



EUROPEAN QUARTER

**Networking
Event 24.05.2023**

visit.brussels 

PROGRAM

10:00 - 10:30

Welcome – coffee and refreshments

10:30 - 10:40

Welcome Word

Alain Hutchinson, Brussels Commissioner for Europe and International Organisations

Bruno Verbergt, General Director, Museum of Art & History

10:40 - 10:55

Action plan and deployment of the European Quarter brand

Patrick Bontinck, CEO, visit.brussels

Patrick Struelens, Key Sector Advisor, visit.brussels

10:55 - 11:10

Spatialized and programmed vision of European Quarter

Pierre Lemaire, Project Manager, perspective.brussels

PROGRAM

11:10 – 11:25

"The construction sites of the Cinquantaire and presentation of Cinquantaire Neighbours"

Elie Jesuran, Head of Building and Renovation Projects, ASBL 50/200

11:25 – 11:40

Private sector initiatives in the European quarter

Alain Deneef, Executive Officer, European Quarter Fund

11:40 – 11:55

Cultural events in the European Parliament's Citizens' Garden

Sylvia Binger, Citizens' Garden coordinator, European Parliament

Maria Grazia Tanese, DG Presidency, Directorate for Protocol, Music Projects Protocol Administrator, European Parliament

11:55 – 12:15

Q&A

WELCOME WORD

Alain Hutchinson, Brussels
Commissioner for Europe and
the International Organisations



Bruno Verbergt, General
Director, Museum of Art & History

ART & HISTORY  MUSEUM

ACTION PLAN AND DEPLOYMENT OF THE EUROPEAN QUARTER BRAND

Patrick Bontinck, CEO, [visit.brussels](https://www.visit.brussels)

Patrick Struelens, Key Sector Advisor, [visit.brussels](https://www.visit.brussels)





BRANDING EUROPEAN QUARTER BRUSSELS

24/05/2023

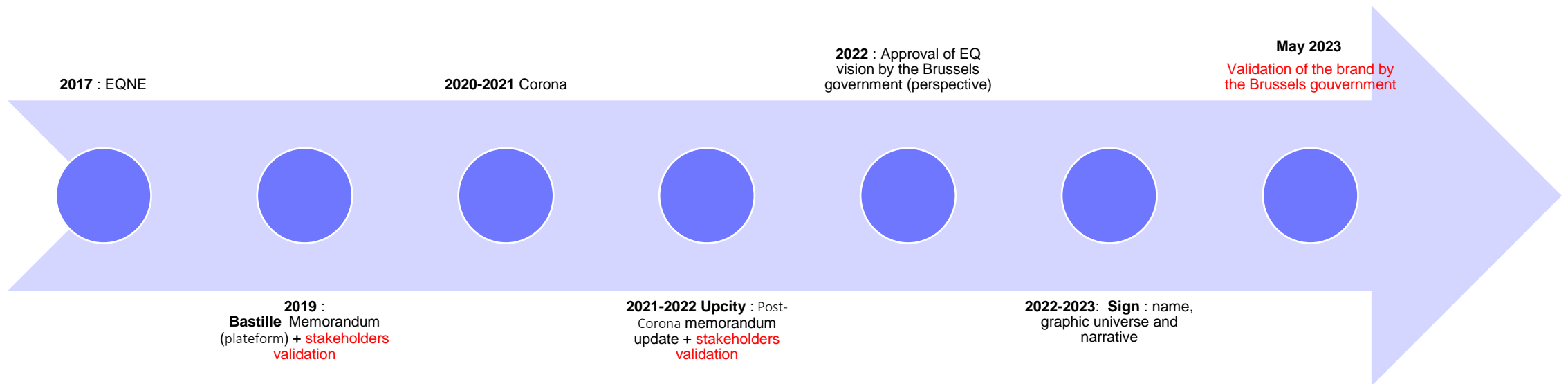
EUROPEAN QUARTER BRUSSELS

TODAY

- History : moment in time
- Introduction : what is a brand?
- Presentation of the new brand
- Development of the brand



HISTORICAL : TIMELINE



SHARED BRAND : THANK YOU!

Stakeholders consulted in the participatory process since 2019



GOUVERNEMENT DE LA RÉGION DE BRUXELLES-CAPITALE
BRUSSELSE HOOFDSTEDELIJKE REGERING



Associations des Commerces – Place de Luxembourg

EU Quarters Hotels in Brussels

Association des Commerçants du Carrefour Jean Monnet.



muséewiertzmuseum
Exhilaration and glorification.



museum
Royal Belgian Institute of Natural Sciences



European Parliament



European Commission



Council of the European Union



European Committee of the Regions



European Economic and Social Committee

EQNE 24/5/2023

A SHARED BRAND



- Ten workshops
- Dozens of interviews
- Between 2019-2023
- Participatory and co-creative
- Strategic Reflections
- Brand Development

— **Bastille**

bastille

— **Upcity**



— **Sign**



— **Pascal Sac**, Territorial Marketing Expert

A BRAND: MUCH MORE THAN A LOGO



— A name

— Storytelling : changing the way we speak

- Which platform: values, vision, promise
- What content?
- What tone of voice?
- What language?
- Which target groups?

Through our and your stories, texts, vocabulary
i.e. presentations, websites, brochures, press
releases, events,...



- Changing perception and ...
- Supporting change (urban planning)

— Graphic universe: modular system

- Colors and font
- Basic logo (+rules of use)
- Modular abbreviated logo (+rules of use)
- Stamping
- Footage/Images
- Graphic elements
- Applications

THE NAME

« European Quarter Brussels »

THE STORYTELLING : WHAT DO WE WANT TO TELL?

— Vision

« A district that must embody the **European idea** on a **daily basis**, diversified, open-planed, in resonance with its Brussels character.

QE is the seat of **democracy** for **millions** of people. A **multicultural Europe** as a common foundation.

Placing oneself on a **human rather than institutional level** »

— Values

inclusive, open, ambitious, innovative

— DNA

Multiple identities, multiple spaces, multiple functions, multiple targets gathered in a lively neighborhood imbued with a **human and open European spirit**.



ACTION PLAN: 4 ELEMENTS

- Objectives
- Strategy
- Brand Management
- Actions



ACTIONPLAN: OBJECTIVES & STRATEGY

Objectives

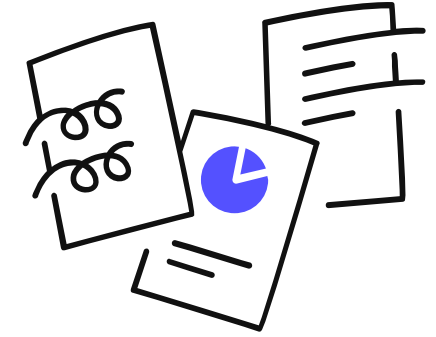
- creating **brand awareness** = creating the brand in people's mind
- changing **perception**
- **accompanying change** (vision perspective.brussels, 50/200, ...)

Strategy

- coordination and gouvernance
- partner engagement is key
- communication, off- and online with a dedicated digital presence
- pimping existing events
- attention for the cultural offer and leisure and authentic messages that urge people to participate
- make use of the presidency of the EU by Belgium : momentum



ACTIONPLAN : ORGANISATION!



- **Coordination and gouvernance**
- brand management : SPOC,
brand registration et coordination :
visit.brussels + external consultant



Patrick Struelens
**MUNICIPALITIES, EUROPEAN
QUARTER**

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p.struelens@visit.brussels



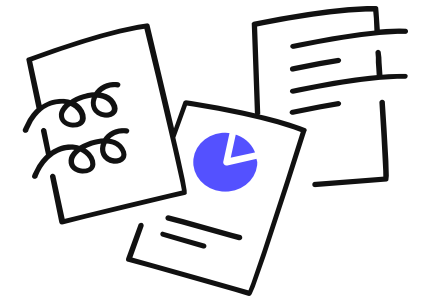
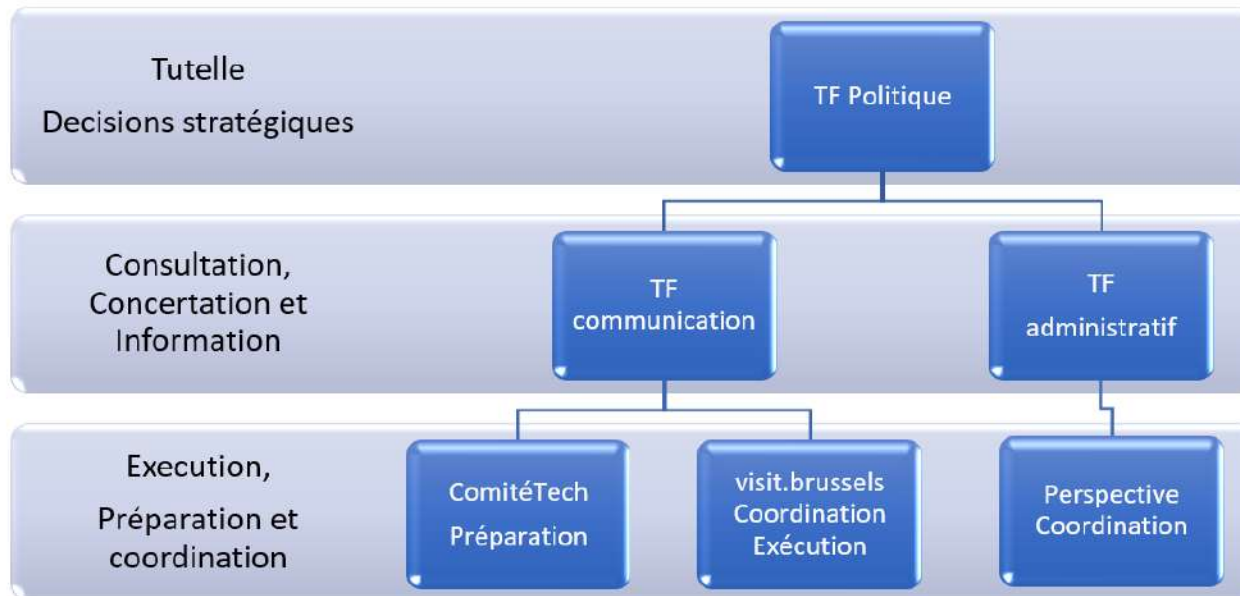
Aurélie Havelange
**ASSISTANT IN CHARGE OF
NEIGHBOURHOODS, MUNICIPALITIES
& EUROPEAN QUARTER**

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a.havelange@visit.brussels

ACTIONPLAN: ORGANISATION!

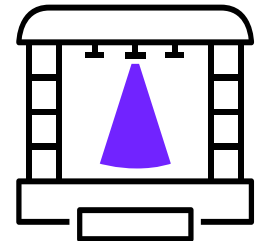
- **Coordination and gouvernance**
- public-private shared gouvernance

- Coordination of European Quarter Events : EQNE, Comité Local, Business Network Meetings
 - alternating meetings
 - dedicated purpose per type
 - one type of mailing
 - (partly) shared CRM
 - Tasks divided amongst OIP
 - branded EUQB



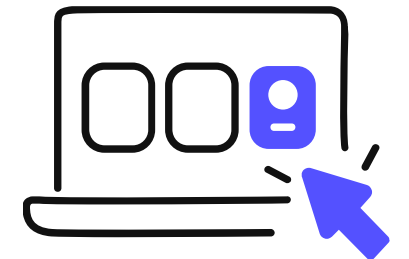
ACTIONPLAN: COMMUNICATION & EVENTS

- Dedicated online communication
 - Awareness campaign (online and offline)
 - Toolkit
 - B-t-B launch event
 - Capitalization on major events
 - Soft launch: Equama totems and The Association Place
- Shared Brand :
 - Good Practice Guide
 - Meetings with partners
 - Fill out form > adhere to the terms of use



ACTIONPLAN: PRESIDENCY MOMENTUM

- Signage of the European Quarter : temporary element (cilinder?) on green signage
- Communication Rond-point Schuman : partnership with Beliris in the making
- Specific communication actions Presidency momentum



ACTIONPLAN: TIMING

— TIMING

- **May 2023 :**
Presentation of the new brand on the EQNE
Validation of the brandbook, governance
and actions by the Government of the RBC
- **June 2023 :**
Creation of Governance
Brand Management : SPOC
Trademark registration
Identification of ambassadors (influencers)
- **July – September 2023 :**
Preparation of communication actions
- **Oct/Nov 2023 official launch of the brand**
Official launch event (BtB)
Website
EQ(N)E 'new style'
Launching new brand on RP Schuman
Coordination of actions and campaigns of
other regional administrations

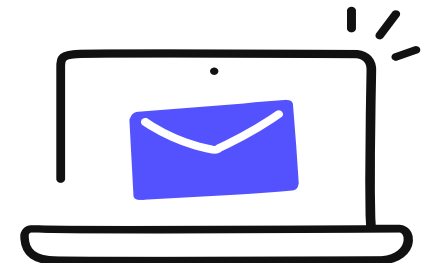
— TIMING

From Dec 2023 various actions and activations using the Presidency momentum

Communication (awareness) campaign
(online and offline : out of office, social media, newsletters, ...)

