looking at the plan and the ratio per ticket type, it is striking that the number of visitors who bought tickets online was 8 percentage points higher than the percentage distribution in the original plan. This compares to the sale of tickets via Joint promotions and 3rd party sales (sales channels via ticket partners), which were 7 percentage points lower in both cases. Floriade Pass holders visited Floriade relatively more often than expected (4.0 times vs. 3.7 times).

Despite the efforts of the various partners with marketing communication and price promotions through their own channels, the partners have not been able to increase the demand for Floriade. From this we can conclude that the reduced demand via the cooperation partners is in line with the observations of the decline in demand. The number of schools visited by Floriade was also lower than planned.

Looking at the number of visitors by month, most visitors came in September. This can be explained by the fact that the last call campaign together with a deep ticket promotion paid off.





### Other results:

- Peak visiting days were, as expected the weekend, from Friday till Sunday.
- The frequency of visiting the Expo was 1 time for most visitors. The seasonal pasholders (Floriade Pas) showed a higher frequency of average 4 times.
- The exact duration of a visit was not specifically measured among the Floriade visitors.
- Car was the main transportation mean used by our visitors, followed by coach, train, bike.
- An important target group of the realized visits are foreign visitors. It was expected that 28% of the visitors would come from neighboring European countries. Intensive marketing and partnerships with various trade partners at home and abroad have resulted in 22% of visits from abroad, and 52% in particular from visitors from Germany.

## Chapter 14: Sponsors, Partners and ticketing

### Sponsors and partners

#### Official partner Premium partners



#### Partners



#### Supporters



#### Official suppliers



#### Preferred suppliers



### Ticketing

Until June 28, 2022, the tickets offered online had 3 regular rates (namely €35,00, €32,00 and €29,00 for adults). The rates were determined based on the seasonal calendar that indicated on which date, which price applied. The price at the entrance was €35,00 on all dates. This was predetermined. Due to the negative development of visitor numbers and research done, it had been decided to offer just the lowest rate and stick to 1 price on June 29th 2022; €29.00. This applied for online, entrance and re-sellers. Next to this it was decided to no longer sell dated tickets online and at the entrance, all tickets were then open tickets valid for a visit till October 9th 2022, without a pre-determined date.

Reduced prices were possible at the box office for specific target groups such as CJP (young adults discount program) pass holders and ticket products such as a 2-day ticket and a return ticket. The Flevoland rate of €5.00 was also available at the box office in the last week.

**Pricing Floriade Expo 2022 – Valid from 14 april t/m 9 oktober 2022**

Tickettype	Low	Medium	High
Adults (Box office)	€ 35	€ 35	€ 35
Child 4-12 yrs (Box office)	€ 23	€ 23	€ 23
Adults (Online)	€ 29	€ 32	€ 35
Child 4-12 yrs (Online)	€ 19	€ 21	€ 23
Children 0-3 years have free entrance			

## Chapter 15: Reactions & Corrections

### VISITOR SATISFACTION SURVEYS

#### Research topics

- Overall visitor experience.
- Experience with catering (food and drinks), theatre and music at the Expo.
- Basic customer profile and demographic questions of the respondent.

#### Overall results

- 24,514 respondents (53% female/ 41% male/ 6% other)
- 62% > 50 years
- 80% are satisfied to very satisfied with their visit to the Expo. (26% is satisfied and 54% very satisfied => 8 average score)
- Price vs. quality perception is good to excellent.

No representative figures are available to say something about the satisfaction level on different operational areas of the Expo. Unfortunately a very low number of respondents answered these questions and the questions were more about specific destinations instead of the area food & beverages or culture etc.

### **Criticism and media**

In the first couple of weeks there were a couple of complaints due to the natural process of flowers which were not fully bloomed in the park. This resulted into bad reviews online which was quickly picked up by the media.

## **Chapter 16. Budget / Financial Balance**

### **Public finance**

Floriade received for 4 designated projects a government grant from the central government. There were also contributions from the province Flevoland and the municipality Almere for several projects. Floriade had a loan agreement with its shareholder, the municipality of Almere, to finance the investment. This must be repaid with the proceeds from ticket sales, sponsorship contributions and concession income.

### **Private contributions**

Via the Sponsor and partnership program Floriade received a contribution from private companies, there was also a possibility to be part of the Floriade Business Club

There were also companies who paid a contribution in kind (ie plants, advertisement, stands)

### **Measures to finance the exhibition**

In order to finance the exhibition revenue was generated via ticketsales, hosting of events and charging of concession fees to the catering parties.

