



Bundesanstalt für  
Landwirtschaft und Ernährung

# The German Federal Competition for Villages



City of Bonn, July 6 2016,  
Steffen Ortwein



# Who can participate?

- Villages with less than 3000 inhabitants
- Statewide winners, which have been registered by the respective state till december before the federal competition
- Gold medal winners of the last federal competition



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**Every german  
state sends its  
statewide  
winners to the  
federal  
competition**



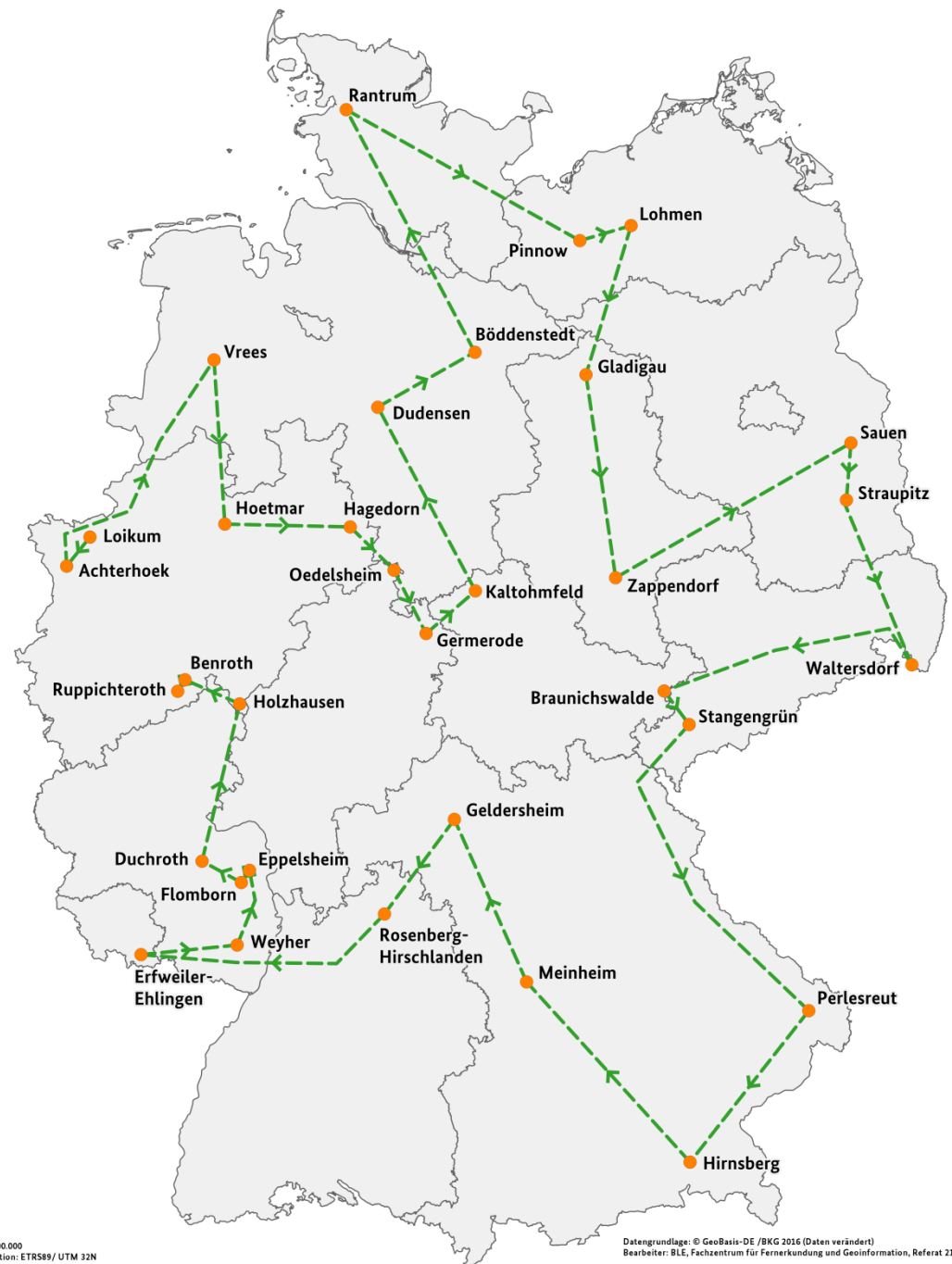


# The federal commission visited these 24 villages in 2013



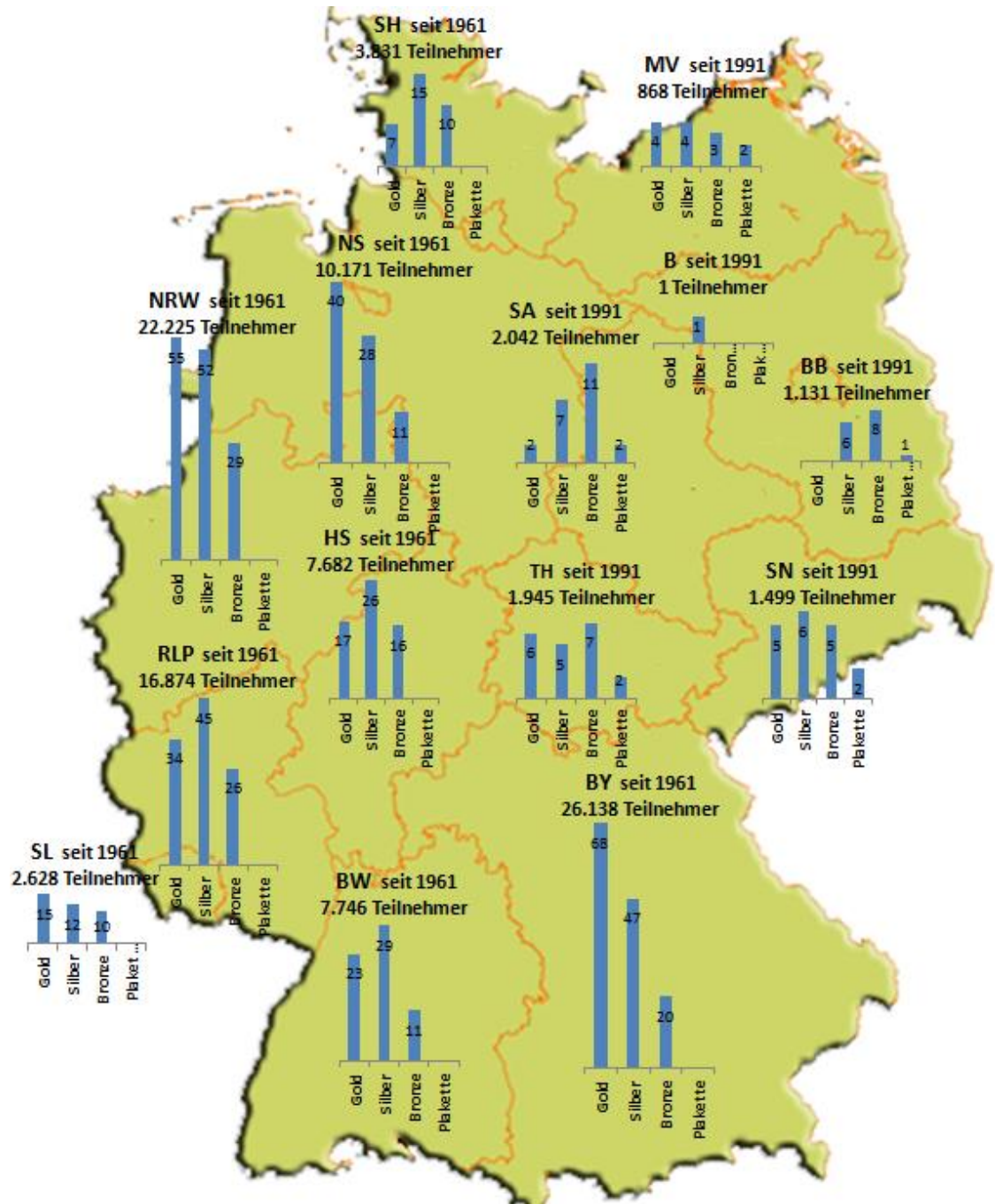


# The federal commission visits these 33 villages in 2016





# Winners of the federal competition since 1961





# Regulation of participation

	<u>Statewide participants</u>			<u>Participants federal competition</u>	
<	50			1	
	51	-	150	2	
	151	-	300	3	
	301	-	450	4	<b>2016</b>
	451	-	600	5	
	601	-	750	6	
	751	-	900	7	
<b>Participants in 2016: 33</b>					
<	100			1	
	101	-	300	2	
	301	-	500	3	<b>2013</b>
	501	-	700	4	
	701	-	900	5	
<b>Participants in 2013: 24</b>					



# Four plus one issues of juryrating

development  
concepts and  
economic  
activities

social and  
cultural  
activities

activities on  
building design,  
settlement  
development,  
land management

activities on  
gardening,  
landscape design  
and  
biodiversity

Total overview and commitment of citizens





# Key issue: Participation



Defining a process  
of participation.



Organizing  
public conventions and  
citizen working groups



Transferring ideas  
and information into  
concepts of rural development



# Today's challenges and our future vision



Regional perspective



Local analysis



Strategy and goals  
for the local future



# Today's challenges and our future vision (2)



Themes and measures



Developing a structure  
of responsibilities



Making a plan  
when the activities should be  
done and what is needed for that



# Visualize commitment and progress





# Common approach

# Join forces



# Strengthen identity and mobilize community



## Involve all generations





# Set the ball rolling





# Competition procedure







# Planning the tour

- Holding contact with responsible persons from every village of the tour
- Planning the tour from village to village
- Booking coach and hotels in several locations
- Selecting and cooperating with a media agency and doing the project management for a final report



# Making the tour: Support the jury

- Organizing a meeting in preparation of the tour
- Preparing informations about the villages
- Beeing the „tour guide“ on the coach
- Making documentations during the tour



# **Village Celebration and visiting the Federal President: Pay tribute to the winners of the competition**

- Organizing of a banquet for 2.500 people
- Cooperating with our inhouse conference team
- Cooperating with the fairtrade company of Berlin
  
- Booking of transfers and hotels for 30 persons who visit the German Federal President
- Cooperating with the Office of the Federal President





# Contact

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