Installation of (temporary) signage

Sensibilisation, activation and usage of the brand by partners who organize cultural activities and events in the quarter e.g. regional events in the neighbourhood or other of its existing activities and events



DON'T FORGET : PAGE OF THE EUROPEAN QUARTER ON THE WEBSITE VISIT.BRUSSELS

- Article > Overview of the quarter
- Category > Things to do in the European Quarter
- **Agenda.brussels : register your events**
- Via this link : <https://www.visit.brussels/fr/visiteurs/organisez-votre-sejour/le-quartier-europeen-quartier-cosmopolite-et-culturel-de-bruxelles>

Neighbourhood activities

[See all](#)  



Permanent event
Visite à domicile
Show · Goethe-Institut Brüssel
[View more](#)



Permanent event
Art & History Museum - galleries
Exhibition · Art & History Museum (RMAH)
[View more](#)



Permanent event
Gallery of Humankind - Our evolution, our body
Exhibition · Museum of Natural Sciences


SPATIALIZED AND PROGRAMMED VISION OF EUROPEAN QUARTER

Pierre Lemaire, Project Manager, perspective.brussels



BRUSSELS

New planning ways for the European Quarter



New planning ways for the European Quarter

01. The need of a new vision ...
02. Based on a new methodology ...
03. Leading to a programmed and spatialized vision & clear recommendations
04. With concrete applications

01. The need of a new vision

Public survey about « PAD LOI »

New ways of working

The Brussels Capital Region assigned **perspective brussels** to develop a **new vision for the European Quarter**

New building policy of the European Commission

COVID



Based on a new methodology ...



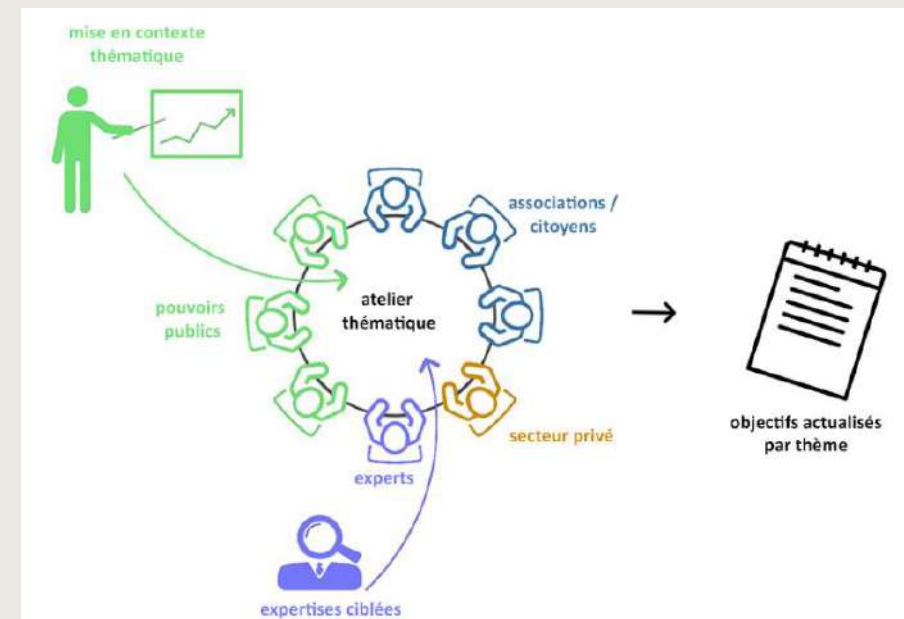
The way to a shared vision...

6 thematic workshops

- Urban form & heritage
 - Public spaces & mobility
 - Climate adaptation & ecosystem services
 - Housing & proximity services
 - Offices, circularity & temporary occupations
 - Benchmark New European Bauhaus
- Synthesis final workshop

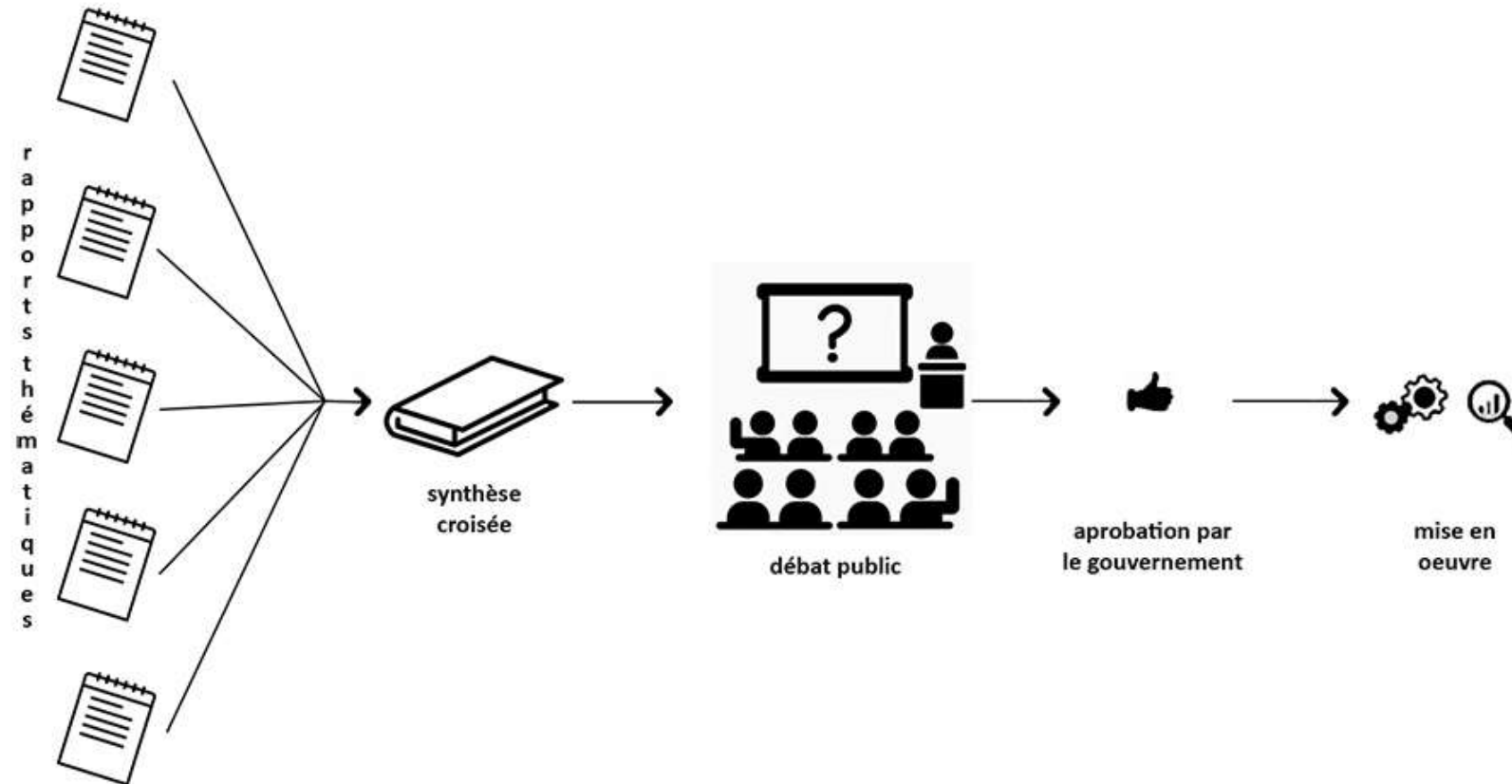
1 methodology

1. Mapped presentation of the trends observed between 2008 and 2020 and since 2020
2. Experts' intervention
3. Round table discussion
4. Public report



The way to a shared vision...

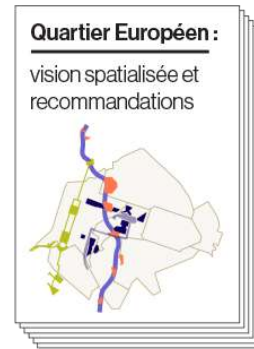
- Redaction of the shared vision
- Public debate based on this shared vision
- Approval of the **shared vision, roadmap** and **governance structure (Task Force EQ)**



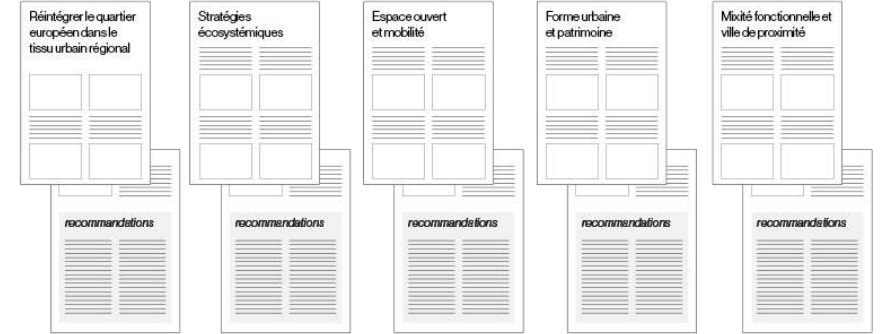
03. A programmed and spatialized vision...

3 levels:

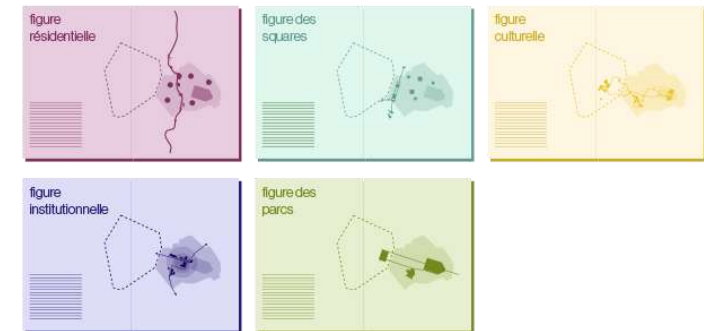
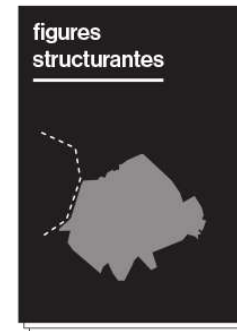
General ambitions
Thematic figures
Local scale



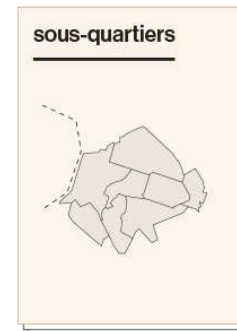
1



2



3



A programmed & spatialized vision ...

5 general ambitions

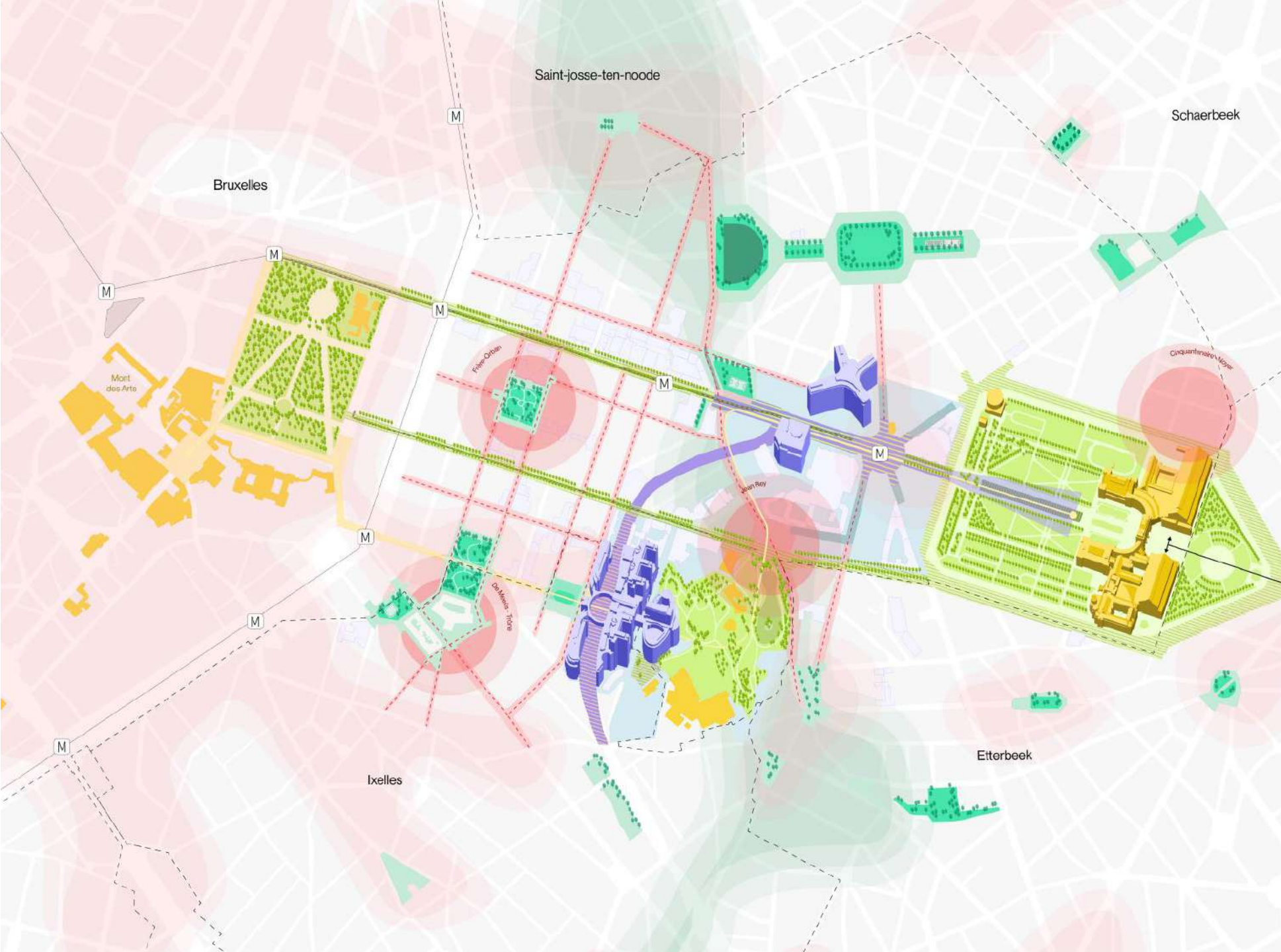
- Territory & identity
- Functional mix & city of proximity
- Urban form & heritage
- ecosystem functions
- Open space & mobility

