Run by the Agency for Urban Development (Agence de Développement Territorial (ADT)), the project brings together 17 partners onto the regional urban marketing platform. Other public and private partners may join later.

Partners in the project:
- the City of Brussels
- the Municipality of Anderlecht
- the Municipality of Forest
- the Municipality of Molenbeek-Saint-Jean
- the Municipality of Saint-Gilles
- the Municipality of Saint-Josse-ten-Noode
- the Municipality of Schaerbeek
- the Administration for Town Planning and Housing (Administration de l’Aménagement du Territoire et du Logement (AATL))
- the Brussels Agency responsible for cleanliness (Agence Bruxelles-Propreté (ABP))
- the Brussels Enterprise Agency (Agence Bruxelloise pour l’Entreprise (ABE))
- the Brussels Agency for the management of commercial quarters (Atrium, Agence Régionale pour l’Investissement Urbain et le Management Transversal des quartiers commerciaux)
- Brussels Environment (Bruxelles Environnement (IBGE))
- Brussels Mobility (Bruxelles Mobilité)
- Brussels International Tourism & Congress (BITC)
- the Port of Brussels
- the Brussels Regional Development Agency (Société de Développement pour la Région de Bruxelles-Capitale (SDRB))
- the Brussels Public Transport Company (Société des Transports Intermunicipaux de Bruxelles (STIB))

The platform is central to the dynamic of the project.

THE PRIORITY INTERVENTION ZONE

A REGIONAL PARTNERSHIP

For a Farsighted and Sustainable Neighbourhood Image

THE URBAN MARKETING PROJECT

WWW.ADT-ATO.BE
The priority intervention zone for little known neighbourhoods in the heart of Brussels

A territory formed by the European and regional funding of public authorities (the Region and Municipality) have invested much attention in the old industrial and women's dominated districts in the Brussels area over the past twenty years. These initiatives have given rise to a new urban and social economic dynamic.

As a further boost to this positive momentum, the Region and Regional Authorities have designated a priority intervention zone and image of this part of the city that the Region and, to a large extent, the other authorities have already identified in their strategies: the priority intervention zone, a collection of middle-income social housing, and sustainable neighbourhood image is a part of the urban marketing project “For a farsighted development of infrastructures and public facilities, and a great variety of cultural venues; points of interest in the landscape such as the Grand Parc, the River Senne and the Botanical Gardens; an international post of access to the city (the South Station (Midi)).

The aim is to highlight and uprate key identity elements that bring development by involving all the stakeholders, first and foremost the inhabitants.

The end products will be:

- A study of identity which highlights the sterile or key elements that define the identities of the neighborhoods.
- An image and communication strategy based on the identity study, a diagnosis of the area and a prospective vision of major tendencies and the challenges of the future.
- The tools and communication activities through the mobilization of private players, associations and the population in social economic development of the area.

The end products will be:

- A diagnosis of the territory identifying major tendencies and the challenges of the future of the zone in its entirety.
- An enhancement strategy aimed to maximize public schemes in order to bring about the vision of the future.
- The tools and communication activities contributing to the orientation and development defined for this area.

The urban marketing project is a framework within which all the partners deepen their ideas about the future of the priority intervention zone.

The urban marketing project is a framework within which all the partners deepen their ideas about the future of the priority intervention zone.

The starting point of this dynamic is the regional planning toolbox, together, nevertheless, testing public institutions who are active in the urban and economic development of the area.

A CHALLENGE: CROSSING THE BRIDGE GAP

The significant investments made in housing, public spaces and facilities in the area are still little known to the general public and investors.

Despite experiencing changes for the better, certain areas are still too often conveying a negative image both outside the city and to many locals, as well.

A TERRITORY: NORTH ARGENT (INTERLOKED)

The priority intervention zones, a collection of neighborhoods in the middle of the region, is seen to cover a large percentage of the Brussels city area. The priority intervention zones are still too often conveying a negative image both outside the city and to many locals, as well.

DRE RESPONSE - THE URBAN MARKETING PROJECT TO PROMOTE THE AREA

The urban marketing project run by the Agency for Urban Development (Agence de Développement Territorial (ADT)) is to upgrade this area by highlighting its potential and bringing it to the attention of the former (Port of Brussels, Quartier Nord business district, Schaerbeek cultural centres, etc.). In addition to this, it is also a leading economic concentration (the South Station (Midi)).

The starting point of this dynamic is the regional planning toolbox, together, nevertheless, testing public institutions who are active in the urban and economic development of the area.