

Brussels by us,

Collective ideas for a smart future.

Report 5: The North zone (part 2)



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Summary

This report describes stage 4 to stage 8 of the North zone Living Lab methodology (see Repot 1). During these stages, the campaign was launched to collect opinions on future and on-going projects in the North district. Therefore, different participatory tools were promoted to citizens to voice their opinions on social activities, commercial offers and the usage of the public space. In particular, opinions were collected on the multifunctional usage of the train station with the stakeholder NMBS/SNCB, collective spaces such as Brabant tunnel and Passage Rogier with the stakeholders perspective.brussels and Sint-Joost-ten-Node, as well as of ground floors and rooftops with the stakeholder Befimmo. During the campaign period, around 180 people provided their opinion through the mobile application, through paper surveys during organised walking tours in the North district and through a digital touch screen. The analysis is provided in this report with its main highlights. The main outcomes of the campaign were discussed during a final co-creation workshop in September 2019 with around 19 participants. The goal of this workshop was to build a prototype for each of the above-mentioned cases, and to give concrete input to the involved stakeholders. Through creative exercises, the prototypes were co-created and finetuned in terms of potential activities, look-and-feel and infrastructure. Based on these suggestions, a visual design of each prototype was delivered and is presented in the last chapter of this document.

Overview

Report 5: North Zone – Part II

This report is the fifth out of eight reports that describe the processes and outcomes of the Brussels by us project. The project started in January and finished in December 2019, and was a collaboration between the Brussels-Capital Region and imec.

- **Report 1: Introduction to the project.**

In this report, a brief overview of the project is presented. The initial description of work is summarized, followed by adjustments that were experienced during the realisation of the project. Further, the three experimentation zones are described, including their specific perimeter and themes of investigation. Finally, the several steps of the project methodology are explained, including the beacon technology and mobile application.

- **Report 2: North Zone (Part I) - Report 3: Central Zone (Part I) - Report 4: University Zone (Part I).**

These three reports have the same blueprint and explain the first methodological steps for each zone: the North, Central and University zone. Each report presents the specific ecosystem, the themes and the contextual conditions of each zone. Next, the set-up and results of the first co-creation workshop are described. Based on the outcomes of these workshops, the specific questions for several beacon interactions are presented.

- **Report 5: North Zone (Part II) - Report 6: University Zone (Part II).**

These two reports have the same blueprint and explain the final steps of the methodology for two zones: the North zone and the University zone. These reports analyse the data collected through the mobile app. Further, the second phase of co-creation workshops organised for each zone are then described and analysed. Final conclusions with recommendations towards the relevant stakeholders are presented.

- **Report 7: Communication strategy.**

This report presents the communication strategy that was put into place for the Brussels by us project. It details all the promotional and outreach activities.

- **Report 8: Conclusions.**

In this report, a final evaluation of the project is conducted. A general overview of the results is given, followed by the general impact of the project on the three zones of investigation.

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1. Stage 4: Collection of opinions

This chapter explains the engagement strategy for the collection of opinions through the Brussels by us app for the North Zone. Citizens could answer the questions for the campaign in the North Zone starting from the end of June till the end of August 2019. Due to the elections, the start of the campaign was postponed from the end of April till the end of June.

2.1 Engagement strategy

In order to reach a significant number of participants for this campaign, several communication tools and methods were set up. Further information on the communication strategy can be found in Report 7.

First, a **Facebook page** for Brussels by us was set-up. On top of the several posts published on the page, a paid advertisement campaign was run on Facebook, targeting people from 18 years old to 65 years old, male and female, living in the Brussels-Capital Region or in a 20 km radius. Three specific ads were run for the North zone campaign and in total 8.501 people were reached and saw the advertisement on average 1.6 times, resulting in more than 14.700 impressions over a 2 months period (20th of June till the 29th of August 2019).

Second, we were contacted by **Clear Channel** to try out one of their interactive touch screens. After meeting with a representant, we selected the most relevant screen locations for the North campaign, being the one located at the crossing of the King Albert II Boulevard and the Baudouin Boulevard, right next to the future Quatuor project. Therefore, the interaction related to this project was selected to be displayed on the screen. After some trials, the screen was made live from the beginning of July till the end of August. Passers-by could fill in the questions related to the future Quatuor project (these questions were the same as on the mobile app).

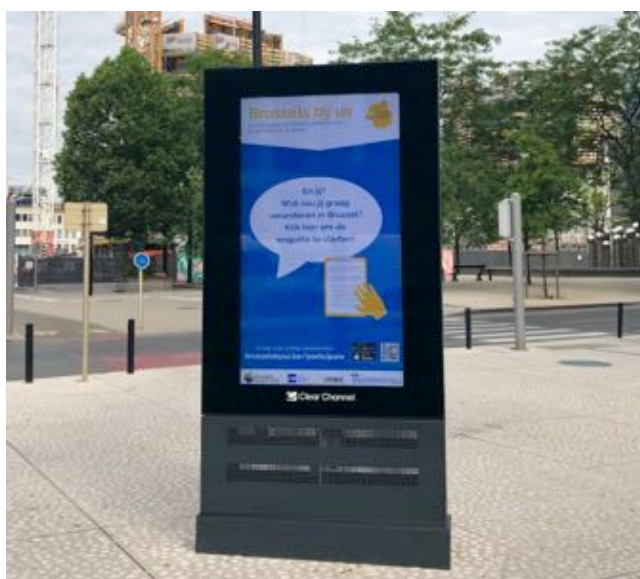


Figure 1: Clear Channel touch screen at the Quatuor location

Third, with the aim of being more inclusive towards diverse citizens' profiles, it was decided to conduct an **offline participatory trajectory** by organising guided walking tours in the North district. Therefore, Korei, an organisation with expertise in the history of the North district, was contacted to conduct the guided walking tours. The invitation was promoted through the Brussels by us website, Facebook page, communication channels of Korei, internal mailing lists of companies, citizen networks (e.g. Reinventing Brussels) and through the network of Be.face.