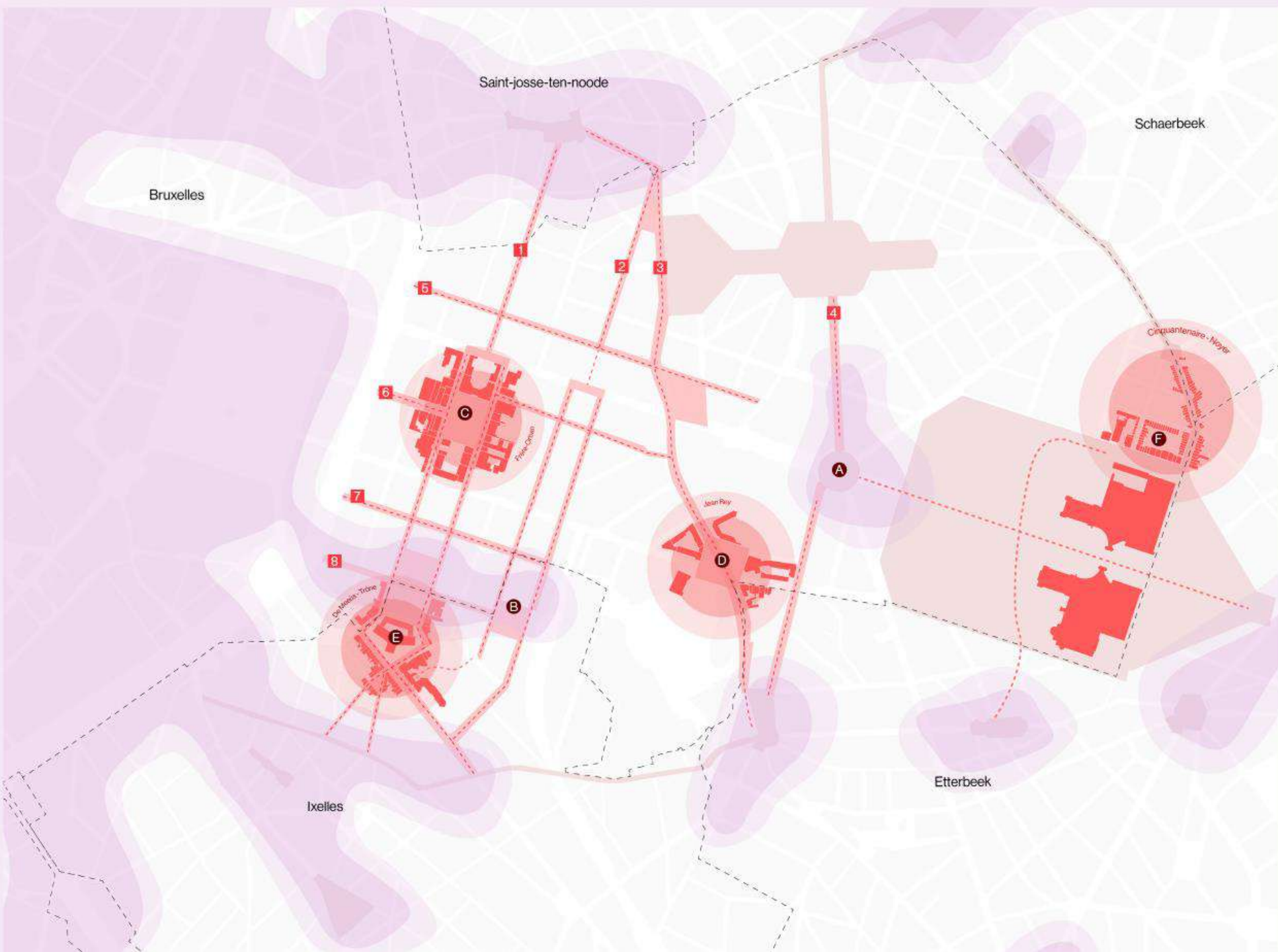
5 structuring figures

1. Residential figure
2. Institutional figure
3. Cultural figure
4. Local public spaces figure
5. Metropolitan parks figure

A new mixed district

- Housing and neighborhood services
- Institutional sites
- Metropolitan parks
- Cultural spaces
- Local public spaces





AXES DE DÉVELOPPEMENT DE LA FONCTION RÉSIDENTIELLE

— *nord-sud*

- 1** Industrie, Science, Deux Eglises
- 2** Arlon, Trèves, Philippe de Le Bon
- 3** fond de la vallée du Maelbeek
- 4** Archimède, Froissard

— *est-ouest*

- 5** Luxembourg
- 6** Montoyer
- 7** Guimard, Jacques de Lalaing
- 8** Joseph II

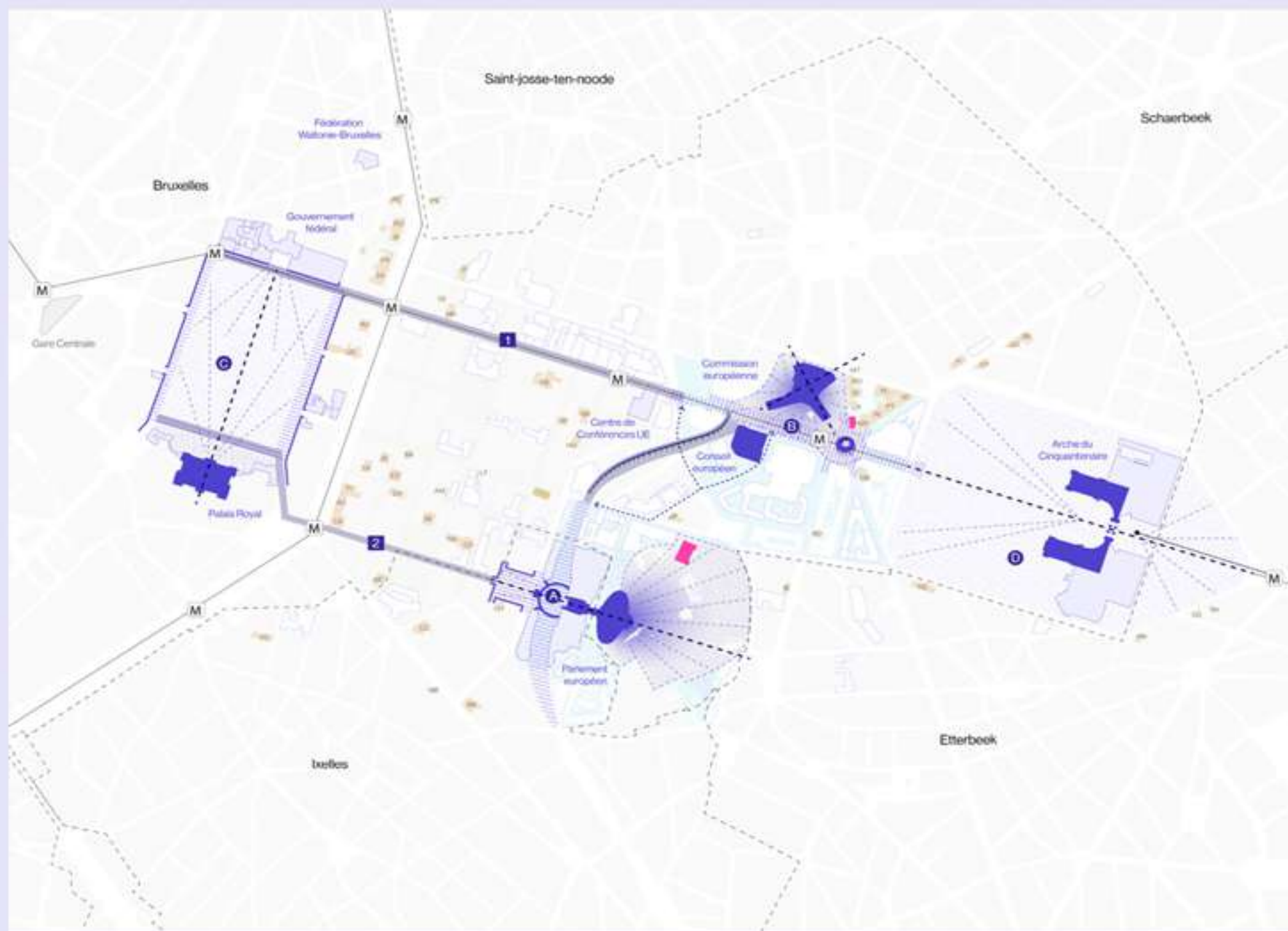
NOYAUX D'IDENTITÉ LOCALE

— *à renforcer en priorité*

- A** Schuman
- B** Luxembourg

— *à créer*

- C** Frère-Orban
- D** Jean Rey
- E** De Meeûs - Trône
- F** Cinquantenaire - Noyer



- VALORISATION DES 2 COEURS DE SITE EUROPÉENS**
- A** Parlement - Luxembourg
 - B** Commission - Conseil - Schuman
 - périmètres de sécurité
- VALORISATION DES SITES EMBLÉMATIQUES DE POUVOIR**
- C** Palais et parc Royal - Gouv. fédéral
 - D** Cinquantenaire
 - axe de représentation du pouvoir
- RECONNECTION DES SITES INSTITUTIONNELS**
- scénario Passerelle cyclo-piétonne
 - scénarios alternatifs
- INTÉGRATION DES SITES INSTIT. AU TISSU RÉGIONAL**
- transformation en boulevards paysagers actifs et favorisant une accessibilité optimale aux sites européens.*
- 1** rue de la Loi
 - 2** rue du Luxembourg
- xx ambassade ou consulat
 - site de lien entre institutions et grand public



DEUX GRANDS BOULEVARDS PAYSAGERS CONNECTANT LES GRANDS PARCS DE LA RÉGION BRUXELLOISE

— *rue de la loi*

- + Axe multimodal à verdurer de manière à préserver la perspective sur le Cinquantenaire
- + Sécurisation des modes actifs, réduction de l'emprise de la chaussée

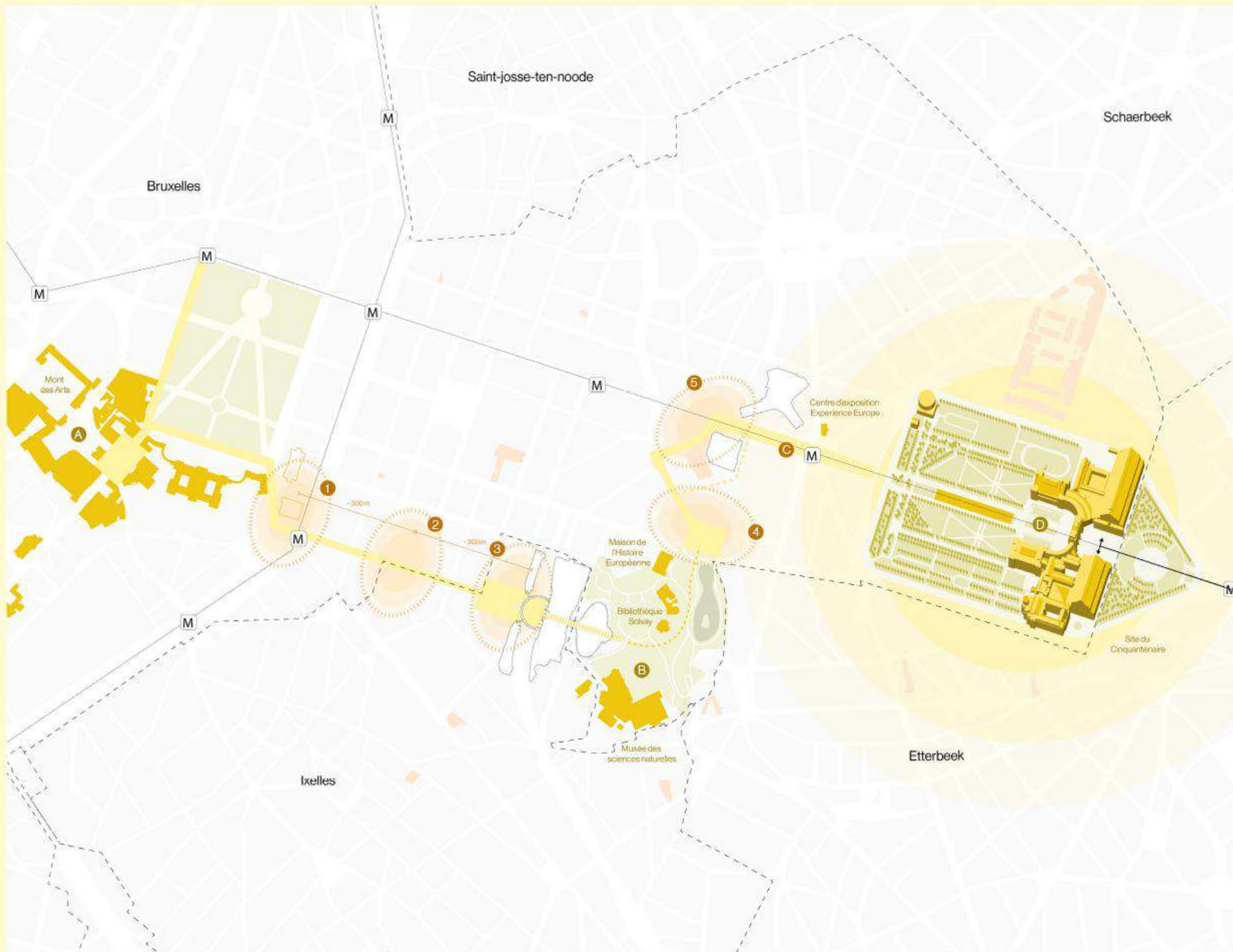
— *rue Belliard*

- + Axe multimodal à verdurer
- + Maximisation des surfaces perméables
- + Sécurisation des modes actifs, réduction de l'emprise de la chaussée



