



# Challenges for Communicating with Citizens in Practice

## Brussels-Capital Region: Urban marketing project for the Canal area

Cohesify Seminar  
17/06/2016

# Specificity of our project

## Different focus

- Communication strategy for the Brussels' Canal area
- **And** showing the spillover effects of European projects

## But same communication challenges

- Who: All inhabitants? How to reach most deprived ones?
- What: What content? What message? How to interest them?
- How: Which channels? Which tools? Social media?



## Case study

An ERDF innovative project to improve the image of the Canal area

# General Overview

## Main figures

160 000 inhabitants or 16 % of  
the regional population

1 488 ha or 9.22 % of the  
regional territory

7 Municipalities

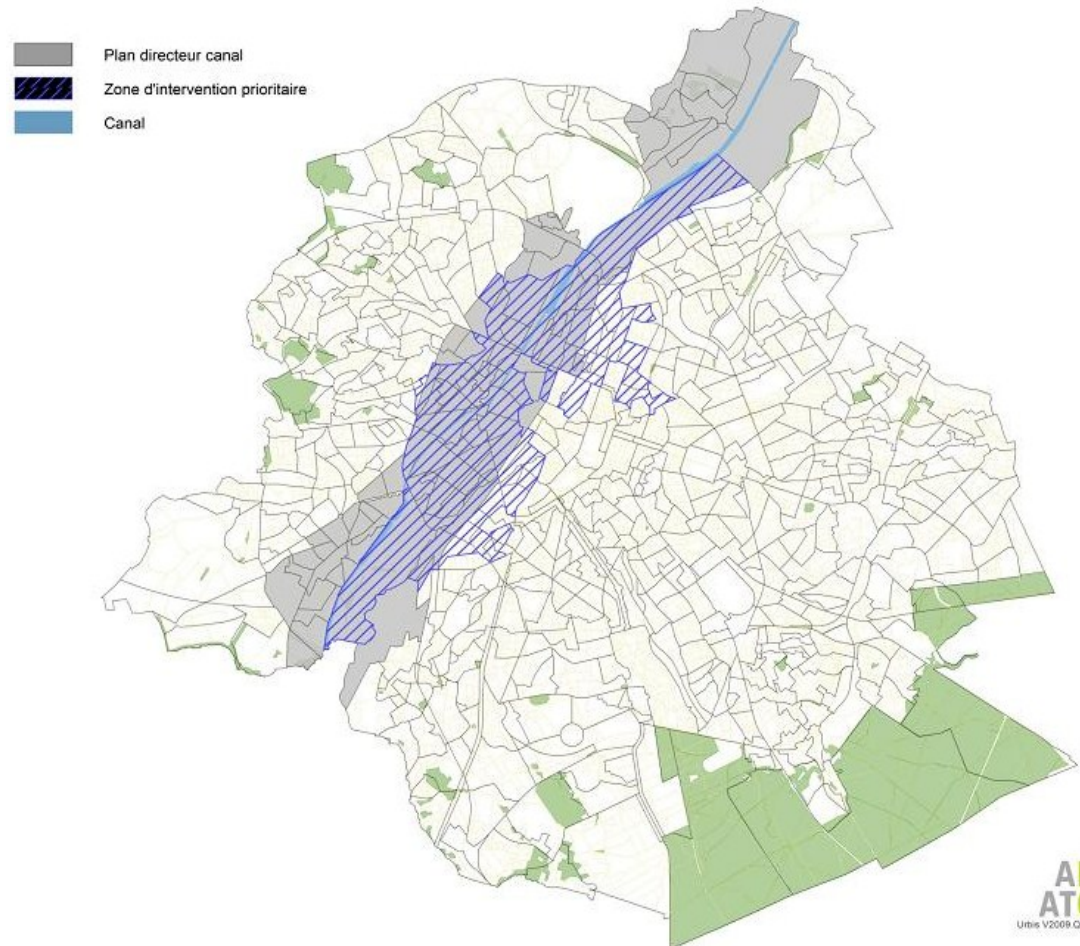
## Main assets

In the heart of the Brussels-  
Capital Region

International Gateway to  
Brussels

Strategic area for the  
development of the Region

Lot of public and private  
investments and projects

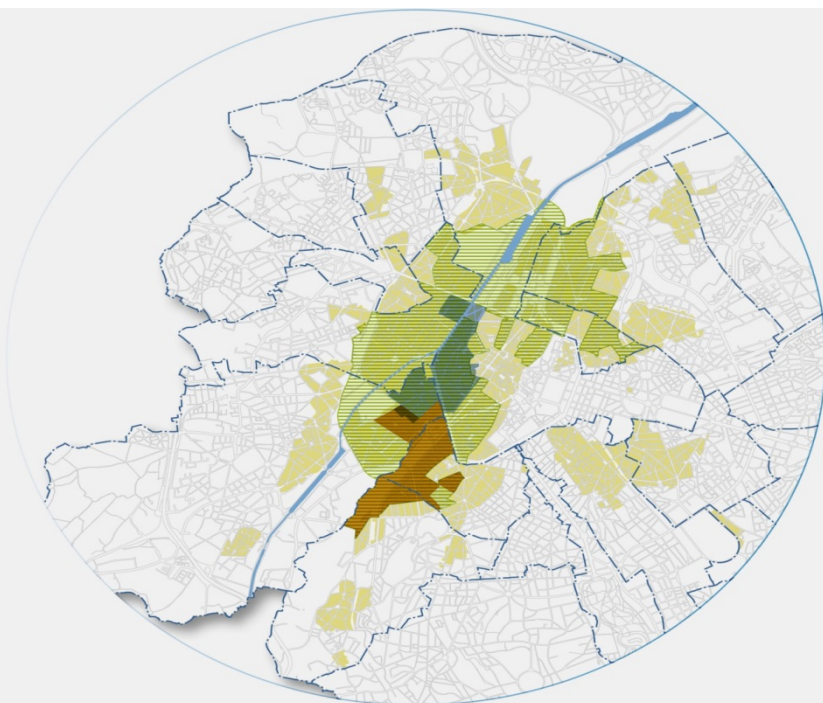


**ADT**  
**ATO.**  
Uitris V2009 Q2 - sept. 2011

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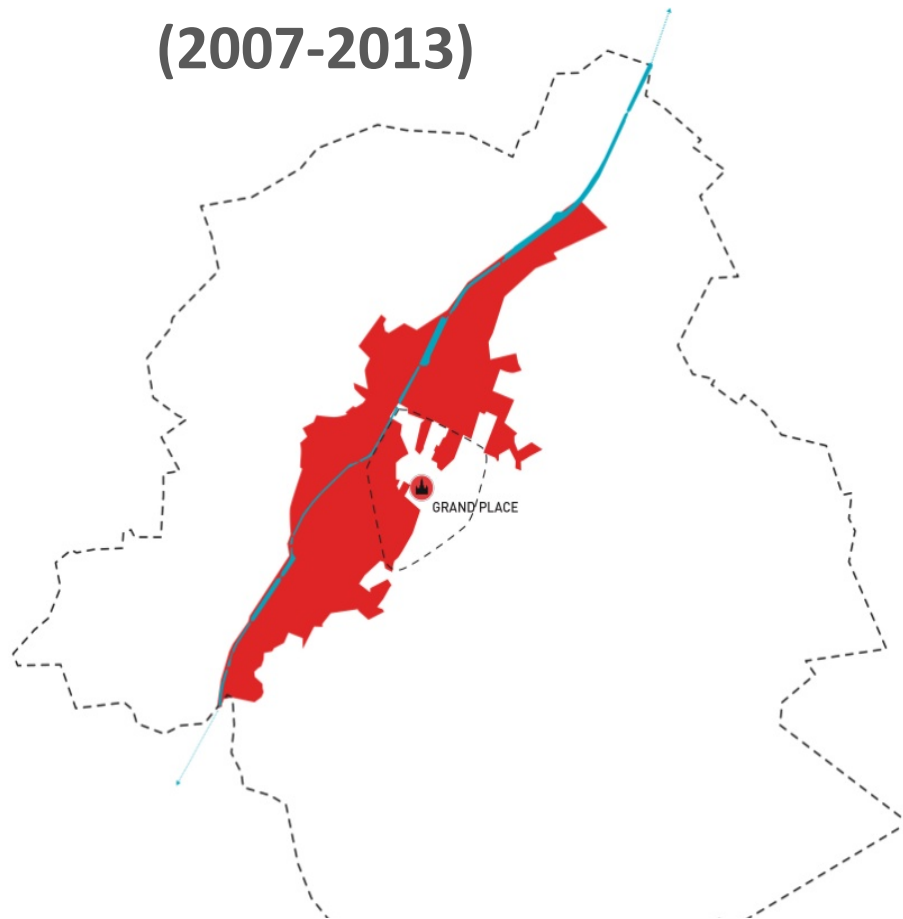
## URBAN and Objectif 2 perimeters (1994 – 2006)



Les périmètres "européens"	
	Objectif 2
	Urban I
	Urban II

De "europese" perimeters	
	Doelstelling 2
	Urban I
	Urban II

## ERDF Perimeter (2007-2013)



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## ERDF Program in Brussels-Capital Region

