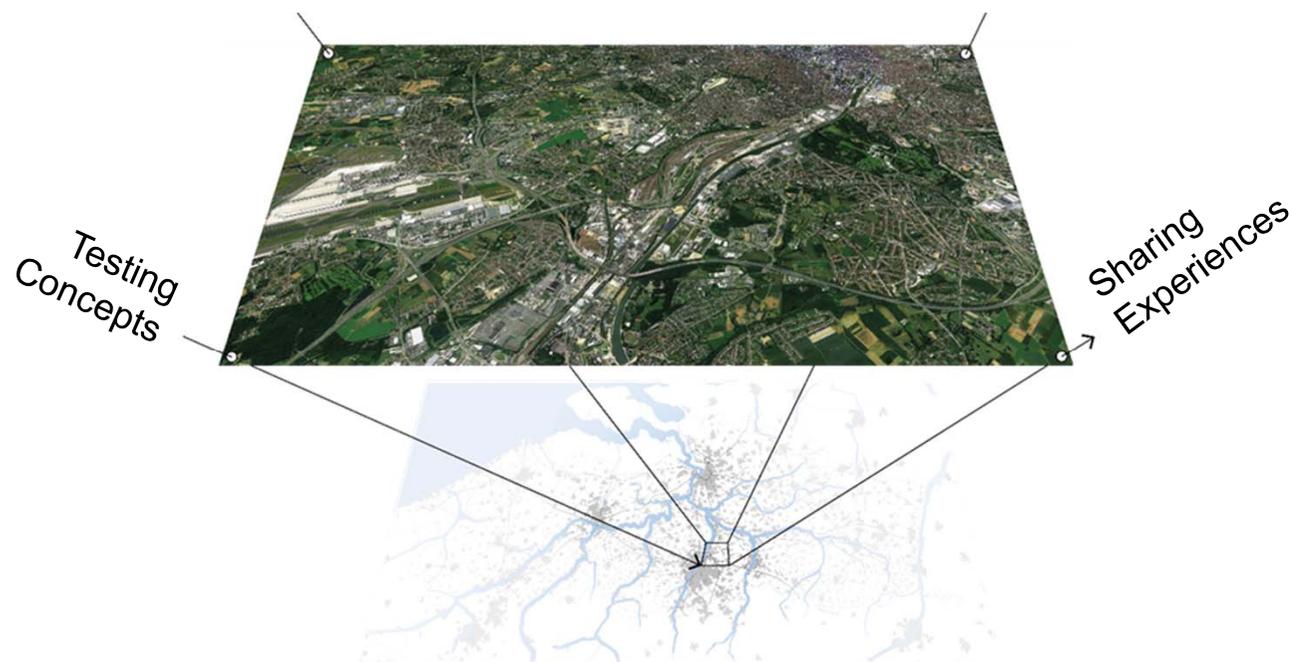




Online Territorial Consultation Tool



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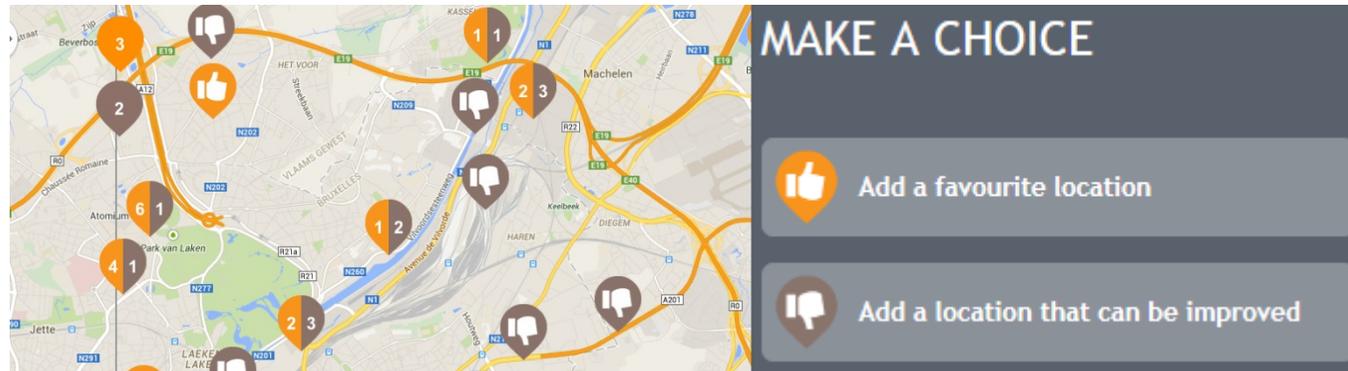
Participation matters!





