



Involvement of local partners

Measure by	West-Vlaamse Intercommunale, Belgium
Coverage	Regional/Local area of “De Vloei”, Ieper
Measure type(s)	Inform / Co-produce
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Description and Aim

The development of the sustainable residential quarter started with the draft of an ambition note (see fact sheet ambition note), in which the local project partners agree on sustainable measures that will be implemented in the project.

Before plans for the project area were drafted, a workshop was organised for all project partners (owners of land in the project) together with experts (e.g. consultancy agencies). Divided over several groups, people held discussions on well-defined topics. This made the ambitions clear for everybody and solutions on how to implement the ambitions were found.

Also further on, in the planning phase, workshops are organised to prepare decisions on the project.

During the project, regular newsletters inform all of the involved persons on the progress of the project. The newsletters also give a good overview on how the project was addressed, which can be useful for other projects.

Target group(s), Message, Instruments

Aim:

Change knowledge – change attitude – raise support for sustainable measures

Co-production – creation of partner involvement

Target group(s):

Project partners, Administration staff: local / regional authorities / organisations, Politicians: local level

Message:

Raise awareness and involvement when you want to implement sustainable measures successfully.

Used instruments:

Use opinion - facts

Presentations, ambition note, workshops, newsletters

Experiences

Combination with other measure:

Structural fact sheets: Ambition note for “De Vloei”, Urban planning

Communication fact sheet: Study & site visits

Good-practice:

The method allows for exchanges of experiences/ knowledge and is practical in a decision-making process.

Workshops are a useful instrument: they are interactive and produce results in a time-efficient way.

Newsletters give a good overview on the process.

Obstacles:

Availability of all of the partners for regular meetings - time consuming

Keeping interest for a process that takes several years

Costs:

Staff costs (meetings, writing newsletters)