160 million € between 2007 and 2013

### 33 projects:

- Support to economical development
- Support to green-economy
- Improving attractiveness and image
- Strengthening local infrastructures

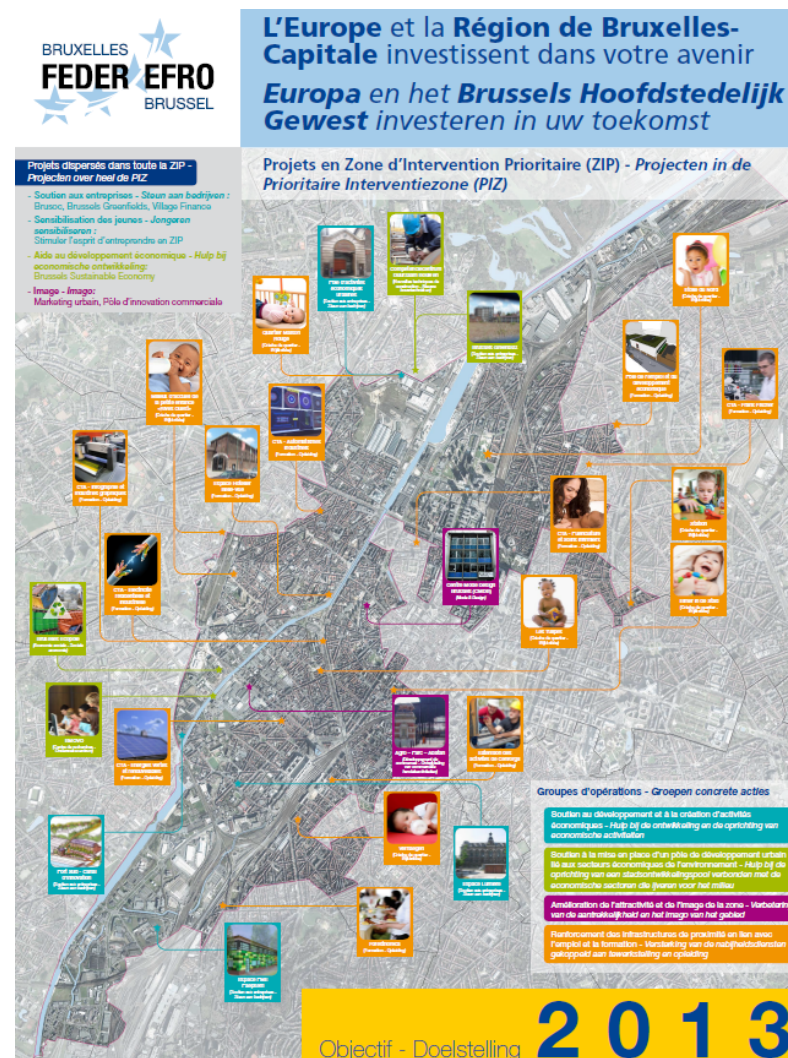
## Urban Marketing project

3,2 million € between 2007 and 2013

A team of 4 persons

- Change image
- Improve attractiveness
- Improve proudness of inhabitants

# Objectives and finances



## A Regional Urban marketing Platform

### 19 members

- Urban Development Agency , coordinator
- Brussels ERDF task force
- City of Brussels
- Municipality of Anderlecht
- Municipality of Forest
- Municipality of Molenbeek-Saint-Jean
- Municipality of Saint-Gilles
- Municipality of Saint-Josse-ten-Noode
- Municipality of Schaerbeek
- Administration for Town Planning and Housing
- Brussels Agency responsible for cleanliness (ABF)
- Brussels Agency for Commerce (Atrium)
- Brussels Enterprise Agency (Impulse)
- Brussels Environment (IBGE)
- Brussels Mobility
- Brussels Public Transport Company (STIB)
- Brussels Regional Development Agency (Citydev)
- Port of Brussels
- Visit Brussels

La Zone d'Intervention Prioritaire



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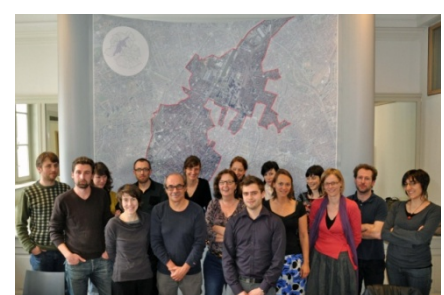
# Participatory approach

## With the public actors

- Develop the communication strategy
  - define **target groups** , **key words**
  - Share experiences on communication
- Implement the communication strategy together

## With the citizens

- Develop an identity study with **the inhabitants, users...**
- Implement some actions with them



