

# **Special Regulation No.1**

**Concerning the Definition of the Theme of the Expo  
and the Guidelines for the Development of the Theme  
by the Organizer and the Participants**

**Beijing International Horticultural Exhibition  
Coordination Bureau**

## **Article 1 Purpose**

The purpose of this *Special Regulation* is, in accordance with Articles 1 and 37 of the *General Regulations* of the International Horticultural Exhibition 2019, Beijing, China (hereinafter referred to as “the Expo” or “Beijing Expo”), and with the resolutions concerning the importance of the theme of International Expositions adopted by the 115<sup>th</sup> General Assembly of the Bureau International des Expositions (hereinafter referred to as “the BIE”) on June 8<sup>th</sup>, 1994 and by the 118<sup>th</sup> General Assembly on December 13<sup>th</sup>, 1995, to define the theme of the Expo and to set forth the measures for the development of the theme to be taken by the Beijing International Horticultural Exhibition Coordination Bureau (hereinafter referred to as “the Organizer”) and the Participants.

## **Article 2 General Principles**

With regard to the theme of the Expo, the Organizer and all Participants shall comply with the *General Regulations* and the *Special Regulations* of the Expo. The Commissioner General of the Expo guarantees that the Organizer shall follow the theme in the presentations for which it is responsible. The Organizer shall assist Participants and also provide coordination mechanisms in order to ensure that all Participants follow the theme in their participation. The Commissioner General of the Expo shall have the final authority over all matters related

to the theme of the Expo.

### **Article 3 Definition of the Theme**

The theme of the Expo is “Live Green, Live Better”. It originates from the concept of ecological civilization, a new guiding principle in the long history of humankind.

Since ancient times, people’s lives could not be separated from nature and horticulture. As the term employed by human beings to communicate with nature, horticulture is the art of plant production, a culture of green, and the extension and essence of life. The existence of humankind relies on a green ecological environment. Human beings could not live without green ecology. However, in the past hundreds of years, humankind has failed to protect the environment and has exceedingly exploited natural resources. This has resulted in an imbalance of the green ecological environment, which threatens human health, life and reproduction. An innovative civilization like ours calls for green life as we enter a new era.

As the nexus of men’s communication with nature, horticulture has come to illustrate the close relationship between living green and quality of life, bringing people material wealth as well as spiritual fulfillment. With the consistent development of the human society, humankind has

gradually adapted to, respected and integrated nature rather than recognizing and changing it. A green lifestyle has become popular among people who place more and more importance on creating a green and healthy living environment.

As an international event where many countries of the world will participate, Beijing Expo will, through the development, communication and promotion of the theme “Live Green, Live Better”, demonstrate the common desire for a green lifestyle. The theme will raise people’s awareness of the horticulture industry, human life and health and draw people’s attention to the creativity and development of horticulture while facing the reality and endeavoring to build a better future. With the joint efforts of the Organizer and the Participants, Beijing Expo will make people aware that the harmonious co-existence and co-evolution of human beings and nature will constitute the material foundation for a better life. This will lead to a change in attitudes towards life prompting people to adopt a green lifestyle, to explore the function of horticulture in health, to promote the quality of life and more generally, to live better lives.

Through its promotional effects, Beijing Expo will enhance awareness of a green and healthy life, and encourage people to seek better lives. This process of awareness and practice will take full advantage of the platform of world horticulture. It will deepen people’s new

understanding of world horticulture, facilitating exploration at this new stage of world horticulture, and reflecting on a new way to integrate horticulture into green life. It will create a brand-new model of green homes and of an ecological civilization by guiding people's understanding of nature and paving the way for adapting to nature, by showing respect for life and adopting a healthy lifestyle, by cherishing nature and setting free the heart.

#### **Article 4 Development of the Theme**

Throughout developing the theme "Live Green, Live Better", Beijing Expo will display five sub-themes, namely, Green Development, Horticulture in Life, Harmonizing with Nature, Education and the Future as well as Home of Hearts, which are independent from each other, but closely interconnected at the same time.

##### **1. Green Development**

Green sustainable development is an important philosophy that guides global economic development nowadays, and will continue to do so in the coming decades. Green development not only refers to the ideas of eco-civilization and environmental protection, it also implies major changes in development models and production processes to promote the application of green practices in production, to encourage innovations on

existing green technological elements, set up pillars for green growth and make innovations permanent driving forces in the transformation process to green development.