Tickets were available for entrance to the park, cablecar, Floriade Explorer (Hop on Hop off train) and for several guided tours.

Events were held in one of the five catering locations at the Expo, or companies had the possibility to rent one of the meeting rooms in the Tower Florès.

For the Sale of Food & beverage at the Expo there were 2 main Catering parties and 9 foodtruck companies, they all paid a percentage of their nett income to Floriade.

### **Tax deduction**

For the organization of the world horticultural exhibition Floriade Expo 2022, the municipality has set up a private company, namely Floriade Almere 2022 B.V.

This company must comply with tax legislation, such as wage, turnover and profit tax. There were no deviating agreements with regard to tax deductions.

### **Legal support**

Compliance with legislation and regulations for all departments of Floriade Expo 2022.

The Privacy and Contracts jurisdictions demanded full attention. Legal support was in particular required with regard to drawing up participation agreements, sponsorship agreements, resale agreements for the distribution of tickets and processor and controller agreements under the GDPR.

#### EXPO Budget Table:

EXPO BUDGET Table	Amount in local Currency (x € 1.000)	Amount in USD (x \$ 1.000)	%
<b>Personnel &amp; Organisation:</b>			
Personnel			
• Expo personnel	7.004	7.782	7%
• External personnel	10.347	11.497	10%
• Other staff related costs	2.315	2.572	2%
Expo Board	1.602	1.780	2%
Commissioner General	0	0	0%
Housing	866	962	1%
Finance & Controlling	1.602	1.780	2%
Contracts / legal affairs	458	509	0%
Subsidies	0	0	0%
Permits	594	660	1%
BIE / AIPH	568	631	1%
Liquidation	1.488	1.654	1%
Interest costs	1.934	2.149	2%
<b>Marketing &amp; Communications</b>			
Project Management M&C	4.169	4.632	4%
Corporate Identity / Corporate design / Brand Management	730	811	1%
Market research	25	28	0%
Website & Social media	1.301	1.446	1%
Copywriting	0	0	0%
Press & Media, Corporate Communication	362	402	0%
Advertisement	1.656	1.840	2%
Marketing & Promotional Material	3.811	4.235	4%
Expo Publications (Map, pocket guide, expo book, architecture)	218	242	0%
<b>Sales / Sponsoring / Partners</b>			
Project Management Sales	0	0	0%
Sponsor attraction	244	271	0%

Sponsor activation	0	0	0%
Licences	0	0	0%
Partners	184	205	0%
Universities, other stakeholders	0	0	0%
<b>Ticketing &amp; Accreditation</b>			
Project Management Ticketing	58	65	0%
Ticket Sales			
• Ticket partner	0	0	0%
• Promotion material, travel trade fairs,	636	706	1%
• reseller contracts	0	0	0%
Ticketing system			
• Ticketing & accreditation system	330	367	0%
• Cash Register / payment system	126	140	0%
• Operation Ticketing & Access control	0	0	0%
• Operation Accreditationsystem	0	0	0%
• Cash Transport	23	25	0%
<b>Participants</b>			
Project Management Participants	16	18	0%
Official Participants	453	504	0%
National Horticultural Sector	2.961	3.290	3%
National participants	1.413	1.569	1%
Expo Initiatives	529	588	1%
Participant Services	1.078	1.197	1%
Protocol	144	160	0%
Competitions	196	217	0%
<b>Events Program</b>			
Project Management Events	1.661	1.846	2%
Cultural Program	4.054	4.505	4%
Art	529	587	1%
Stages and Stage Operation	120	134	0%
Artist Handling	0	0	0%
Educational Events	494	549	0%
Kids Program	375	417	0%
B2B, Seminars, Workshops, Symposia, ...	811	902	1%
<b>Operations</b>			
Project Management Operations	0	0	0%