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## A new approach

Identity study over the quarters of the canal area

→ Point out the main characteristics of the area

→ Foster participation of the more vulnerable inhabitants

→ Build a communication strategy corresponding to the inhabitants and users perception



Kaart: Sivilis Saint-Lazarus  
 Carte: Ecluse Saint-Lazarus



## 11 components of the identity

1. **Diversity** : quarters, inhabitants, atmosphere...
2. Demand for sustainable coexistence
3. The **canal** and the water as possible links between quarters
4. Architectural heritage and shared past
5. **Shopping streets and markets**: a mirror of the diversity and the multiculturalism
6. Public and green spaces as places to relax and meet
7. **Land of talents** and entrepreneurship
8. Transit areas : the entrance gate of Brussels?
9. **Movement** in the districts : it s moving!
10. **Urban projects**, an opportunity
11. youngsters are the key, education and training will provide them the keys

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## Main strategic lines

- No new logo, no moto, no concept etc.

**BUT**

- **Clear and strong messages** for each target group
  - Communication based on territory's common elements : **the canal, the central districts**
  - Enhance the positive : **people, projects, events..**
  - **Connect** positive initiatives to reinforce impact of individual communication
- 
- The ADT as a facilitator, initiator ...

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## 6 Target groups

- **Inhabitants** of the Canal area
- **Youngsters** of the Canal area
- **General public:** Inhabitants of Brussels and Belgium
- Belgian and foreign **investors**
- Belgian and foreign **tourists**
- **Commuters, users ....** of the Canal area

## Communication keywords



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## FOCUS

# Communication actions and lessons-learnt

be canal  
be .brussels 

WWW.BRUPLUS.EU

**ADT**  
**ATO** . brussels   
AGENCE DE DEVELOPPEMENT TERRITORIAL ASBL  
AGENTSCHAP VOOR TERRITORIALE ONTWIKKELING VZW

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REGION DE BRUXELLES-CAPITALE  
BRUSSELS HOOFDSTEDELIJK GEWEST

BRUXELLES  
**FEDER**   
**EFRO**  
BRUSSEL

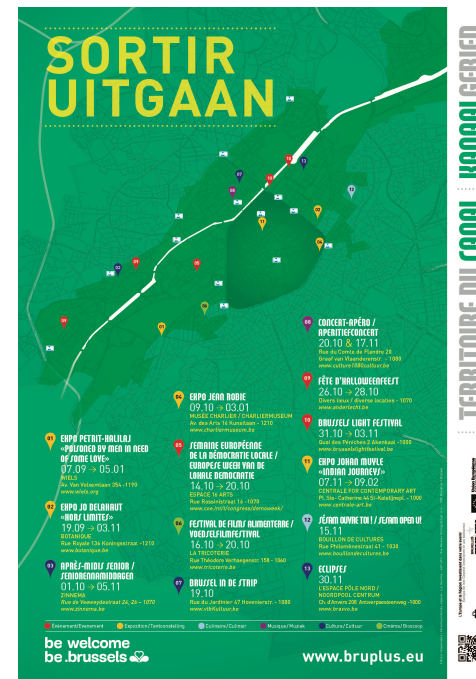
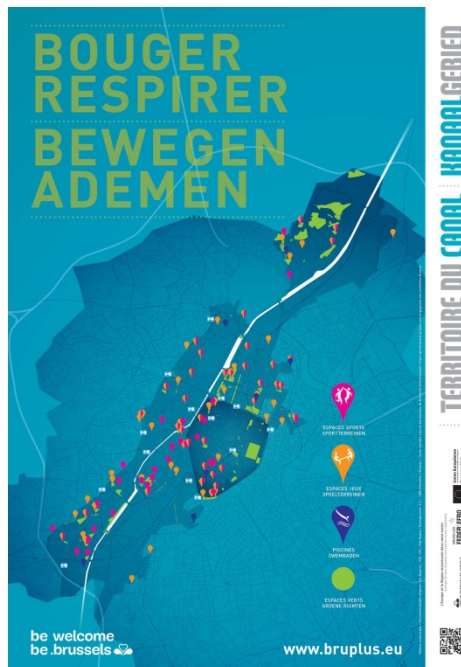
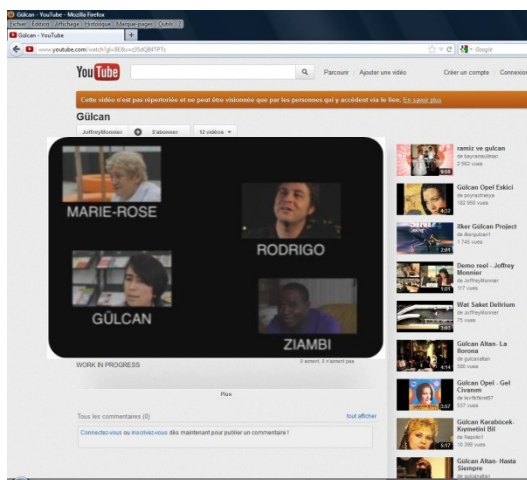
 **Union Européenne**  
Fonds Européen de Développement Régional  
**Europese Unie**  
Europees Fonds voor Regionale Ontwikkeling