Under this sub-theme, Participants can exhibit the latest varieties, technologies, productions, achievements in horticulture, the applications of green science and technology in horticulture, the benefits that horticulture brings to environmental protection, air purification and ecological rehabilitation, and to showcase how horticultural groceries like flowers and plants, vegetables and fruits keeps human's body healthy and fit. Participants may also demonstrate the demands of today's world with regard to green development in various areas such as Chinese herbal plants, recycling and reuse of wastes, soil amelioration, organic farming, vertical gardening, efficient cultivation, green transport, green buildings, clean energy and eco-friendly materials.

## 2. Horticulture in Life

Horticulture plays an important role in the material, spiritual and cultural life of humanity. Horticulture offers the latter a vital way of existing in harmony with nature. The sub-theme, Horticulture in Life, advocates the idea of harmonious co-existence between man, horticulture and nature. It aims to promote green living. Incorporating in people's daily lives the culture of horticulture and green living will lead them to

respect, care and return to nature even more.

Under this sub-theme, Participants can present horticultural products and technologies, as well as their application in everyday life, exhibit articles related to home gardening, ornamental gardens, vertical vegetation, rooftop gardens, horticultural products for celebrations, leisure and health-and-beauty, demonstrate ecological progress in terms of food, clothing, office work and travel. Participants can also organize performances and activities such as flower arrangement, the art of tea or ceramics, allowing visitors to experience firsthand “green living” through exhibitions of food planting, picking, cooking and tasting as well as of Chinese herbal medicine and its effects on health.

### 3. Harmonizing with Nature

Horticulture aims to create a bridge between cultures, races and religions, enabling everyone to participate in the endeavor of building a better world for humanity. The Organizer hopes that Participants, while integrating the diversity of horticultural cultures, can fully demonstrate plant varieties particularly representative of their country or ethnic group in terms of art, culture and customs, thus sublimating the fusion of cultures as a source of inspiration for building together a magnificent world on our planet, shared by all, and unite people from different religious, ethnic and cultural groups in a spirit of mutual respect and

shared prosperity in order to connect with each other and make joint efforts to realize humanity's common goals.

Full respect for the diversity of cultures and values is the precondition for cooperation. Each country and ethnic group has plant varieties representative of its culture and soil. These flowers, plants and trees whose interactions have produced typical customs and specific art forms, and have even taken on special significance in relation to society, politics, economy, foreign affairs, cultural art, and ethnic integration are inseparable from our daily lives.

Under this sub-theme, Participants can present special plants, the habits and customs, and the culture and arts of their country or region, exhibit their country's national flower, build their national gardens, special garden architectures and garden masterpieces with authentic features, show the different horticultural styles in the world and organize cultural activities with national specificities in order to build a platform for exchange and cooperation among the various cultures of the world.

#### 4. Education and the Future

Beijing Expo is a platform where people can know better horticulture and learn to love it more. It will not only give impetus to education, training and innovation in the horticultural sector, but it will also illustrate in an imperceptible and gradual way its educational



function through the interactions between Participants and visitors. It will play an educational role with respect to environmental awareness, respect for the laws of nature, love of horticulture, etc. throughout the society, and particularly among teenagers.

Under this sub-theme, Participants can organize training sessions or promotional events for innovations in the horticultural industry, disseminate horticultural knowledge, and organize activities including plant introduction, interaction and experience as well as horticultural carnivals for children. Participants may also exhibit creative ideas inherent in horticulture, guide visitors to explore the resources and wealth bestowed by nature to humankind and encourage them to take part in horticultural processes of creation and production.

## 5. Home of Hearts

Beijing Expo promotes the idea of “*Integrating nature into gardening, touching the soul with nature*”, and hopes that this idea can also permeate the spiritual world of men and humanity’s living environment. A beautiful home is an eco-friendly land that nourishes people’s hearts with cultural elements. The concept of spiritual living environment is a comprehensive expression combining multiple art forms including the natural environment, architecture, landscape, poems and paintings, couplets, operas and sculptures. As an Expo held by the Great

Wall, Beijing Expo will illustrate perfect harmony between nature and human landscape and ensure optimal conditions for establishing an ideal home of hearts and a great living environment for humans.

Under this sub-theme, Participants can exhibit the living environment and spiritual homeland dreamed by humanity, explain the connection between horticulture on one hand and famous personalities and great teachers, poems and songs, calligraphy, painting, photography, music and dancing, literature and arts as well as cultural creative products on the other hand, and organize horticultural music festivals, exhibit articles such as tea, silk, ceramics, spice, small gardening items, bonsai and article rocks and stones, thereby making Beijing Expo a great showcase and a creative palace for horticulture.

