**Action Canvas - Idea 2 / Human Path**

**Favourite routes for users of the European Quarter**

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**Context**

What is the problem?
- There are architectural, commercial, urban or human treasures in the neighborhood that are not well highlighted.
- Neighbourhood users meet little (workers, residents, tourists).

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**Challenges**

What questions are you trying to answer?
- How to highlight the different treasures of the district?

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**Vision**

What is the ambition of the project?
- Make the district attractive at its true value.

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**Goals**

What are the expected results?
- Increasing the reputation of the neighborhood
- Increase in attendance during off-peak hours
- Creating a social bond
- Increase in the number of customers

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**Target**

For whom is the project intended?
- Tourists
- Brussels inhabitants, local inhabitants
- Local businesses and businesses

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**Proposed stakeholders**

What roles and skills?
- Greeters/users of the neighborhood
- Professional guides
- Municipalities and region
- Managers and concessionaires
- visit.brussels
- commissioner.brussels

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**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.

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**Slogan**

What is the catchphrase of your project?
- The European Quarter « à la carte »

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**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

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**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

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**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

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**Tools, technologies**

Which methods, materials or technologies to use?
- Digital: application
- Artistic: development of the graphic charter
- Technological: wifi everywhere

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**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

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**Contact**

Fran Verwimp if you would like to find partners for the development of this project.

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