



# After Life Communication Plan Green4Grey

Flanders, Region East 2020

[VLM.be](http://VLM.be)  
[Green4Grey.be](http://Green4Grey.be)



VLAAMSE  
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# INTRODUCTION

## SETTING UP MULTIFUNCTIONAL GREEN-BLUE AREAS IN THE GREY URBAN FRINGE



Flanders is one of the ‘greyest’ urbanised regions in Europe today. No less than a third of the space is taken up by houses, infrastructure, industry and recreation. The open space is becoming severely fragmented into smaller patches and each day, another six hectares disappears. The quality of life in the city and suburbs in particular is noticeably under pressure. Green spaces that can fulfill various functions are becoming smaller and smaller. They are changing into grey landscapes that have a single function and offer limited social added value.

The objective of the Green4Grey project is to give the undeveloped residual spaces in Flemish suburbs a new character and a versatile implementation (green lungs, water storage, recreation, clean water, food provision,

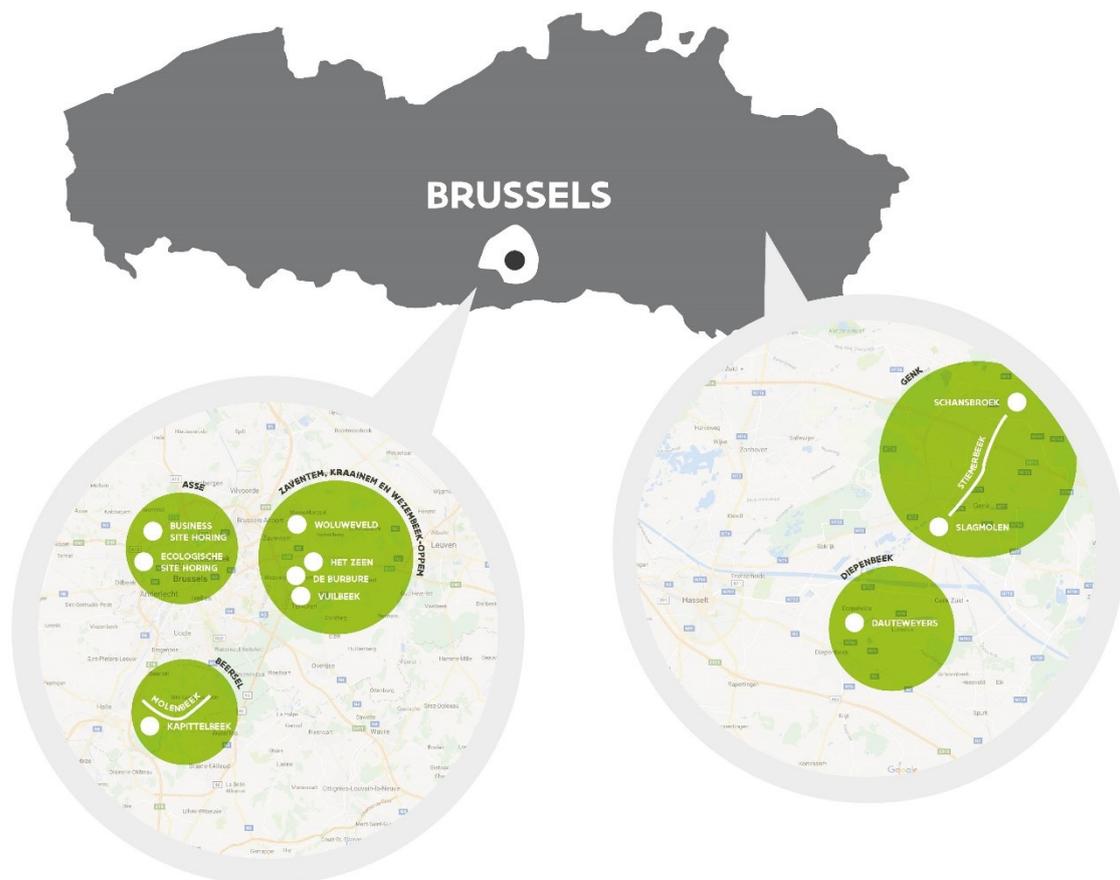


etc.). In this way, a limited space is used to respond to the major challenges of climate change, urbanisation and the loss of biodiversity.