GRANDS PARCS DESSINÉS

- + Connexion des parcs à la ville avec des sas d'entrées et franges qualifiées
- + Activation du centre du parc du Cinquantenaire et reconnexion au réseau de mobilités (vélo, métro)
- + Valorisation et modernisation des symboles patrimoniaux et historiques



MUSEUM MILE

— Parcours piéton liant le Mont des Arts au Cinquantenaire A avec points d'intérêt intermédiaires :

Secteurs à activer :

- 1 Palais des Académies : exploiter le site pour programmes culturels et événementiels
- 2 Rue du Luxembourg : vitrines culturelles (culture hors-les-murs et à portée locale) et commerce local
- 3 Place du Luxembourg : événements / expositions dans l'espace public
- 4 Place Jean Rey : renforcement lien avec parc Léopold, activation et événements dans l'espace public
- 5 Passerelle Maelbeek : infrastructure publique verdurisée, monuments européens

Secteurs à relier et valoriser :

- B Parc Léopold et institutions muséales / culturelles (Solvay, Sciences nat, UE)
- C Schuman

DVT D'UN PÔLE CULTUREL ET TOURISTIQUE MAJEUR

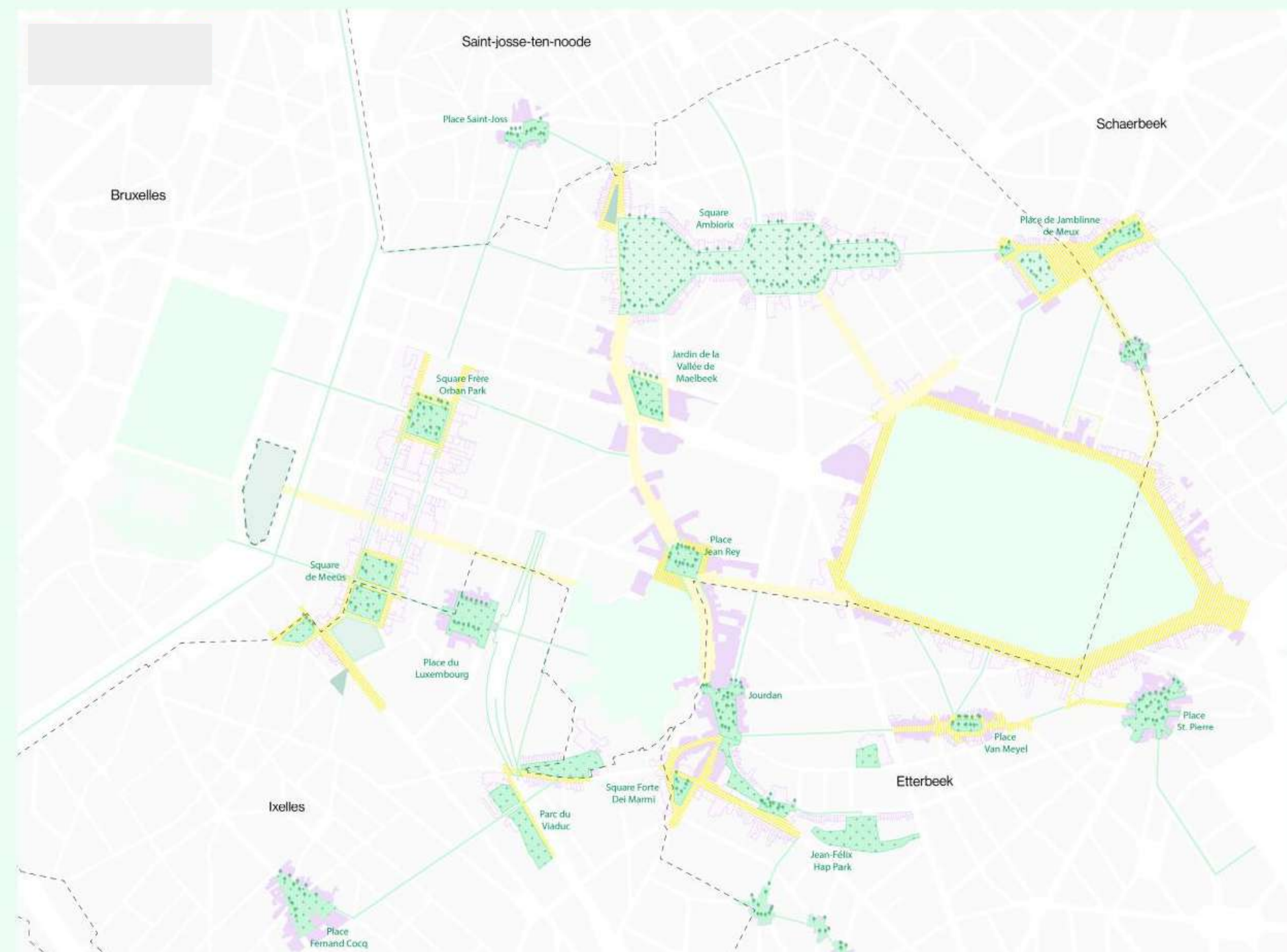
— Site du Cinquantenaire

- + Activation du socle aveugle et revalorisation du coeur de site
- + Revalorisation des franges du parc
- + Mise en commun de ressources et d'identité entre plusieurs acteurs implantés sur le site
- + (Nouvel accès arrêt de métro ?)

■ Point d'intérêt touristique / culturel à rayonnement supralocal

■ Point d'intérêt culturel local

□ Bâtiment à caractère représentatif des institutions européennes



AXES PAYSAGERS PRIORITAIRES

- + Réduction de l'emprise de la chaussée au profit d'une verdurisation en pleine-terre
Maximisation des surfaces perméables et verdurisées,
- + renforcement de la biodiversité et du potentiel pollinisateur
- + Développement de fonctions écosystémiques, notamment liées à la gestion des eaux pluviales, à la réduction des îlots de chaleur et de la pollution sonore et atmosphériques

SQUARES, PLACES ET NOEUDS

- + Aménagement visant une unité spatiale de façade à façade
- + Renforcement des fonctions écosystémiques, notamment liées à la biodiversité, la gestion de l'eau, la pollinisation et la pédagogie liée à l'environnement
- + Priorisation des modes actifs avec création de zones de rencontre, zones piétonne ou mise à sens unique des voiries contiguës.
- + Intensification et diversifications des usages et appropriations, soutien de la vie locale et de la création de liens sociaux

CARTE DES RECOMMANDATIONS SPATIALISÉES

La carte ci-contre synthétise et spatialise la vision à travers la définition d'espaces ouverts et bâtis sujets à des recommandations spatialisées, qui s'ajoutent aux recommandations transversales. Le détail des recommandations s'appliquant à chaque élément de la légende (correspondant à un symbole / une couleur ou faisant partie d'un site sujet à recommandations spécifiques) est consultable dans les pages suivantes.

FIGURE RÉSIDENTIELLE

- axe de développement prioritaire de la fonction résidentielle
- parcelle à développement prioritaire de la fonction résidentielle
- liseré d'actuation avec insertion de programmes supports à la fonction résidentielle (équipements, commerces, services)
- porosité intra-îlot à initier

FIGURE INSTITUTIONNELLE

- espace public de valorisation des institutions européennes

FIGURE CULTURELLE

- parcours du Museum Mile
- scénario pour le parcours du Museum Mile entre la place Jean Rey et le site du Cinquantenaire
- scénario court-terme : chaussée d'Etterbeek et rue de la Loi
- scénario long-terme : chaussée d'Etterbeek et porosité Conseil Européen
- scénario très long-terme : porosité Justus Lipsius
- édifice bâti à valeur patrimoniale (inscrit à l'inventaire du patrimoine architectural)

FIGURE DES ESPACES PUBLICS LOCAUX

- espace public local aménagé de manière à créer une unité spatiale de façade à façade
- axe paysager prioritaire

FIGURE DU GRAND PAYSAGE

- parc emblématique
- axe structurant multimodal à végétaliser
- axe à enjeu de valorisation d'une perspective

SITES SUJETS À RECOMMANDATIONS SPÉCIFIQUES

- îlot-levier
les recommandations pour ces îlots s'appliquent à l'ensemble des parcelles de l'îlot (tracure ci-dessus).
 - îlot Helmut Kohl
 - îlot Justus Lipsius
 - îlot Science
 - îlot Albert Borschette
 - îlot 130
- espace ouvert-levier
les recommandations pour ces espaces ouverts s'appliquent à l'espace ouvert de façade à façade et ses éventuels abords à définir dans le cadre des études postérieures.
 - square Frère-Orban
 - chaussée d'Etterbeek
 - square De Meëis
 - place Jean Rey
 - rue du Luxembourg
 - rue de la Loi
 - place du Luxembourg
 - rue Belliard
 - Jardin de la vallée du Maelbeek
 - site du Cinquantenaire



Main Recommendations

- Existing density to be maintained
- Renovate & Transform instead of Demolish & Reconstruct (carbon footprint)
- Introduction of housing and proximity services along Residential figure
- Active groundfloors
- Dedensify & Green the inner part of urban blocks
- Greening of public spaces and reduction of on street parking
- Reduce transit traffic & improve active mobility comfort

04. Concrete applications

- **Common Resources for Regeneration through Culture (CoRRC)** application to the European Urban Initiative call → aims to implement the cultural figure by the activation of public spaces and groundfloors through cultural activities
- **CityForward Masterplan** (conversion of buildings in the EQ left by the EC) → aims to contribute to the Implementation of the residential figure
- **Greening Masterplan** → aims to improve local public spaces by reducing on street parking and greening the streets (first projects: rue Guimard & rue d'Arlon in 2024)
- **Interreg** application for the valorisation of the **Maelbeek valley** (10/2023)
- **Cinquantenaire Masterplan** → aims to renovate the Cinquantenaire museums and improve the accessibility of the Cinquantenaire park
- Competition for the revamping of the Paul Henry Spaak building (hemicycle of the EP)
- Renovation of the Luxembourg square (2023)
- Feasability study for the réalisation of a pedestrian & cyclist bridge between the EP and the EC

"THE CONSTRUCTION SITES OF THE CINQUANTENAIRE AND PRESENTATION OF CINQUANTENAIRE NEIGHBOURS"

Elie Jesuran, Head of Building and Renovation Projects,
ASBL 50/200





JUBELPARK 2030
CINQUANTENAIRE

A new socio-cultural flagship for
200th anniversary of Belgium

Horizon 50-200

NEW ORGANISATION – NEW MISSION – NEW TEAM

The non-profit Horizon 50-200 was entrusted by the State Secretary Thomas Dermine with the mission to become the locomotive and the facilitator of the transformation of the site of the Cinquantenaire in preparation for 2030

Mission

To reimagine the site of Cinquantenaire and transform it into an inclusive socio-cultural pole symbolizing the power of science, heritage, art and innovation in 21st century society.

Vision

A lively public space, where history continues to be written by multiple communities of Brussels, Belgium, Europe and the world.

