
Patrick Struelens
Manager Europe visit.brussels
The image of the European Quarter is at least to say **contested**.

**Why?**

*Image problem*

- Telephone survey of stakeholders – EQNE 2017
- TID: users survey and SWOT hub.brussels – 2018
- TID: stakeholders’ SWOT hub.brussels – 2018
  - *Negative perception* of the European Quarter by Brussels’ inhabitants. *Not* innovative, original, welcoming, spontaneous or quiet.
  - *Good potential*: when discovered, people are pleasantly surprised. In terms of commerces, polycentrique structure, dynamism, international character, EU-showcase, green environment
The European Quarter has great potential that has been developing in recent years.

Why?

In recent years a real dynamic has been developing.

- Creation of new stakeholders
- ‘Urban’ developments
- New (tourist) content
- New initiatives and collaboration

Sometimes partners develop identical initiatives parallel to each other.
The European Quarter is crucial for the economic development of the Brussels Capital-Region.

Why?

The economic impact of the European Quarter is important.

- **5 billion EURO** of added value (N.Dotti)
- **third highest regional GDP** per capita in Europe (Brussels-Europe in figures)
- **employment at international organisations** (perspective.brussels)
Conclusion:

Let’s seize the moment to coordinate, work together and combine resources and to maximise the potential of the European quarter in terms of image and attractiveness for the Brussels Capital-Region.

\[ 1 + 1 + 1 = 4 \]

This is larger than just tourism...
Conclusion:

• **Idea**: Let’s launch a **multi-actor approach**, a technique widely used in **France**, as a first step to design a **strategy** in terms of **image and attractiveness** for the European quarter.

• Extra advantage: this can become an **interesting showcase and test** for other Brussels neighborhoods.
« Mission de conseil et d’accompagnement pour la mise en place d’une démarche multi-acteurs en vue de l’élaboration d’une série de recommandations partagées d’amélioration de l’image et de l’attractivité du quartier européen de la Région de Bruxelles-Capitale. »
This is NOT a new study.

This is

- co-creative and consensus process
- federating public and private stakeholders
- starting with an agreed upon inventory and description of issues (summary of studies)
- proposing solutions to improve the image and the attractiveness of the European Quarter
- finalised in memorandum in May 2019 to be presented to the Brussels government and political negotiators
A tender that is looking for a partner that can accompany us in the process

• Examples of recommendations

• How could we be more efficient together?
• Which markets can we reach more successfully with a shared strategy?
• What are the priorities and the further steps to increase the attractivity of the European district?
• What could be the direction of a specific shared positioning for this area?
• Do we need acquiring more public property or not in the European Quarter?
• What do we need in terms of budget?
Multi-actor approach accompanied by experienced experts to maximise the success rate.

How?

• coordination by visit.brussels
• accompanied by Pascal Sac
• accompanied by an external consultant
• step-by-step approach bringing together all parties with a focus on the memorandum
Some examples of projects

- Lyon Confluence
- CÔTE d'AZUR
- #Cote d'Azur Now
- King's Cross
- I amsterdam
- Devonshire Park, Eastbourne
- Quartier Montcalm
- MOSL
- KING'S CROSS
- this is VICTORIA
- TOULOUSE AEROSPACE Innovation Campus
Middle and long term goals?

- **2019-2024**: implementing recommendations accepted by the government (branding,...) and defining a **differentiating position** of the quarter
- **Long term**: test the feasibility and create a climate to use this technique in the Brussels Capital-Region
Next steps?

- **November**: choosing the external consultant and the proposed methodology : DONE
- **20 December**: kick-off meeting and defining timeline and meetings towards May 2019
- **January**: first meeting with the stakeholders
"If you want to go fast, go alone. If you want to go far, go together."
– African Proverb

Thank you!