Flanders wants to stop the increasing 'greying' of the landscape. By creating multifunctional green/blue spaces, Green4 Grey aims to show how Flanders can implement this policy objective.

Green4Grey has implemented green/blue infrastructure in six project areas: three projects in the Flemish Belt around Brussels and three in the De Wijers urbanised area around Hasselt-Genk (Limburg). A multifunctional, integrated and participative approach has been chosen for the green/blue landscape transformations. This approach tackles various challenges simultaneously and creates greater support and ownership. Working closely with various partners increases both the chances of success and the sustainable maintenance of the projects. In addition, a future vision was developed for two larger valley areas: the Stiemerbeek Valley in Genk and the Molenbeek Valley in Beersel and Sint-Genesius-Rode. These visions also form a first step towards setting up green/blue infrastructure in these environments in the future.

During the implementation phase a lot of attention was paid to a good communication plan with a wide range of communication campaigns to promote the Green4Grey project and its objectives and achievements.



# A WIDE RANGE OF COMMUNICATION CAMPAIGNS

## FROM INFORMATION TO PARTICIPATION

The project leaders, employees and communication experts of the Flemish Land Agency have carried out many communication campaigns for Green4Grey over the past five years, not only to spread the positive results of the project, but also to spread the necessary information to the cradle of each new establishment and to indicate its objectives. Before and during the works, we also put a lot of effort into communication and organised information markets, temporary information boards, information evenings, site visits, and so on. In this way, local residents were informed about which works were being carried out and why we choose for these new development measures.

What's more: The VLM has, where possible, made plans in consultation with local residents and users of the project area. Where necessary, time and space were made available for the participation and involvement of local residents and partners. Together we looked at the wishes of the people living in the neighbourhood. The local residents and associations concerned were involved in drawing up the plans for the Schansbroek neighbourhood park.

In recent years, we have used numerous communication channels and carriers, on paper and digital. We had information boards, leaflets, banners, posters, etc. printed with the necessary explanations and developed our own website and Facebook page, which we regularly fed with news and nice photos from the project area. After each redevelopment, we drew up information boards and organised an event for local residents and interested citizens together with the partners involved in order to festively open up the redeveloped area and show the beautiful results to those present.



**Vlaanderen**  
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**Hier bouwen wij samen aan het buurtpark Schansbroek.**

Wist je dat de stad Genk en de Vlaamse Landmaatschappij van Schansbroek een gezellig buurtpark willen maken? Samen met iedereen die van het park kan en wil genieten worden de plannen uitgetekend. Meer info over de plannen en de werken vind je op [www.green4grey.be](http://www.green4grey.be).

De uitbouw van het buurtpark maakt onderdeel uit van het landinrichtingsproject Stiemerbeekvallei. Het inrichtingsplan Schansbroek werd goedgekeurd op 17 juni 2014. Er wordt een buurtpark ingericht, de waterhuishouding in dit mijnverzakkingsgebied wordt aangepakt en de mogelijkheid om te wandelen en fietsen doorheen het gebied worden verbeterd. Zodat iedereen kan genieten van dit stukje open ruimte en groen aan de rand van Genk.

**WWW.GREEN4GREY.BE**  
MEER INFORMATIE?  
Vlaamse Landmaatschappij/Regio Oost  
Koningin Astridlaan 30, 3500 Hasselt  
011 22 81 00 - [green4grey@vlaanderen.be](mailto:info@green4grey.be)

In samenwerking met:

**IEBEGREEN GENK** **GENK** **VLAAMSE LAND MAATSCHAPPIJ** **GREEN4GREY** 

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All communication campaigns were described in detail and documented with the necessary figures in the monitoring plan. This description reflects the impact of the communication during the project. We would like to give you a detailed summary of the main figures of the communication campaigns that we have carried out over the last five years.