# Communication actions

## Posters campaigns

## Inhabitants:

## Videos



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# Communication actions



## Posters in the neighborhoods

- 370 posters (format bus shelters)
- 100 posters A0
- 2.000 posters A2
- 7.084 posters A3
- 47.310 postcards
- 70.000 placemats





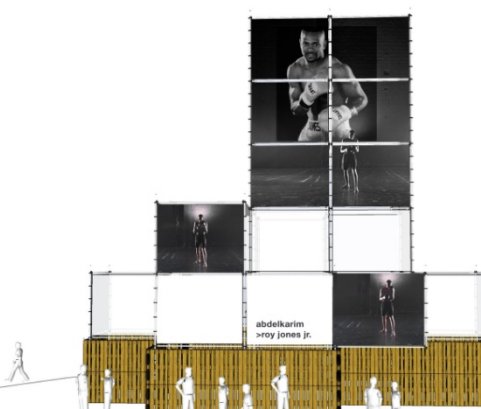
## Youngsters: Monumental exhibitions in 2010





# Communication actions

## Youngsters: Monumental exhibitions in 2012



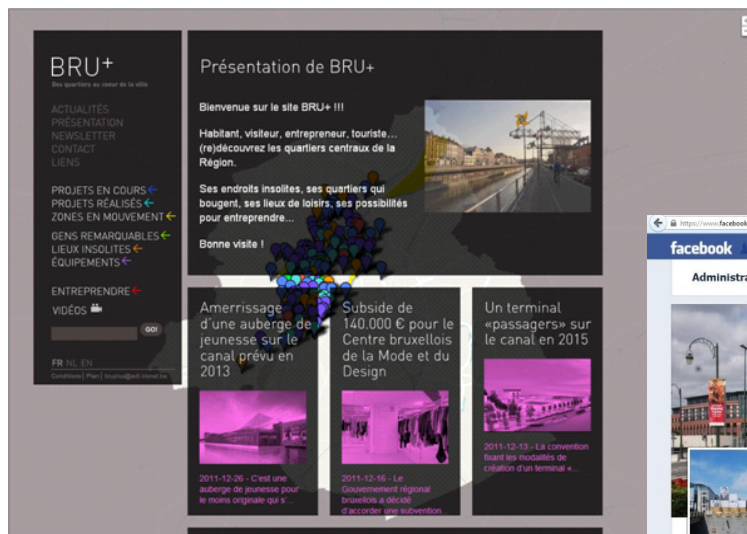




# Communication actions

General public:

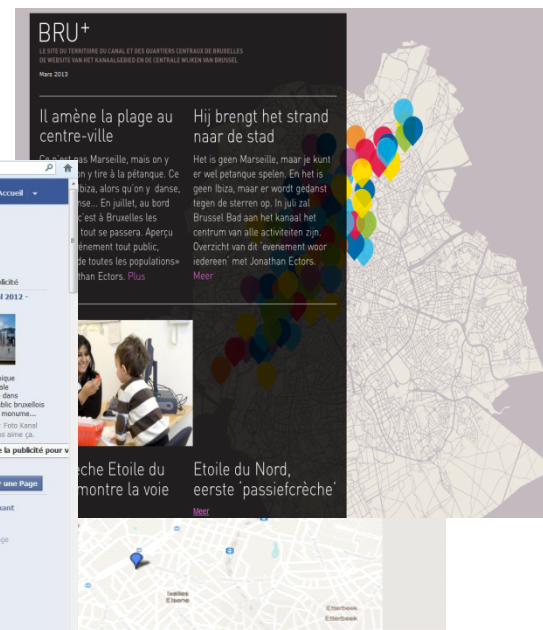
BRU+ website



Facebook page



Monthly Newsletter



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## Bruxelles-les-Bains 2013

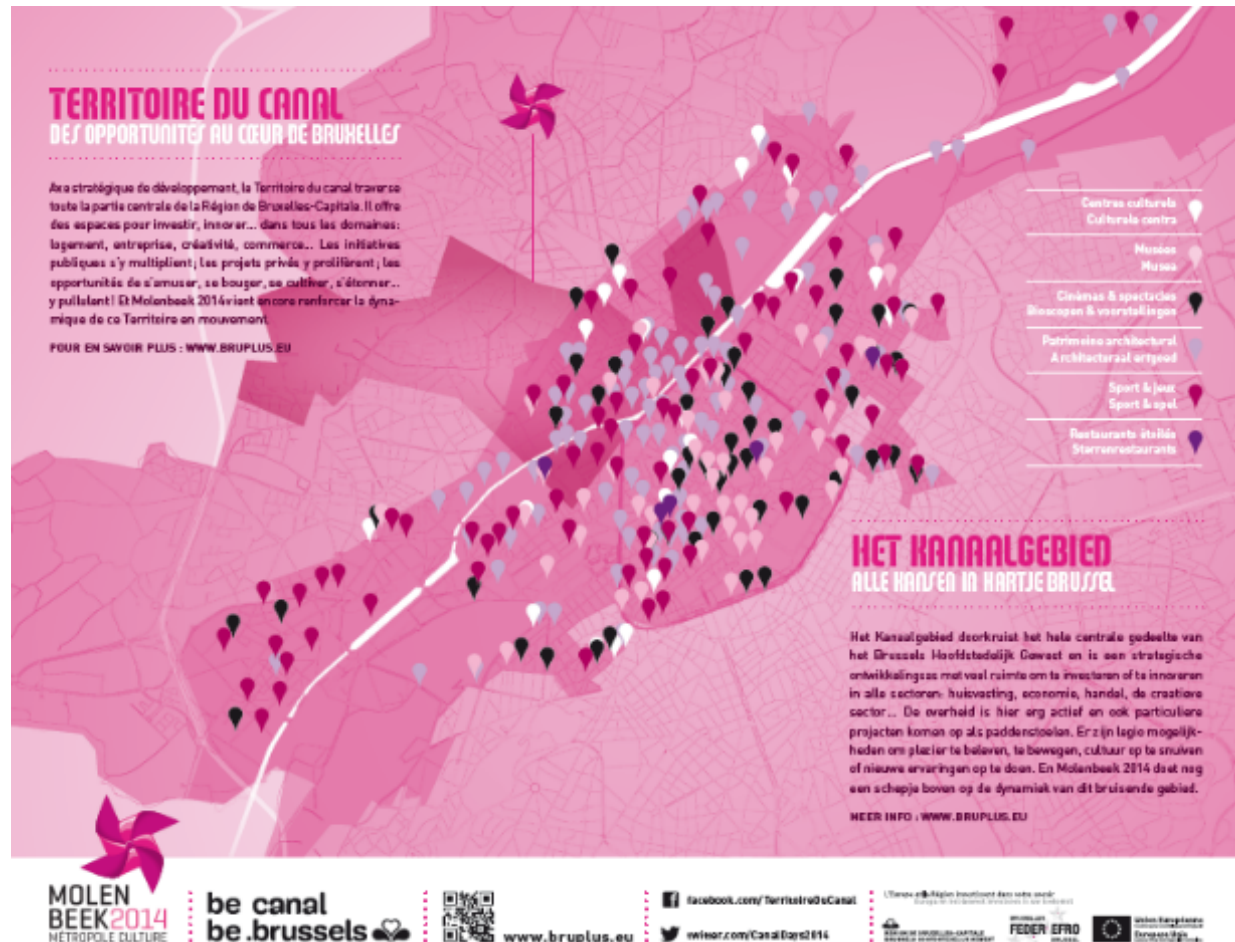




## Molenbeek 2014



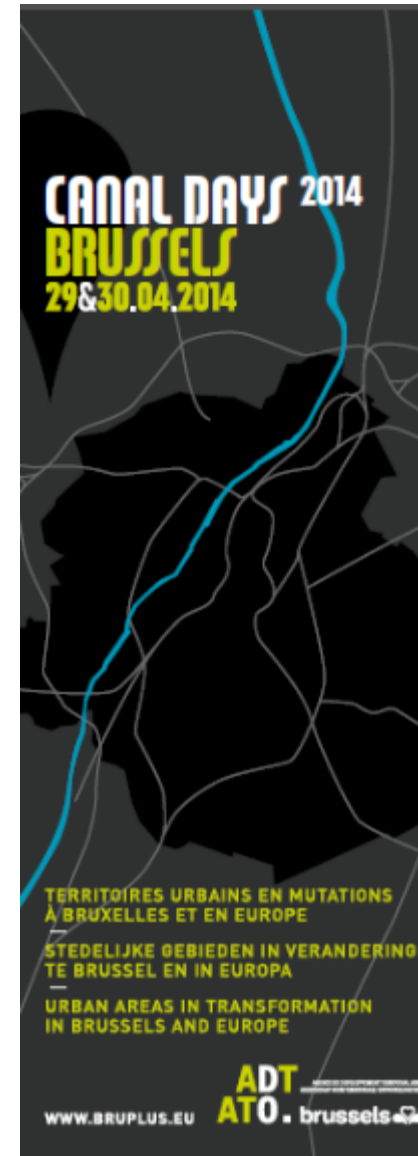
- MolenDance
- MolenCanal
- MolenZik







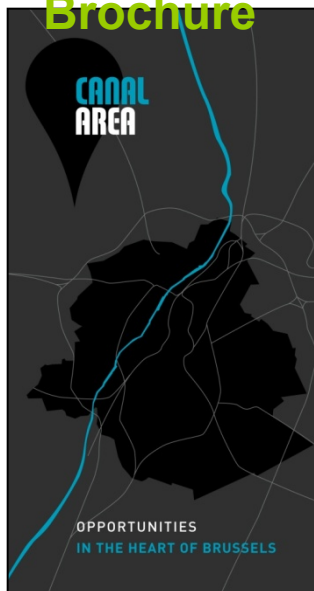
## Colloque « Canal Days 2014 »



# Communication actions

Investors :