Personel & Training	0	0	0%
Preview	890	989	1%
Visitor Services / Hospitality	571	634	1%
Food & Beverage / Retail / Services	306	340	0%
Security	2.134	2.371	2%
Fire Brigade	0	0	0%
First Aid & Medical Services	237	264	0%
Traffic and Parking	596	663	1%
Facility Management			
• Project Management FM	761	846	1%
• Operations + Service Center	497	552	0%
• Cleaning	548	609	1%
• Waste Management	294	327	0%
• Technical Facility Management	50	56	0%
Logistics & Mobility	184	204	0%
Energy / Water / IT / ...	1.378	1.531	1%
<b>Surrounding Infrastructure (outside Expo territory)</b>			
Roads (including High Speed)	0	0	0%
Bridges or Tunnels for vehicles or trains	0	0	0%
Trains (including High Speed)	0	0	0%
Railway Stations	0	0	0%
Airport	0	0	0%
Air Routes	0	0	0%
Seaport	0	0	0%
Other Transportation (please specify)	0	0	0%
Any other infrastructure and transport that is not listed above but received budget allocation	0	0	0%
<b>Expo infrastructure and areas (inside Expo territory)</b>			
Projectmanagement Expo Infra	3.258	3.620	3%
Infrastructure	2.635	2.927	3%
Construction site management	1.345	1.494	1%
Streets	0	0	0%
Pathways	264	294	0%
Outdoor stairs	0	0	0%
Outdoor elevators	0	0	0%
Indoor stairs	0	0	0%
Indoor elevators	0	0	0%
Bridges	0	0	0%

Underground areas	0	0	0%
Transport inside the Expo site: please specify:	0	0	0%
- Cablecar	283	314	0%
- Car/ VIP	0	0	0%
- Scooter	0	0	0%
- Bicycle	0	0	0%
- Landtrain	805	895	1%
- Water transport	0	0	0%
- Other	0	0	0%
Accesses/Exits (Expo gates)	1.525	1.694	2%
Accommodation for International Official Participants	0	0	0%
Accommodation for National Official Participants	0	0	0%
Offices	2.812	3.124	3%
Media centers, if any	0	0	0%
International Gardens	0	0	0%
International indoor pavilions	67	74	0%
National Gardens	789	877	1%
National indoor pavilions	7.943	8.825	8%
Thematic Gardens	89	98	0%
Thematic pavilions	3.724	4.138	4%
Business Gardens	0	0	0%
Business pavilions	547	608	1%
Other Gardens, not included into any other category	3.358	3.732	3%
Other pavilions , not included into any other category	0	0	0%
Open air recreational areas, not included into any other category	62	68	0%
Water areas	36	40	0%
Cultural artefacts, monuments, landmarks, art installations	206	229	0%
Theaters, stages, performance areas	435	484	0%
Amusement park elements, attractions, if any	0	0	0%
Playgrounds and areas specifically for the use of children	227	252	0%
Restaurants, food and drink vendors	2.644	2.938	3%
Water fountains	755	839	1%
Hygiene, Facilities	183	204	0%
<i>Total temporary constructions</i>	<i>14.498</i>	<i>16.108</i>	

<i>Total permanent constructions</i>	<i>5.813</i>	<i>6.459</i>	
<i>Total outdoor 'green' area (including all gardens, planted open air areas)</i>	<i>5.092</i>	<i>5.658</i>	
<b>TOTAL</b>	<b>99.924</b>	<b>111.027</b>	<b>100%</b>

## Chapter 17: Benefits of Organizing the exhibition / Legacy

Floriade Expo 2022 was a world horticultural Expo that took place in 2022 and brought together people from around the world to celebrate the beauty and importance of nature and green spaces. The event was organized with the goal of showcasing the latest in sustainable and green living, and provided numerous benefits to the community, both during and after the event.

One of the key benefits of organizing Floriade Expo 2022 was the economic impact it had on the local and national economy and its infrastructure. The event attracted visitors, which generated revenue for local businesses and created job opportunities. Additionally, the event provided a platform for local businesses to showcase their products and services, which helped to promote the local and regional economy and attract new investment.

Another important benefit of organizing Floriade Expo 2022 was the positive impact it had on the environment. The event showcased the latest in sustainable and green living, and encouraged visitors to adopt eco-friendly habits and practices. The event also demonstrated the importance of urban green spaces, and inspired communities and cities to incorporate more green spaces into their urban areas.

The event also provided a cultural and educational experience for visitors, and showcased the diversity and richness of the arts and culture from around the world. Visitors had the opportunity to enjoy a range of cultural performances, exhibitions, and activities, which helped to broaden their perspectives and deepen their understanding of different cultures and traditions.

