Worldexpo Floriade
Amsterdam Almere 2022
GROWING GREEN CITIES
WORLD EXPO

Amsterdam City Centre

Airport Schiphol

Almere

FLORIAD

AMSTERDAM ALMERE 2022
New Land
Almere is a young, dynamic Dutch city situated near Amsterdam and built on land reclaimed from the sea. Almere's urban development plan is based on the Garden City Model: different city centres surrounded by green-belt land that is used for recreational areas, nature zones and agriculture. Almere's current population of nearly 200,000 is expected to double in size, which is why Almere is focusing firmly on the future and has introduced the Green City concept. The decision to host the World Expo Floriade 2022 in Almere is intended to drive the development of new knowledge and innovation. Knowledge, products and technologies from the agricultural and horticultural sectors are already being utilised to find solutions to urgent, global urbanisation issues relating to food, energy, water and health. Companies, knowledge institutes and students are engaging in on-going collaboration in the quest for the solutions needed to develop a green city. Consequently, Floriade 2022 is sowing the seeds for the creation of a flourishing Green Campus. Visitors to Floriade 2022 will be able to become acquainted with a wide range of these new solutions and products.

The global food problem
The earth has a population of seven billion. Since recently, more than half of these people live in cities, and the number will rise to almost 70% by 2050. The growth of the global population implies a concomitant growth in the importance of the agricultural and horticultural sector. More and more people have to be fed. The Dutch agricultural and horticultural sector is one of the major players on this world stage. The Netherlands occupies second place in the world as a food exporter and is the global market leader in food innovation. Flevoland is the biggest food-producing area in the Netherlands. Located on the border of the Amsterdam metropolitan area and Flevoland, and with its short history, innovative character and the extraordinary challenges it faces in the future, Almere is the ideal city to function as a living laboratory for innovations in which city and countryside can serve and strengthen each other. The focus on ‘Feeding the City’ is particularly striking in this respect. A unique feature of Almere is its large-scale urban farming: we make the landscape in and around Almere productive. With the signing of the Milan Urban Food Policy Pact (MUFPP), the Netherlands, and Almere in particular, underscore the urgency of the world food problem. In organising the World Expo Amsterdam Almere Floriade 2022, we are setting a new horizon for the period within which the parties, signing the MUFPP, will be challenged to demonstrate and share the results of seven years’ implementation of the MUFPP programme.
The Floriade is the green counterpart of the city centre.

The design of the Floriade follows the topography of the landscape.
1. VISION – GROWING GREEN CITIES: TWO AGENDAS, ONE CHALLENGE

Floriade 2022, in the heart of the Dutch city of Almere, will combine the best of two worlds. On the one hand, the Dutch horticultural sector’s passion for innovation with regard to food production, sustainability and health; on the other, Almere’s ambition of becoming a ‘green’ city that is healthy, self-sufficient and a pleasant place to live. The combination of these two ambitions is more than the sum of its parts – this edition of the Floriade will be devoted to the topic of Growing Green Cities and the urgent issues connected with global urbanisation, such as food supply, climate change and energy production.

At the 2022 World Expo Floriade, the Municipality of Almere, the Dutch horticultural sector and the Province of Flevoland - in association with four leading economic sectors: agri & food, life sciences, water and horticulture & source materials – will use their know-how and innovation to formulate responses to the issues arising from urbanisation. Horticultural businesses and knowledge institutes throughout the world will be invited to study possibilities for urban farming, developing alternative forms of energy, managing waste flows and creating a new relationship between man and nature. The intention is that the Floriade will show what a ‘green city’ is really all about. The idea of Growing Green Cities is expressed in the themes Feeding the city (food production in the city and region), Greening the city (green areas as a crucial part of a liveable city), Energizing the city (e.g. closed cycles, energy neutrality and self-sufficient systems) and Healthifying the city (striving for general well-being, social cohesion, healthy food and new care concepts). And all of this will take place in an arboretum, a grid of gardens displaying the richness of the plant world and its contribution to the quality of life of humans. The Floriade will also mark a first step towards developing an urban district of the future. Educational, recreational, healthcare and cultural facilities will be developed in a green setting, surrounded by residential and working areas.

