Action Canvas - Idea 2 / Human Path
Favourite routes for users of the European Quarter

Context
What is the problem ?

There are architectural, commercial, urban or human treasures in the neighbourhood that are not well highlighted.
Neighbourhood users meet little (workers, residents, tourists)

Do you have any other suggestions ?

Challenges
What questions are you trying to answer ?

How to highlight the different treasures of the district?

Do you have any other suggestions ?

Vision
What is the ambition of the project?

Make the district attractive at its true value.

Do you have any other suggestions ?

Goals
What are the expected results ?

- Increasing the reputation of the neighbourhood
- Increase in attendance during off-peak hours
- Creating a social bond
- Increase in the number of customers

Do you have any other suggestions ?

Target
For whom is the project intended ?

- Tourists
- Brussels inhabitants, local inhabitants
- Local businesses and businesses

Do you have any other suggestions ?

Slogan
What is the catchphrase of your project ?

The European Quarter « à la carte »

Do you have any other suggestions ?

Idea
What is your solution, in a few lines ?

Creation of a "discovery of the European Quarter" route application. Accessible through referencing and thematic and geographical reference points, each user can do as he wishes:

- Create its own customized itinerary and share it on the application
E.g.: the itinerary of Laura's shops, Bernard's tasting tour, the itinerary of Pierre's remarkable houses.

- Select an existing route
Some routes also have a real presence in situ. They are represented by landmarks (e.g. scallops for the route of Santiago de Compostela, ornamental button...) physically located in the streets of the European Quarter. By scanning the QR code, the walker can find via the application the precise information on the object, the building, the highlighted entity.

Do you have any other suggestions ?

Proposed stakeholders
What roles and skills ?

- Greeters/users of the neighbourhoud
- Professional guides
- Municipalities and region
- Managers and concessionaires
- visit.brussels
- comissioner.brussels

Do you have any other suggestions ?

Tools, technologies
Which methods, materials or technologies to use?

- Digital: application
- Artistic: development of the graphic charter
- Technological: wifi everywhere

Do you have any other suggestions ?

Risks
What are the potential obstacles ?

- Lack of participation of local residents
- Regulation of the platform and routes
- Hidden advertising
- Lack of originality in the routes

Do you have any other suggestions ?

Marketing
What is the project's communication plan ?

- Communication via hotels in the district, in tourist offices, on social networks,

- Direct communication thanks to the marking of landmarks on the ground

Do you have any other suggestions ?

Budget
What is the estimated budget for the project ?

- Development of the application: about 50,000 euros
- Maintenance: 5,000 euros per year
- In situ marking: 100,000 euros
- Communication: 40,000 euros

Do you have any other suggestions ?

Planification
What are the main stages of the project ?

- Research for co-financing, partnerships and project implementation
- Referencing of existing data and prototyping of the application
- Design and implementation of the application
- Design and implementation of in situ marking
- Communication campaign
- Maintenance

Do you have any other suggestions ?

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