The European Quarter: a shared strategy.

Houston, we have a (image) problem
Capital of Europe, with an important impact on its economy
Houston, we have a (image) problem

interviews and research (hub.brussels) showed negative image of the European quarter, symbol of its international character and economic engine
Let’s fix that! with …
Let’s build a better image… together!

• Inspiration and know-how: Pascal Sac, expert territorial marketing

• Buy (French) know-how: Agence Bastille

• Create *together* and build *consensus*: to co-construct with all stakeholders trying to find a solution for the *image and attractiveness problem* of the European neighborhood

• Use *territorial marketing*: develop and strengthen the image of your territory via a shared multisectorial strategy, a common brand and a coherent communication
Target?

• to do a first step towards a better image
• to write and co-construct a document with all stakeholders
• containing shared vision and strategy for the European neighbourhood
• trying to build a consensus on a shared multisectorial solution for the image and attractivity problem of the European Quarter
• to present it for approval to the Brussels government.
Methodology

Co-construction, consensuality and design thinking

• **Phase 1**: visit of the quarter; in depth interviews with key stakeholders; and analysis of studies and documents

• **Phase 2**: three workshops from February to April with experts of a large group of stakeholders focussing on **diagnostics**, **sharing** information, developing a **vision**, **strategy** and defining **operational priorities**

• **Phase 3**: asking support of participants’ organisations and the support of the government
Stakeholders?

80 participants

- **Public**: European institutions - regional administrations - municipalities - museums - cabinets

- **Private sector**: real estate, retail, hotels... (associations) - tourist guides and greeters - cultural centers

- **Mixed & civil society**: European Quarter Fund & Equama - neighborhood committees
Added value of the methodology: impact

- Separate actions become more **coherent**
- Creating **collaboration** opportunities
- Strengthening marketing **impact** through common actions and messages

→ Actions and marketing have more impact
This is it!

**Strategic Note:**
Improving the image and appeal of the European district in Brussels: challenge, stakeholders, method, solutions
What are the 9 challenges for the EQ?

1. A **fragmentation** of initiatives
2. Wish to **cross-fertilize ideas** and collaborate
3. More **functional diversity**
4. Capitalising on the **European DNA**: making it more **human**
5. No closed borders but flexible incorporation of ‘**subdistricts’**
6. Rebuilding the bond with **Brussels residents**
7. Need for **concrete actions** on the short term
8. Need take a long-term **collective view** over several years
9. A **key moment** to seize: **openness, new actors, ...**
5 strategies for attractiveness

1. **Businesses and shops**: diversification and entertainment during evenings and weekends

2. **Public spaces, urban planning and development (symbols)**: conviviality – atmosphere and signage

3. **Transport and routes**: improving internal and external connections (walking)

4. **Events and entertainment**: entertainment, small and one major event, during evening and weekends + mobilising stakeholders + communications, all around gastronomy, culture and leisure events

5. **Governance**: pragmatic approach: evolving management: informal -- formal and shared responsibility
The proposed shared position

• A framework

• Composed of the **essentials concerning the image we want**: DNA, the values, a vision for the future, what makes us so specific and (the wish for) a promise or brand

• **To be used by every stakeholder** to inspire every initiative or project, collective or not, he/she will develop

• Result: overall coherence and mutual reinforcement of actions → **strong image, high attractiveness for the quarter and every stakeholder**
The proposed shared position

**DNA**
What forges the district’s identity and its identifying characteristics, as envisaged for the future

**VALUES**
The values which will guide the European district project

**POSITIONING**
What the European district offers: its specific and differentiating project

**VISION**
The vision which drives the district and the objective which it has set

**GUARANTEE**
What the district provides as an attractive guarantee to different target audiences, a summary of the brand platform

**Multiple identities** (such as origins and languages)
**Multiple spaces** (such as sub-districts, parks, streets and buildings)
**Multiple functions** (such as institutional, residential, retail, tourism, cultural and recreational)
**Multiple target audiences** (such as families, higher or lower socio-professional categories (CSP), foreigners and Brussels residents)
brought together in a lively district teeming with a generous and open European spirit.

**OPEN**: a district which is open to others (Brussels residents, Europeans and the world) and to other Brussels districts, which encourages curiosity and interaction

**INCLUSIVE**: a community of actors and residents who want to work towards making new members of the community (such as Brussels residents and families) part of the experiences which they have put in place (including events, shops and businesses)

**REMARKABLE**: a district and local actors who are in tune with the times and can specifically respond to aspirations and social trends (such as the environment, diversity and cultural events)

**INNOVATIVE**: an area of experimentation and proposals (including ways of life, technology, transport and events) which benefits the entire Brussels area.

A space for living, creation and interaction, which is just as varied and welcoming as Europe and the Brussels Region. A melting pot of languages, cultures and influences right at the heart of the city, where all Europeans and Brussels residents can come together.

A district which should embody the European idea of being diverse, inclusive and open every day, all while reaffirming its “Zinneke” Brussels spirit.

Brand to build
The future is ours!

- **support** of the government and (written support) of 90% stakeholders
- visit.brussels will continue **taking the lead** in this project
- **co-creative branding** of the EQ is now launched and will be taken in collaboration with ...
- the **signage project** of the European neighborhood that is being developped (a strategic project)
- stakeholders are beginning to take into account **the new shared position** in their own initiatives
- **European funding** requested for collective gouvernance, a elaborate strategic plan, a action plan communication and preparation of major event
Think-Innovate-Develop European Quarter
Think-Innovate-Develop European Quarter

proposed projects:

1. Human Paths
2. (E)Urban Solutions
3. Shop Mates
4. Sensory Marketing

Image & Attractiveness by visit.brussels
Thank you! More info?

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