In total, four guided walking tours were organised (two in Dutch – 11th of July and 22nd of August, and two in French – 18th of July and 29th of August) with around 80 participants in total. For some of the walking tours, two guides were booked. During these walking tours, participants received information about the history of the neighbourhood and were invited to answer the questions via the Brussels by us app. For this occasion, a paper version of the questions was also made available for the participants. Participants preferably chose to answer via the paper form and not through the mobile app.

In Figure 2 the route of the guided tour is represented, starting at Rogier square and finishing at the crossing of the King Albert II Boulevard and the Baudouin Boulevard. On the route, there were several stops with explanations. The route was strategically planned to pass by the locations of the Brussels by us campaign and to finish at the interactive Clear Channel screen.



Figure 2: Guided tour route and group picture

Further, other promotional activities were explored. In collaboration with NMBS/SNCB, window stickers and/or floor stickers were offered as a possibility. However, due to budgetary constraints these ideas were not put through. Instead, **leaflets** were distributed at several shops and lunch places.

2. Stage 5: Data analysis

This chapter presents the results of the North campaign.

Demographics

During the three-months collection period, 181 persons actively participated¹ in the Brussels by us project. Most of the participants (35%) provided their opinions via the paper survey distributed during the guided walking tours, followed by the Clear Channel screen with 29%. Through the mobile application, 28% of the participants provided their opinions and 8% via the web survey.

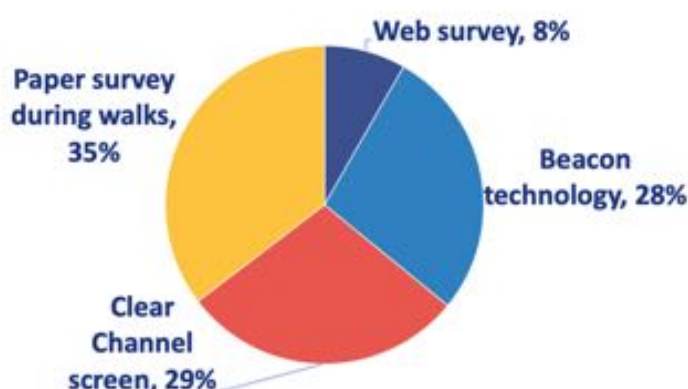


Figure 3: Percentage of active respondents per participation track

The Brussels by us project had a good gender and age balance among its participants <ith 51% of male respondents, 47% of female respondents and 2% not identifying. Most of the participants were aged between 21 and 65 years old.

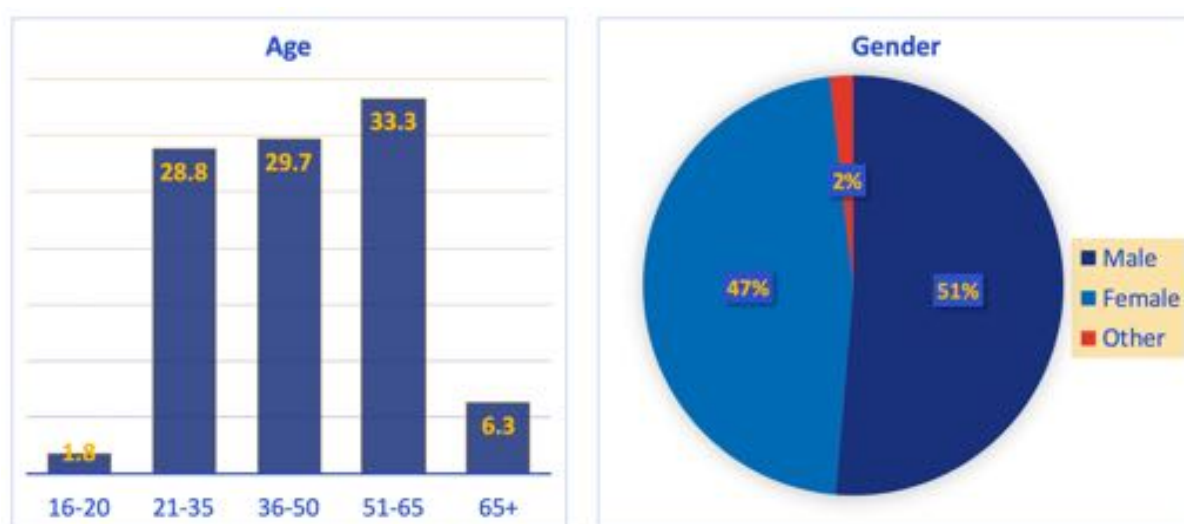


Figure 4: Age and gender distribution of the data collection (% , N=180)

¹ Users who actively completed an interaction, as opposite to users who only registered and created a profile on the app <without answering any interaction.

Regarding participant's relationship with the zone, 43% (N=48) of the respondents were living in the Brussels-Capital Region while the majority of the respondents were not living in the Brussels-Capital Region (N=62, 56%). This can be explained by the fact that more than a third of the respondents were working in the North zone and another third were only visiting or passing-by the neighbourhood. Less than a third of the respondents were inhabitants of the zone (N=25, 23%).



Figure 5: Respondent's relationship with the Brussels-Capital Region and North zone (N= 135)

Results

The North Station (SNCB/NMBS)

During the campaign, the case of the North station reflected upon new commercial offers, social and cultural activities for transforming the station into a destination for both inhabitants and professionals in the district. Three locations were selected in the North Station: the esplanade; the main central hall; and the left side hall. At each location a beacon was installed.