The 2022 World Expo Floriade connects the innovative power of Dutch horticulture with the future agenda of the city of Almere. Knowledge, products and technologies from the horticultural sector are needed to provide appropriate responses to urban issues relating to food, water, energy and health. The Floriade is a laboratory and an experience all in one, where the trees, flowers and plants are the main characters. The motto of Floriade 2022, ‘Go greener’, is an invitation to everyone to take part and a stimulus for sustainable initiatives and projects throughout the world.
As cities grow, plants, raw materials and fertile land come under increasing pressure.

The lead position in research and innovation is of international significance.
The Floriade is a living laboratory

At the Floriade there will be room for experiments in sustainable urban development – it will be a ‘living laboratory’ where new technologies in energy, water, waste, food and mobility are researched and applied. This groundbreaking position in terms of research and innovation is of international significance. It is forecast that in 2050 almost 70% of the global population will be living in cities, a substantial proportion of them in low-lying delta cities. Rapid urbanisation will lead to an enormous shortage of space, which will jeopardise natural vegetation – woods, lakes, grassland, parks and fields. Cities will become more congested and dirtier, or, as the European Environment Agency says, “Serious health problems resulting from air and noise pollution are on the increase; the number of urban dwellers with obesity is growing; it is expected that, in cities, the consequences of climate change will lead to immense economic, environmental and social damage”.

In all of these agglomerations and metropolises the question will arise of how we can supply these millions of urban dwellers with clean water, energy and natural raw materials, healthy, safe food and natural green areas in the long term. Are we about to develop monster cities that exhaust the earth’s resources? Or will we opt for what Floriade 2022 represents: cities that clean their own water, generate their own electricity, produce healthy food and leave space for biodiversity?

Everyone is taking part!

To create the Floriade, the Municipality of Almere is working together with residents and other parties – farmers and horticultural growers, the public authorities (the province., the Amsterdam regional authority and the national government), entrepreneurs, developers, schools, artists, social organisations and research institutes. The run-up to the Floriade (called ‘The making of …’) will be dedicated to working on promising initiatives and projects that can contribute to the world expo and to public ambitions regarding the green, sustainable city. ‘The making of…’ adds a social component to the concept of the green city, which until recently has mainly been interpreted in ecological and environmental terms. Youngsters have an important role to play. Up until 2022, the so-called Urban Greeners will be organising innovative projects, programmes for students and events such as a Youth Floriade., Another specific group that will be involved in creating the Floriade comprises people who are currently outside the labour market: at least 1,000 people will be encouraged to find jobs during the Floriade and possibly thereafter.

The official motto of ‘Go greener’ was chosen for a reason. It is an invitation to everyone to take part; a stimulus for sustainable initiatives and projects; and an incentive to actually ‘green’ cities throughout the world.

The Floriade is good for the economy

Floriade 2022 will stimulate economic activity – not only during the event, but particularly during ‘The making of…’ phase. The estimated economic benefits will be a multiple of the turnover of the World Horticultural Expo. This demonstrates the importance of the event for the city, the region and the country, particularly in terms of tourism and attracting businesses. Research has projected a direct economic spin-off of 370 to 410 million euros. Approximately 40% of this will accrue to Almere – on the Floriade site and in the centre of Almere.

Moreover, the exhibition site forms the starting point for a Green Campus, a knowledge cluster being set up by CAH Vilentum, various knowledge institutes, the City of Almere and the Province of Flevoland – a breeding ground for research, entrepreneurship and start-ups.
2. THE EVENT - FLORIADE ALMERE 2022

The Floriade will form a ‘green’ counterpart to the ‘red’ city centre. It will comprise an arboretum, a grid of gardens with a huge variety of plants, flowers and trees. The wide, rectangular Floriade Boulevard surrounding the site and the Grand Canal will provide a clear structure. The exhibition site will be divided into areas devoted to the four themes of Growing Green Cities: Feeding, Greening, Healthifying and Energizing the city. These themed areas will be linked via an entrance area, which will contain the collection of pavilions and venues for meetings and live entertainment. The arboretum is ideally designed to allow visitors to create their own route. For example, there will be an app that will guide every visitor through the areas and pavilions that match their personal interests.