#### **Article 5 Support by the Organizer**

1. The Organizer shall offer relevant materials (including Participation Guide and other documents on theme development) to those Foreign Governments and International Organizations which accept the official invitation of the Government of the People's Republic of China to participate in Beijing Expo (hereinafter referred to as the "Official Participants"), from the time of their acceptance of the official invitations until the approvals of their *Theme Statements* as described in Article 6

below.

2. An advisory service shall be made available to Official Participants at the different key stages in the development of their exhibition theme. The details of this service shall be communicated to all Official Participants.

## **Article 6 Coordination Mechanisms for Compliance with the Theme**

1. Official Participants must submit to the Organizer the *Theme Statement* which defines the overall theme and the general content of their exhibitions, both of which must follow the Expo theme, as an integral part of their application for the allocation of exhibition space in accordance with *Special Regulation No. 2 concerning the conditions of participation in the Expo*. The *Theme Statement* shall include reference materials based on which the Participants develop the theme and sub-themes in their respective exhibitions.

Notwithstanding the provisions of *Special Regulation No. 2 concerning the conditions of participation in the Expo*, the allocation of all exhibition areas shall not be considered final until the *Theme Statement* is approved by the Organizer.

In order to accomplish the purpose of the Expo, as described in Article 1 of the *General Regulations*, the Organizer shall provide an

advisory service to the Participants pursuant to Article 5 (2) of this *Special Regulation*.

When receiving the *Theme Statements* from the Participants through the Commissioner General of the Expo, the Organizer shall forward the copies of the *Theme Statements* to the BIE.

2. As an integral part of the *Application for Preliminary Approval* detailed in *Special Regulation No. 4 concerning construction, installation, workplace safety, fire prevention and environmental protection*, Participants shall submit a document entitled *Exhibition Project* which shall include a detailed description of their exhibitions. The *Exhibition Project* document shall provide a detailed plan of the exhibition following the general outline submitted in the *Theme Statement*. The Organizer shall verify whether the contents of the exhibitions are in accordance with the approved *Theme Statement* and whether the *Exhibition Project* meets the theme criteria described in Articles 3 and 4 of this *Special Regulation*.

Notwithstanding the provisions of *Special Regulation No. 4 concerning construction, installation, workplace safety, fire prevention and environmental protection*, construction or installation works cannot be launched until the *Exhibition Project* documentation is approved by the Organizer.

In the case that the *Exhibition Project* document is not approved by

the Organizer, the Organizer shall provide Official Participants with a detailed explanation of the reasons and make suggestions to remedy the situation. The modified content of exhibitions of Official Participants shall comply with the theme criteria. The Organizer shall also continue to provide on-going assistance to Participants through the advisory service as defined by Article 5 (2) above.

3. Notwithstanding Article 11 of the *General Regulations*, if a consensus on the matter of the theme, as described in paragraphs 1 and 2 of this article, cannot be reached between the Organizer and the Participants, the matter shall be referred to the Commissioner General of the Expo for arbitration after consultation with the BIE.

4. The Official Participants shall provide the Organizer with final information on the content of their presentations at least 120 days before the opening of the Expo. This information shall be used for the *Official Exhibition Catalogue* in compliance with Article 32 of the *General Regulations*. The information provided shall be in accordance with the requirements concerning the conformity of the presentation with the theme indicated in paragraphs 2 and 3 of this article. The above information for the *Official Exhibition Catalogue* shall be submitted in printed format, as well as electronic and other forms.

## **Article 7 Measures Taken by the Organizer**

1. The Government of People's Republic of China and the Organizer are planning to present Theme Pavilions and provide spaces for separate exhibition gardens of Official Participants. The exhibitions to be shown in these indoor pavilions and outdoor gardens shall be structured around the Expo theme and sub-themes as described in Articles 3 and 4 of this *Special Regulation*. Details regarding the planning and organization of the Theme Pavilions and exhibition gardens shall be distributed to Official Participants by the Organizer within a reasonable period of time.

2. The Organizer plans to host conferences, forums and activities related to the theme of the Expo and shall keep Official Participants informed of all such events. Official Participants are also invited to organize conferences, forums and activities related to the theme of the Expo.

3. Official Participants shall submit the final programs of their events to the Organizer at least six months in advance. The Organizer may coordinate programs and provide Official Participants with logistics assistance, if necessary.