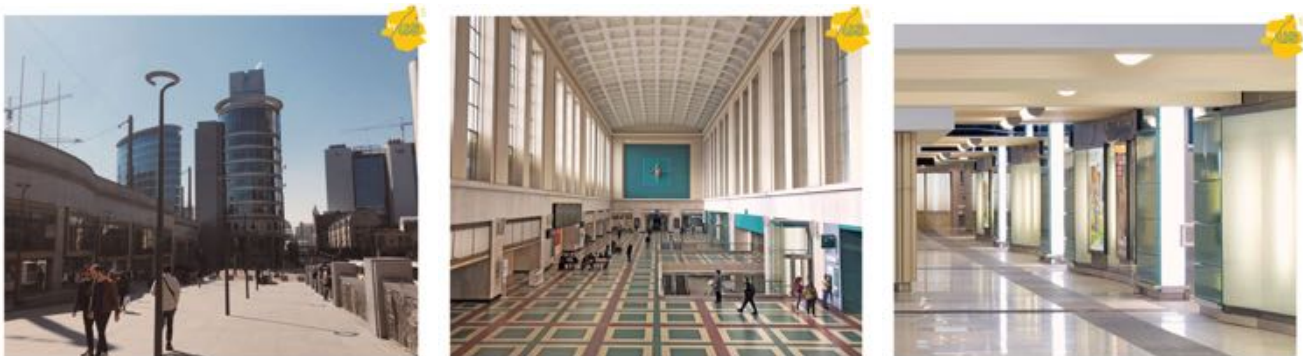


Figure 6: Beacon locations in the North station.

General results

To better understand the experience of the citizens in the North zone, contextual questions were asked. In the case of the North Station, participants were asked if they ever shopped in the train station. Almost 60% of the respondents (N=47) answered that they didn't shop in the station because it was only a transit zone for them (44.3%, N=35), because there is nothing of interest for them in the station (10.1%, N=8) or because they didn't feel comfortable in the station (5.1%, N=4). Interestingly, from the respondents who indicated to shop "sometimes" in the station, only one was living nearby while the others are shopping on their way to work or to school (39.2%, N=31).

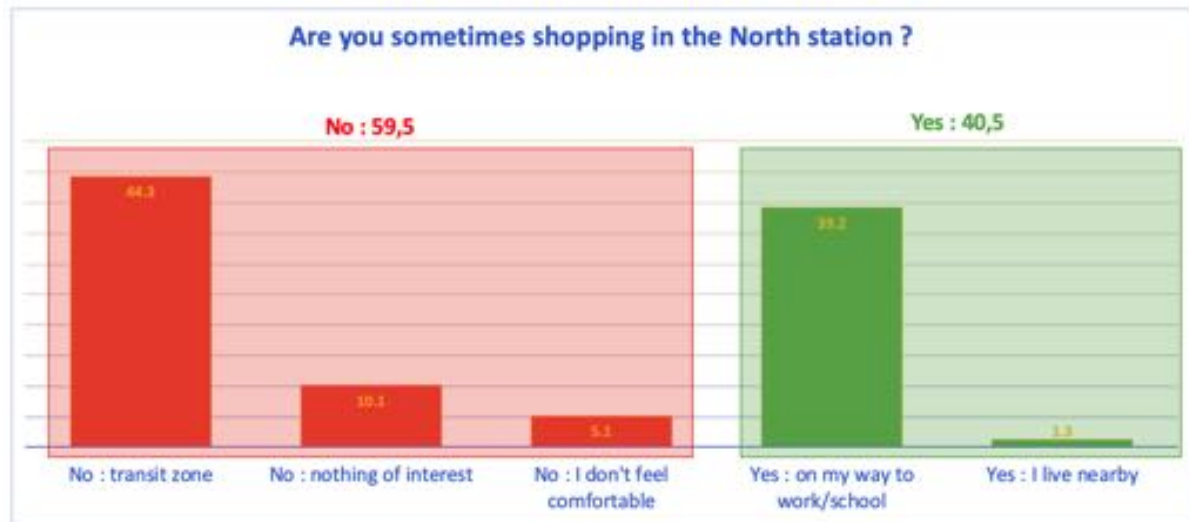


Figure 7: Answers to "Are you sometimes shopping in the North station?" (N=79)

When asked what could incite them to shop there more often, almost a third of the participants answered that they were just **not** interested to shop in the North station (30.3%, N=23). Looking at these answers, more than half of the respondents (56%, N=13) previously answered that they weren't shopping in the station because it was only a transit zone to them (meaning that more than a third of the respondents indicates that the station is a transit zone for them and that they are not interested in shopping there, 37.1%, N=13). Although these numbers are not representative for all users of the station, future studies could investigate these results to try and understand why the commuters passing by the North station are not interested to shop there. However, almost 70% of the respondents indicated that they would be incited to shop there more often if some changes were made to the offer present in the station: respondents were mainly interested in having more diverse type of services (27.6%, N=21), followed by more diverse social activities (25%, N=19), and finally more diverse shops and stores (17.1%, N=13).



Figure 8: Voting answers to "What type of offer would incite you to shop here more often?" (N=76)

Vacant spaces in the North station

Regarding the usage of the vacant spaces, respondents were very favourable with the idea of having a co-working space (77.3%, N=56), a cultural centre (61.4%, N=45), and concerts (60.8%, N=44). The sport centre (57.1%, N=42) and the technology centre (55%, N=40) were also well received by the respondents, with more than half of them voting favourably to the ideas. The employment agency was not so popular, with only 39.4% (N=29) respondents voting positively and almost 44% (43.9%, N=32) voting against the idea.

