



Landscape and the Green Infrastructure

Landscaping the green Infrastructure



Minisymposium februari 2014

30 participants

Entrepreneurs

Authorities

Farmers



What is **my own interest in** Bloesemlint

- Quality of life; fair product 9
- Company interest 8
- Connecting landscape /
entrepreneurship 6
- Have Fun 4
- Inspiration 3

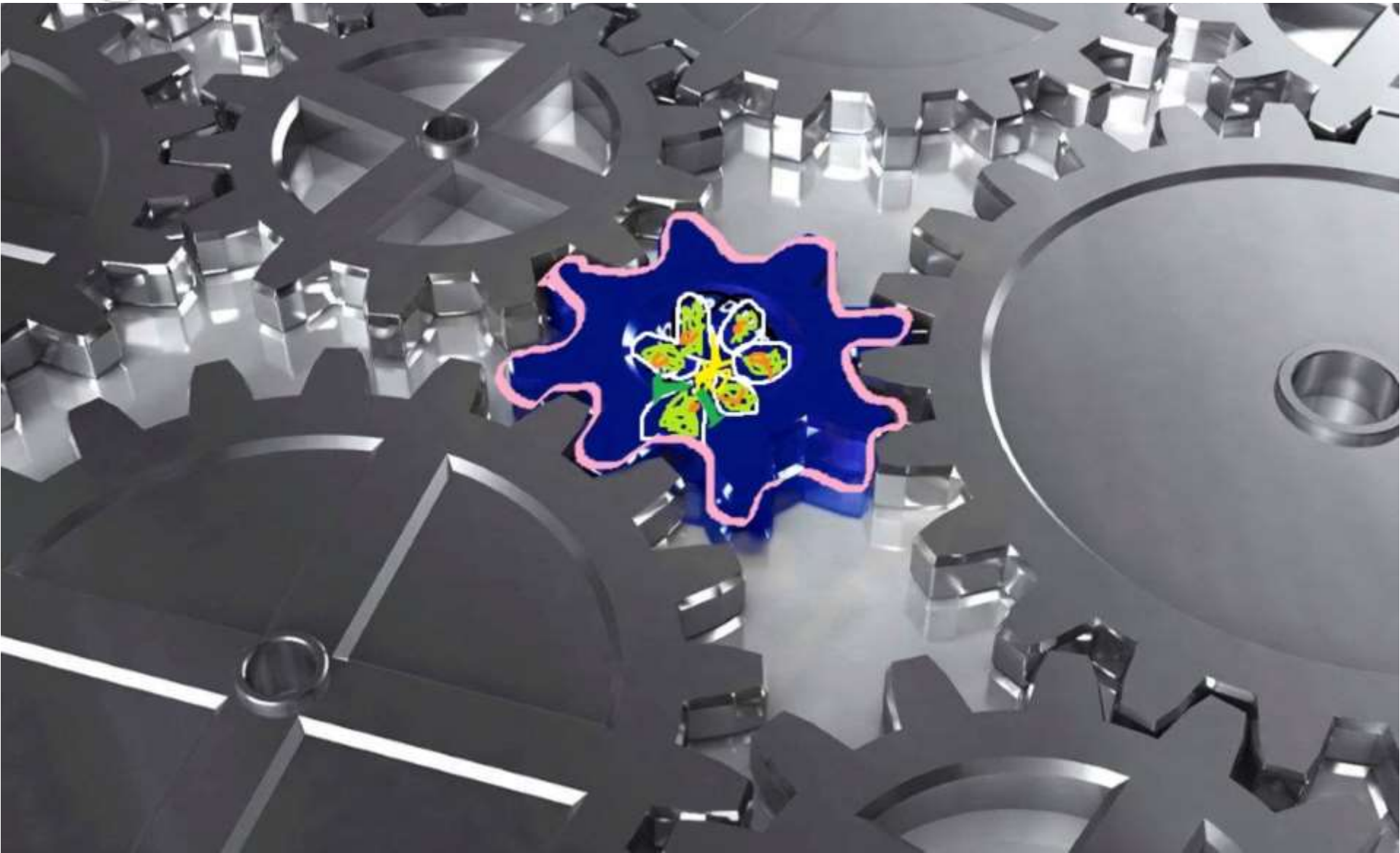


Which **activities** to develop with “Bloesemlint” ?

