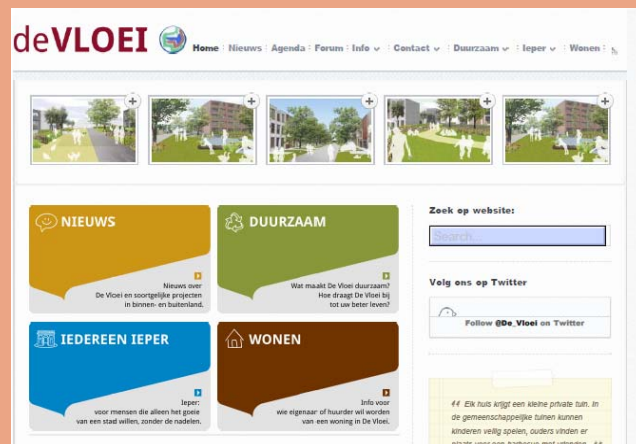




Interactive website

Measure by	West-Vlaamse Intercommunale, Belgium
Coverage	Local area of "De Vloei", Ieper
Measure type(s)	Inform / Consult
Contact	www.devloei.be



Description and Aim

The website www.devloei.be is an interactive website where the project and its aims are explained and where the citizens of Ieper can give their opinions, suggestions, exchange their knowledge and experiences. The idea is also that people influence each other for changing attitude and behaviour.

This website can also be of use for other municipalities that want to develop sustainable quarters and convince the inhabitants of the value of it. Results of studies and planning can be downloaded.

Aim:

Knowledge – attitude – behaviour

The website is an instrument to give information about the progress of the project and general information concerning sustainability. It allows for knowledge exchange between citizens and experts influencing in this way each other to change attitudes and behaviour.

Target group(s), Message, Instruments

Target group(s):

Population: inhabitants, property owners housing

The website wants to reach the general public and municipalities that are interested in working on sustainable projects but also wants to be an exchange platform for people who will live in the new quarter.

Message:

Inform inhabitants (of Ieper) of the different phases in the development of the new quarter – develop for them an exchange platform.

Used instruments:

Opinion – emotion – facts

Facts are used in the description of the phases of the development. People can use the website to give their opinions and to help each other with problems/give suggestions.

Experiences

Combination with other measure:

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

Communication fact sheets: Information sessions on sustainability, Information exchange, Study & site visits, Cooperation with professional schools

Follow up:

Wvi and the city of Ieper divide the task to adapt the website and to control/evaluate the responses/questions of the citizens.

Good-practice:

The website is a forum/platform for the exchange of knowledge, experiences and best practice.

Obstacles:

An interactive website can become a place where people can put comments that are not constructive. Therefore evaluation/control always will be necessary.

Monitoring of results:

The success of the website will depend on the constructive attitude of the people using the forum.

Costs:

For development of the website: € 10.000,- plus staff costs for the continuous adaptation of the website and for control/evaluation of the comments.