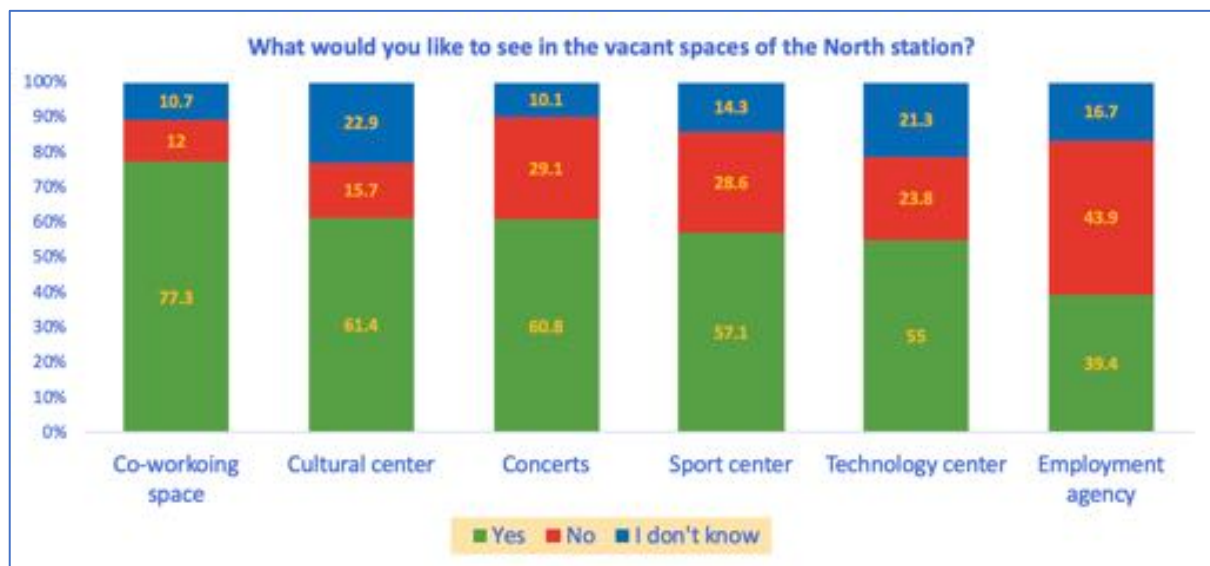


Figure 9: Voting answers regarding the use of the vacant spaces in the North station (N=73)

The Esplanade

Looking at the Esplanade of the North station, located on the North Square ("Place du Nord/Noordplein", intersection of Rue du progress et Rue des Charbonniers), respondents indicated that they would like to see there a place to grab a drink (41.3%, N=33) and eat something (37.5%, N=30). Only 7.5% of the respondents opted for a place to go shopping

(N=6). In the same line, respondents were more interested in having a pop-up bar with a changing concept (71%, N=55) than having a restaurant for lunch meetings (56.6%, N=44).

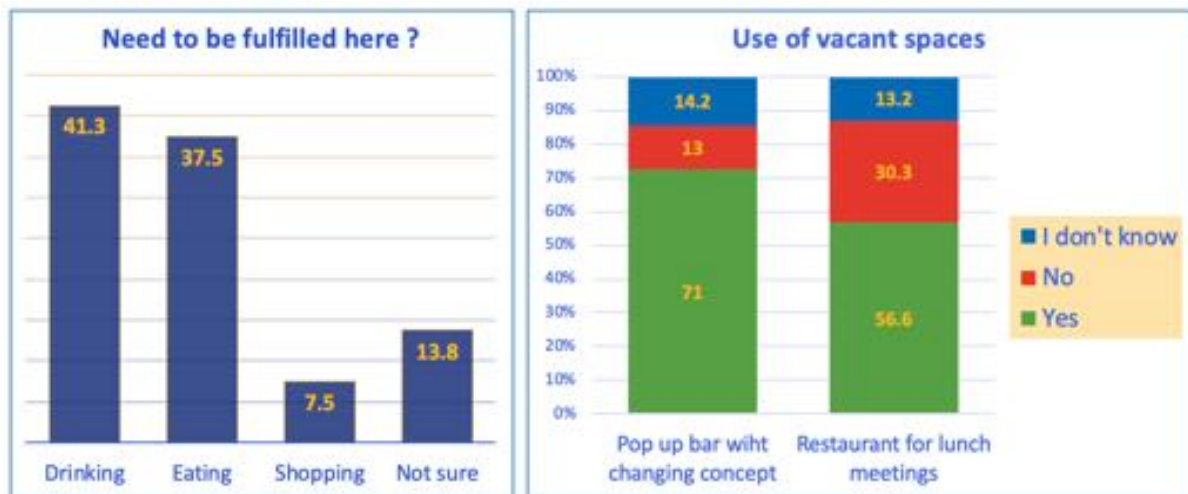


Figure 10: Voting answers to "If you have one need to be fulfilled here, it would be ..." (N=80) and "Vote for ... a pop-up bar with changing concept/restaurant for lunch meetings" (N=77)

In regard to the type of after-work bar they would like to go to, respondents were mostly in favour of a place where they could have a local beer from Brussels (39.2%, N=31) and hear jazz music (26.6%, N=21).

As for the place where they could grab a bite, respondents were mainly in favour of traditional dishes from Brussels (42.9%, N=33), followed by bagels and wraps (24.7%, N=13). The high-class burgers (16.9%, N=13) and an ice cream parlour (5.2%, N=4) had less success. Further, 10.4% (N=8) of the respondents were not interested in any of the answers.