Outline

- Introduction
- Planning, Participation and Crowdsourcing
- Online Territorial Consultation Tool
- Conclusion





Introduction

Brussels = Most metropolitan region in Belgium

Challenges:

- Demographic growth
 - Lack of resource efficiency
 - Lack of resilient green infrastructure
 - Congestion
 - Obsolete industrial spaces
- Cooperation with partners and stakeholders





Introduction

TOP Northern Fringe = Territorial Development Programme

Partnership:

- Brussels Capital Region
- Public Waste Agency of Flanders (OVAM)
- Province of Vlaams Brabant
- Spatial Development Department

Stakeholders:

- Administration
 - Private sector
 - Owners, organizations
- Collaborative approach to planning





Planning, Participation and Crowdsourcing

City



People



Public Participation



Planning, Participation and Crowdsourcing

Crowdsourcing = the act of a company or institution outsourcing a function to an undefined network in the form of an open call (Howe, 2006), facilitating collaboration

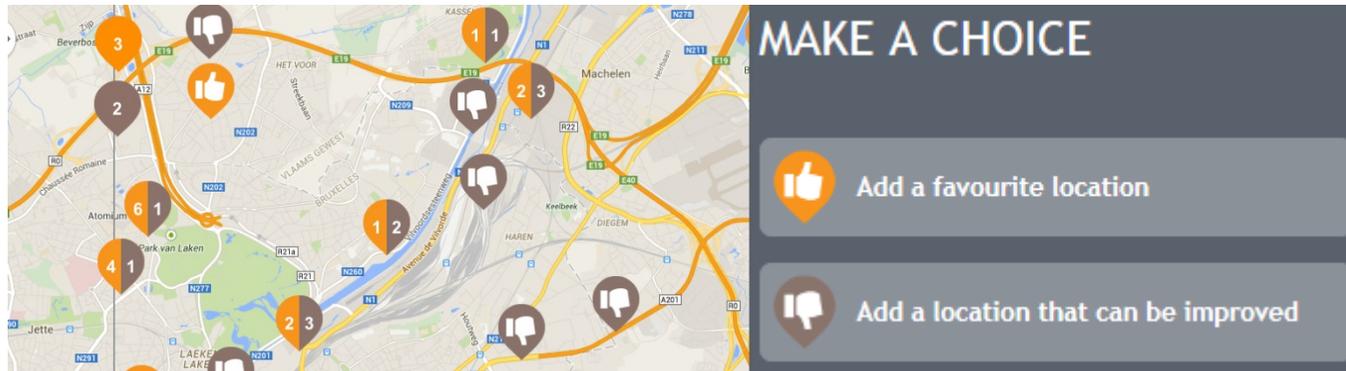
1. Online release of a problem
2. Generation of alternative solutions by the crowd
3. Evaluation of proposed solutions
4. Selection of best solution
5. Exploitation of the solution (Papadopoulou, Giaoutzi, 2014)



Online Territorial Consultation Tool

Goals:

1. Gather local territorial knowledge
2. Involve local users
3. Give opportunity to participate
4. Create identity for the Northern Fringe





Online Territorial Consultation Tool

Communication campaign

- E-mail campaign
- National newspaper news item
- Local newspaper news item
- Facebook campaign