Horizon 50-200

NEW TEAM

Paul
Dujardin
-
CEO

Yasmina
Amire
-
COO

Daria
Bocharnikova
-
Chef de Projet
Scientifique et
Artistique

Carole
Schuermans
-
Chef de
Projet
Artistique

Luna Riche
-
Production
artistique

Elie Jesuran
-
Chef de Projet
Rénovation des
Bâtiments et
Parc

Eléonore
Moncheur
-
Chef de Projet
Développement

Inge Jooris
-
Chef de Projet
Communication



People



Commons



Development



Communications

NEW PARTNERSHIPS : TOGETHER TOWARDS CINQUANTENAIRE 2030



Institut Royal du
Patrimoine artistique



Musée Royaux d'Art
et d'Histoire



War Heritage
Institute



Autoworld
Brussels



Belgian Science
Policy Office



Régie des
Bâtiments



Beliris



La Commune
d'Etterbeek



Loterie
Nationale



Région de
Bruxelles-Capitale



Gouvernement
Fédéral Belge



Commission
européenne



Ville de
Bruxelles



Fondation
Roi Baudouin

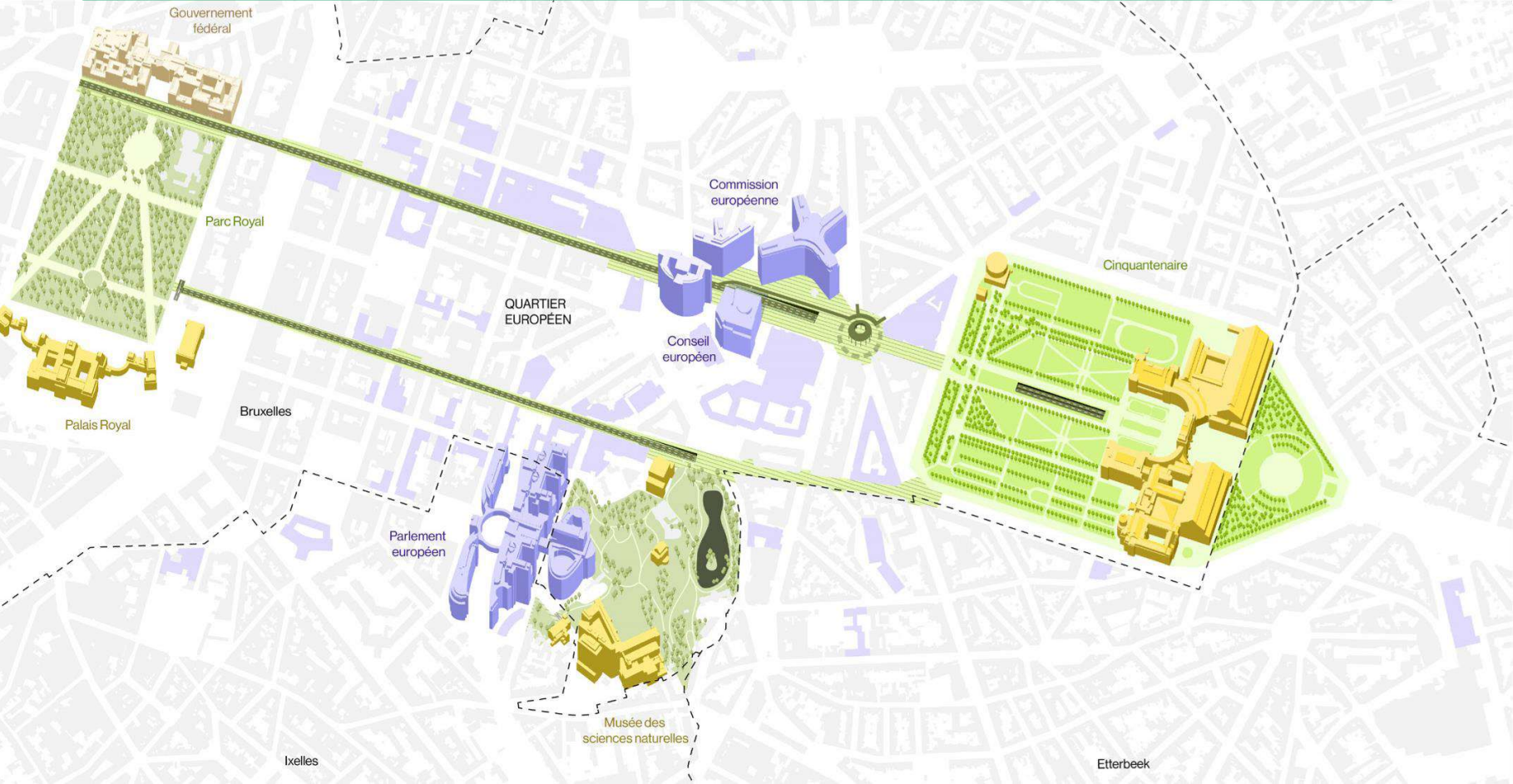
Agir ensemble pour une société meilleure

Fondation
Roi Baudouin



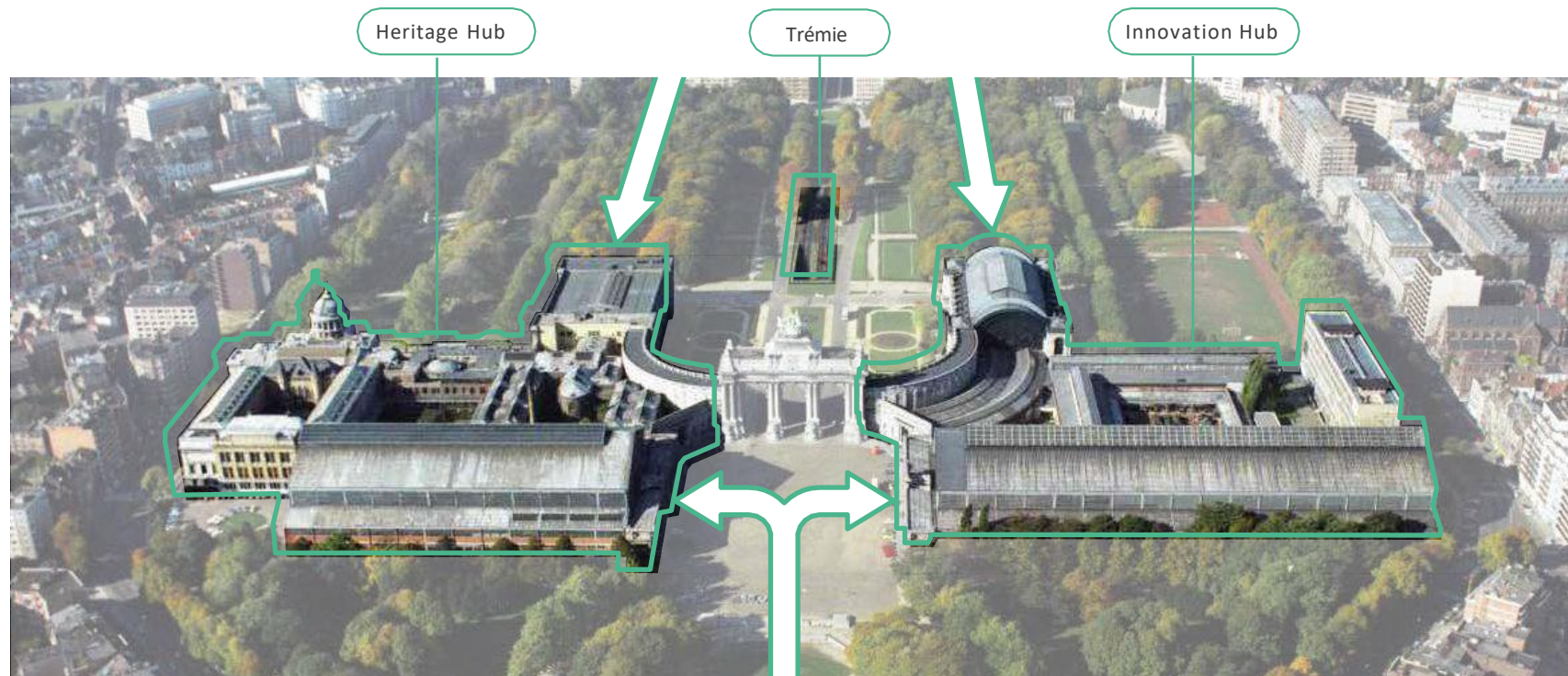
JUBELPARK 2030
CINQUANTENAIRE

LINKING BETTER BELGIUM AND EUROPE: REINSCRIBE CINQUANTENAIRE INTO EUROPEAN NEIGHBORHOOD



JUBELPARK 2030
CINQUANTENAIRE

PEOPLE AT THE HEART OF TRANSFORMATION: ANIMATING COLLECTIONS, COMMUNITIES, AND COMMONS



Heritage, History and collections

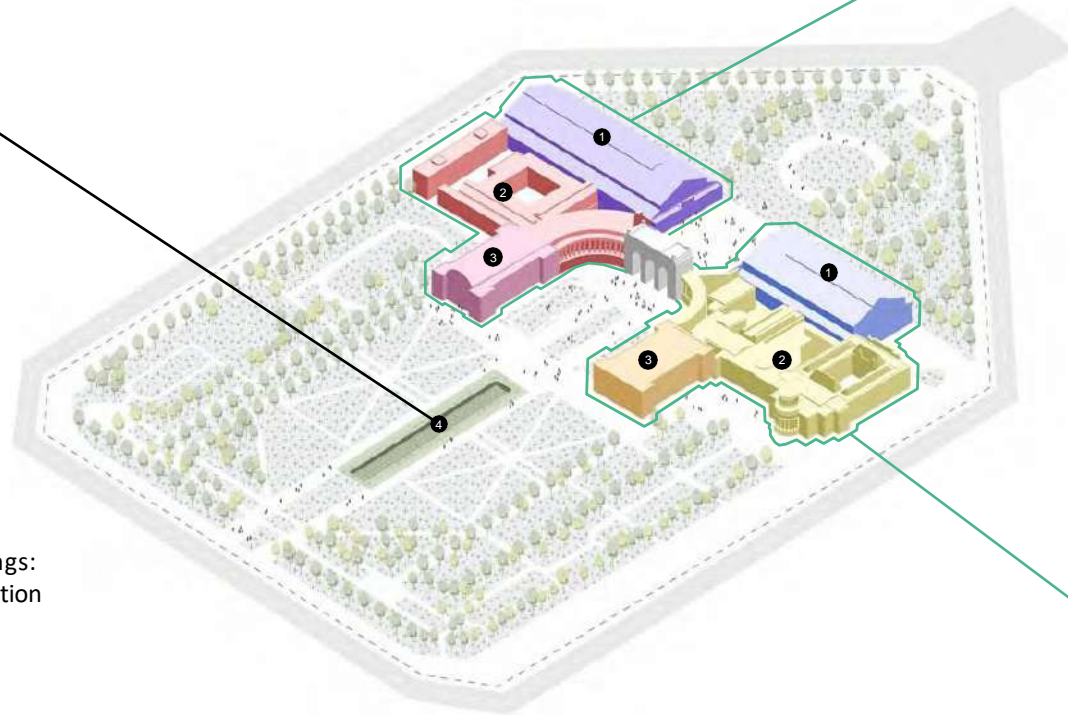
Innovation, Technology and Memory



JUBELPARK 2030
CINQUANTENAIRE

MASTER PLAN CINQUANTENAIRE 2030 : ACTIVATING COMMONS

Trémie



Innovation Hub

- 1 Innovation Dome
- 2 Army Museum
- 3 Bordiau-Hall



Government of Buildings:
roof and facade renovation
2018-2026



Beliris: Realisation master
plan 2023-2030

Heritage Hub

- 1 Heritage Dome
- 2 Museum Art & History
- 3 New wing



JUBELPARK 2030
CINQUANTENAIRE

PRIVATE SECTOR INITIATIVES IN THE EUROPEAN QUARTER

Alain Deneef, Executive Officer, European Quarter Fund



EUROPEAN QUARTER CHARTER & MANIFESTO OPEN, WELCOMING & DIVERSE

Presentation to the EQNE

24 May 2023

Alain Deneef, Executive officer

Prepared in collaboration with the King Baudouin Foundation and the European Quarter Fund



Introduction

An initiative of the European Quarter Fund

*Conscious of the urgent need for change the European Quarter Fund members have agreed on a shared vision on the future of the district or “**Manifesto**” and also on concrete actions to start the transition of the district on short term the “**Charter**” . The EQF is only one of the stakeholders that will have to cooperate to deliver this long-term vision, therefore the Manifesto declares the intentions of the EQF but will need to evolve. The Charter on the other side is a document containing practical urbanism actions that EQF members regard as a commitment.*



Who is the European Quarter Fund (EQF):

The EQF is a corporate fund managed by and according to the principles of the King Baudouin Foundation.

The EQF was created in 2001 and aims to provide an interface between public and private interests in the European quarter in Brussels, with the intention of perfecting Brussels' image as the capital of Europe and improving the quarter's multifunctionality.

The Fund includes approx. 40 members, representative of all areas of private and public life.

