

NEMZETI FEJLESZTÉSI MINISZTERIUM
Érk. szám: 856/2013 M. 4
Dátum: 2013 JAN 10.
Ikt. sz.:
Miniszteri Titkárs

Nemzeti Fejlesztési Minisztérium
Mr.
Lászlóné Németh
nemzeti fejlesztési miniszter
Fő utca 44-50
1011 Budapest
Hungary

2013 JAN 10.

érkezett

2013 Foundation Award

The most attractive civic festival: innovative – people-friendly – popular

Dear Mr. Németh

The "Lebendige Stadt" Foundation calls on all towns and municipalities to enter for the 2013 Foundation Award.

The award is open to festivals that help to underline the identity of the town and also encourage local people to identify with their town, their district or the quarter they live in. This includes participation of local people by listening to their ideas for the layout and planning of the festival all the way through to concrete personal contributions towards the realization of the event. The civic festival should be characterized by a high level of creativity in planning and design and should enjoy broadly based support among the local people.


The Foundation is looking for concepts that have already been implemented. The Foundation endeavors to promote best practice examples that can serve as models for other municipalities and therefore attaches particular importance to inventive and cost-effective solutions. Nevertheless, the emphasis should not be on the commercial aspect of civic festivals. The award carries a total cash prize of € 15,000.

Entries are to be sent by February 28, 2013 to:

Stiftung "Lebendige Stadt"
Saseler Damm 39
22395 Hamburg

The other enclosed pages contain detailed information on the rules of the competition and the documentation to be submitted as well as the entry form. You can find more information on the "Lebendige Stadt" Foundation and the projects it supports on our Internet homepage at www.lebendige-stadt.de.

Hamburg, January 2013


Alexander Otto
Chairman of the Board of Trustees


Dr. Andreas Mattner
Chairman of the Executive Committee

ENTRY FOR THE 2013 FOUNDATION AWARD

"The most attractive civic festival"
innovative – people-friendly – popular

I. Entrant:

City/Municipality/Organizer:

Contact:

Address:

Phone:

Fax:

E-mail:

Entitled to receive the award:

Name:

Contact:

Address:

Phone:

Fax:

E-mail:

II. Brief profile of concept/project

Name of the festival			
City/Town		German state/Country	
Profile of the festival in one sentence:			
Has the festival already won an award? () Yes, when? () No			
When did the festival first take place?	_____ (Year)		
How often is the civic festival staged?			
How long does the civic festival last?			
Where is the civic festival held?			
Organizer	() City/Municipality () Private/Club: _____(Name)		
Festival visitors	___% local people; ___% visitors from the region; ___% tourists		
Number of festival visitors	_____ visitors per day _____ visitors per festival		
Area of the festival	_____ m ²		
Number of stalls	_____		
Breakdown of stalls	_____ % local stalls, _____ % regional stalls, _____ % national stalls _____ % commercial, _____ % non-commercial		
What different attractions and activities does the festival offer?			
Who organizes erection of the stalls?	() Mobile stalls by stall operator () Permanently installed stalls by city/municipality () Other		
Stipulation of assembly guidelines/properties of stalls	() No () Yes - Of what nature?:		

Opening hours	Weekdays/Times:
Stall fee	_____ €/meter Other rental charges:
Turnover of the civic festival. What are surplus/profits (if any) used for?	_____ € turnover
Is the civic festival part of a marketing concept?	() No () Yes - Of what nature? _____
Was there or is there conflict in the city concerning this project? If so, what kind of conflict?	

III. Outline of the concept (max. 3 A4 pages, font: Arial/font size: 11)

1. Description of the civic festival including conception (are there perhaps traditions or a specific origin that lend a special character to the civic festival? Is the festival designed to appeal to certain target groups?)

2. What goals are associated with the civic festival (e.g. entertainment, promoting identification with the city/municipality, raising awareness for historical aspects, civic marketing)?

3. Please describe the organization and running of the festival (e.g. procedures for stall approval, erection guidelines, layout plan, properties/design of the stalls) and the development of visitor numbers in recent years.

4. Please describe the setting in which the civic festival takes place (e.g. contribution to the vibrancy of the inner city/city district, reclamation/upgrading of public space, alternative utilization concepts for the festival grounds).

5. What makes the civic festival innovative (innovative aspects of the concept / innovative design elements) and has the concept for the festival been changed in recent years?

6. What measures are taken to ensure sustainability (e.g. responsible use of public space, energy-saving concept, reliable waste disposal/avoidance)?

7. How are local people involved in the festival (e.g. involved in the organization of the festival or drawing up the program of events)?

A. General Terms and Conditions

1. Projects which have already been completed or are in the process of implementation may be entered for the award.
2. The projects should have been developed for a clearly identifiable and defined location.
3. Projects that have already been implemented or are in the process of implementation may be entered for the award. All project entries must relate to a specific location (e.g. city as a whole, city district, municipality district).

B. Notes on entrants

This award is open to European cities, municipalities, urban planners, institutions, associations and clubs.

C. Documentation to be submitted

1. The submitted documentation must be in German or English and should provide a complete picture of the project in its local setting while outlining the particular features and intentions.
2. The following documentation must be supplied in a **DIN A4 folder**:
 - a) Fill in the pages of the entry form on a computer or typewriter using keywords. The scope of details and information may not exceed the space provided on the form.
 - b) Succinct explanation of the concept answering the more in-depth questions on the special features of the project in order to facilitate assessment of its award-worthiness.
 - c) Details of whether there were conflicts during the development of the project or in the ongoing project and information on how these conflicts were resolved.
 - d) Planning documents, concept documentation, layout plan, views, sketches, perspectives, photo material etc. (format max. A3, portrait or landscape format, folded to A4 format).
 - e) Plan of the surrounding area (urban context), with project marking or explanatory spatial depictions, A3 folded to A4 format.

Documentation submitted on CD-ROM or DVD (e.g. photos, plans or films) will not be included in the assessment.

3. The submitted documents will be exhibited during the jury meeting and will not be returned. The Foundation intends to compile a documentation of the competition and, to this extent, is entitled to publish the submitted documents. All submitted entries must include visualizations/photos (incl. utilization rights) that may be used for documentation purposes and press articles. The organizer assumes no liability whatsoever in the event of the loss of documentation.

D. Submission of documentation

The final deadline for entries is **February 28, 2013 (postmark)**.

E. Award presentation

1. The jury will meet once in the spring of 2013 for the purpose of selecting the award winners.
2. In addition to presenting the Foundation Award including the prize money of € 15,000, the jury is also free to award certificates in special recognition of projects that were short-listed for the award. The jury must give plausible reasons for a possible decision to split the award.
3. The jury will provide reasons for its decision in a written vote. Apart from this, however, the jury will not provide any information; in other words, it will not make any statements – either vis-à-vis the entrants or of a public nature – regarding concepts that have not received awards.
4. The awards will be presented by the organizer, the "Lebendige Stadt" Foundation, on June 11, 2013 in Berlin during the symposium entitled "The City - Eternally Young" and displayed at an exhibition at the same venue. The award winners will be sent a separate invitation to this event along with presentation instructions. The decision of the jury is final.

Hamburg, January 2013

The Executive Committee of the
"Lebendige Stadt" Foundation