Within these themed areas, special attention will be devoted to green buildings and water-related solutions. In the tradition of the ‘Almere BouwRai’ (urban architecture exhibition), visitors will learn about the latest developments in the fields of architecture and building technology. Water is the biggest global challenge of our times. Where better to explore this subject than in Almere – a city that lies five metres below sea level? Moreover, the ‘City & Region’ programme, showcasing attractive and innovative projects in the region, will also be held to coincide with the Floriade.

The World Expo Floriade will have demonstrations, interactive exhibits and models, exhibitions and so-called ‘green eye-openers’ – discoveries that have a major impact on our daily lives. Visitors will be able to visit a green home, use a green workplace, spend a night in a green hotel or exercise in a green gym. They will see how food is produced in the city and how waste flows can be processed into new raw materials. All the Floriade data will be available online and can be used for a variety of purposes, such as creating a virtual Floriade world or developing games. Hospitality, merchandising and other facilities will all blend into the green atmosphere of the Floriade, as will the music, fragrances and sound effects. It will be a complete experience for all of the senses.

Target groups
A focus on distinct target groups is essential for the success of the event. What are the target groups interested in and how can they best be reached? For example, for some visitors the Floriade will be about the beauty and timelessness of flowers and plants. Families with children will be looking for dynamism, interaction and a clear structure that is accessible to a broad public, while special interest groups and young people will be interested in other elements.

Close attention is being paid to business partners. The Floriade will provide an international stage for showcasing the Netherlands as a leading trading nation and a frontrunner in efforts to create a sustainable economy and the innovative capacity of the horticultural, agri & food, water and life sciences sectors.

Marketing
‘The making of...’ (2015-2020: Up to 2020, the focus will be on creating an image for the Floriade and publicising the event). During this period, sneak previews of the Floriade site, interactive activities and educational programmes will be organised for the general public.

Youth Floriade (2018): Midway through ‘The making of...’ phase, the Urban Greeners will organise the Youth Floriade for young people from around the world.

The Floriade (2021-2022): Between 16 and 31 March 2022, general rehearsals will be held for the official opening (on 31 March or 1 April). A special media programme will be organised with large-scale press visits.
After the official opening, feedback from the first visitors will be used for a new media campaign to attract others. From 2023: The Municipality and exhibitors will explore the possibility of transforming parts of the Floriade site into a permanent exhibition space.

Site layout
The Floriade site will be bounded by a rectangular, three-kilometre-long boulevard with two entrances: the main entrance on the West side and a second entrance on the North side for visitors arriving over the Weerwater. The boulevard will cross the motorway by means of two viaducts. The boulevard will encircle the arboretum – a fine grid of gardens accommodating buildings, greenhouses and pavilions (and possibly other features to be decided later). Within the framework of the boundary and the arboretum, there will be exhibition facilities such as a modern greenhouse, a few theatres and approximately 10,000 square metres of covered exhibition space. These will be combined with an entrance building, conference rooms and other business accommodation and hotel facilities. There will be hospitality facilities and toilets along the main routes in the area.

The innovative pavilion of the Province of Flevoland, which is currently being developed as the corner piece of the Green Campus, and the Floriade Pavilion could possibly be used as exhibition space during the event.

Possible layout of the exhibition site into themed fields
Construction
The exhibition site will be developed gradually and the basic infrastructure (boulevard, arboretum and street network) falls under the responsibility of the Municipality.