The EU district and its challenges

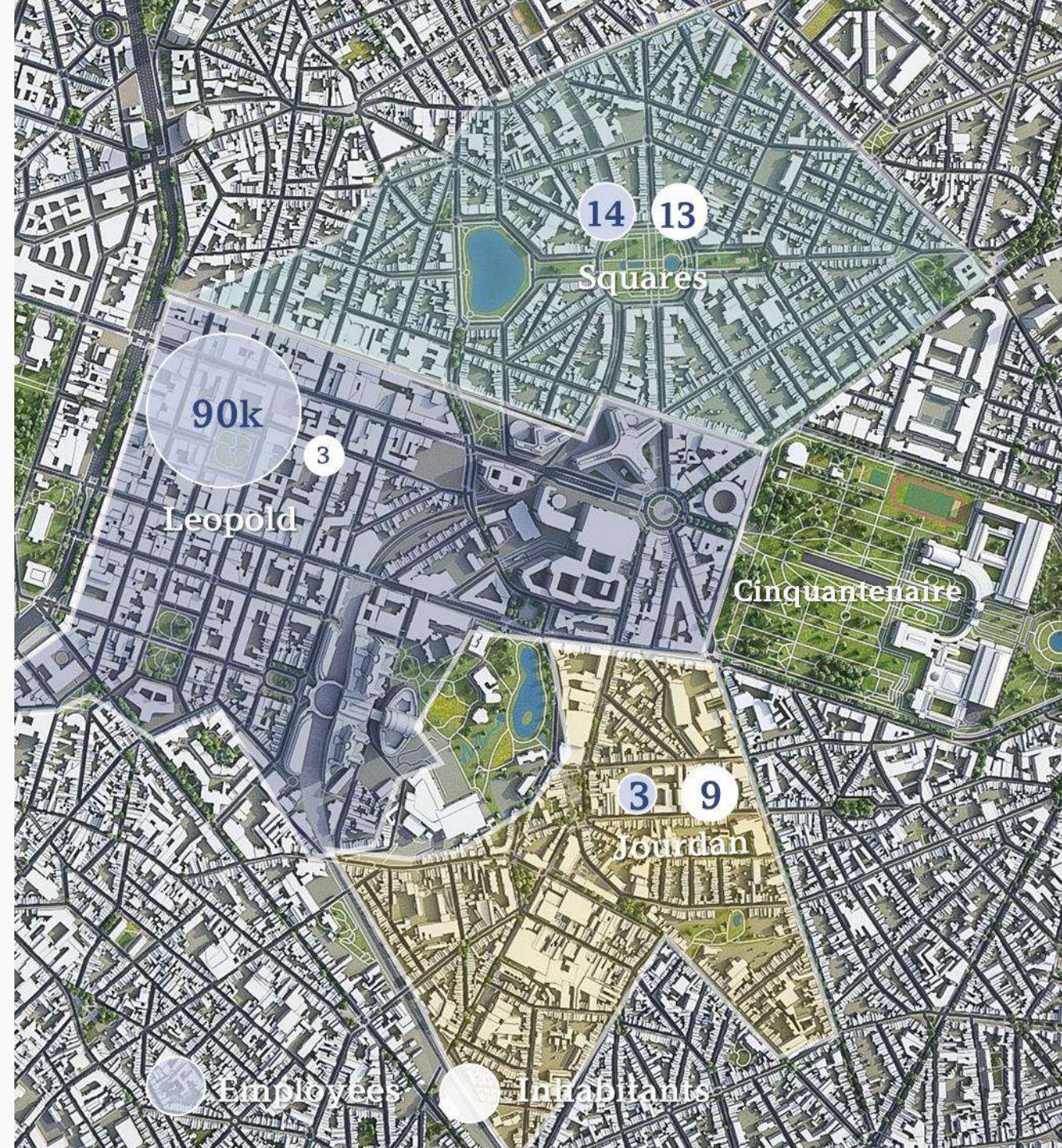
Context

The EU district is not only the historic seat of the European institutions, but it is also the largest employment and cultural centre in Belgium.

Over the last decade the district has been increasingly attractive for new inhabitants & retailers. New flagship European cultural offering has established the district as the country second most visited spot. Areas like Jourdan or Squares have become vibrant mixed used urban hubs.

The core Leopold district however remains dominated by office use with only 3.000 inhabitants for ca 90.000 office workers before covid.

The changes in workplace and mobility have been accelerated by the pandemic and are both a serious challenge and an opportunity to the EU district. An expected increased vacancy in office spaces will offer many possibilities of reconversion along the philosophy of the EU New European Bauhaus, pleading for living spaces and places that are aesthetically beautiful, socially inclusive and environmentally sustainable.



THE MANIFESTO

A long term vision on the district



The Manifesto prepared by the EQF is based on wide consultations and represents its long term vision on the district.

We realise that the EQF is only one stakeholder in the future of the district and therefore our Manifesto represents the EQF current views towards what needs to become a shared vision.

<https://www.eqf-manifesto.eu>



The EQF Manifesto or long-term vision is based on wide consultations

The Manifesto



After a large consultation with the key district user groups and stakeholders ranging from public authorities to inhabitants' associations (23 interviews), the European Quarter Fund (EQF) has decided to **develop a strategic vision** to act on some of the EU District's key issues.

The EQF has aligned its strategy and proposed actions with the regional government currently preparing a new Urban Planning Framework. The main actions identified are focusing on **4 key pillars: Increase Functional Mix, Support Shift to Soft Mobility, Create Better and Greener Public Space, Deepen European & Cultural Identity.**



Befimmo



Cofinimmo
together in real estate



The Manifesto 4 priority areas supporting our long-term vision

The Manifesto



Increased Functional Mix

Increase, where possible, non-office functions at the micro neighbourhood level, with a particular focus on the Leopold district. Act rapidly on ground floor activation by making them transparent, lively and open for encounters between people.



Create Better & Greener Public Space

Increase green surfaces at street- and roof-levels, open inner buildings courtyards, and reduce the number of cars on public space. A great work neighbourhood is also a place where people like and want to live.



Support Shift to Soft Mobility

Drastically reduce transit and local car traffic. Break the Loi/Belliard urban walls by creating North-South soft mobility paths. Support the mobility shift by improving active mobility infrastructure within office buildings and creating a true ecosystem for alternative mobility.



Deepen European & Cultural Identity

Make the European identity of the district more visible and increase the integration of the local cultural offering. Create stronger links between the sub-districts (Leopold, Jourdan, Squares, Cinquantenaire). Show the democratic character of the fabric of Europe.

THE CHARTER

The EQF members short term commitments



As we realise that our long-term vision “Manifesto” will require the alignment with other external stakeholders the EQF members decided to commit on a number of practical actions fostering material change on the short term whilst supporting our long-term vision.

The EQF members are committing to implement these changes in the buildings they own or operate as much as technically feasible on the short term.

To verify the feasibility and impact of these tactical actions the EQF has done an audit **on a pilot area in the Leopold District** (21 buildings have been audited between Square de Meeûs and Square Orban).



Overview Map

- Office Buildings - Visited
- Office Buildings - Not Visited
- Historical or Residential Buildings
- Plots

The charter: our immediate commitments to support our charter and long-term vision



Mixed use



Public space



Mobility shift



Culture & Identity



Activate Ground Floors

Where possible, support the infill of the ground floors with open functions (retail, café, bike repair, art, coworking, places of dialog and encounter, etc.) At least, ensure they are transparent and interact at street level.



Cycling Friendly buildings

Promote active mobility by ensuring cycling is welcome for all users (incl. visitors) from facilities provision to services and social activities in favour of active mobility.



Open Courtyards

Where possible, open inner courtyards and increase green surfaces. Create new use cases for courtyards and infill with public uses.



Green Roofs

Where technically feasible, create green rooftops accessible to occupiers, or alternatively convert to extensive or intensive green surface.




We have focused our visits on the feasibility of 4 key tactical actions



The 4 key actions of our Charter will have material impact on the district

Results of the pilot areas audit




61%  **Ground floor transparency:**
Only 39% of the façades analyzed are transparent. **46%** have the potential to be made visually open.

4



Inner courtyards:

4 buildings with an inner courtyard have the potential **to be accessible to the public.**


65%  **Ground floor infill:**
Two-thirds of the buildings analyzed have no ground floor infill activation.

76%



Soft mobility facilities:

76% of buildings have average or poor facilities. **Only 4 buildings** have good facilities to support the use of soft mobility.

31%  **Greening the roofs:**
31% of roofs analyzed (**9,657 sqm**) have the potential for greening.

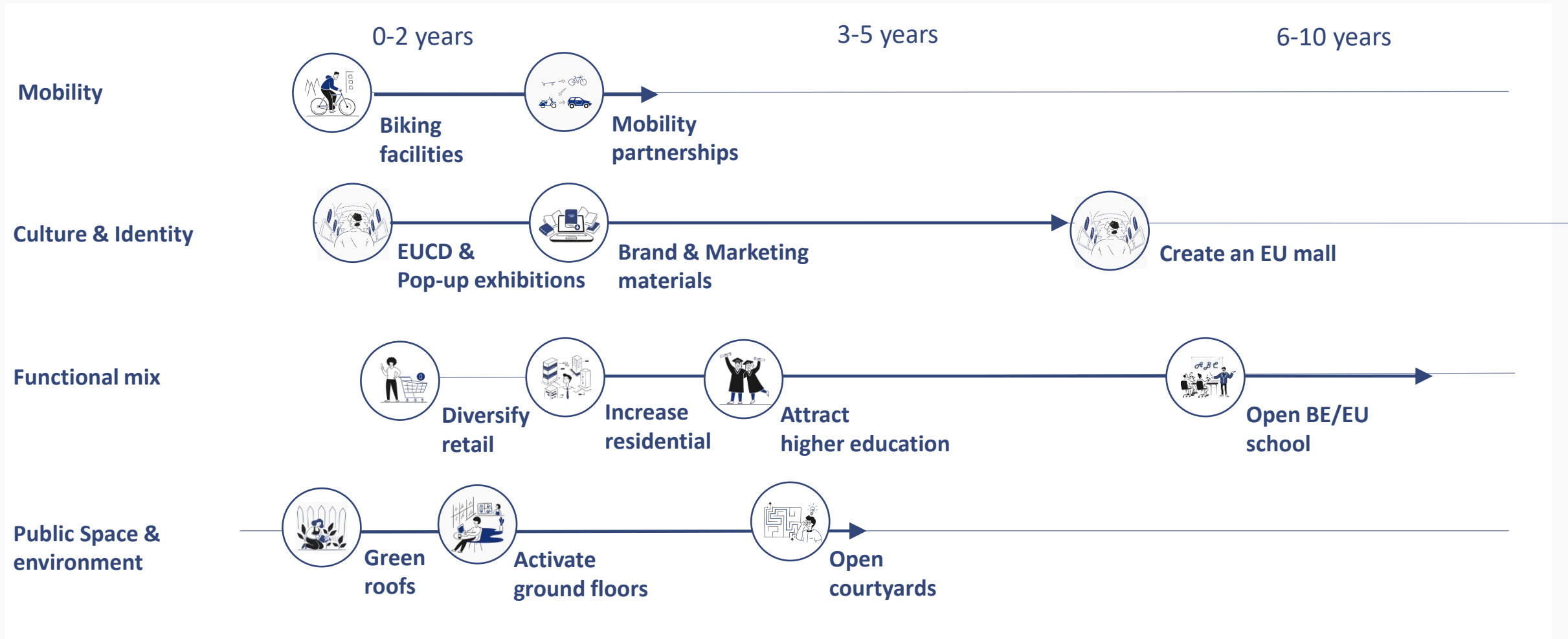
53%



Shared mobility services:

Only the EU-occupied buildings offer single-mode services. The others do not have any services in place.

Timeline and overview of all key proposed actions proposed (short- to long-term)



Next steps

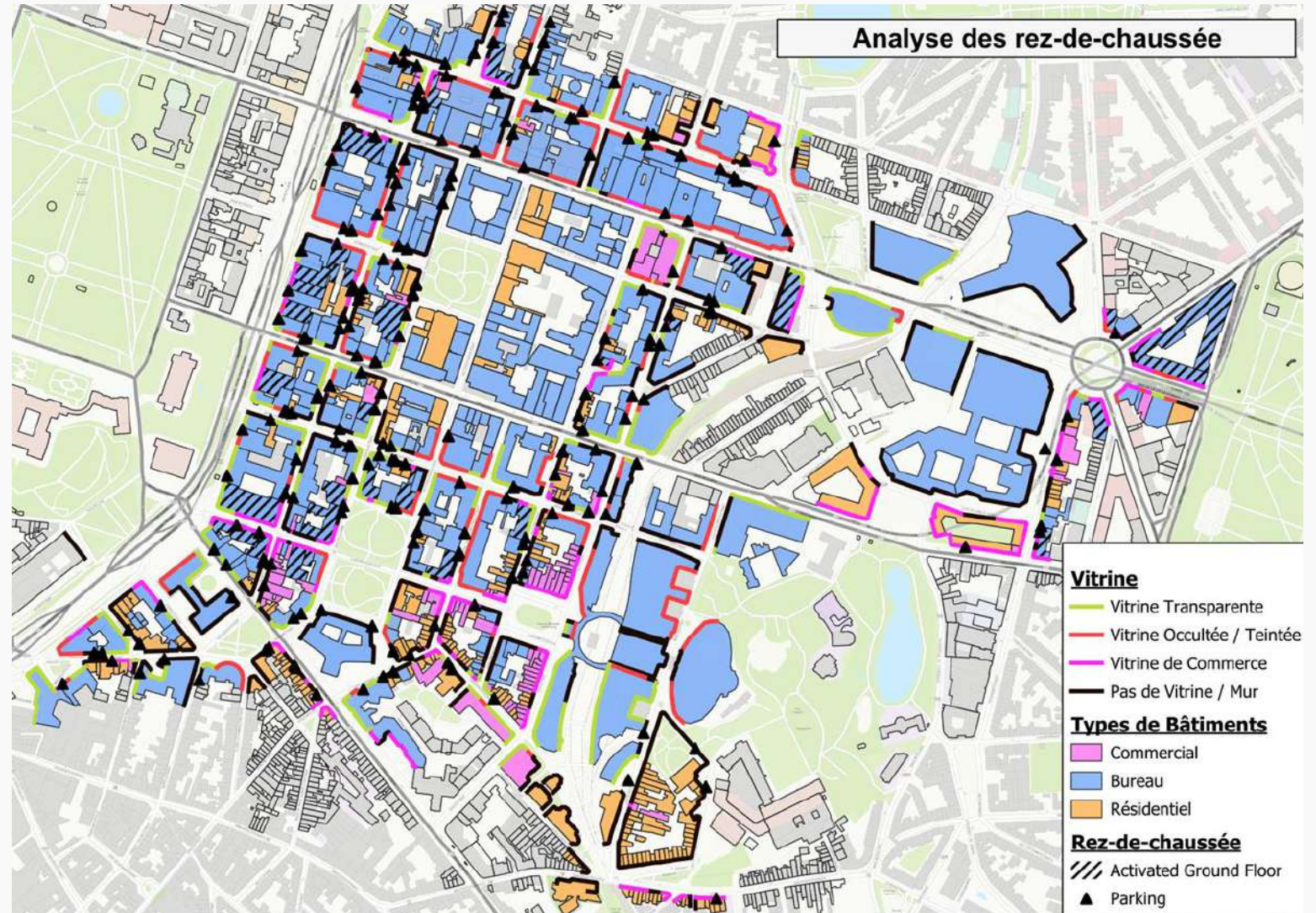
From audit to full scale deployment

1) A rigorous analysis was conducted of all ground floors in the European quarter that can be activated.

