

## A REGIONAL PARTNERSHIP

Run by the Agency for Urban Development (Agence de Développement Territorial (ADT)), the project brings together 17 partners onto the regional urban marketing platform. Other public and private partners may join later.

Partners in the project:

- > the City of Brussels
- > the Municipality of Anderlecht
- > the Municipality of Forest
- > the Municipality of Molenbeek-Saint-Jean
- > the Municipality of Saint-Gilles
- > the Municipality of Saint-Josse-ten-Noode
- > the Municipality of Schaerbeek



- > Brussels Mobility (Bruxelles Mobilité)
- > Brussels International Tourism & Congress (BITC)
- > the Brussels Agency responsible for cleanliness (Agence Bruxelles-Propreté (ABP))
- > the Brussels Enterprise Agency (Agence Bruxelloise pour l'Entreprise (ABE))
- > the Brussels Agency for the management of commercial quarters (Atrium, Agence Régionale pour l'Investissement Urbain et le Management Transversal des quartiers commerçants)
- > Brussels Environment (Bruxelles Environnement (IBGE))

The platform is central to the dynamic of the project.

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## THE PRIORITY INTERVENTION ZONE FOR LITTLE KNOWN NEIGHBOURHOODS IN THE HEART OF BRUSSELS



### A TERRITORY FAVoured BY EUROPEAN AND REGIONAL FUNDING

Public authorities (the Region and Municipalities) have devoted much attention to the old industrial and workers' neighbourhoods in the heart of Brussels over the past twenty years. These efforts have given rise to a new urban and socio-economic dynamic.

As a further boost to this positive momentum, Europe and the Regional Authorities have decided to make these neighbourhoods the subject of priority investments totalling some € 160 million for the period 2007-2013.

These new resources provide the wherewithal to finance thirty-seven economically-, environmentally-and socially-oriented projects. These projects complement public and private schemes already up and running: neighbourhood contracts, the creation of middle-income social housing, development of infrastructures and public spaces and home renovation subsidies...

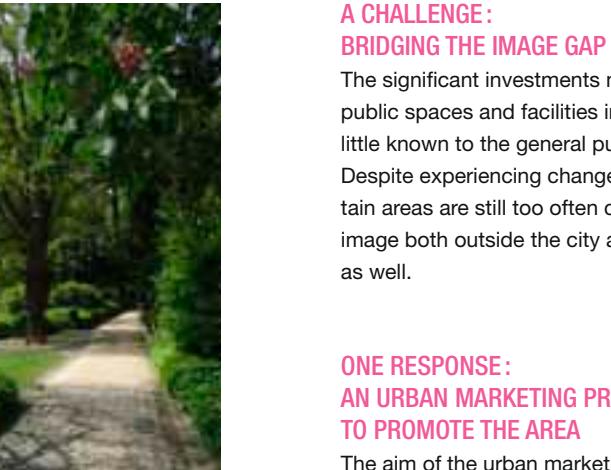
The urban marketing project "for a farsighted and sustainable neighbourhood image" is a part of this scenario.

It addresses specific problems of attractiveness and image of this part of the city that the Region has designated a priority intervention zone and it bolsters the thirty-six other projects.

### A TERRITORY WITH OFTEN OVERLOOKED STRENGTHS

The priority intervention zone, a collection of neighbourhoods in the middle of the region, is home to over fifteen percent of the Brussels population.

The area is crossed by the canal and becomes a significant centre of attraction. It groups together five of the ten priority development zones identified by the Region (Tour et Taxis, Schaerbeek Formation, Gare de l'Ouest, Gare du Midi and Botanique), 8 shopping district contracts and an increasingly important network of events, exhibitions and performance venues (Tour et Taxis, the Caves de Cureghem (vaulted cellars), the Wiel's art gallery, and the Botanique and Halles de Schaerbeek cultural centres, etc.). In addition to that, it is also a leading economic concentration (Port of Brussels, Quartier Nord business district, business centers...).



These multiple projects and assets already make this area a strategic zone for the future of the Brussels-Capital Region.

## THE URBAN MARKETING PROJECT



### A CHALLENGE: BRIDGING THE IMAGE GAP

The significant investments made in housing, public spaces and facilities in the area are still little known to the general public and investors. Despite experiencing changes for the better certain areas are still too often conveying a negative image both outside the city and to many locals, as well.

### ONE RESPONSE: AN URBAN MARKETING PROJECT TO PROMOTE THE AREA

The aim of the urban marketing project run by the Agency for Urban Development (Agence de Développement Territorial (ADT)) is to upgrade this area by highlighting its potential and strengths. These include among other things:

- > a young population;
- > a melting pot of cultures;
- > large-scale urban projects with a metropolitan orientation;
- > free land right in the heart of Brussels;
- > an architectural and industrial heritage;
- > a zone well served by public transport;



In its implementation, the project will constantly encourage the mobilisation of private players, associations and the population in equal measure.

The starting point of this dynamic is the regional platform that brings together seventeen leading public institutions who are active in the urban renewal and economic development of the area.

## THE THREE STRATEGIC OBJECTIVES OF THE URBAN MARKETING PROJECT



### CHANGING THE IMAGE

The aim is to highlight and update key identity elements that bring development by involving all the stakeholders, first and foremost the inhabitants.

The end products will be:

- > **a study of identity** which highlights the identities or key elements that define the identity of the neighbourhoods;

The approach also seeks to highlight the collection of public and private projects contributing to the development of these neighbourhoods.

- > **an image and communication strategy** based on the results of the identity study, a diagnosis of the area and a prospective approach (see opposite). This strategy will define the tools and communication activities according to different target audiences;

- > **the tools and communication activities** through the application of the image and communication strategy.

### BUILDING A COHERENT VISION OF THE FUTURE

The urban marketing project is a framework within which the partners develop their ideas about the future of the priority intervention zone.

The end products will be:

- > **farsighted scenarios** taking into account the range of possibilities for this area;
- > **a shared vision of the future** for the development of the priority intervention zone and its neighbourhoods.

### PROMOTING DEVELOPMENT

An aim of the urban marketing project is to accompany and promote the development of the area. It proposes paths for optimising public schemes and highlights the advantages and potential of the neighbourhoods.

The end products will be:

- > **a diagnosis of the territory** identifying major tendencies and the challenges of the future of the zone in its entirety;

- > **a enhancement strategy** aiming to maximise public schemes in order to bring about a vision of the future for the zone;

- > **The tools and communication activities** contributing to the orientation and development defined for this area.