The construction of the most important pavilions will be undertaken by market parties. There will be opportunities for adding elements to improve the quality and variety of the event, depending on the circumstances and the ambitions of the market actors. The options for the development of the area can be summarised in three models.

Framework Model
In the Framework Model, the arboretum will consist of four-metre-wide borders around the plots. The boulevard will be six metres wide but raised over a width of twelve metres. Most roads and paths will be constructed in a ‘light’ version (light materials and limited foundations). Three bridges, one of which will be constructed at a later stage, will connect the mainland to Weerwater Island. Between Utopia and Weerwater Island, a temporary bridge will ensure that the boulevard remains open for traffic. A number of exhibition halls will be built in the entrance area, such as the greenhouse and the covered exhibition space. The current diving school will be converted into the Floriade Pavilion.

Basic Model
The Basic Model can be constructed if sufficient additional income is generated from real-estate development, sponsorship and (European) subsidies. Floriade B.V. (the company being formed to organise the event) is primarily responsible for raising this extra income. In the Basic Model, the arboretum will be constructed in the same way as in the Framework Model and the roads will be constructed in a ‘light’ version. The boulevard will be 12.5 metres wide with a recognisable, decorative verge. On the south side of the A6 motorway, the boulevard will slope downwards from viaducts over ramps. There will be a permanent bridge (also suitable for cars) between Weerwater Island and Utopia.

Ambition Model
Depending on market conditions and sufficient sponsorship and income from subsidies, the Basic Model could be expanded to the Ambition Model. This model comprises extra elements for the exhibition. The Grand Canal will be narrowed to create room for extra exhibition space and there will be extra bridges. The arboretum will have more plants, more beautiful gardens and bigger trees. There will be better connections for cars. Weerwater Island will be partially raised to create room for extra exhibition space. There will be an extra bridge over the A6 motorway.
Circular economy
100% circular: re-use of raw materials

Smart systems
Exchange of energy, water and raw materials in a ‘smart greenhouse’

Food: innovative agriculture and horticulture
Innovation in agriculture and horticulture: exchanging food, manure and energy
Innovation

The Floriade will be a ‘living laboratory’ for applying innovative systems in the fields of food production, waste flows, water purification, energy generation, water, mobility and re-usable raw materials. For the Floriade site, we have adopted the Triple-N standard (‘now’, ‘new’ and ‘next’). ‘New’ relates to our ambition of displaying as many innovations as possible. The label ‘next’ refers to the next generation of technologies relating to food, ‘smart’ ICT systems, the circular economy (the maximum use of re-usable materials) and mobility. These ambitions will be translated into performance guidelines that will be issued to all exhibitors as part of their so-called ‘plot passport’, which will also contain instructions on the use, maintenance and accessibility of the plots and the edges of the plots. The rules in the ‘plot passport’ – which will also apply for the district after the event – will be enforced by a curator, who will supervise the participants’ compliance with them and link together the different projects.

A number of innovative facilities will be located underground: vacuum sewage disposal (takes up little space, low water consumption, low maintenance costs) and an electricity grid that takes advantage of new technologies such as tariff differentiation, variation in AC and DC current and the possibility of storing and exchanging electricity. In order to promote constant innovation, no other cables and pipes will be laid. This will make every participant - whether a company, a private organisation, a knowledge institute or a government body – responsible for developing sustainable and ‘smart’ methods for generating electricity and heat, cleaning waste water and using recycled materials on their own plots.