## LOGO

At the start of the project we developed our own logo for Green4Grey, with and without the well-known Life logo.



## PICTOGRAMS

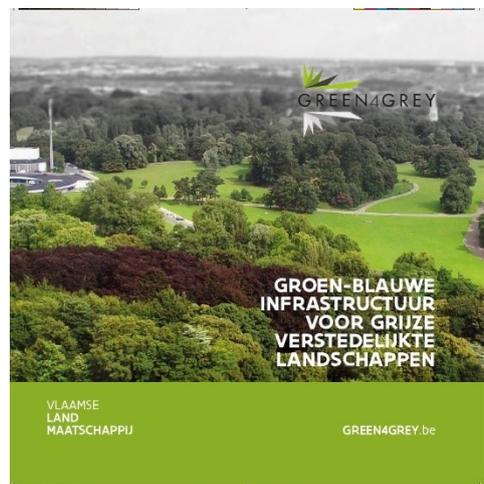
We also developed 10 pictograms for the project. These indicate the objectives Green4Grey has in mind. The pictograms were used on most printed communication media to show which objectives we had in mind in the newly developed project area.



# GENERAL GREEN4GREY LEAFLETS AND BROCHURES

## Leaflet (flyer) and project brochure

In order to disseminate the general objectives of and information about the Green4Grey project, we had 2500 Green4Grey general project flyers printed in Dutch and 500 in English and 1000 project brochures printed in Dutch and 200 in English **at the start of the Green4Grey project.**



The flyers and brochures can also be consulted on the website [green4grey.be](http://green4grey.be).

Flyer in Dutch: [https://green4grey.be/sites/default/files/leaflet\\_us\\_drieluik\\_druk.pdf](https://green4grey.be/sites/default/files/leaflet_us_drieluik_druk.pdf)

Flyer in English: [https://green4grey.be/sites/default/files/en\\_leaflet\\_us\\_drieluik\\_druk.pdf](https://green4grey.be/sites/default/files/en_leaflet_us_drieluik_druk.pdf)

Brochure in Dutch: [https://green4grey.be/sites/default/files/brochure\\_small.pdf](https://green4grey.be/sites/default/files/brochure_small.pdf)

Brochure in English: [https://green4grey.be/sites/default/files/brochure\\_21\\_x\\_21\\_-\\_engels\\_website.pdf](https://green4grey.be/sites/default/files/brochure_21_x_21_-_engels_website.pdf)

## Technical report and Layman's Report

**At the end of the project**, several summary brochures were developed.

This report offers an overview of what has been achieved and the lessons that we have learned from the project. This report aims to inspire local, regional and European policymakers with good practices that demonstrate the versatility and importance of multifunctional green and blue infrastructure to suburban areas.

We had 550 copies of the technical report printed (400 Dutch and 150 English copies) for distribution, and also published the brochures in both languages on the Green4Grey website.

Technical report (NL):

[https://green4grey.be/sites/default/files/green4grey\\_technisch\\_rapport\\_eng\\_website.pdf](https://green4grey.be/sites/default/files/green4grey_technisch_rapport_eng_website.pdf)

Technical report (Eng):

[https://green4grey.be/sites/default/files/green4grey\\_technisch\\_rapport\\_eng\\_website.pdf](https://green4grey.be/sites/default/files/green4grey_technisch_rapport_eng_website.pdf)



The more accessible Layman's Report was printed 700 times (500 times in Dutch and 200 times in English). All attendees (at the closing conference) received those publications and subsequently received an e-mail with the link to the website where the documents can be downloaded digitally.



Layman's Report (NL):

[https://green4grey.be/sites/default/files/laymans\\_rapport\\_nl\\_website.pdf](https://green4grey.be/sites/default/files/laymans_rapport_nl_website.pdf)

Layman's Report (Eng):

[https://green4grey.be/sites/default/files/laymans\\_rapport\\_eng\\_website.pdf](https://green4grey.be/sites/default/files/laymans_rapport_eng_website.pdf)

### European inspiration guide (Eng):

**At the end of the project** we also published the English-language brochure 'EU Inspiration guide to peri-urban green infrastructure'. This brochure describes inspiring green infrastructure projects in peri-urban areas from eight different European peri-urban regions.



