Sustainability & Accessibility
- New opportunities in tourism -

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The assets of Brussels

Accessibility & Mobility:
- Density of the high-speed train for international travel
- Participation in the pioneering European Green Network (REVER), the EuroVelo 5 route
- An efficient underground, bus, tram, and bicycle rental network

A green region:
- 8,000 hectares of green spaces (Sonian Forest: 5,000 ha) - 28 square meters per inhabitant, the Green Walk, 3 Natura 2000 zones covering 14% of Brussels’ land area

A rich biodiversity:
- 800 species of plants and 45 mammals incl. 17 species of bat, 92 species of nesting birds
- Bee population producing honey of an excellent quality
The assets of Brussels

Strong **regional strategies**:
- “Green Network”, “Blue Network”, Good Food strategy, PREC (Regional Programme in Circular Economy), Zero Waste thematic year, Regional Plan Air-Climate-Energy, LEZ (Low Emission Zone), be exemplary (exemplary buildings), Good Move approach, Bike for Brussels campaign, Eco-dynamic company label, etc.

**Large-scale projects**:
- Regional Sustainable Development Plan, new pedestrian zone in downtown Brussels, Tour & Taxis & Canal zone: sustainable neighbourhood, Loi Urban Project, NEO project, AfricaMuseum & DROH!ME Melting Park, etc.

**New trend**: **Smart City** (including sustainability criteria)

**Global Destination Sustainability Index** – 10th place!

**Participatory tourism** (Brussels Greeters)

Rapid development of **private or citizens’ initiatives**:
community gardens, sharing economy, rooftop urban farms, etc.
**visit.brussels : action plan 2019**

**Products : Green Walk, Bicycle tourism**
- capitalize on our strengths

**New partnership with GoodPlanet Belgium to promote the Green Key label**
Eco-dynamic Company label >> Green Key label
- increase the number of eco-labeled infrastructures
- improve the ranking in the GDS Index

**Communication : focus on 2 periods**
April : green spaces, flowering
September : bike, soft mobility (Mobility Week)

**Towards more sustainable events**

**Awareness programmes :**
- Sustainable afternoons (mobility, waste, circular economy...)
- Brussels Quality Academy
visit.brussels : action plan 2019

Regional strategies:
- Communication/Promotion
- Apply programmes to the tourism sector

Decentralised tourism initiatives:
- Promoting the tourism and cultural offering in the region's 19 communes
- Promoting Brussels’ neighbourhoods (Legacy of Mixity Walks)
- Promoting cycling to discover decentralised points of interest (Brussels by bike)
- Particular attention paid to participatory tourism (Brussels Greeters)
- Brussels Quality Academy awareness programme
- Improving the decentralised welcome of visitors (tourist agents on bike, Coucou Brussels stands, etc.)

Measures aimed at reducing tourism seasonality:
- Promoting agenda.brussels as a main cultural platform
- Creating new events and themed years
- Developing marketing campaigns (summer, winter)
- Affinity marketing: major themes promoted throughout the year
Accessible tourism
New perspective in tourism

People with disabilities = 30% of the population

Accessibility is everyone's business
Everybody is concerned

Accessibility is a matter of quality

A smart city is an accessible city

Accessible tourism is tourism: “Tourism for All”

Accessibility is good for all of us!
First steps towards accessibility

Collaboration with AMT Concept
- Touristic guide and website “Brussels for All”
- Numerous coachings & staff trainings

Commitment of politics & visit.brussels board
- Handistreaming, equal.brussels, BXL Inclusive
- Strategic plan
- Affinity marketing – target group

visit.brussels > member of ENAT
- Best practices / Benchmarking
Today’s achievements

Accessibility is now on the agenda of Brussels, also beyond tourism and visit.brussels

Collaboration with AMT Concept / handy.brussels
Brochure: “be accessible be. brussels”
Guided tours accessible for all
Raising awareness among stakeholders - Trainings
Press trip & Famtrip with people with disabilities
Towards more accessible events
Today’s achievements

“Destinations for All” World Summit, Brussels 1-2 October 2018

> Over 400 participants from 255 different organisations and companies, from 40+ countries, gathered under one roof to get to know each other, share experience and best practices at #dfa2018

> About the legacy: reflection on the issue of accessibility in Brussels

World Summit on Accessible Tourism

Destinations for All

Brussels 1-2 October 2018
New projects for 2019

ACCESS-I: introduction of an accessibility label (for hotels, museums, events, etc.)

- One single non-profit organization that groups together professionals in accessibility
- Use of one single evolving methodology
- Promotion of one single certification
- Reducing self-declaration = professionalising the tourism offer
- Gradually putting into place a coherent effort in Brussels

- Certify infrastructures and tourist events
  - Make information on accessibility levels available to the public for 7 categories of people with special needs

3 degrees of accessibility:
GREEN = accessible in full autonomy
ORANGE = accessible with a punctual help
WHITE = an information sheet is available
New projects for 2019

Promotion of new projects & initiatives (equal)

New projects with AMT Concept “Brussels for All” (handy.brussels/PMR routes) + hub.brussels

Collaboration with Natagora “Nature for All”

Partnership with Toerisme voor Autisme

visit.brussels websites: more inclusive

Awareness programmes (round tables and specific trainings)
Impossible to make a whole region like Brussels accessible: focus on what we can do.

Information needs to be updated: work is never done, budget!

Accessibility is good for all of us!

Thank you!