THE FLORIADE IS A ‘LIVING LABORATORY’ FOR APPLYING INNOVATIVE SYSTEMS IN THE FIELDS OF FOOD PRODUCTION, WASTE FLOWS, ENERGY GENERATION, WATER, MOBILITY AND RE-USABLE RAW MATERIALS

Relationship with the city centre

Although the Floriade will be located on the south bank of the Weerwater, it is our firm intention to involve the city centre on the north bank in the event. Links will be established between the two sites, in the form of water taxis, a ferry or a fleet of electric water bicycles. The ‘Weerwater Tour’ – the cycling, walking and jogging path around the lake – will also help to link the north and south banks. A possible option is that a private participant could establish its own special link between the city centre and the Floriade site. There will be an information centre, ‘Floriade Centraal’, in the city centre. From the train station, special walking routes will guide visitors to the Weerwater past ‘green’ buildings, terraces, displays and squares and show how diverse, exciting, attractive and tasty the ‘green’ city can be.
As we have said, the Floriade is part of a wider programme of city-wide development designed to allow Almere to grow into a green city of the future, equipped to provide suitable answers to urgent urbanisation issues. For this reason, in the run-up to the Floriade, activities and projects will be launched - under the title ‘The making of…’ – that contribute to the horticultural exhibition and the aim of creating a sustainable city.

One such activity is the ‘Growing Green Cities’ programme, in which residents and entrepreneurs will be encouraged to contribute to the ‘greening’ of Almere. Another project is ‘Floriade works!’, in which the municipality and the Province of Flevoland will bring local and regional businesses into contact with the national and international agrofood and horticulture industries. Other promising initiatives can count on the support of the municipality; successful projects will be highlighted and celebrated.

The Urban Greeners now seem to be on a roll. These young entrepreneurs are organising projects, learning programmes and events, mainly for other youngsters (particularly students), such as planting a ‘food wood’ and holding a Youth Floriade in 2018. Finally, steps will be taken to build an international network via the International Association of Horticultural Producers (AIPH) or through co-operation with other cities that have ambitions in terms of sustainable urban development.

In addition, there are various municipal programmes that complement the objectives of the Floriade. These programmes relate to energy, waste, health and the circular economy. Schools and knowledge institutes are also engaged with the ideas behind the Floriade in their work and activities. Primary and secondary schools are devoting attention to saving energy, a healthy indoor climate, school gardens and cookery lessons. In higher education, attention is being paid to urban farming, alternative energy production and health. A prominent role has been reserved for CAH Vilentum, which in a joint venture with knowledge institutes, the Municipality and the Province, is endeavouring to establish an ‘innovation workplace’ that should culminate in a Green Campus. The innovation workplace is not an isolated case. On and around the Floriade site, work is already taking place on a variety of different projects such as the Floriade Pavilion, the ‘Weerwater Tour’, the widening of the highway A6 and (from 2017) the gradual construction of the arboretum.
4. AFTER THE FLORIADE: A GREEN DISTRICT OF THE FUTURE

The location of the Floriade on the Weerwater – on Utopia and Weerwater Island and on either side of the highway A6 – is no accident: this area in the heart of the city was designated as one of the major development sites in the Almere Structural Concept 2.0 and will gradually grow into a lively, mixed, healthy urban district (with companies, educational and recreational facilities and residential areas in green surroundings). The ambitions with regard to innovation and the use of new technologies – as formulated for the Floriade – will also apply to the new district. Materials will be re-used, ‘smart’ ICT systems will be constructed and food safety and security will be central. There will be experiments with new forms of mobility and the creation of low-traffic and car-free areas in some parts of the district. Streets will be laid out according to the principle of ‘shared space’: the street as a place for the public as well as traffic.

The area’s future development into an urban district largely depends on the legacy of the World Horticultural Expo, but a number of aspects at least will not change. As well as the boulevard and the arboretum, the ‘green’ exhibition buildings will form the basis for a Green Campus and a commercial zone on the A6, which will be widened and lowered and over which two viaducts will be built in the years to come. On that basis, possible directions for development have been explored in spatial scenarios. These are possible scenarios for the future; as we have said, their actual realisation depends on the economic situation and co-operation with market parties.

Management

During construction and the event itself, Floriade BV will be responsible for managing the site. Site management will be organised in two ways:

1. The Municipality will be responsible for the management of cycle paths, the boulevard, art works, bus lanes, embankments, woodland and drains. These tasks will be covered by the regular management budget.