This brochure can also be downloaded from our website:

[https://green4grey.be/sites/default/files/inspiration\\_guide\\_green\\_infrastructure\\_web.pdf](https://green4grey.be/sites/default/files/inspiration_guide_green_infrastructure_web.pdf)

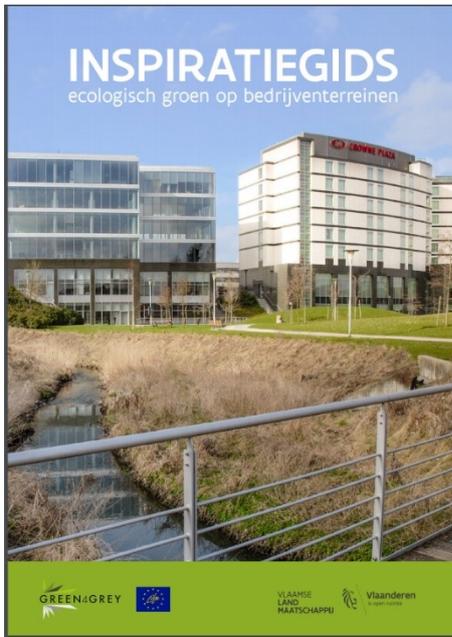
### Inspiration guide 'Ecological green on industrial sites'

The inspiration guide 'Ecological green on industrial sites' presents 11 special companies that consider a green and more natural setting very important. The initiators have consciously chosen to invest in an attractive and green industrial site. The examples in the brochure illustrate that each type of site has its own opportunities and possibilities.

The publication dates from April 2016 but is still a current inspiration guide and is regularly distributed at network events of the GREEN DEAL initiative "Companies and Biodiversity":

<https://omgeving.vlaanderen.be/bedrijven-en-biodiversiteit>





Link: [https://green4grey.be/sites/default/files/inspiratiegids\\_bedrijven.pdf](https://green4grey.be/sites/default/files/inspiratiegids_bedrijven.pdf)

## TEMPORARY AND PERMANENT INFORMATION BOARDS ON SITE

During the works, 14 temporary site information boards were put up across the six project areas. As a result of the information boards, we received numerous questions or reactions about the work we were going to carry out on the site.

In total we also had 21 final or permanent information boards printed and put up on the site after the project area had been redeveloped.



## ROLL-UPS AND POSTERS

Over the course of the five years, we had several general posters and roll-ups printed which we were able to take with us to disseminate information about the project at numerous events. A total of 18 posters (17 in Dutch and 1 in English) and 8 roll-ups (4 in Dutch and 4 in English) were created. Some of these posters or roll-ups contain specific information about one of the six project areas.

