LAG Presentation

European Agricultural Fund for Rural Development: Europe invests in its countryside.
17 municipalities: Aarschot, Bekkevoort, Bierbeek, Boutersem, Diest, Geetbets, Glabbeek, Hoegaarden, Holsbeek, Kortenaken, Landen, Linter, Lubbeek, Scherpenheuvel-Zichem, Tielt-Winge, Tienen, Zoutleeuw
• **7 Key elements for projects**
  • Bottom-up
  • Focus on a specific rural area
  • Network of organisations
  • Innovative
  • Cooperation
  • Partnership between public and private partners
  • Integration of different sectors

• **Annual project call**
• Call is open to all non-profit organisations and municipalities of the region.
LEADER themes 2014-2022

1. **Sustainable villages**
   1. Upgrading of rural infrastructure
   2. Investing in functional ways to increase quality of life in rural areas and mobility between municipalities

2. **Poverty and vulnerability in the agricultural and rural community**
   1. Support farmers and entrepreneurs in distress in rural areas
   2. Against social poverty, exclusion and loneliness in the countryside
   3. Support social economy projects in rural areas

3. **Profiling and promotion of regional identity**
   1. Promoting recreational activities (rural tourism)
   2. Creating visibility to regional identity and local initiatives in Hageland
   3. Use the regional identity (Regional Branding) to promote entrepreneurship and to find new concepts of service or distribution easier entrance in a wider region
Own project development through other grant programs of Europe/Flanders/...

- **2007-2014**: Regional Branding

- **2015-2020**: Hageland digital
Happy Hageland
zappen door de streek
Project idea:

To disclose the rural area Hageland using a shared mobile digital platform via the technology of geolocation and web crawling.

→ disclosure of the region on different levels:
  – Commercial
  – Touristic
  – Administrative

• To place the region in the digital spotlight for both residents and visitors
Why this project?

- Regional and Rural development
- Analogy smart city marketing / Smart Cities
- The rural area can not stay behind
- Mobile applications are increasing
  - 8 out of 10 have a smartphone
  - 94 % uses smartphone to surf the Internet
  - 70% uses smartphone during travel
hAPPy Hageland

- **Main promoter & coordinator:** vzw LEADER Hageland+ (www.hagelandplus.be)

- **Co promoters:**
  - UCLL *(University Colleges Leuven-Limburg)*
  - Unizo Hageland *(Organisation for the Self-Employed and SMEs)*
  - Province Flemish Brabant *(economy, tourism, agriculture)*
  - Straffe streek *(Non-profit organization for local products of Flemish Brabant)*
  - Boerenbond *(association for agriculture)*
  - Steunpunt Hoeveproducten vzw *(Non-profit organization in support of local agricultural producers)*
  - Vera *(support organisation for e-government in Flemish Brabant)*
  - 20 municipalities *(Aarschot, Bekkevoort, Begijnendijk, Bierbeek, Boutersem, Diest, Geetbets, Glabbeek, Hoegaarden, Holsbeek, Kortenaken, Landen Linter, Lubbeek, Rotselaar, Scherpenheuvel-Zichem, Tienen, Tielt-Winge, Tremelo, Zoutleeuw)*
Happy Hageland functionalities

- Portal app for the region Hageland
- Search function based on geo localisation and proximity
- Generates lists
- Map localisation of search results
- Share results by email / social media
- Saving events to own digital calendar
Happy Hageland functionalities

- Add favourites
- Follow local associations
- Follow local entrepreneurs
- Includes push messages functionality
- Includes integrated QR code scanner
- Data logging for analytics and reports for policy support
Screenshots app
Screenshots
Screenshots
Screenshots
**Benefits for entrepreneurs and associations:**

- Google profile automatically available
- Possibility to register and adapt profile
- Platform free of charge
- Follow customers
- Promote business
- Availability of promotional material
Benefits for entrepreneurs and associations (2)

It is beneficial for the businesses that their customers install the app & ‘follow’ them on it.

• Unizo Hageland will visit local businesses in every Hageland municipality to inform them + deliver promotional package. (flyer, static window sticker, etc.)

• The app is being promoted with digital campaigns → extra promotion for the businesses.

• A free platform for users and municipalities/cities, as well as for businesses and associations.
Ontdek Bierbeek en het Hageland

Download de gratis app Happy Hageland

Installeer of lees meer

BEERBECK
Volg onze gemeente, de activiteiten van je favoriete vereniging, ...

NIEUWS
Lees het streeknieuws uit Bierbeek en het Hageland

WINKELEN
Blijf op de hoogte van aanbiedingen van je favoriete handelaars

UITSTAPJES
Plan je fiets- en wandeltochten doorheen het Hageland

UIT-AGENDA
Beleef lokale events, deel met vrienden en bewaar in je agenda

Meer op: www.happyhageland.be
Happy Hageland

- Launch November 10th 2017
- Promotional campaigns:
  - One municipality at a time
  - Google Adwords campaign
  - Promotional movie (on screens & large mobile displays)
Happy Hageland

- Static window stickers, flyers and posters for societies & associations
- Promo booth & roll ups for events, in town halls,...
- Facebook page & Facebook advertising campaigns
- Editorials
Admin:

- General admin (LEADER-Hageland)
  - Full access to all levels and buttons
- Per municipality
  - Access to Municipality level and buttons
  - Access to municipality dashboard
  - Possibility to send messages to:
    - Own inhabitants
    - All visitors using the app
  - Add local news by RSS feeds
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Happy Hageland analytics

- **Dashboard**
  - Overall
  - By municipality

- **TABLEAU READER**
  - Statistics made up by UCLL based on big data
Questions?

Pierre-Bernard Van Acker
+32 (0)16 26 77 53    +32 (0)474 43 74 11
hagelandplus@vlaamsbrabant.be
www.hagelandplus.be

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