The event also helped to build strong community ties and provided a platform for communities to come together and celebrate their shared values and interests. The event encouraged visitors to become involved in local, regional, national and international community activities and events, and helped to create a sense of belonging and community spirit.

In conclusion, organizing Floriade Expo 2022 provided numerous benefits to the community, including an economic impact, a positive impact on the environment, a cultural and educational experience, and the building of strong community ties. Through its focus on sustainability and green living, the event inspired individuals and communities to make a positive impact on the environment and the world, and will continue to have a lasting impact on the local and national communities.



## Chapter 18: Conclusion

The assessment of the performance of Floriade Expo 2022 compared to the original 'elements' of the tender by NTR in 2011 gives a reasonably positive picture of the Expo. In addition, the results presented show a mixed picture. For example, we can call the number of visitors and the financial result of Floriade dramatically poor compared to the planning, but the visitors have given a rating of 8 (out of 10), which means that those who visited Floriade were very satisfied. The circumstances under which Floriade Expo 2022 came about were in many ways very restrictive for the organization and results of the Expo.

In general, the Floriade Expo 2022 can be regarded as a reasonable success.

## Chapter 19: Acknowledgements



## Chapter 20: Appendices

### Chapter 7:Annex: description of the content of each Participant to Floriade Expo 2022

Country /Participant	Content
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Bangladesh	<p>The pavilion of Bangladesh is all about the shapla (Water Lily), the national flower of the country. The pavilion consists of oval shapes that refer to the shape of water lilies.</p> <p>Bangladesh consists of a delta landscape with no less than 250 rivers running through it. Learn here how the country deals with all that water and the flood risk that comes with it.</p>
Belgium	<p>Stroll through the Belgian garden full of edible flowers. All the materials are completely reusable or biodegradable, low carbon, regenerable and natural. From earth, wood and hemp to natural compostable bioplastic: everything will be reused or recycled after Floriade.</p>
China	<p>A growing Chinese bamboo garden'</p> <p>This is the theme of China's Pavilion, which is pursuing the harmonious coexistence of man and nature, and the collective sustainable development and prosperity of mankind. The design of the China's Pavilion inherits the classical design strategies of traditional Chinese gardens and integrates the long-standing Chinese culture of flower and bamboo. It will also present the latest development and achievements of China's modern flower gardening and the bamboo industry.</p>
Cyprus	<p>Cyprus is the only remaining country in Europe that is divided into two parts and separated by a buffer zone. Even the capital Nicosia is divided into two parts, with a border crossing between them. The buffer zone is known as the Green Line. Contrary to what the name suggests, this is mainly a dead, lifeless zone that runs through the country. At Floriade, Cyprus shows that it can be done differently. Here, the Green Line is truly a green zone, filled with indigenous plants. Like an elongated park that expands into the fabric of the city and gives life back to it.</p>
Czech Republic	<p>Take a moment to rest at the artwork 'Universe' by Czech sculptor Václav Fiala.</p>
Germany	<p>The German pavilion consists of a garden with the theme 'Biotopia – Growing Community'. Come and take a look here during the Expo and be surprised by innovative solutions for a sustainable interaction between nature and the city. In the German garden you will discover vivid examples of modern resource-saving horticulture. You also get to see possibilities for green cities of the future in a playful way. The</p>

	<p>centerpiece of the garden consists of an open space surrounded by a wooden pavilion that symbolizes modern cities. The pavilion has a roof garden, solar panels, wind turbines, green facades, a water playground and much more.</p>
Italy	<p>Italy brings city and nature together by combining new techniques and traditional solutions. Without forgetting the cultural roots, but strengthening them for future generations. The pavilion's design is built around various concepts and themes, inspired by the generally hot and dry climate of Italy.</p>
Japan	<p>The Japan pavilion is inspired by the traditional ecological lifestyle in which garden, farmland and forest are closely connected. The theme 'Satoyama' refers to an area that consists of farmland, irrigation ponds, forests and grasslands surrounding cities and towns. The landscapes of Satoyama have been shaped by various human interventions over the course of a long history. The inhabitants are very conscious of natural resources, which has created a rich culture of life in which people live in harmony with the environment.</p>
Luxembourg	<p>Phyllôm, an architectural interpretation of a leaf, is a strong symbol for the natural and man-made heritage of Luxembourg. Designed by Schürmann + Witry Architekten, this installation provokes the dialogue about the former Luxembourgish steel industry and the future development of a green and sustainable city.</p>
Qatar	<p>Visit the 'Desert Nest' of Qatar and see the well-known 'pigeon towers' of the country. Traditional shapes are combined with modern techniques and materials on the pavilion. Discover Qatar's vision, developments and innovations to transform the desert into the perfect place for green and sustainable cities.</p>
Sudan	-
Suriname	<p>A warm welcome awaits you at the Suriname Pavilion. For the greenhouse is not only a place where you can experience the warm Surinamese culture and love for nature, but also the ideal environment for a small green jungle. In the heated greenhouse you will find trees, plants, fruit and nature-friendly solutions to the consequences of climate change.</p>

