



# **European Village Renewal Award 2020**

European Award for Rural Development and Village Renewal

of the

**European Association for Rural Development and Village Renewal**

under the motto



Contents:

- **Intention**
- **Motto**
- **Criteria for judging entries**
- **Prizes**
- **Conditions for entry**
- **Documents to submit**
- **Schedule**
- **Contact information**

## **Intention**

The competition for the 16<sup>th</sup> European Village Renewal Award is guided by the intention of bringing excellent and exemplary processes of development and renewal in rural communities "into the limelight" and bestow recognition on them, taking into account their initial conditions, economic and socio-cultural context as well as country-specific standards, particularities and possibilities.

The main criteria is that the projects contribute to an increase of quality of life and to a sustainable improvement in rural areas' readiness for the future, as laid out in the "Guidance for a Sustainable Development of European Villages and Rural Communities".

Therefore the competition promotes those rural communities

- who have addressed the current challenges of their habitat with sustainable, innovative and contemporary projects and started integral development processes;
- who aim to include all sections of the population into local events and thereby gain diverse perspectives, broader horizons and more diverse ideas;
- who are aware of the value and necessity of cooperation and focus on networks as well as intercommunal and regional connections accordingly.

## **Motto**

The competition motto „Local answers to global challenges“ reflects the fact that every community, even the smallest of settlements, is faced with transregional, continental and often even global developments – whether they may be perils or chances.

It shall be an indicator to recognize and face these challenges. The motto subsequently places a particular focus on communities that are aware of their responsibilities beyond their own horizons; communities that find answers within their means to the great questions of the 21<sup>st</sup> century which contribute to the improvement of life on our planet.

## **Criteria for judging entries**

The central question of evaluation is the participating community's reaction to the

- **strengths and weaknesses** as well as
- **internal and external threats and chances**

identified at the beginning of the renewal activities and throughout. This includes both the quality and content of implemented measures and projects as well as the chosen methods and strategies. Specifically:

### **A. Strategies**

1. Goal conformity
2. Congruency and holism
3. Sustainability

### **B. Methods**

1. Information and communication between citizens, politics and administration
2. Self-motivated initiative and citizen participation
3. Intercommunal and interregional co-operations, public-private-partnerships and networks
4. Planning, consultation and process management
5. Valuation and usage of digitalization

### **C. Themes and goals**

1. Strengthening ecological agriculture and forestry while respecting the character of the man-made landscape
2. Responsible and sustainable management of natural resources and use of renewable raw materials
3. Activities in the sense of ensuring local supply and location-compatible purchase options with a view to regional value-added chains
4. Settlement development in accordance with economic, ecological, cultural space and society needs
5. Revitalization of valuable old and creation of good-quality new buildings
6. Creation of up-to date social institutions and socio-cultural qualities
7. Strengthening the sense of identity and the self-assurance of village residents
8. Promotion of the empowerment and motivation of village dwellers to commit socially
9. Encouragement of the participation of all age groups, genders, nationalities and minorities in economic, social and cultural life

*The abovementioned areas and tasks oftentimes supplement, overlap, strengthen and cause one another. They will be weighed more or less strongly for each municipality, depending on their regional and local situation.*

### **D. Motto adequacy**

## Prizes

For the 2020 competition, the following prizes will be awarded:

- **The European Village Renewal Award 2020** – is awarded to the winner
- **European Village Renewal Awards in Gold** – they are the second-highest award and are awarded to participants with holistic, sustainable and motto-adequate community development of excellent quality.
- **European Village Renewal Awards in Silver** – these are awarded for special achievements in multiple fields of village development and will be bestowed upon those participants whose assessment is largely positive,
- **European Village Renewal Awards in Bronze** – they will be bestowed on all those participants who presented individual or multiple development projects that are particularly promising.

All other participants will receive "**laudatory acclaim**".

### **Special awards**

- **Best Influencer Rural Empowerment** – this award will be handed out for the first time and aims to motivate participating communities to win over influencers for their community and its participation in the European Village Renewal Award. The goal is to use social media to increase the participation of younger generations in the communities and simultaneously reach a broad urban and rural audience.