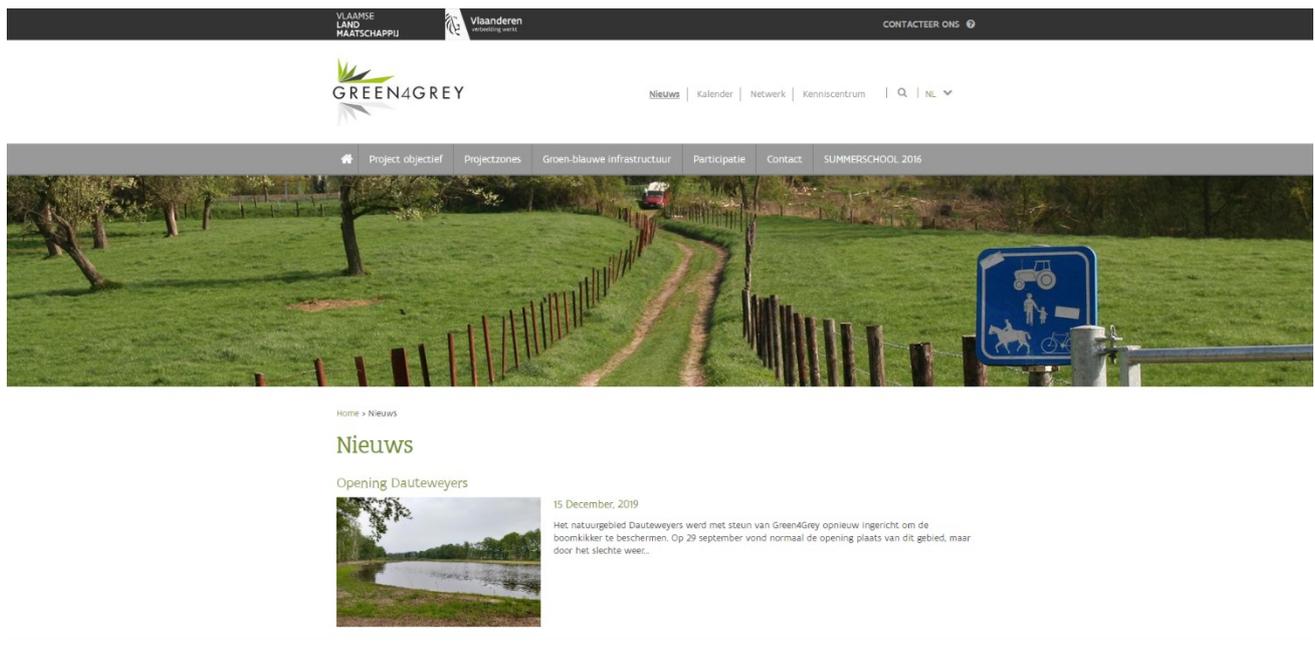


## WEBSITE

The website [www.green4grey.be](http://www.green4grey.be) was developed at the end of February 2015. Over the years we have fed that website with news and information from the project areas. On the website we mainly announced numerous large and small events (information evenings, site visits, etc.), but the works were also mentioned, participation in fairs, etc.

A total of 24,047 people visited our website and there were 29,712 sessions. We updated 245 times, mainly publishing news items: 126 Dutch and 78 English. On average, the visitor clicked through almost 2 times and an average session lasted 1 minute and 31 seconds.

We also provided our own Green4Grey **mailbox**, but received only 12 messages.

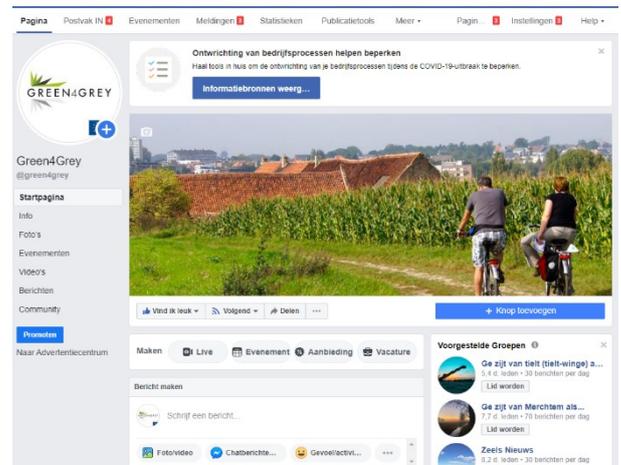


## SOCIAL MEDIA

### Facebook

One year after the creation of the website (on 18 April 2016) we created a Facebook page for Green4Grey and published a first message on the page. At the end of January 2020, the Green4Grey Facebook page had 228 followers and we published 157 messages or activities.