Thailand	Visit the Thai pavilion and discover the exotic garden full of water lilies, turmeric plants and ornamental plants. Inside, you will find an exhibition on green, food, health and energy. In the pavilion, you will discover more about how we can use natural resources more efficiently while minimising our impact on the environment. During the corona pandemic, the global attention for sustainable healthy food and well-being of people has only increased. Thailand gladly shares its vision and solutions, such as alternative proteins from plants and insects.
Turkey	Connect with the natural world at Turkiye's Pavilion 'Nature Friendly Pavilion'! With the global trend of urbanisation, Türkiye recognises that changes need to be made to ensure a green and liveable future for our children and future generations. Here Türkiye not only shares their vision of a delightful green future, but also various delicious Turkish delicacies.
UAE	'Salt Water Cities, where land meets the sea'. This pavilion showcases an innovative approach to sustainability in the country's arid, desert environment, where water scarcity, scorching heat and salty soil create all kinds of challenges.
Ethiopia	Did you know that Ethiopia is the birthplace of coffee? At The Green House, Ethiopia is happy to invite you for a cup of coffee. An invitation to drink this beloved beverage symbolises friendship, respect and hospitality. Coffee is therefore an important part of Ethiopia's culture
India	-
Yemen	In the World Village, different countries proudly share their culture and their vision of the Floriade theme 'Growing Green Cities'. Stroll through a colourful and diverse village, where you can taste and feel the atmosphere of the participating countries.
Sudan (2)	In the World Village, different countries proudly share their culture and their vision of the Floriade theme 'Growing Green Cities'. Stroll through a colourful and diverse village, where you can taste and feel the atmosphere of the participating countries.
Switzerland	The Green House features 10 panels with information on Swiss start-ups working on sustainable cities and housing. The exhibition 'CAN

	TECH SAVE THE WORLD' aims to promote Swiss innovation. Are you curious about the solutions of Swiss pioneers?
France	<p>With the theme 'back to the future', France takes you here to the city of tomorrow: back in time and at the same time to the future.</p> <p>This pavilion was created by using traditional solutions and modern, sustainable innovations. All this has been brought together to create a pavilion that fits perfectly into the city of tomorrow: green, inclusive and scalable. The pavilion of France rests on three pillars: Bio-inspiration, Bio-economy and the Circular Economy. It is constructed from wood of French origin, completely dismountable and reusable and self-sufficient thanks to, among other things, solar panels.</p>
India	Discover typical Indian wood carvings at the India Pavilion and browse around the colourful gift shop
Lisia	Can you create a fertile climate where water is scarce? Find out how this can be done here, with herbaceous plants such as lavender.
Sino-Europe Horticulture Association	The SEHA takes you through a beautiful rhododendron garden, filled with color.
Bolivia	In the World Village, different countries proudly share their culture and their vision of the Floriade theme 'Growing Green Cities'. Stroll through a colourful and diverse village, where you can taste and feel the atmosphere of the participating countries.
Colombia	-
Ecuador	In the World Village, different countries proudly share their culture and their vision of the Floriade theme 'Growing Green Cities'. Stroll through a colourful and diverse village, where you can taste and feel the atmosphere of the participating countries.
Ghana	In the World Village, different countries proudly share their culture and their vision of the Floriade theme 'Growing Green Cities'. Stroll through a colourful and diverse village, where you can taste and feel the atmosphere of the participating countries.
Morocco	In the World Village, different countries proudly share their culture and their vision of the Floriade theme 'Growing Green Cities'. Stroll through