2. Floriade BV and its partners will be given the task of organising and financing the management of the exhibition site (arboretum, paths, pavilions and plots). Floriade BV will decide how its management tasks will be organised before 2020.
5. PARTNERS

As host of the Floriade, the Municipality of Almere will be collaborating with many partners.

The Province of Flevoland
The Province of Flevoland is co-organiser and regards the Floriade as an ideal opportunity to strengthen the regional economy and promote the province. After all, Flevoland is located on the border between large agrarian production areas and the urban area of the Amsterdam metropolis. The province is an initiator and important financial partner of the ‘innovation workplace’.

Nederlandse Tuinbouwraad (Dutch Horticultural Board, NTR) and the AIPH
The NTR is the licence-holder and co-organiser of the Floriade. A joint venture and licensing agreement has been signed with the NTR in which the conditions and recommendations formulated by the NTR for bringing the Floriade to Almere have been set out in agreements for co-operation. We also have the permission from the AIPH which is a condition to the approval of the BIE.

The National government
In a special work agenda, the government has linked the Floriade to its top sectors policy and the Netherlands’ aim of positioning itself in the world as a country of innovation. From 2016, the government will appoint a commissioner for co-operation with world cities and make a financial contribution.

The City of Amsterdam
The Floriade is a valuable addition to the tourism programme ‘Visit Amsterdam, see Holland’. Moreover, part of the economic spin-off will directly benefit the metropolitan region, for example in the form of hotel stays, city trips and days out. Both city councils have decided to position the Floriade internationally as ‘World Expo Floriade 2022 Amsterdam Almere’. Co-operation has now begun between the Floriade, Amsterdam Marketing and Almere City Marketing. The co-operation between the two cities has also meant that various institutions in the metropolitan region, such as the Amsterdam Economic Board, AMS: Amsterdam Institute for Advanced Metropolitan Solutions and Amsterdam Airport Area have committed themselves to the Floriade.

Aeres Group
The Aeres Group – which includes Groenhorst College and CAH Vilentum – wants to integrate the ideas behind Growing Green Cities into its education programme and is working with the Municipality and the Province on joint programmes relating to ‘The making of…’. The Aeres Group is working with the Province, the Municipality, Wageningen University, TNO, AMS: Amsterdam Institute for Advanced Metropolitan Solutions, Deltares and industry to establish a campus for ‘green’ education: the Green Campus.

The Department of Infrastructure and the Central Government Real Estate Agency
With the widening and lowering of the A6, the Department of Public Works has committed itself to the realisation of a ‘green motorway’. The Central Government Real Estate Agency is making its land around the yacht marina and on Utopia available for the Floriade.
**Horticulture-related companies**
We are working on a joint agenda with Greenport Holland, the Dutch Horticultural Trade Board, Greenport Aalsmeer, Greenport Noord-Holland Noord and the Province. Naturally, the main principle of the Floriade will be a key element of this agenda: using the innovative strengths of the horticultural industry to solve urban problems.

**Entrepreneurs in the city centre**
A covenant has been signed with the Almere City Centre Entrepreneurs’ Association (Ondernemersvereniging Stadscentrum Almere) regarding the relationship between the Floriade and the city centre. This agreement concerns the development of the area around the railway station, the ‘greening’ of shops, the laying of ‘green carpets’, a joint programme of activities, the building of an information centre (Floriade Centraal) and the investment of funds for marketing.

**Industry**
Local and regional industry have formulated joint ambitions in a ‘Floriade 2022 Co-operation Charter’. Companies whose innovations correspond with the ideas behind the Floriade can already move onto the event site. In addition, companies have expressed a wish to participate in the future Floriade B.V. through sponsorship, as shareholders or in other ways. Local and regional companies and knowledge institutions will have priority in the awarding of contracts for work for the World Expo. A special programme will be set up to attract foreign companies or institutions, for example via trade delegations or during international conferences.