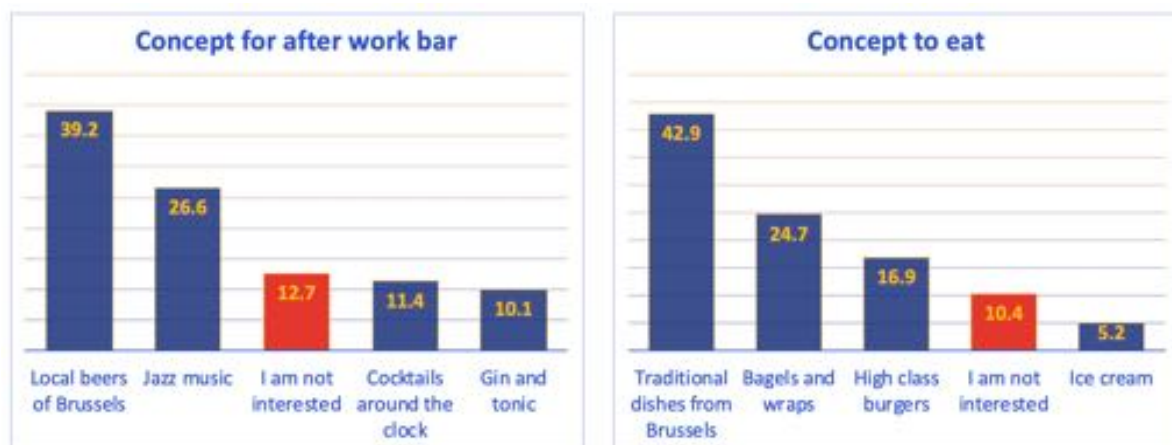


Figure 11: Voting answers for "Imagine a concept bar. It would be one with ..." (N=79) and "I would rather like to eat ..." (N=77)

The main hall

The questions about the main hall of the train station were focussed on two points: the commercial offer and service offer. In terms of commercial offer, half of the respondents voted to have a fancy food/lunch place in the station (50%, N=36), leaving behind the other options: a brunch place (18.1%, N=13), a plant store (15.3%, N=11), a second hand shop (9.7%, N=7) and a dry cleaning (6.9%, N=5).

In terms of service offer, half of the respondents chose to have a cosy waiting space (50%, 36). The touristic info point was chosen by a fourth of the respondents (25%, N=18), while the other options of a meet-up corner (12.5%, N=9), a fab lab (8.3%, N=6) and a medical centre (4.2%, N=3) had less success.

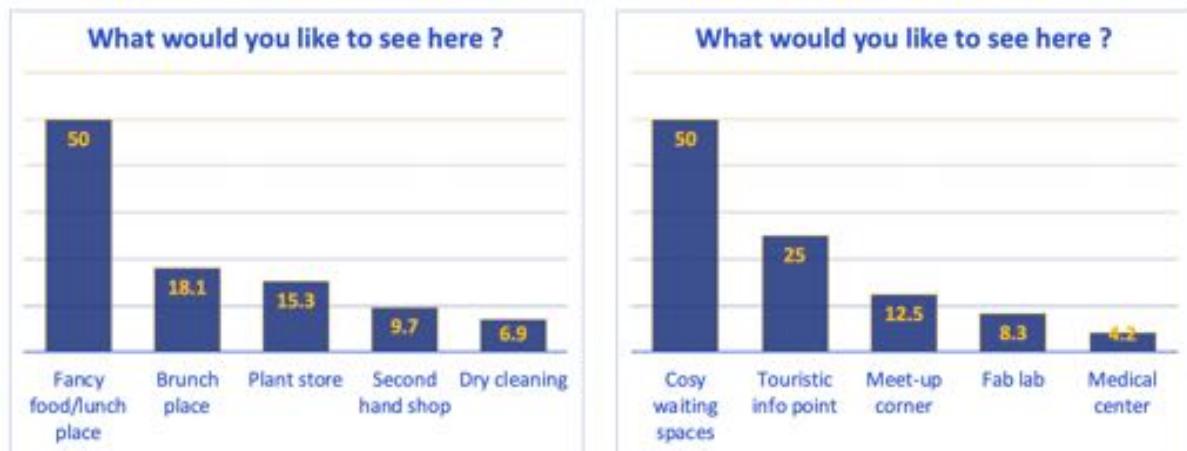


Figure 12: Voting answers to "What would you like to see here" (N=72, both)

Ground floors and rooftops in the North Zone (Befimmo)

During the campaign, the two cases of Befimmo reflected upon the usage of ground floors and rooftops for two new building projects in the North District: ZIN and Quatuor. One beacon was installed at each construction site.



Figure 13: ZIN and Quatuor projects

General results

More than 65% of the respondents were familiar with the neighbourhood (former WTC1/1, Koning Albert II-laan.), with 36.2% (N=24) passing by on their way to work or to school, 24.6% (N=17) while reaching another destination, while only 4.3% (N=3) were living nearby. However, more than a third of the respondents indicated to never pass by this neighbourhood (34.8%, N=24).



Figure 14: Answers to "Do you ever pass by this neighbourhood?" (N=69)

ZIN

First, respondents were asked their opinions on the new ZIN project. More than half of the respondents (N=69) reported to feel excited (55.1%, N=38), 37.7% neutral (N=25) and 7.2% (N=5) were not excited.

11.6% (N=8) would see themselves living in the ZIN project, 69.6% (N=48) weren't sure and almost 70% (69.6%, N=48) were not seeing themselves living in the ZIN project. As can be observed from Figure 15 more than half of the respondents who indicated not seeing themselves living here are professionals of the neighbourhood.

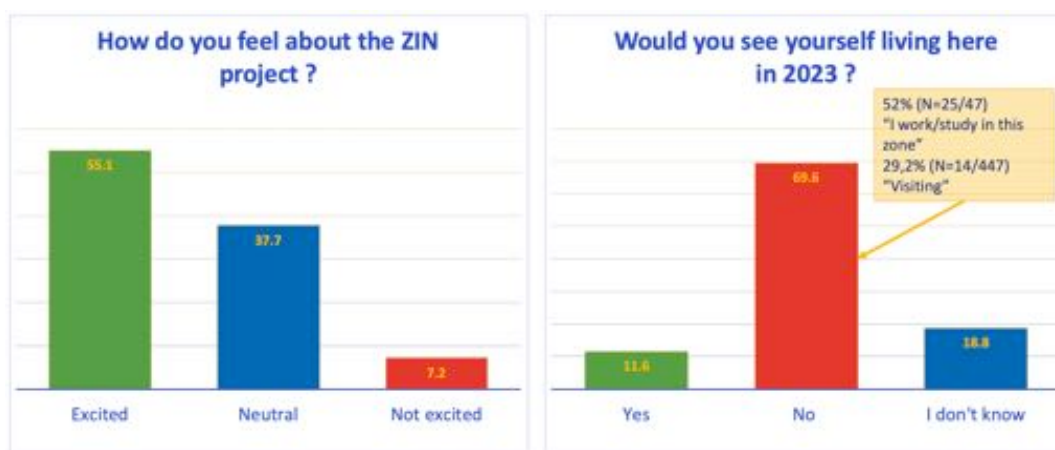


Figure 15: Answers to "How do you feel about the ZIN project?" and "Would you see yourself living here in 2023?" (N=69)

As regards to their interest for this location, respondents would mostly like to see a community garden being implemented (37.7%, N=26), followed by a relaxing area (30.4%, N=21), and an afterwork rooftop party (21.7%, N=15). The proposition of a yoga class had the least success (5.8%, N=4).