A database is being finalized with +/- 677 buildings in the European quarter, identifying:

- ❖ the potential of the ground floors and
- ❖ the respective owners / managers / occupants, to subsequently
- ❖ in consultation with the owners and civil society, identify opportunities for alternative use for these ground floors

= “matchmaking” program



Next steps

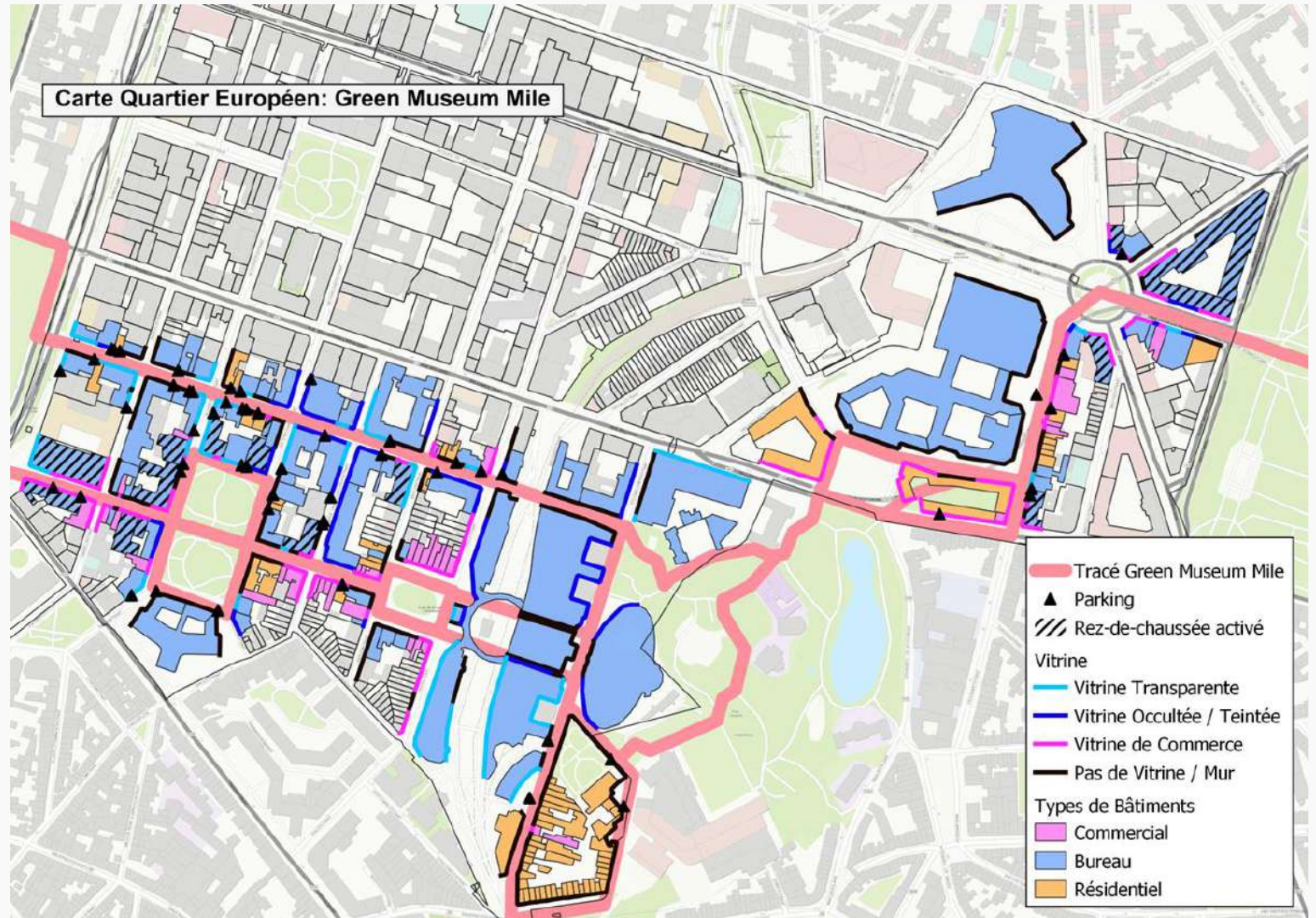
From audit to full scale deployment



2) Participation of EQF in the project call of the European Urban Initiative (CoRRK)

- Partnership between Brussels Region – City of Brussels – Horizon 50/200 – FQE – Communa – Osmos and Community Land Trust
- The initiative connects cultural institutions between the Mont des Arts and the Cinquanteenaire museums along a ‘Green Museum Mile’.
- EQF leads the work package with respect to the activation of the ground floors located along this ‘Green Museum mile’

**Expected result:
end of June 2023**



Next steps

From audit to full scale deployment



3) Recruitment of a new Project Manager to perform and execute the “matchmaking” program

Alexia Vervisch (previously working as legal counsel for BESIX) alexiavervisch@yahoo.com

Alexia will finalize the database with +/- 677 buildings in the European quarter, and will:

- ✓ identify the respective owners / managers / occupants of available ground floors, and
- ✓ in consultation with these owners / managers / occupants and with civil society
- ✓ identify opportunities for alternative use for these ground floors
- ✓ organize these new activities and have a livelier European quarter



Open courtyards
Open inner courtyards to the public

- Attractiveness
- Image

Appoint consultant to audit buildings and identify most suitable courtyards.



Ground floor activation
Open ground floor to the street

- Attractiveness
- Image

Appoint consultant to audit buildings and identify most suitable ground floors to activate.

Next steps

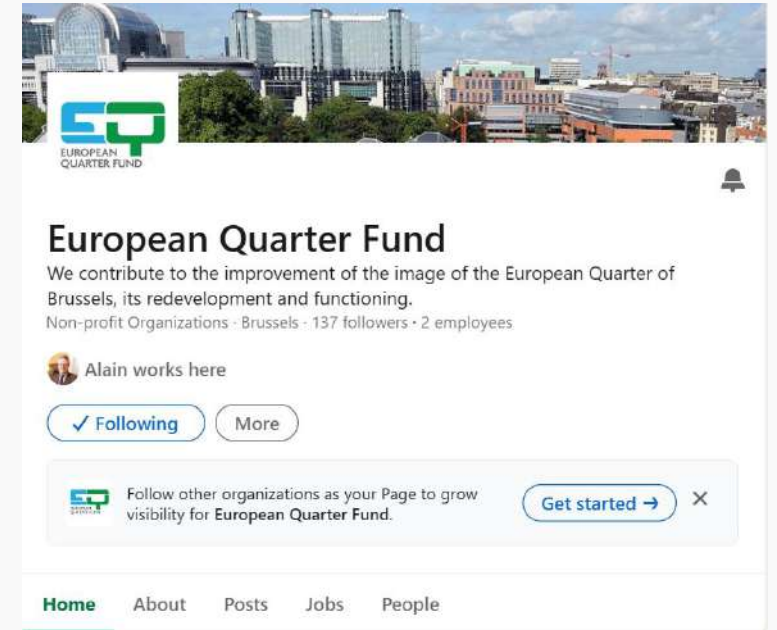
From audit to full scale deployment



4) Communication and social media

- ✓ **Linkedin page created – thanks to subscribe to the page and repost any new posts!**

<https://www.linkedin.com/company/europeanquarterfund/>



CULTURAL EVENTS IN THE EUROPEAN PARLIAMENT'S CITIZENS' GARDEN

Sylvia Binger, Citizens' Garden coordinator, European Parliament

Maria Grazia Tanese, Music Projects Protocol Administrator, European Parliament



**Cultural
Events
in the
European
Parliament's
Citizens'
Garden**

2023



Artists' Residence

Citizens' Garden

European Parliament

Wiertz Museum

Bavarian Representation to the EU

Museum for Natural Sciences

House of European History - EP

Bibliothèque Solvay

Lycée Emile Jacquain

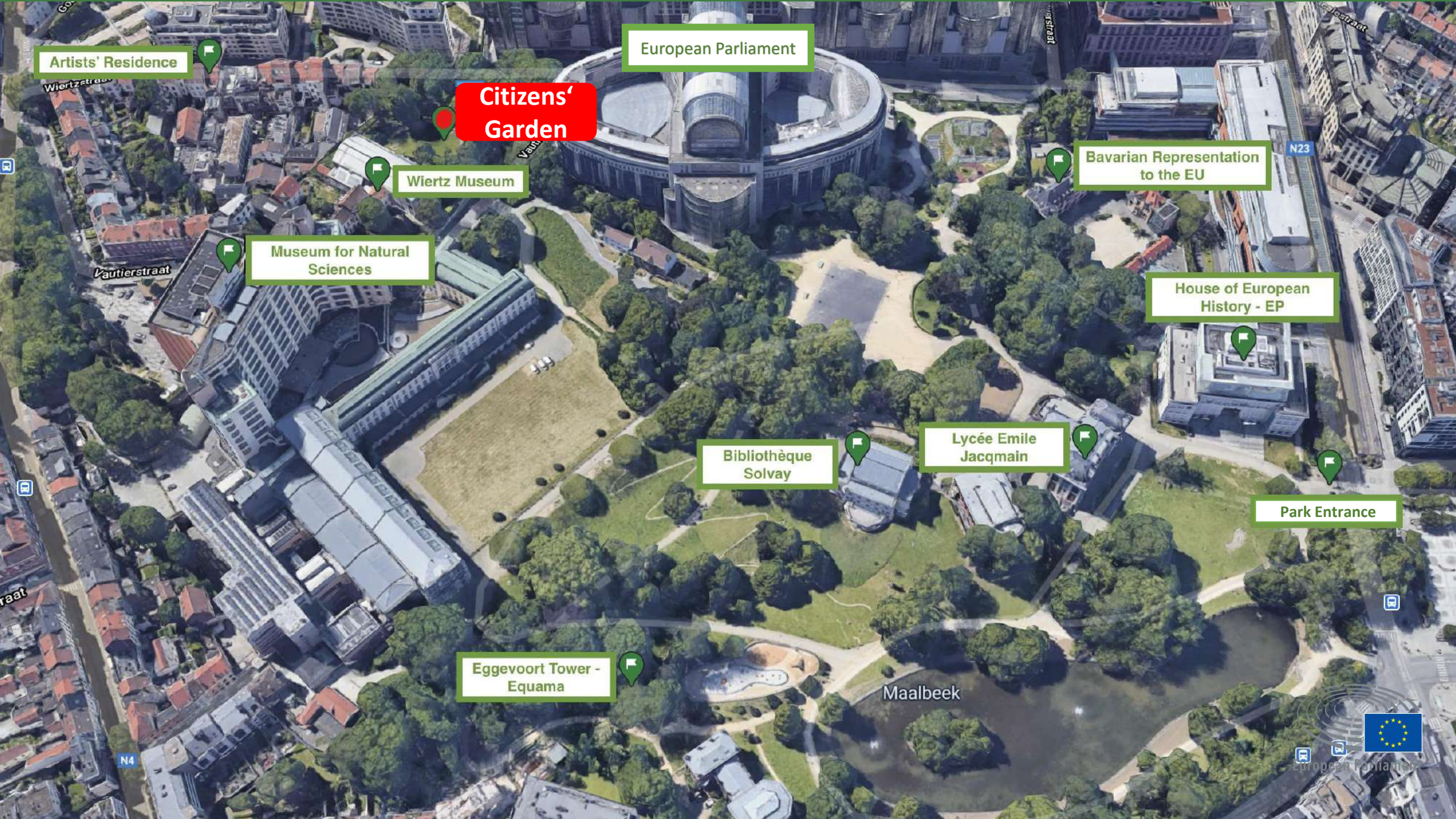
Park Entrance

Eggevoort Tower - Equama

Maalbeek



European Parliament



Top View of the Wiertz Ensemble

European Parliament

A – Artist's House

D – Citizens' Garden

Royal Museums of Fine Arts of Belgium

B – Wiertz Museum

(former atelier of the artist)

C – Museum's Entrance

Convention signed May 2022
for future cooperation.



Entrance

Rue Vautier 62 - Ixelles



1 September 2020

first time open to the public thanks to investment and renovation by the European Parliament: trees, benches, music pavilion and two lawn spaces for events.



