

# Bloesemlint Ruban Fleuri Blütenband Blossompower



*a project for the Euregio Meuse Rhine  
Prof. Cees Kleinman*



# Blossompower - the base:

**Orchards** (boomgarden, Obstwiesen, abre hautes tiges) contributes strongly to the *regional identity* and the pride of inhabitants in their “own landscape”.



Ideal to  
*actively  
involve*  
citizens  
and  
entrepreneurs  
in  
landscape.

# Blossompower - connecting people and landscape



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# Orchards – the Problems and Challenges

- Kleinschalige landschap wordt serieus bedreigd door de toenemende intensivering van agrarische gronden.
  - Gebruik en onderhoud van de hoogstamboomgaarden is tijdrovend
  - Niet geschikt voor de teelt via moderne industriële productie.
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# Orchards – the Problems and Challenges

by the decline of the orchards

- ⇒ *the historically grown cultural landscape disappears*
  - ⇒ *the rare flora and fauna* are seriously threatened
  - ⇒ the **unique identity** as important community heritage in the Euregio Meuse-Rhine is at risk
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# Blossompower - the Aims & Actions

- **Stimulering van de regionale Economie by grensoverschrijdende “flagship-actions”** (*Cross border “walking dishes”, Blossom Gold; boomgaardfeesten, ondernemersdisplays, open dagen van en bij lokale ondernemers in landschap*).
  - **Burgerbetrokkenheid**
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# Blossompower - the Aims & Actions

- **Opwaardering van het Cultuurlandschap en Biodiversiteit:** *plant- en beheeracties, behoud van Natura 2000-soorten, Inrichten van Genenboomgaarden*
  - **Stimulering van de recreatiewaarde.** Verbinden bestaande grensoverschrijdende wandel- en fietsroutes, Bloesemtochten (Blossom Gold) als publieke events.
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**What are the expected benefits?**





# Blossompower – the benefits:

- **Knowledge** of the cultural landscape are transferred permanently to the *rural population* up to the next generation. **So Orchards as green bridges are restored and secured in future.**



# Blossompower – the benefits:

- *The activities in the cultural landscape and the orchards strengthen the social cohesion in communities.*



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# Blossompower – the benefits:

- ***Healthy nutrition and regional production as important topics of the future society will be promoted by the project.***



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# Blossompower – the benefits:

- ***Förderung der Region***
  - ***Entwicklung Tourismus***
  - ***Landschaft als Geschäftsmodell***
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## Why is cross-border cooperation necessary for this project and adds substantial value to the project?

- **Creation of a Euregional network:** sharing the large local experience in the protection of the cultural landscape.
- Model is **only successful** as innovative, holistic project on cross-border cooperation in Europe.
- **Pan-European perspective:** The results are transferable to other regions in other countries.

# Blossompower - the Structure



- **10 partners from all regions** of the EMR carry out the project.  
(Dutch, German, Flemish, Walloon, Eastbelgian)
- The **main objective** of these actions is realizing the networking between the local hands on implementation and the Euregional dimension of the project worth highlighting.

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*- Connecting people and landscape -  
Thank you for your attention!*