	a colourful and diverse village, where you can taste and feel the atmosphere of the participating countries.
Republic of South-Korea	-
Oosterwold	Would you like to walk through the wonderful world of urban agriculture? And learn more about how easy and fun city farming can be? Get inspired here by the latest trends in urban agriculture.
Almeerse Wolunie	Dyeing wool requires energy. The pavilion Shades of Nature shows that the process can also be done with energy that is already there: the sun. In glass jars with water and vegetable dyes, the wool colours during the season. The same sun projects the colours onto the inner wall, felted from the wool of City & Nature's sheep, for a modern stained-glass effect. The colourful pavilion is also a joy to look at!
Koers	Walk the nature-friendly and sustainable paths of Koers. The paths are not only CO2-neutral and self-healing, but also permeable, so that the trees and plants can make optimal use of the rainwater.
Save Plastics	A house that is made out of recycled plastic waste? You will discover it at Floriade. Save Plastics has built a Tiny House from 7.400 kilo of plastic waste. Come and see the house and discover how waste can be a valuable raw material.
Fruitfull City	In the Tiny Church and the garden, you can see and experience everything about spirituality and sustainability. In addition, there are workshops, lectures and meetings on sustainability and spirituality. You can also light a candle here for a moment of reflection. The Tiny Church turns with the sun to capture the maximum amount of energy. Sustainable, and also symbolic for the energy you receive when you focus on God. In the garden surrounding the Tiny Church, you will find three routes.
Circuloco	Circuloco is the place at the Expo where local entrepreneurs have joined forces in the field of circularity. Enjoy beautiful products, stories, applications, art and inspiration from the local area of Almere
Stichting Stad en Natuur	Stichting Stad & Natuur Almere and Stichting Nationale Boomfeestdag have joined forces to create a beautiful green area, rich in trees and with a view of the Weerwater. Discover and be treated to a <i>tree experience trail</i> where you can learn everything there is to know about

	<p>trees and forests. Come and discover the ten educational panels that tell the stories of trees. Children can use the information on these panels to do fun treasure hunts, attend workshops and participate in craft activities.</p>
Stokvis	<p>The Green Meeting' is the theme of the TV show 'De Grote Tuinverbouwing'. Because people are living more and more isolated in big cities, a meeting place in the city is of great importance. De Grote Tuinverbouwing offers a green meeting place and will tell you more about it at the pavilion.</p> <p>Lodewijk Hoekstra, the greenest gardener in the Netherlands, likes to take everyone with him on a fun and positive quest for green happiness. With the television programme 'Lodewijk's Green Happiness', he wants to inspire everyone to live, live and consume in a greener way. With the great challenges of our time, more green is more important than ever. Do you share your green wishes online? Take a photo in your garden and share your message on social media. Will we cause a green wave together?</p>
Garden of Peace	<p>How will our children live with each other and with nature in the future? In the eyes of the House of Peace, a city with a sustainable and ecologically sound future can only be built on the basis of a common and shared vision and sense.</p>
EcoDecoHuis	<p>Living in a house that produces more energy than it consumes? It is possible! Come visit between 16.00 and 17.00 hour and find out more about ecological living.</p>
Provincie Flevoland	<p>Visit the Food Forum pavilion, metres below sea level. In the garden, slender, waving grasses and airy Gypsophila bring sea foam to mind. The province of Flevoland's fertile soil make it Europe's food garden. Designed on a drawing board, its sole purpose was to feed mouths. It was created by human hands, with vast and fertile fields and innovation there always happens on a large-scale. It's the perfect place to grow our food of the future. Food and Flevoland go hand in hand.</p> <p>Food Forum is a vibrant meeting place for experts in the field of food. Stakeholders from all over the food chain, from producers and students</p>