Quatuor

In terms of service offering of the Quatuor project, respondents were mainly interested in having a restaurant (31.6%, N=22), an after-work bar (27.2%, N=19) and a concert hall (21.1%, N=15). The proposition for an art exhibit (10.5%, N=7) and theatre (9.6%, N=7) had less success.

When asking what type of school, they would like to see at the Quatuor, opinions diverged. The preferred option was the coding school (25.2%, N=27), while other options were relatively comparable: dance school (20.6%, N=22), music school (19.6%, N=21), art school (17.8%, N=19) and circus school (16.8%, N=18).

Finally, looking at the type of social activities that could be implemented in the Quatuor project, the cultural centre had the most success (25.5%, N=27), followed by the get-together coffee space (21.8%, N=23), the playground (20.9%, N=22) and the polyvalent space for the community (20%, N=21). The repair café had less success (11.8%, N=13).

The public spaces

The campaign focused on the improvement of different public spaces in the North zone in terms of infrastructure, commercial offers, as well as services and social activities. This case was developed in collaboration with the commune of Sint-Joosten-ten-Node, perspective.Brussels and Creative District.



Figure 16: Brabant tunnel, Passage Rogier and Rogier square

Brabant tunnel

The majority of the respondents did not regularly cross the Brabant tunnel (54.1%, N=40), and most of them did not feel comfortable walking along this location (57.5%, N=42).

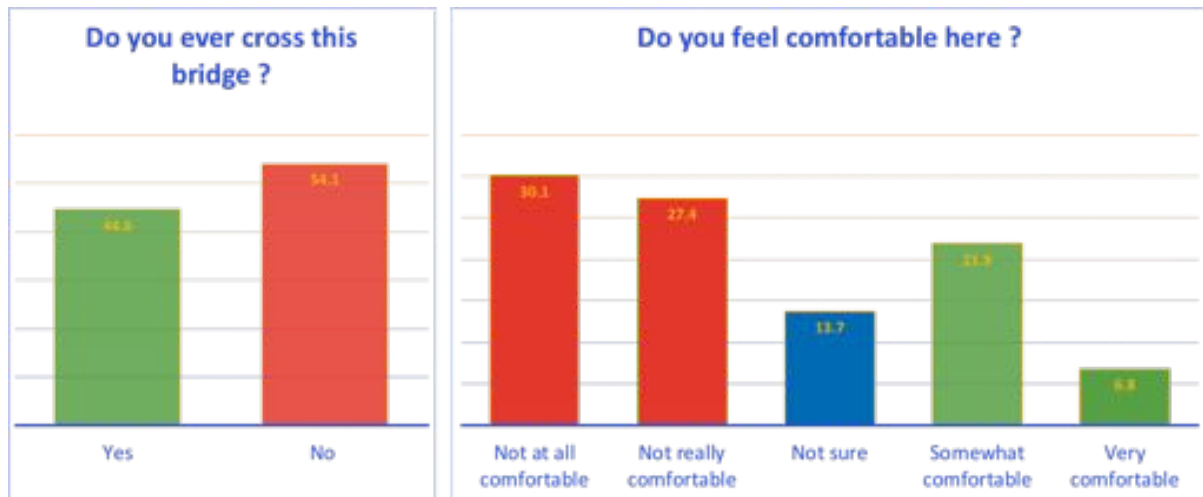


Figure 17: Opinions about the Brabant tunnel (N=74).

For the participants, the place is mostly missing outdoor infrastructure like benches, light poles and greenery (36.2%, N=25). More specifically, the majority of the respondents would like better lighting (52.2%, N=36). Greenery was also seen as advantageous for the location (26.1%, N=18). Street art (11.6%, N=8) and making the tunnel a pedestrian zone (10.1%, N=7) were not perceived as priorities.

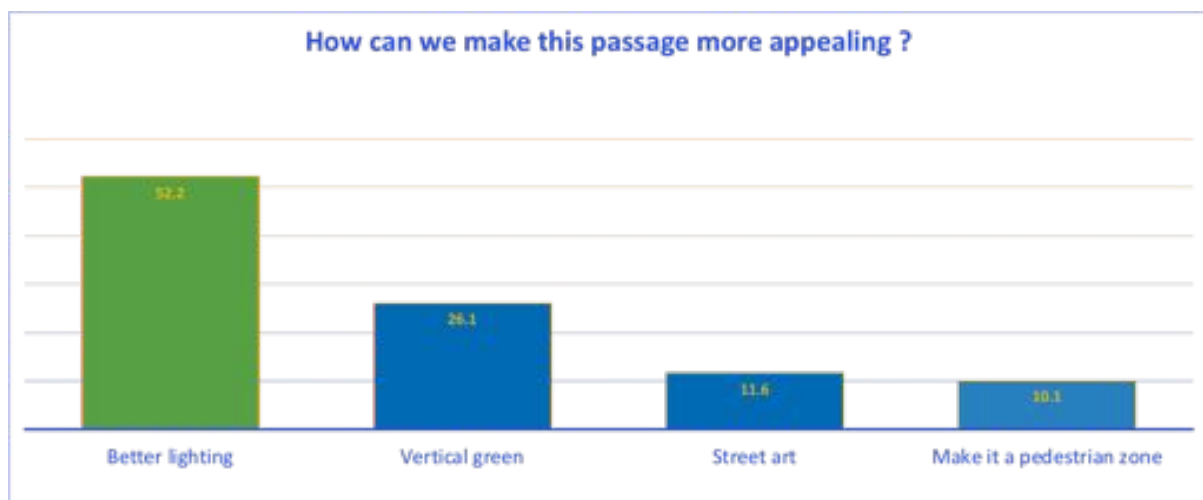


Figure 18: Infrastructure of the Brabant tunnel (N=69).