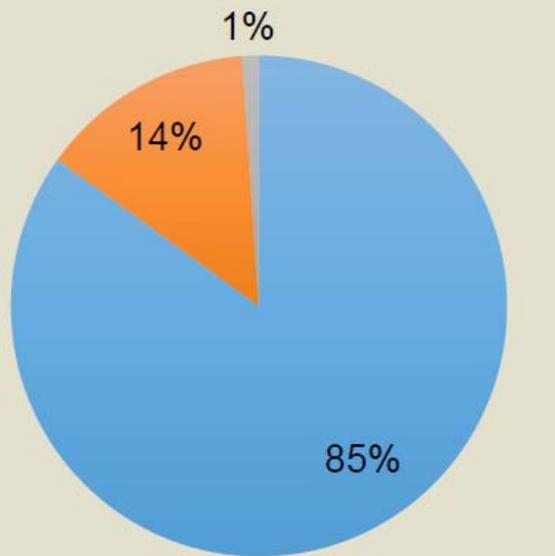




Online Territorial Consultation Tool

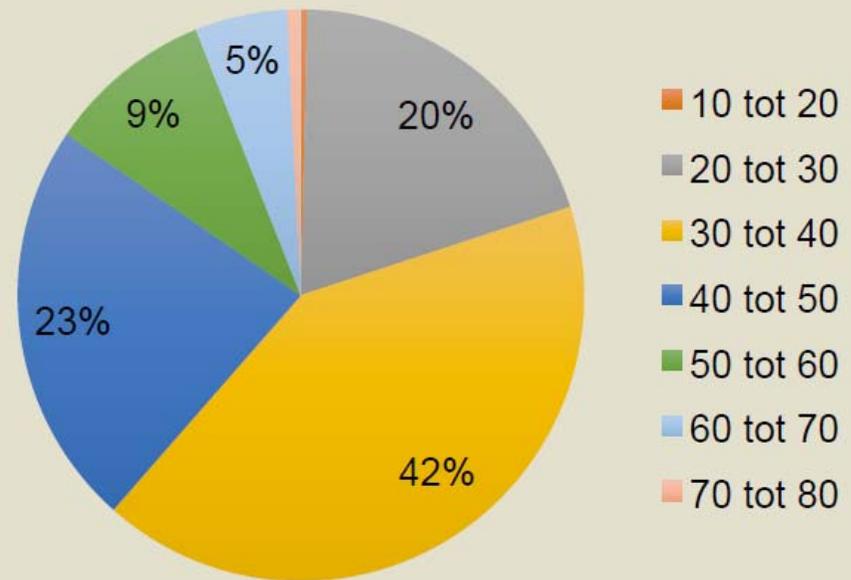
279 respondents

Language



Dutch French English

Age



10 tot 20
20 tot 30
30 tot 40
40 tot 50
50 tot 60
60 tot 70
70 tot 80

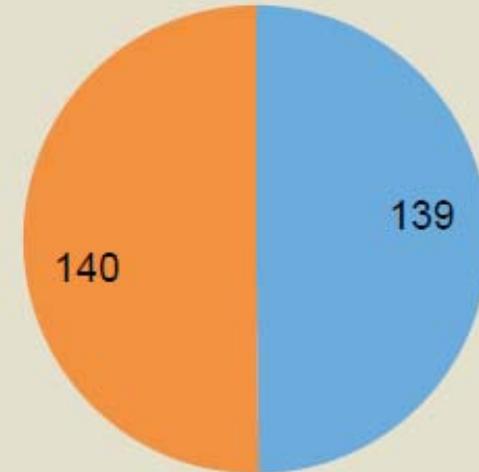


Online Territorial Consultation Tool

Equal number of favourite places and places to be improved



Type of response