	to entrepreneurs and researchers, meet each other. Together they will make and realise innovative plans for the sustainable food supply of the future. Food Forum provides a wide range of programs prior to and during Floriade on themes such as short chains, healthy food and living environment, but also meetings on topical or specialist subjects.
Amsterdam Almere	How do you build a city with nature as your equal partner? You can see it here. With the pavilion 'The Voice of Urban Nature', Almere and Amsterdam show how they, together with their residents, are building the green city of the future and how they want to give nature a voice. Pavilion, garden and exhibition are inseparably connected within this pavilion. They merge into one story to be experienced with all your senses. The need for a different relationship with nature in the (green) city of the future is central to this pavilion.
Dutch Design Experience	<u>The Natural Pavilion</u> : This pavilion shows the future of housing construction with sustainability and circularity as the key elements. This design makes it possible to build many new houses in a short time, in a sustainable way with little emission of harmful gases
Flevocampus	'the Green Lung' is the new location of Aeres Hogeschool Almere. Aeres Hogeschool Almere educates students to become future-oriented green changemakers.
Tiny Houses 5x	5 examples of how you can live on small surface
Dutch Design Experience	<u>Exploded View</u> : Experience the house of the future. This entire house consists of natural materials. Each room has its own story. Here you will discover new possibilities for sustainable building and living: a true circular environment. Be inspired by the beauty and clever applications of building with natural building materials – biobased building. At this pavilion, you will see how a large number of bio-based materials, such as wood, hemp, mycelium and cotton, can be used to form an extraordinary structure.
Dutch Design Experience	<u>Mycelium Park</u> : Mycelium are the roots of the mushroom that make beautiful networks underground. If you mix pulverised hemp, flax or any other crop with strong natural fibres with a bit of mushroom, you get these beautiful, sturdy, very light, fire-retardant, water-repellent, acoustic panels within a few weeks. You can use them indoors, or as



	insulation between your walls, but also – with the right natural coating – as exterior wall panels like at The Growing Pavilion.
Light Challenge	A competition where Technical Universities were challenged to develop sustainable light solutions and objects for cities are being showcased.
Europarcs	Experience the new ‘re-creation’ at Europarcs! A new sustainable way of developing and using holiday parks, where you can optimally enjoy comfort and nature. A truly green holiday!
Hortus	After the Expo, the Floriade park will be further developed into the green and healthy city district Hortus. The city district of the future. Learn at this pavilion how this sustainable residential area will take shape.
Stichting Weerwoud	<u>Agroforestry</u> : is an age-old form of circular agriculture which has the potential to offer great added value to today’s agriculture. It makes agriculture more resilient to climate extremes and is important for the recovery of biodiversity. On 1.4 hectares of land you can see how food supply and ecosystem restoration go together in the city of the future
Wilde Weelde	<i>‘Wilde Weelde’ is Dutch for wild wealth</i> The city according to Wilde Weelde: green, natural and full of life for people, animals and plants. Draw inspiration from this spiral-shaped garden, wander along the banks of the Weerwater lake and enjoy this green city square full of beautiful indigenous trees, flowers and plants.
Schooltuinen Amsterdam Almere	Schoolgardens for children from primary schools in the Amsterdam - Almere area
Art Pavilion ‘M’	At M. you experience art that is all around you. M. stimulates your senses and plants seeds in your mind. M. challenges you, involves you and makes you part of the art. In the exhibition NaturAlly; Wild Futures five (inter)national artists take you with them into their future of nature. To discover more, to experience more and to be amazed. Because M. belongs to everyone, for everyone. M. starts as a preview, but wants to grow into an icon of Almere and Flevoland. We would like to do that together with everyone. Because you are M.
TRI Aeres MBO	To make and keep the Netherlands beautifully green, many skilled workers are needed, and that is exactly what TRI Growth in Green and

	Aeres are working on! Here you could discover the work of these 'urban greeners'.
Stichting de Groene Stad	How do we keep cities fun, livable and healthy with the help of green? Together with Floriade, De Groene Stad Foundation provides an answer to this question by showing the added value of green at numerous locations at the Expo.
World Food Center	In 2023, the World Food Center will open in the Dutch town of Ede: a special themed attraction centred around food. A healthier, more sustainable and more equitable food system is something that everyone can contribute to. Experience a unique sneak preview of this at Floriade Expo 2022! In the World Food Pavilion, young and old alike will be introduced to the issues surrounding the production and consumption of food. Not only is this educational, it is also great fun.
Mothership / Almere	Especially for Floriade, the Dobberend Bos (Floating Forest) has made its way from Rotterdam to Almere. This work by art producer Mothership consists of 20 recycled sea buoys from the North Sea filled with Dutch elms.
Tuinbranche Nederland	Find out how to become a Climate buddy and what you can do in your own garden to contribute to a healthy environment.
Treeport Zundert	Fertile ground for creativity. The theme of Treeport Zundert is 'the soil as a solution'. You will discover a special tube construction here, which you would normally only find underground. This innovative technique stores heat in the soil. This is now combined aboveground with beautiful trees and installations inspired by Van Gogh's (born in the town of Zundert) most famous works. In this way, TreePort Zundert brings together innovation and sustainability with cultural heritage and creativity.
St. Groencollectief NL	Sustainable and reusable materials, green roofs and walls, permeable pavement: here you can see what green and smart solutions there are to make the city more liveable, sustainable and beautiful. There is plenty of inspiration to be found when strolling through this innovative pavilion and colourful garden.
Classics & Future Moments	Looking for the perfect green and colourful place to take a selfie? Visit the gardens of Classics & Future Moments! Close to the central square