Cultural Events

- open to the public and free of charge
- qualitative approach and supporting young talents
- informal touch, but do not disturb our neighbours
- limited infrastructure:
 - tent, music pavilion, electricity
 - no toilets, no water supply
- mainly at **lunchtime** – some events in the **early evening**
- **22 May – 16 July and 4 – 28 September 2023**



Sculpture Garden



Why Culture?

The concept for the cultural programme respects the Wiertz ensemble as a **classified cultural heritage site** and its prevalent **romantic 19th century atmosphere**.

Cultural heritage and **cultural diversity** are vital elements of the **EU's history** and **parliamentary democracy**. **Cultural activities** should therefore be aligned with the **legislative work of the European Parliament**.



A Swedish Midsummer Evening

29 June

18:00 – 20:00

Open to the public to enjoy a **traditional cultural event** marking the end of the Swedish Presidency of the European Council.

In cooperation with the Permanent Representation of Sweden to the EU that will bring their **choir** and **traditional Swedish Midsummer elements**.



Letters to Heaven

*an interactive art installation
by Alicia Framis*

July – end of December 2023

- accessible in the lower lawn space of the Citizens' Garden during its opening hours
- a polished stainless steel sphere of 200 cm in diameter with a slid
- like a traditional post box from which visitors can send letters to heaven expressing their most personal wishes and concerns about the future of Europe.



Summer readings in the Citizens' Garden

A literary approach towards Europe

- **12.30 – 13.30** – the events will last max. 1 hour
- **Tuesdays and Thursdays** in the **first two weeks of July**
- Readings in **mother tongue** with **text translations into English**
- The literary presentations reveal **topics that concern European citizens.**
- Each reading will be followed by a **discussion with the author** to deepen the reflection in a life exchange.
- **Experienced moderators** will steer through the complex and emotionally touching subject matters.

The authors and there literary works

EU Presidency:

04/7 Alexander Koistinen (Sweden)

The 'Europa' trilogy – a series of geopolitical thrillers on migration

06/7 María Sánchez (Spain)

Land of women - the reality of women in the rural world

11/7 Maarja Kangro (Estonia)

In the van – a short story against the backdrop of the war in Ukraine

13/7 European Literature Prize Winner 2020

Matthias Nawrat (Germany)

The sad Guest – an outline of what arriving in a foreign country
does to people



Walden Festival

16 July 2023



The Citizens' Garden will host some concerts related to the Walden Festival. All these concerts are **free of charge**.

“Klara Twintigers” stage

13:00 - 13:40

Lisa Willems & Lise Vandersmissen

15:00 - 15:40

Imre & Myrddin De Cauter

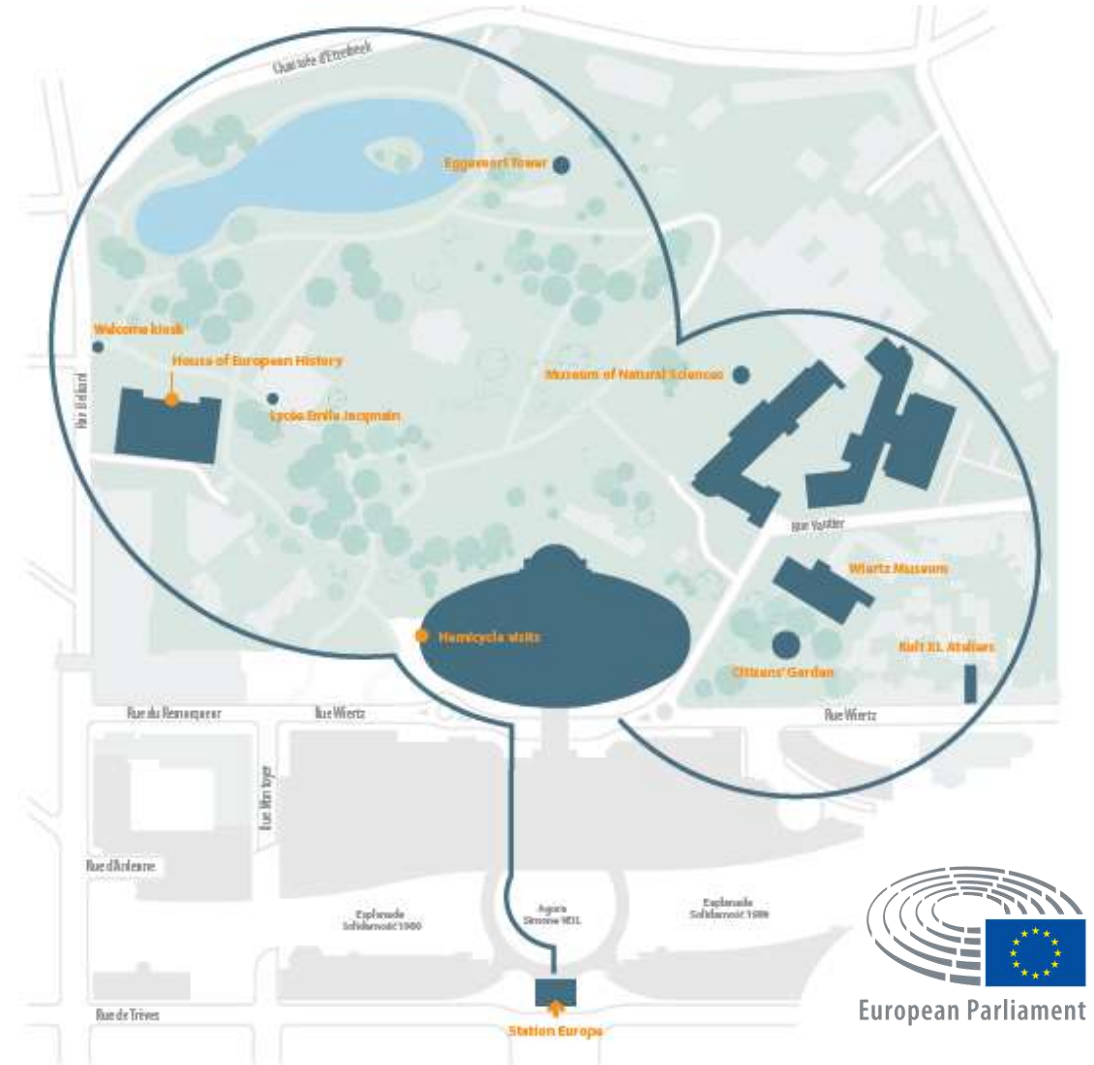
17:00 - 17:40

Airboxes (Guus Herremans & Bert Leemans)

Park Leopold Day – 9 September 2023

Enjoy a day full of cultural activities in the green heart of the European Quarter

The institutions and organisations that call Park Leopold their home will join forces and open their doors to welcome visitors of all ages for a community event. Locals and visitors alike can discover the free programme packed full of activities.

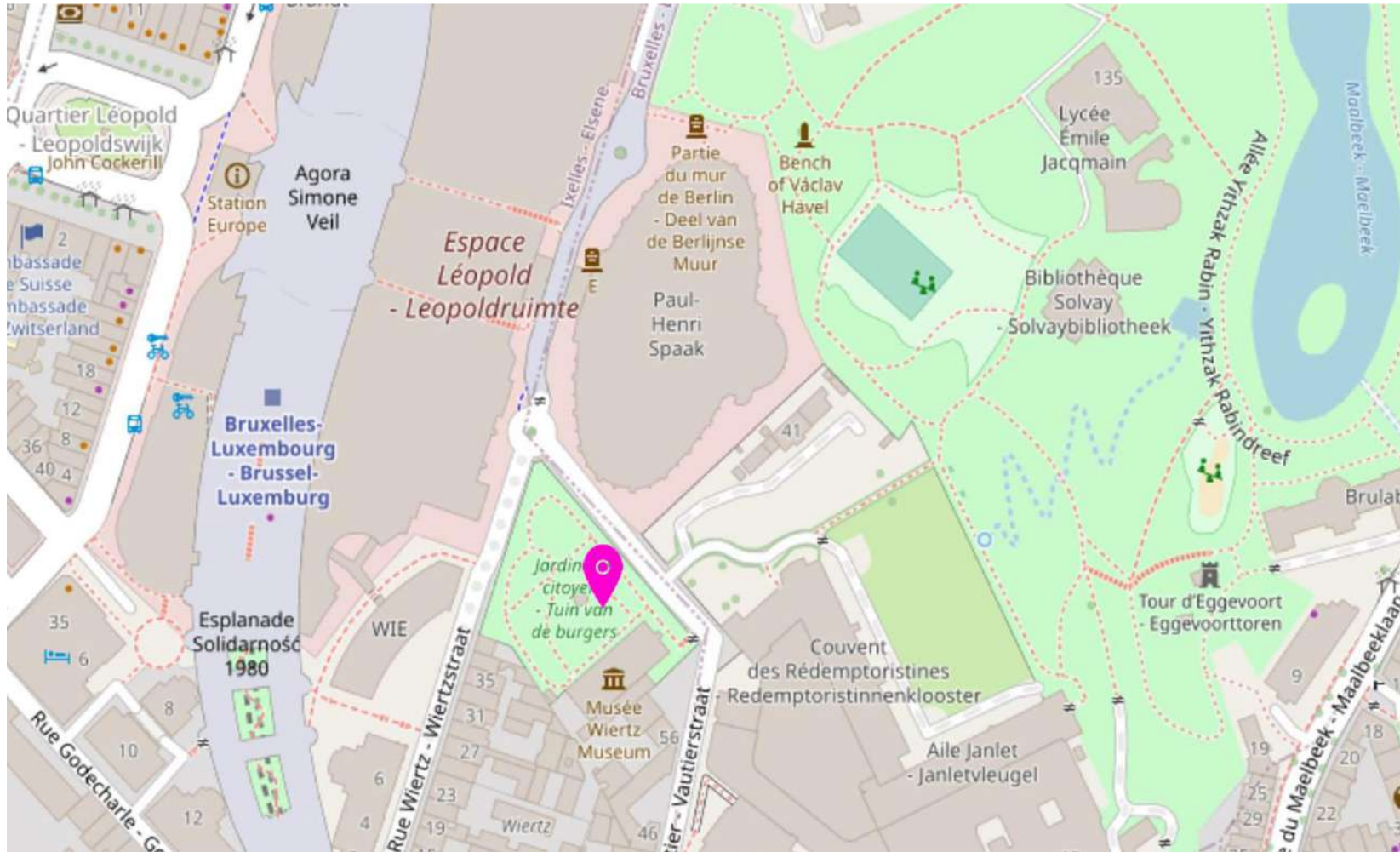


Transpoèsie

Launched in 2011, TRANSPŌESIE is an **annual poetry festival** organised by EUNIC Brussels (the local network of European Union National Institutes for Culture) and its partners.

The festival celebrates multilingualism by bringing poetry in as many languages as possible to Brussels. It marks the **annual European Day of Languages and Linguistic Diversity** on 26 September by organising a series of events in September.





WHERE?

Rue Vautier, 62

1050 Brussels

Alternative location – Infohub on Esplanade

Brussels' weather!

In case of bad weather our events will mainly take place at an alternative location.

The information will be communicated online well in advance.





**EUROPEAN PARLIAMENT
LUNCHTIME CONCERTS
IN THE
CITIZENS' GARDEN**

**FREE CLASSICAL CONCERTS
FROM MONDAY TO THURSDAY AT 1 PM
(6 PM IN JULY)**

**FROM 22 MAY TO 13 JULY AND
FROM 4 TO 28 SEPTEMBER 2023**

47 CONCERTS

CLASSICAL MUSIC

BAROQUE MUSIC

JAZZ

WORLD MUSIC



**«SI C'ÉTAIT À REFAIRE JE
COMMENCERAI PAR LA
CULTURE»**

JEAN MONNET



European Parliament

A green metal garden chair with a wicker-style backrest and ornate scrollwork on the frame, sitting on a gravel path in a lush garden. The background is filled with various green plants and trees.

Contact us:

[**citizensgarden@europarl.europa.eu**](mailto:citizensgarden@europarl.europa.eu)

For the concerts:

[**mariagrazia.tanese@europarl.europa.eu**](mailto:mariagrazia.tanese@europarl.europa.eu)

Read more:

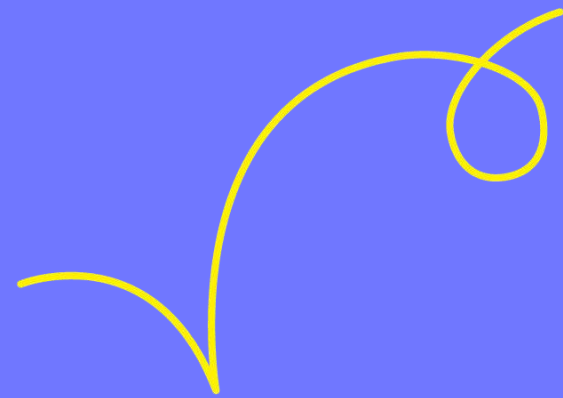
[**https://visiting.europarl.europa.eu/en/visitoroffer/brussels/citizens-garden**](https://visiting.europarl.europa.eu/en/visitoroffer/brussels/citizens-garden)

Hope to see you there!

Q&A



**THANK
YOU**





<https://visit.brussels>

visit.brussels asbl/vzw
rue Royale 2-4 Koningsstraat
1000 Brussels



@visitbrussels