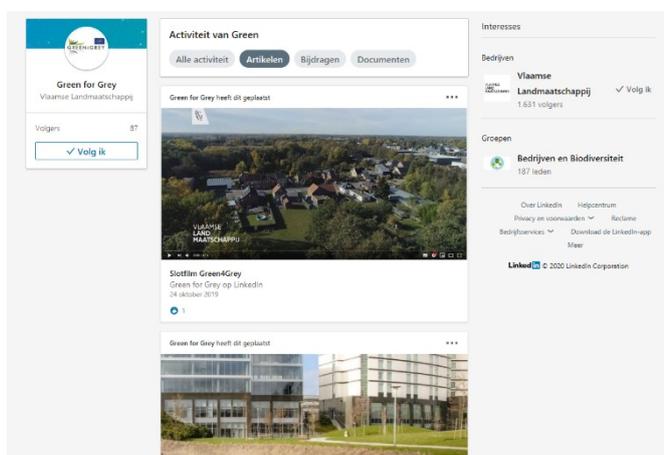
Link: <https://www.facebook.com/green4grey/>



### LinkedIn

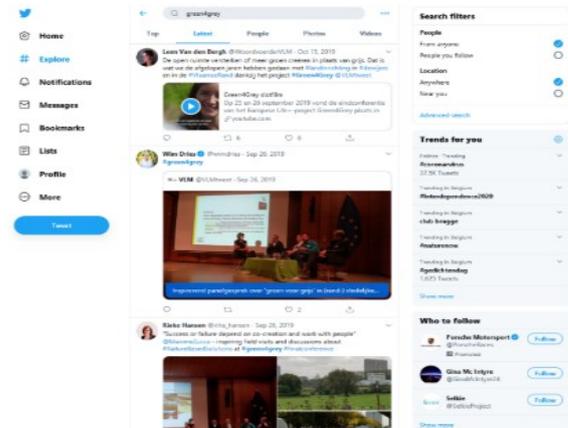
We set up our own LinkedIn page for Green4Grey but only published information here if it was aimed at the business world. In total we published 9 business-related articles and 14 contributions. Our page has a total of 87 followers. We are a member of the group 'companies and diversity', which has 187 followers.

Link: <https://www.linkedin.com/in/green-for-grey-a2b915b6/detail/recent-activity/>

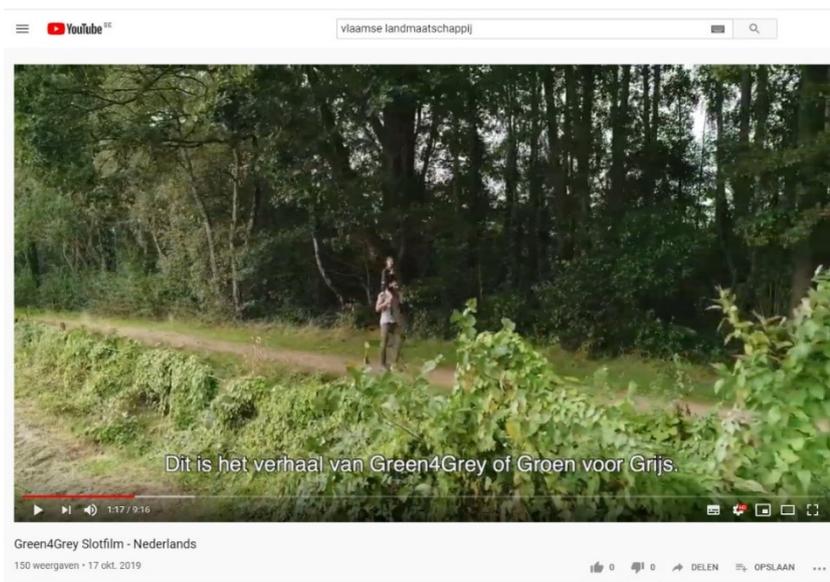


## Twitter:

Although we did not set up our own Twitter channel, '#green4grey' appeared 46 times in Twitter messages (including tweets by third parties)



## CLOSING FILM



We had a nice closing film made of the entire Green4Grey project. During the European final conference, the film was shown for the first time and afterwards published on YouTube (Flemish Land Agency channel) with a link on the website and Green4Grey Facebook.

Between 17 October 2019 and 30 January 2020, the film was viewed 150 times.