	<p>of Floriade, eight colorful gardens form the flower art project Classics &amp; Future Moments. Here you can walk along beautiful works of art, just like in a gallery, but these works of art consist of plants and flowers. The gardens are slanted, so they form the perfect background for a picture.</p>
<i>LTO culture group summer flowers</i>	<p>Walk through a beautiful picking garden, landscaped in the shape of two large flowers. Come visit and enjoy all the scents and colours!</p>
Cultuurgroep Rozen	<p><i>Cultuurgroep Rozen is Dutch for Culture Group Roses.</i> Stroll through a beautiful garden and immerse yourself in the wonderful fragrances and beautiful colours of one of the most popular flowers: the rose. The Rose Culture Group will be happy to show you why this flower deserves a place in the green city of the future.</p>
Lageschaar vaste planten	<p>Looking for inspiration for a park or for your own (city) garden? Then have a look at Lageschaar Vasteplanten! This 'planting meadow' consists of a beautiful combination of native and wild plants and regular species. Discover here how you can create a long-lasting garden full of biodiversity.</p>
Ebben Boomkwekerij & Vic	<p>Find adventure in the interactive landscape of this pavilion, which focuses on the power and beauty of nature. This playful and watery landscape brings out the adventurer in everyone, from young to old. At this garden you will discover how water can be an interesting and playful part of our living environment.</p>
Boomkwekerij Gebr vd Berk	<p>Trees as a solution: Trees are central to Van den Berk Nurseries as a green solution. For example, planting trees in urban areas ensures that not all rainwater ends up in the sewers and flows straight back into the sea. The trees retain water in the soil. Trees also provide shade so that buildings and roads store and radiate less heat, and through evaporation they make the air cooler. This lowers the temperature in the city. In this way, trees not only make cities cooler and more liveable on a local level, but they also ensure that temperature rises are slowed down in overall terms.</p>
Lips Groen Hoveniers	<p>Enjoy the special Sensory Garden of Lips Green. This garden is designed to stimulate you in a natural way and to put your senses to work.</p>

<p>Boot &amp; Dart</p> <p>Boomkwekerijen</p>	<p>In this pavilion, you can see how city and greenery can go together.</p> <p>Above ground you see and smell various flowers and plants and below ground you find various minerals and water, the food for plants. In the city, the subterranean space is used for all kinds of infrastructure, such as pipes and cables. Are you curious how this can be combined with the roots of the plants that have to grow there as well? See for yourself how it all comes together in one place.</p>
<p>Greenport Boskoop</p>	<p>For centuries, the Boskoop region has been a place where trees and shrubs are grown, and is renowned worldwide for this. In this garden at Floriade, you walk through long narrow plots full of greenery that are separated by water: the typical landscape of the Boskoop tree nursery area.</p>
<p>Fruithal Smits</p>	<p>Discover a Flevoland fruit garden: a garden full of delicious apples, pears and strawberries, where you can learn all about how these healthy delicacies are grown. Discover the whole process, from plant to fruit.</p>
<p>Flevofood</p>	<p>What does the food of the future look like? At Flevofood you will discover the sustainable food chain, from seed in the ground to the food on your plate! Vegetables such as field beans, lupine, quinoa, soya, chickpeas and red beans are planted, maintained and harvested here with new sustainable and innovative techniques.</p>
<p>Cultuurgroep</p> <p>Fruitgewassen</p>	<p>Always wanted to grow fruit on your balcony or in your kitchen garden? At this pavilion you can get ideas to make that possible. The Dutch fruit tree and fruit farming sector will show you innovative solutions for sustainable fruit growing in cities</p>
<p>The Greenhouse</p>	<p><u>Green Love</u>: In The Green House, you will take a journey through greenhouse horticulture: from seed or cutting to fruit and vegetables on your plate or to beautiful flowers and plants. The latest innovations and developments in the field of, among other things, circular agriculture, climate adaptation, biodiversity and food supply can also be seen here.</p>