The recipient of this award will be the participant whose influencer can obtain the most followers per inhabitant or the greatest relative reach.

- Optional: **Special award(s) for exceptional motto-adequacy and/or trend-setting lighthouse projects**

Awards will be non-monetary, but will consist of symbolic prizes such as trophies, commemorative plaques and diplomas.

## **Conditions for entry**

### **Participation eligibility**

Per country or region, only

- One village or
- One rural community (consisting of one or more rurally characterized settlements/villages/districts/cadastral communities) or
- One intercommunal association (consisting of two or more rurally characterized municipalities) with no more than 20.000 inhabitants

can be nominated as a participant in the competition.

### **Nomination eligibility**

Nominations are to be made by the politicians or administrators responsible in each country or region for village renewal and rural development, or alternatively by non-governmental organizations (NGOs) or other agencies in the absence of official nominations by the authorities.

### **Entrance fee**

- 550 Euro for villages/municipalities/intercommunal associations from countries, provinces or regions that are members of the European Association for Rural Development and Village Renewal.
- 1.800 Euro for all others.

The entrance fee will be invoiced after the entry and is to be transferred to the bank account of the European Association for Rural Development and Village Renewal by March 27, 2020:

Bank: Raiffeisenlandesbank Niederösterreich-Wien AG  
IBAN: AT62 3200 0000 0065 8955  
BIC/SWIFT: RLNWATWW

## **Documents to submit:**

1. **Entry form:** The filled-in and signed entry form, in digital form and on paper (please request the form from [info@landentwicklung.org](mailto:info@landentwicklung.org)); the digital version should be a Word document and not contain any charts of large data weight. We will also be happy to receive an (illustrated) pdf version with it.

2. **Photos:** At least five photographs (of persons, landscape, buildings), with captions, suitable for dissemination to the press and for possible publications by the European Association for Rural Development and Village Renewal. If possible, in digital form as well as on paper (text as MS Word document; images with a minimum resolution of 300 dpi and total size of over one MB per image). We assume that you or your community owns the copyright of the submitted images. If this is not the case, please indicate the owner of the copyright.

3. **Digital poster:** Plans, graphics, photographs, explanatory text, "before and after" representations etc., should preferably be summarized in a poster. This should facilitate a clear understanding of the measures and also be suitable to be exhibited. Ideally, the digital posters should be available in small and printable resolution. Please forward this small version to us. For the exhibition during the award celebration, you can bring a larger print version to decorate your booth.

4. **Plans:** Area usage plan, a topographic map with a scale of 1:50,000 or 1:25,000, aerial images or other representations and explanations that provide information on the current area usage and planned settlement development

5. **Optional documents:** Additional information and presentation material may be included.

All submissions are to be sent by February 14, 2020 to the following address:

Europäische ARGE Landentwicklung und Dorferneuerung  
Bahnhofsring 48/ Stiege 1/5b, 3441 Pixendorf, Österreich/Austria  
E-Mail: [info@landentwicklung.org](mailto:info@landentwicklung.org)

You are welcome to use WeTransfer as an alternative method to transfer any digital material.

### **Influencer-Data**

As mentioned in the "Prizes" section, we would like to encourage you to particularly motivate young, "young at heart" and creative people of all ages to become active as influencers, bloggers, digital storytellers or content creators for your community and its participation in the European Village Renewal Award

Please provide us with

- Access data for their online profiles, channels and accounts (as soon as available) and
- current screenshots as proof of reach, frequency and interactions during the 31. calendar week (27.7.–2.8.2020).

## Schedule

By November 22, 2019:	Nomination of Participant (Late entries are possible until February 14, 2020)
February 14, 2020:	Deadline for entries and document submission
March/April 2020:	1. Assessment meeting of the jury
March/April 2020:	Workshop with competition jury (date, location and program will be sent out in a timely fashion; participation is optional although encouraged; maximum of five participants per community)
April 2020:	Announcement of visitation dates
June/July 2020:	2. Assessment meeting of the jury, decision Announcement of results
July 27 <sup>th</sup> to August 2 <sup>nd</sup> 2020:	Submission of influencer data
Fall 2020:	Award ceremony in <b>Hinterstoder, Upper Austria, in a multi-day celebration</b>

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