Brochure



Preparation and participation  
 in Real Estate Fairs



Timelapse



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# Communication actions

Tourists :

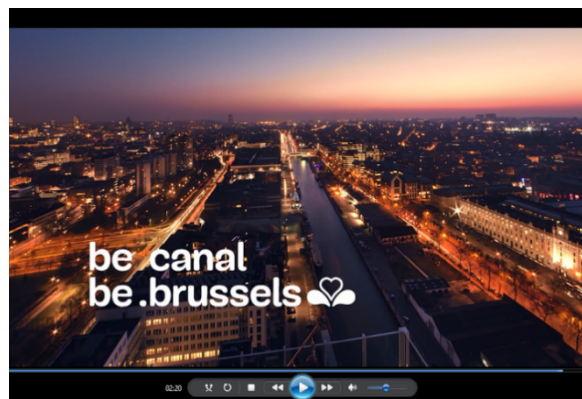
Touristic web pages



Touristic Map



Touristic  
 Video



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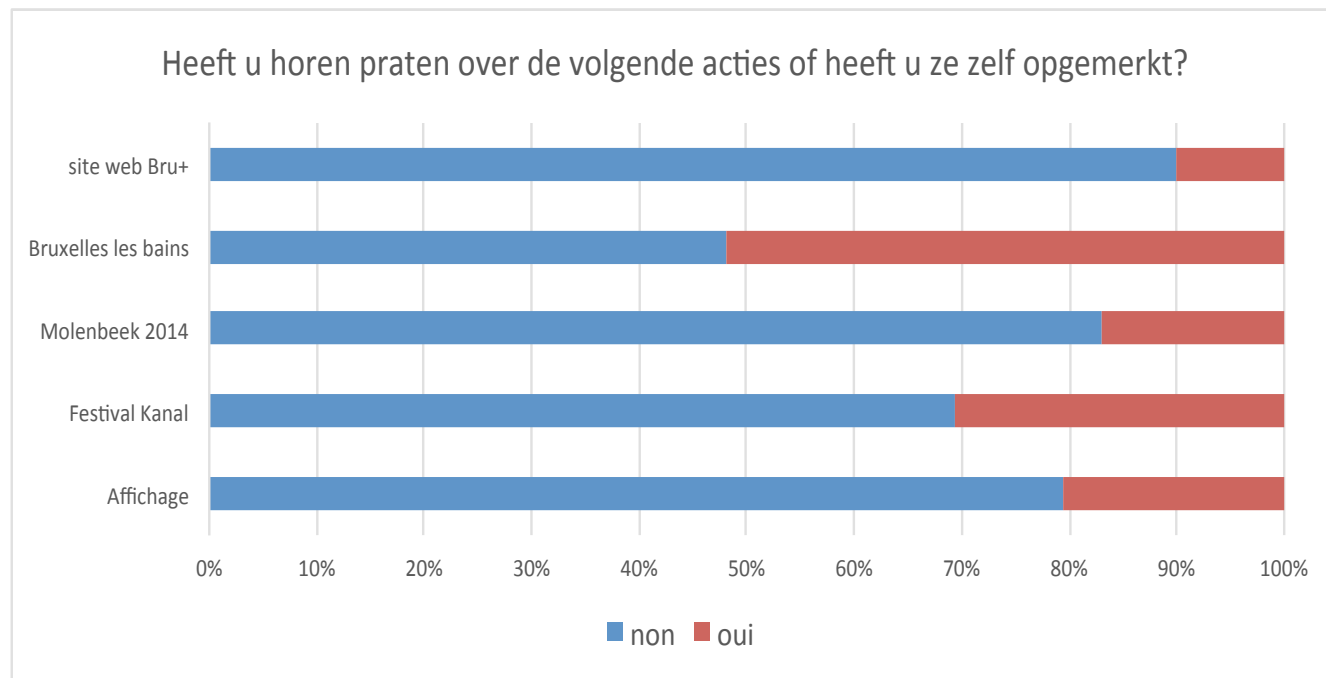
# Evaluation – Some figures