- Region- and product promotion 13
- Blossom party's 10
- Product /tourism/colleague 4
- Bio-diversity 1
- New pollination procedures 1
- The genetic-bank 1



STICHTING ONDERNEMEND BLOESEMLINT
Creating cooperation





Goal:

Creation of new business models

Synergy between entrepreneurs

How:

High stemmed Orchard-trees as a catalyser for activities.



multifunctional region
connecting people



NATUUR

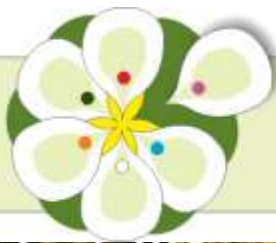


CULTUUR



VOEDSEL

TOERISME



STICHTING ONDERNEMEND BLOESEMLINT

Opportunities



Verblijfsrecreatie

Een oase
van natuur en rust



Streekproducten



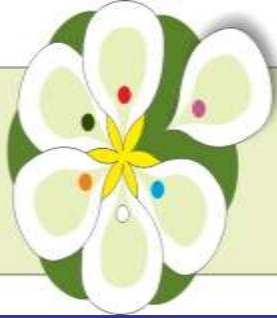
Dagtoerisme





STICHTING ONDERNEMEND BLOESEMLINT
Pearls in the regional landscape





STICHTING ONDERNEMEND BLOESEMLINT

ondernemers in het landschap



Eden Tourist Board.

Brussels.

SPECIAL MENTIONS! LIMBURG BLOSSOM RIBBON FOR PLACE MAKING

20 November 2013 Written by Domenico Sarleti

“What a brilliant and innovative concept! It hits each and every sustainable tourism theme – economic, cultural, social and environmental regeneration – and it involves many thousands of stakeholders. What a difference it will make for tourists to see Limburg through its beautiful and productive blossom. Moreover this is a concept that is easily repeatable in many other destinations.”



STICHTING ONDERNEMEND BLOESEMLINT

ondernemers in het landschap





Blossom manifest Limburg

in coop. with **Limburg branding**

- **More Blossom on predictable places**
Events, cross-overs, visibility
- **More Blossom on unpredictable places**
Industrial parks, the city
- **Underline the Social function of Orchards**
- **Standard trees on the Science Campus**
Landscapequality nearby
- **Blossom underlines the Limburg identity**
Power of life, inviting and tasteful



Regional ambition

- 100 highstemmed Orchard-trees /year
- 2 / 3 main events / year
- Creating awareness of landscape
- Creating awareness of food
- Creating new business models



Projects started in 2014

Total: 200 H-S Orchard trees to be planted in 2015

- *Rural Estate zone (Maastricht)
- *Land-use Coop. Mergelland Oost
Vaals, Simpelveld, Voerendaal, Gulpen,
- *Land-use Coop. Centraal Plateau
Meerssen, Nuth, Voerendaal
- * Waterboard Roer and Overmaas