Favourite Location

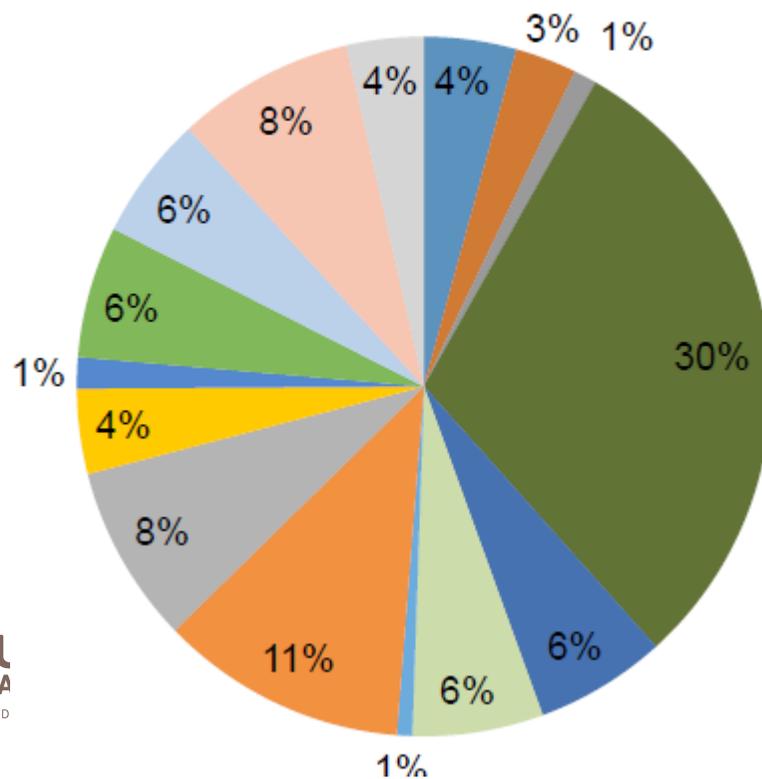
Location which can be improved



Online Territorial Consultation Tool

Green Space and Mobility: favourite themes

Division per theme

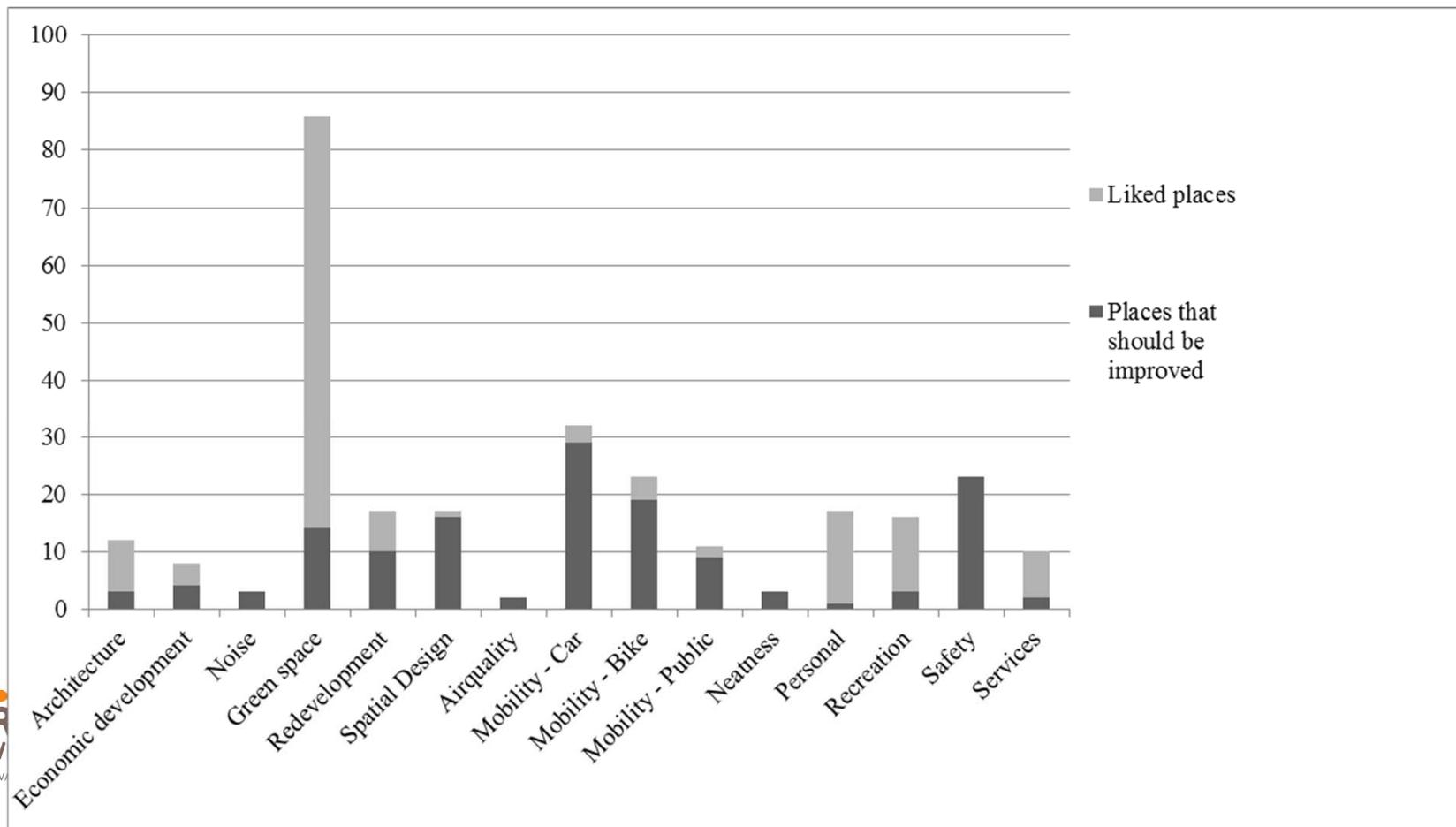


- Architecture
- Economic Development
- Noise
- Green Space
- Redevelopment
- Spatial Design
- Air quality
- Mobility – Car
- Mobility – Bike
- Mobility – Public
- Neatness
- Personal