The tunnel could also benefit from social activities (18.8%, N=13) and more services and facilities (14.5%, N=10). Respondents were not so much in favour of installing more shops and stores (5.8%, N=4), and 24.6% (N=17) of them weren't sure what the tunnel was missing.

The idea of a market was also proposed to the participants. While 18.1% (N=13) of the respondents were not interested in any market, the idea of organising a local food market was the most popular option (43.1%, N=31). The thematical market (15.3%, N=11), craftsman market (12.5%, N=9) and food truck market (11.1%, N=8) were less popular. In terms of frequency, respondents liked the idea of having a weekly (39.4%, N=28) or monthly market (29.6%, N=21).

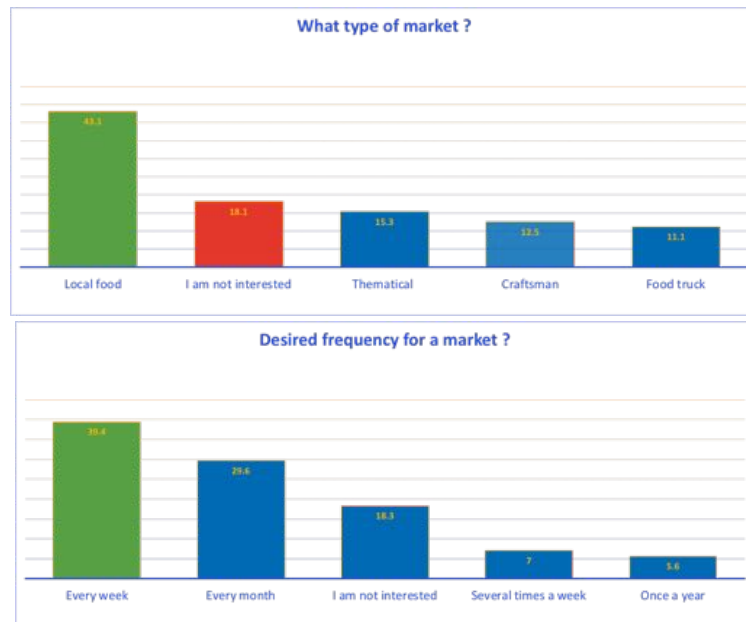


Figure 19: Opinions about a market event near the Brabant tunnel (N= 71).

Passage Rogier

The majority of the respondents did not regularly cross the Passage Rogier (58.2%, N=43) and most of them did not feel comfortable at this location (45.9%, N=34). Those who cross the passage are mostly passers-by on their way to work or school (40.5%, N=30).

According to the participants, the place is mainly missing outdoor infrastructure (34.2%, N=26) as well as more diverse type of shops (22.4%, N=17) and services (18.4%, N=14). In terms of shops, respondents were favourable to the idea of having a craftsman shop (31.2%, N=24) while the idea of an organic store (20.8%, N=16) and a pop-up concept store were less successful (19.5%, N=15).