- **215.000 communications tools** distributed
- **1.000.000 visitors** on website, facebook and twitter
- **420.000 persons** sensitized during events
- **325.000 persons** reached via advertisement in newspapers

# Evaluation - Inhabitants

## Survey realised in 2014

- 300 persons answering
- 10 locations in canal area

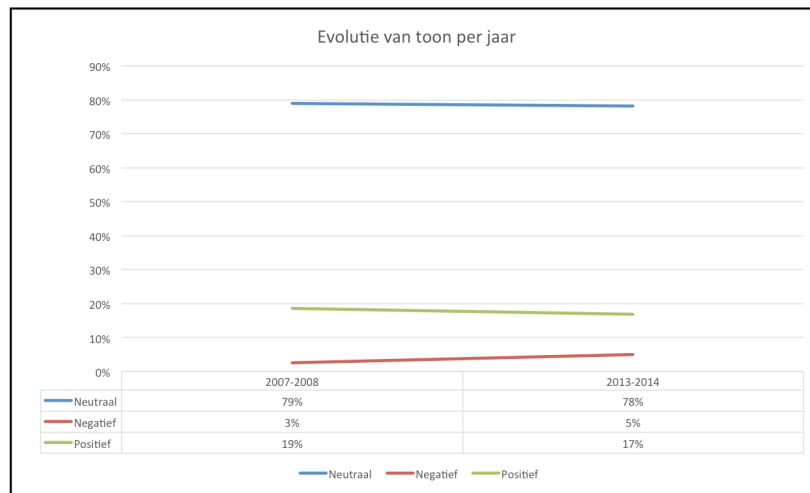
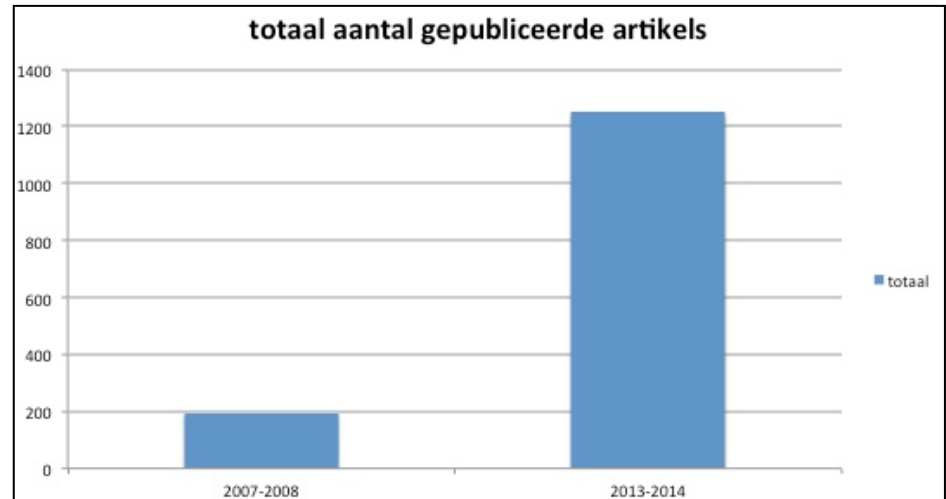


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# Evaluation - Press

## Comparative Press analysis 2007/2008 and 2013/2014

- Much more articles about the area
- But the articles are mainly neutral



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## 2013: awarded EU Urban good practices



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## Main challenges in communicating with citizens

- Who: all the inhabitants? How to reach most deprived ones?
- What: What content? What message? How to interest them?
- How: Which channels? Which tools? Social media?

## How to better get the message across?

- Present the ERDF/ESF projects in a **broader context**
- Be **concrete**: advantages, projects, faces, stories
- Use the **language** of citizens
- **Adapt messages** to the target groups
- **Be attractive** and not institutional (problems of the logos)

## Most effective tools

- Meeting directly with citizens in their **neighborhoods**
- **Use existing networks/locations/associations** to propose activities around European projects/actions
- **Adapt methodologies/tools** to reach all citizens and make it **interactive**
- Sponsor/gain visibility in **popular events**
- **Social media**: yes but not only and not for all publics



# THANKS YOU FOR YOUR ATTENTION

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