Online Territorial Consultation Tool

Green Space is appreciated
Mobility – Car needs improvement





Online Territorial Consultation Tool

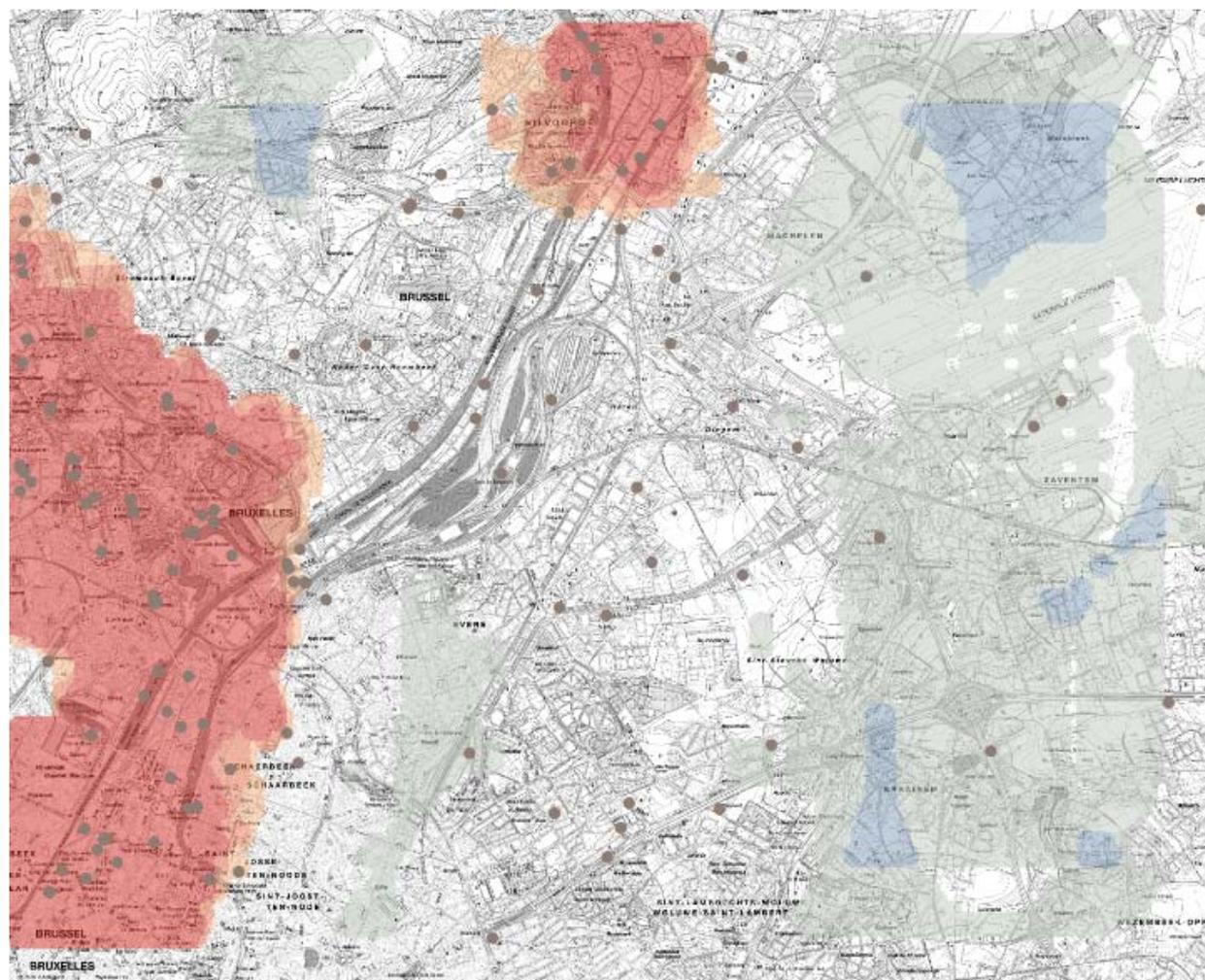
Hotspot analysis – favourite locations





Online Territorial Consultation Tool

Hotspot analysis – to be improved locations





Conclusions

- Experiment as participation process
- Generation of concrete actions
- Publication of results on website
- Growth towards a more active tool to facilitate further participation

- Social exclusion