Link to closing film in Dutch: <https://www.youtube.com/watch?v=JSngeMIRqmw&t=77s>

Link to closing film in English: <https://www.youtube.com/watch?v=wcB-AsFd6OM&t=9s>

# ELECTRONIC NEWSLETTERS

We sent three digital newsletters ourselves:  
 Newsletter 1: end of June 2015: 656 recipients  
 Newsletter 2: November 2016: 656 recipients



**Green4Grey on the move!**

On 1 July 2014, the Flemish Land Agency (Vlaamse Landmaatschappij, VLM) started, together with several partners, the [Life+](#) project Green4Grey. The aim of the project is to invest in the development of green and blue infrastructure for grey urbanised landscapes. Green4Grey will

Newsletter 3: September 2019: 78 recipients (because of GDPR, the people who received the first two newsletters had to reconfirm to receive the newsletter)  
 Link on the website: [https://green4grey.be/sites/default/files/nieuwsbrief\\_g4g\\_nr\\_3\\_-\\_nl\\_0.pdf](https://green4grey.be/sites/default/files/nieuwsbrief_g4g_nr_3_-_nl_0.pdf)

# ARTICLES IN MUNICIPAL INFORMATION SHEETS

Together with partners, we wrote 16 articles clearly mentioning the Green4Grey project in municipal information sheets and 10 publications on municipal websites and Facebook pages.



## PRESS

Green4Grey was frequently present in the press. No fewer than 77 articles appeared in the Flemish daily papers and 6 articles in the trade press or European media. There were also 6 television and 2 radio reports about Green4Grey.

Most of the reports and articles appeared after we had issued a press release. In total we distributed 36 press releases, each one mentioning European funding within the framework of the Green4Grey project.



## LOCAL EVENTS

We also organised numerous events in the six project areas. In total we organised 33 local events and 7 closing events. We welcomed a total of 11,290 attendees at all these activities.



## EUROPEAN FINAL CONFERENCE OF THE PROJECT

On 25 and 26 September 2019 we organised the European final conference 'Urban Grey colouring Green and Blue' in Brussels. During that conference we showed the results to all partners; we discussed the needs for more integration of green infrastructure in the different policy areas and discussed best practices from other EU green infrastructure projects (Germany, the Netherlands, Finland, etc.).

We invited 435 people. On the first day we welcomed 53 people during the site visits and on the second day 120 people took part.



## FUTURE COMMUNICATION ACTIVITIES

### DISTRIBUTING COMMUNICATION MATERIAL AT FUTURE EVENTS

In the future we will continue to propagate the fantastic achievements of Green4Grey.

As mentioned in the previous chapter, in recent years we have produced and had printed a number of important **communication products** that are still interesting to distribute after the project.

The general flyers and brochures, the technical report, the Layman's Report, the inspiration guide to peri-urban green infrastructure, etc. were largely distributed in a targeted manner.

We still have a number of copies left that we will distribute further in a targeted manner:

- about 30 'inspiration guides to ecological green on business parks'
- some 150 Dutch-language flyers
- 1200 Dutch and 480 English brochures about Green4Grey
- 275 Dutch and 30 English technical reports 'Urbanised grey turns green and blue'
- 250 Layman's Reports (NL) 'Urbanised grey turns green and blue' and 170 Layman's Reports (Eng)
- Approximately 20 EU inspiration guides to peri-urban green infrastructure



In addition to brochures and leaflets, we also had some environmentally friendly objects or gadgets printed over the past five years for distribution at the events. We now have about 90 linen bags, 95 drinking cups and about 250 lunchboxes in stock that were printed with the logo and the reference to the website.



The material that is still in stock will be distributed in the coming years during events in the Flemish Belt, the De Wijers area and other VLM project areas and during all kinds of activities that can be linked to Green4Grey. With an Green4Grey information stand we participated in Likona in February 2020, a contact day for Limburg nature researchers and employees. There we handed out a number of brochures and lunchboxes. In 2020 this material will also be distributed during the opening of the Demerstrand as a reception point for De Wijers, near Dauteweyers, and at our information stand on the Day of De Wijers on Sunday 27 September 2020). If the demand and need are there, we will also print the brochures in the future.

We will also keep the posters and roll-ups for another five years so that they can be used at different times during other European projects or local events.