**Friends of the Floriade**
The Friends of the Floriade foundation is generating support from industry. Among other things, the Friends are handling the exploitation of the Floriade Pavilion and are the driving force behind the ‘Floriade 2022 Co-operation Charter’ mentioned earlier.

**The residents of Almere**
Since the Floriade was awarded to Almere, the residents have put forward ideas, initiatives and concerns. They have been listened to and involved through city events, the so-called ‘city dialogue’, district meetings and workshops. The residents of Almere will remain important partners in the dialogue after the master plan has been adopted.
6. ORGANISATION AND BUSINESS CASE

The organisation of the World Horticultural Expo will be outsourced to a company to be established specifically for that purpose: Floriade BV. This decision is connected with the need for a business-like, decisive approach and the possibility of expansion and risk-bearing participation by third parties. any The possibility of delegating real-estate activities (with regard to the urban district, for example) to a separate legal entity rather than the limited company is still being explored.

In the first instance, Floriade BV is responsible for all activities relating to the World Horticultural Expo: organising, operating and promoting the event. Floriade BV will have the Floriade site at its disposal (either rented or borrowed) and will be responsible for the development of the Expo related real estate (pavilions and some exhibition buildings). The Municipality will be responsible for the realisation of permanent real estate – by inviting investors and developers – and the layout of the site as formulated in the Framework Mode.

Assignment
The terms of Floriade BV’s assignment, subdivided into various components, are as follows.

Focus
1. The focus lies on a farming and horticultural exhibition in the context of city and water. The main themes are Feeding, Greening, Healthying and Energizing the city – with the emphasis on Feeding.
2. The motto is: ‘Go greener’.

Main spatial structure and development strategy
3. The starting point for investment by the Municipality is the so-called Framework Model. Floriade BV will be assigned the task of generating income through real-estate development, sponsorship and subsidies in order to realise the Basic Model.
4. Managing and operating the Floriade site up to and including 2022. Before 2020, Floriade BV will make a proposal for managing the site after 2022.

‘The making of’
Organising international meetings and conferences.
7. Ensuring that countries, cities, NGOs and companies take part in the World Horticultural Expo.

Organising the event
8. Taking account of the municipal frameworks for participation.
9. Drawing up an annual marketing and sponsorship plan.
10. Arranging temporary real-estate development and associated management.
11. Carrying out active risk management.
12. Developing discounts and other special offers for residents of Almere.

Economic and social spin-offs
14. The Floriade must put Almere on the map as a classic example of a circular economy and a waste-free city.
15. As much of the work for the Floriade as possible will be awarded to regional companies, subject to the rules of the outsourcing policy.
16. Ensuring work for specific target groups (such as residents who are remote from the labour market).
17. Producing an annual report on the social and economic effects of the Floriade.
18. Promoting business development relating to the economy and infrastructure.

Business case
The (updated) business case has a reliable financial framework – a solid foundation for granting the assignment to Floriade BV and for securing the municipal council’s consent to start laying out the site. The realisation of the Floriade will follow a growth model, which means that the business case embodies the so-called Framework Model – a responsible layout of the exhibition site with boulevard, arboretum and street plan – with the aim being to finance additional components (Basic Model) with real-estate development, sponsorship and subsidies. In light of that, no integral land development is required so no heavy mortgage will be imposed on the future. This does not mean that the original ambitions for the Floriade – the development of a green and healthy urban district – have been abandoned. That is where the so-called ‘opportunities strategy’ in the area development plan for Almere Centre Weerwater in 2012 comes in: developments and projects will take place when the city and the market are ready for them.

Schedule
• Start of work on the site: 2016
• Start of main planting: 2017
• Implementation of A6 development: 2017-2020
• Start of building for the event: 2018
• World Expo Amsterdam Almere 2022 from April - October
Floriade by night
SEE YOU AT THE WORLD EXPO FLORIADE AMSTERDAM ALMERE 2022! WE WILL SHARE WITH YOU OUR VISION ON FEEDING, GREENING, HEALTHYING AND ENERGIZING THE CITY OF TOMORROW.