Events 2015

- Blossom Gold April/ May
- Walking Dishes Oktober



STICHTING ONDERNEMEND BLOESEMLINT

ondernemers in het landschap





STICHTING ONDERNEMEND BLOESEMLINT
Synergie tussen markt en landschap



Blossem Gold



Bloesem Gold

Beleef

Landschap

Ondernemerschap

Evenementen

Spijzen

Educatie

Monumenten

Gastvrij

Onvergelijkbaar

Lumineus

Dynamisch

Enjoy

Landscape

Entrepreneurship

Events

Food

Education

Cultural Heritage

Hospitable

Unique

Brilliant

Dynamic



Blossem Gold

Keymap

1 Car Route

3 Bicycle Routes

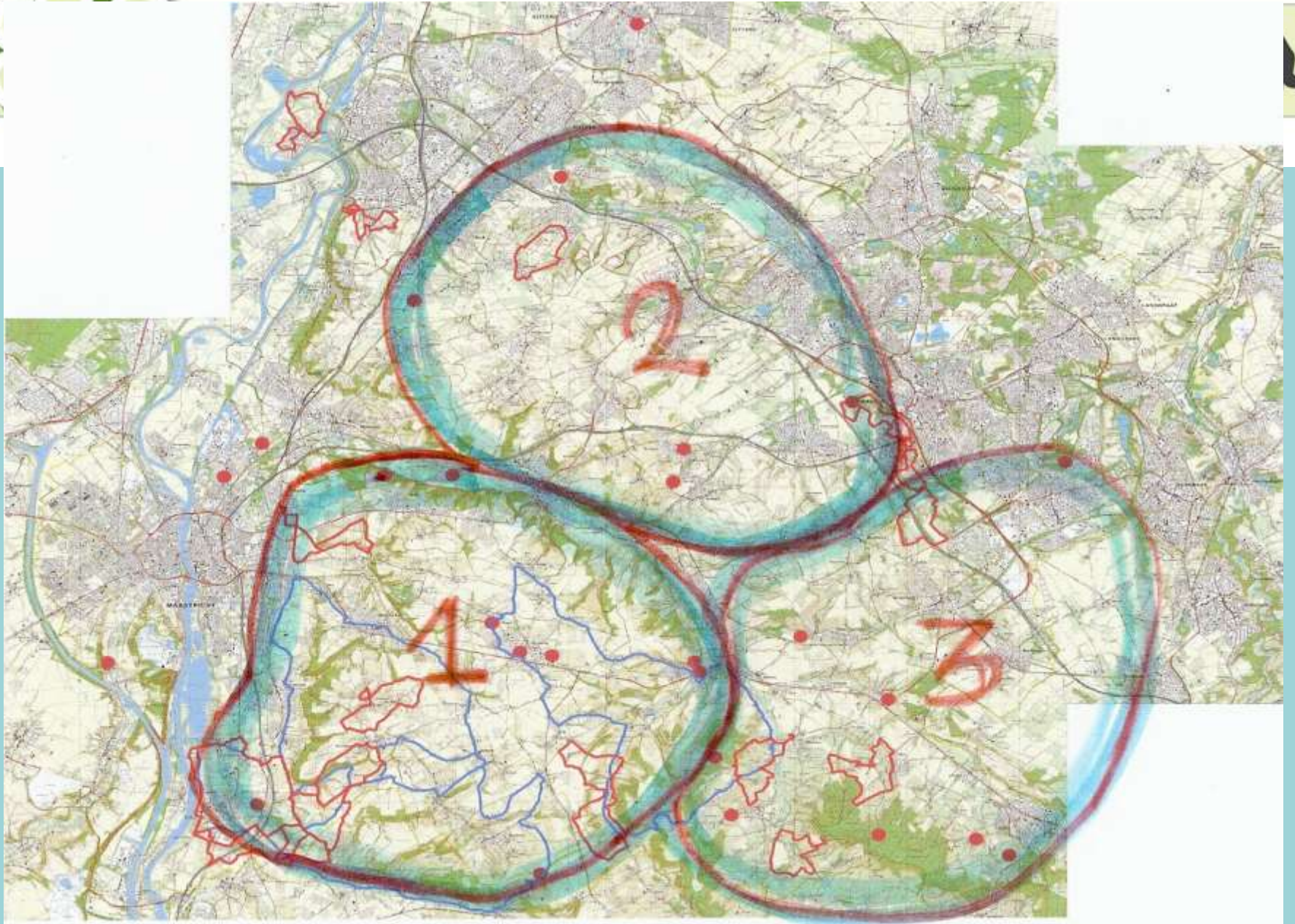
6 Footways

25 Events

Locations Contributors SOB

Locations members MFEU

Promo Booklet





Blossem Gold

Events

Castles

Wine production

Beer production

Regional products

Expositions

Guided tours Gardens; Marlstone excavations

Special arrangements Hotels; Restaurants



Bloesem Gold

2015	NL ZL	10.000 part.
2020	EMR	100.000 part.

Blossen Gold 1 :

last wk april ----- 1^{ste} wk may 2015

Whole month May ?

Whole Year ??



STICHTING ONDERNEMEND BLOESEMLINT
ondernemers in het landschap





STICHTING ONDERNEMEND BLOESEMLINT
Synergie tussen markt en landschap



Walking Dishes

Crossborder Events



Walking Dishes

W D 1 "From Limburg to Limburg"

When: September / October 2015

Where: from Noorbeek (NL) to Altembrouck (B)

How: 1 km. Dining in the Orchard

- * product and producers presentation
- * catering local products
- * organisations present their core business
- * government's support



Walking Dishes

What?

- * Product- showcase
- * Recipes. Archaic and hip
- * Regional menu's
- * Mobile installations: ovens, juice press
- * "Vlaai fabrication"
- * Tasting
- * Best product competition



Walking Dishes 1

Who?

- * SOB & Contributors
- * Corporation MFEU
- * Natuurrijk Limburg & Mergelland Coop.
- * IKL
- * Fruitveiling Margraten
- * “De smaak van Noorbeek”
- * Landgoed Altembrouck



Walking Dishes 1

Who?

- * Municipality Eijsden-Margraten
- * Municipality s'Gravenvoeren
- * Regional Landscape Haspengouw-Voeren
- * “De Winning”



2015 Noorbeek Altembrouck

2016 Drie Landen Punt ?

2017 Border Maas ?

2018 Nijswiller ?

2019 De Planck ?



STICHTING ONDERNEMEND BLOESEMLINT

ondernemers in het landschap





SOB

**Stichting Ondernemend
Bloesemlint**

**Society Of
Blossompower**



Blossompower

- * focuses on engagement of entrepreneurs in keeping Landscape attractive and alive.
- * supports and inspires small business based on Landscape
- * invites entrepreneurs to invest in new and brilliant business cases
- * invites entrepreneurs to invest in Landscape by adoption and planting standard fruit trees.



STICHTING ONDERNEMEND BLOESEMLINT
Synergie tussen markt en landschap



More than 35 contributors

Entrepreneurs

Authorities

Individuals

Semi Authorities

Umbrella organisations

Board

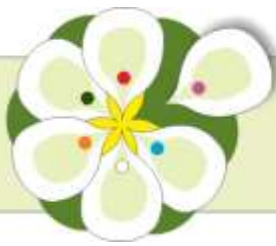
Advisory Board

[www. Berdedas.nl](http://www.Berdedas.nl)



Sympa projects





Planning

2016 / 2017/ 2018

- * Blossom Festival (Open Air Theatre)
- Juice Festival
- Orchard in the City competition
- Pilot: Energy from the Orchard



STICHTING ONDERNEMEND BLOESEMLINT
ondernemers in het landschap