## WEBSITE AND SOCIAL MEDIA

The VLM had the **website** [www.green4grey.be](http://www.green4grey.be) developed at the end of February 2015 and fed it over the years with news and information from the project areas. All this information will remain available on the website, because the website stays online until the end of 2025, just as the mailbox. In this way, any interested parties can find the information they require here.

If there is important information from the project areas, we will publish it in a news item in the future. We will explain the works in Slagmolen, announce activities in the redeveloped area, etc.



In the Green4Grey communication plan, a deliberate choice was made to keep the number of printed copies of brochures and flyers (paper mountain) as low as possible in order to meet climate objectives. We chose to focus more on digital communication. All brochures and flyers were previously published on the website and can therefore be downloaded digitally from the 'knowledge centre' on the G4G website until the end of 2025: <https://green4grey.be/en/knowledge-base>.

The great short film about the Green4Grey project will be distributed further. It is available in Dutch and English on the YouTube channel of the Flemish Land Agency, with a link on the homepage of the website [www.green4grey.be](http://www.green4grey.be) and on the Green4Grey Facebook page. During our many contacts we will distribute and show this film even further. We can also show this film at other events.

Green4Grey's Facebook page will also remain online and we will continue to feed it with news from the 6 project areas, only less frequently.



## COMMUNICATION ON SITE

In total we had 21 **final or permanent information boards** printed with information about the new development and mentioning the European funding and publication of the Green4Grey and Life logo. These information boards will remain on the site for many years to come so that visitors to the area (local residents, children, employees of the nearby business park, etc.) are informed about the development of the area within the Green4Grey project and why we carried out the work.



The project leaders will also often continue to address the target groups we previously approached in our communication (see opposite) and take them on field visits to show and spread the objectives of Green4Grey and the multifunctional projects in the field.



## TARGET GROUP COMMUNICATION

These excellent results will mainly be communicated during numerous networking events and meetings, activities and consultation moments in which the VLM participates.

The target groups we will approach after the Green4Grey project will be the same as the **target groups** we had in mind during the project itself, namely:

- the residents of the municipality and their children, non-experts
- the business sector: corporate sites and their employees
- specialists and future experts (students), universities and colleges of higher education,
- experts from other associations and government institutions, often partners of the VLM such as the Flemish Government Architect, Natuurpunt, Regional Landscapes, VLAIO, INBO, VMM, ANB, Department of Environment, NGOs, etc.
- civil servants and policymakers at local, regional, national and European level (mayors, aldermen, deputies, etc.)
- the VLM itself: our own colleagues who further disseminate the message of Green4Grey within other VLM projects or through their network within other European LIFE and Interreg projects and the respective partners
- partners in the Flemish Belt and the De Wijers area
- network partners through European forums such as PURPLE (Peri-Urban Regions Platform Europe)
- etc.





We will therefore continue to inform all target groups about the results achieved in the project as a whole and in each of the six pilot project areas. Wherever possible, we will continue to spread Green4Grey's message to all our partners with whom we work closely, but also to our future and new partners. So we will certainly also confidently spread the excellent results face-to-face to all our target groups and will also mention or use the previously mentioned means of communication.



## FINAL CONCLUSION: A MIX OF FUTURE CAMPAIGNS FOR MORE BLUE AND GREEN

The future communication of the fantastic achievements within the Green4Grey project will therefore be a **mix of all the communication tools mentioned**: we will hand out gadgets and leaflets during events and information brochures in meetings or conferences with target groups; we will refer to the Green4Grey website and if possible show the closing film or take people out into the field to show the excellent results. Because everyone should witness the fantastic achievements of Green4Grey!

The ultimate goal of this After-LIFE Communication is to increase support for green and blue infrastructure among different target groups. The innovative Green4Grey pilot project can be used as a catalyst to achieve a maximum number of new integrated green-blue infrastructure initiatives in urbanised areas in Flanders and Europe.



This project is realized with support from the financial instrument LIFE of the European Union



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With financial support and cooperation from the municipalities of:



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