- Uneven distribution of respondents
- Wider communication campaign needed



Conclusions

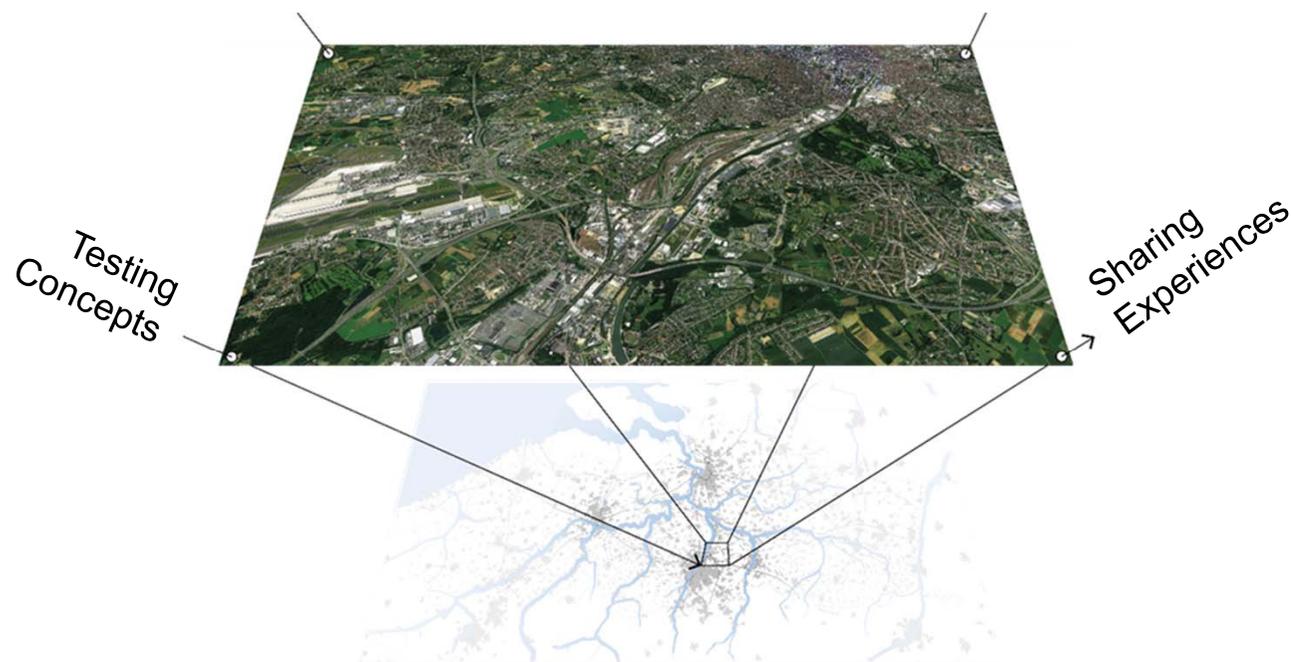
Next steps:

- Generate long list of potential projects or actions
 - Define short list judged by stakeholders
 - Select projects to be developed
- Challenge for the project leaders
- show how people's comments are taken on board
 - sustain long term public involvement



Online Territorial Consultation Tool

Questions?



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