



Information sessions on sustainability

Measure by	Regional Association, West – Vlaamse Intercommunale
Coverage	Local area of “De Vloei”, Ieper
Measure type(s)	Inform
Contact	Eveline Huyghe, e.huyghe@wvi.be



Description and Aim

To support the development of sustainable residential quarter “De Vloei” in Ieper information sessions are organized to inform well-defined target groups about a well-defined sustainability aspect. In the first sessions general information about sustainability is given. In later sessions more specific and practical information is given.

Aim:

Change knowledge – change attitude

Information on a sustainable way of city growth. Different key themes are addressed by expert(s) (groups) to explain impacts / advantages / disadvantages / possibilities.

Target group(s), Message, Instruments

Target group(s):

Population: inhabitants, property owners housing, networks/lobbyists (locally); Politicians: local level

Mayor, aldermen, local councillors, local advisory boards (on environment and nature, on spatial planning), citizens

Goal: local people get to know how De Vloei is conceived and clarify expectations for future inhabitants and local politicians.

Message:

Depending on the topic – the message is well-defined and is meant for all persons that work on the topic or will live in or around the new city quarter.

Used instruments:

Use facts

Presentation, Question and Answer sessions, Giving best practice

Experiences

Combination with other measure:

Structural measures: Ambition note for “De Vloei”; Urban planning

Raising awareness measures: Information exchange; Study & site visits; Interactive website

Follow up:

The information sessions were not evaluated.

Good-practice:

Best – practice: knowledge and best practice from experts was shared with the target groups

Obstacles:

An information session gives information to the target group. The effect of the information sessions is not known.

Only interested people come to these sessions: how can we reach the others?

Costs:

Rent of meeting room, catering (if applicable), reimbursement of speaker/expert