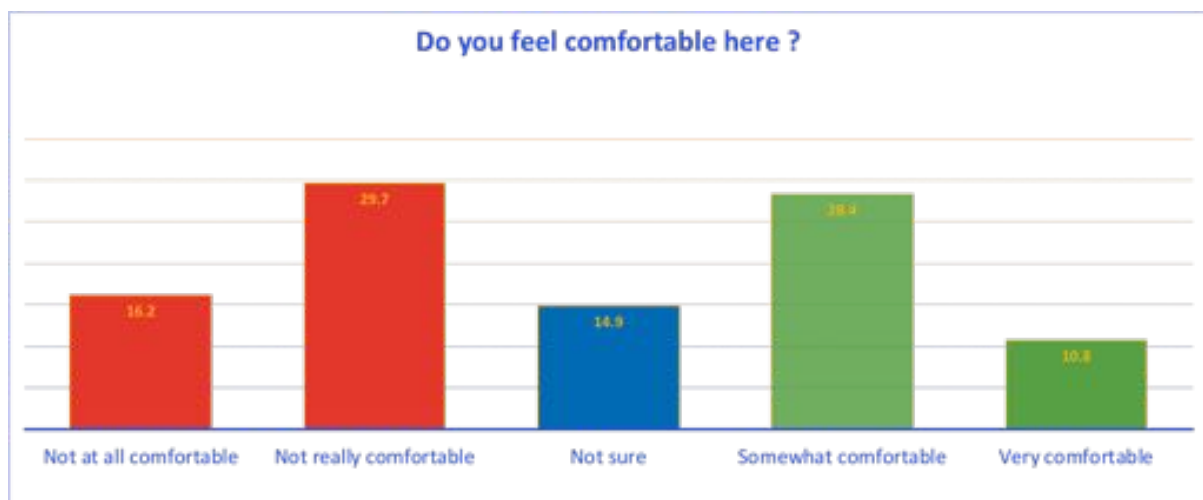




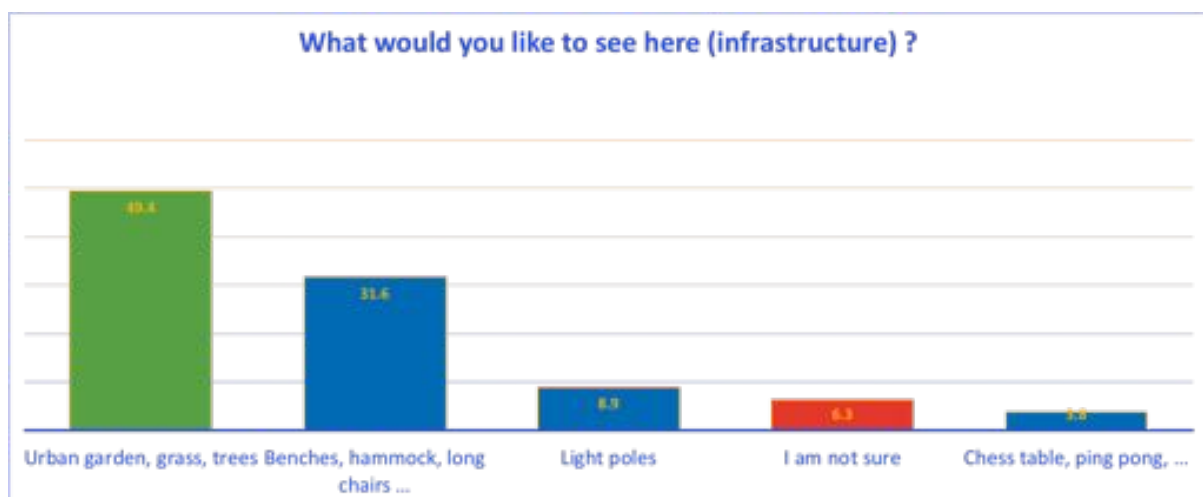
Figure 20: Opinions about the Passage Rogier (N=76).

Rogier square

Unsurprisingly, 84.3% (N=70) of the respondents had already crossed the Rogier square to go to their office or school (31.3%, N=26), to reach another destination (47%, N=39) or because they live nearby (6%, N=5).

To the opinion of the majority the location is crucially missing outdoor infrastructure (64.2%, N=52). More specifically, respondents would like to see more grass, trees and greenery in general (49.4%, N=39) on the square, as well as some urban furniture such as benches, hammocks or long chairs (31.6%, N=25).

In terms of activities, respondents were favourable to the idea of having concerts on the square (34.8%, N=24) as well as markets (24.6%, N=17). The idea of meetup corners (18.8%, N=13), open-air sport classes (11.6%, N=8) and open-air cinema (10.1%, N=7) were less successful.



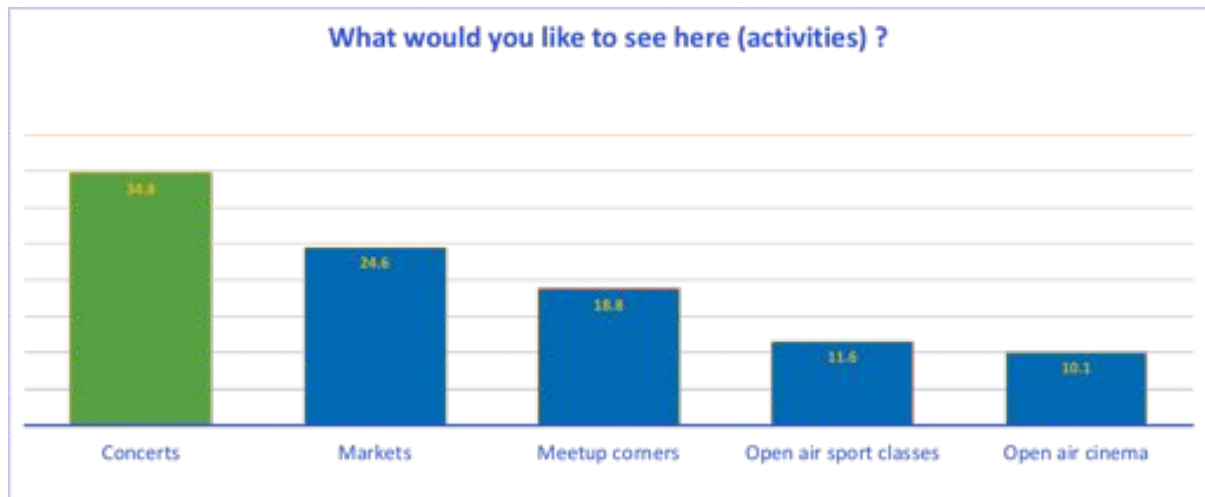


Figure 21: Opinions about the Rogier Square (N=79).

3. Stage 6: Workshop 2

A second workshop for the North Zone was organised to reflect upon the campaign results collected during stage 4 of the Living Lab methodology. The workshop was organised at Lab North on the 30/09/2019.

Participants

For the workshop, a number of representatives from the public sector, the private sector and the local associative community gathered to discuss the outcome of the beacon campaign in the North district and to translate these results into visual prototypes. In total, the workshop had 19 participants.

Table 1: List of attendees to the workshop

Entity	N°	Entity	N°
Renovas	1	Axa	1
Perspective.brussels	2	Korei	1
BEFACE	1	Samenlevingsopbouw	3
AG Real Estate	3	Sint-Joost	1
Befimmo	1	NMBS	2
Citizens	2	Bouwmeester	1

Set-up

The workshop was organised at Lab North on 30/09/2019, started at 5PM and ended around 7:30PM.

After discussions with the stakeholders of the project, it was decided to focus on three particular cases of the North zone during the workshop. These locations were selected based on the inherent potential they hold both for the neighbourhood and for the stakeholders. The first case was the North station with the undergoing reflection the SNCB is having (in orange on Figure 22), second the tunnels (Brabant and Rogier, in green) related to the reflection of Perspective.brussels and the municipality of Sint-Joost, and third the unused ground spaces in the North district, related to the new ZIN and Quatuor project of Befimmo (in blue). The Rogier Square was not discussed during the workshop.

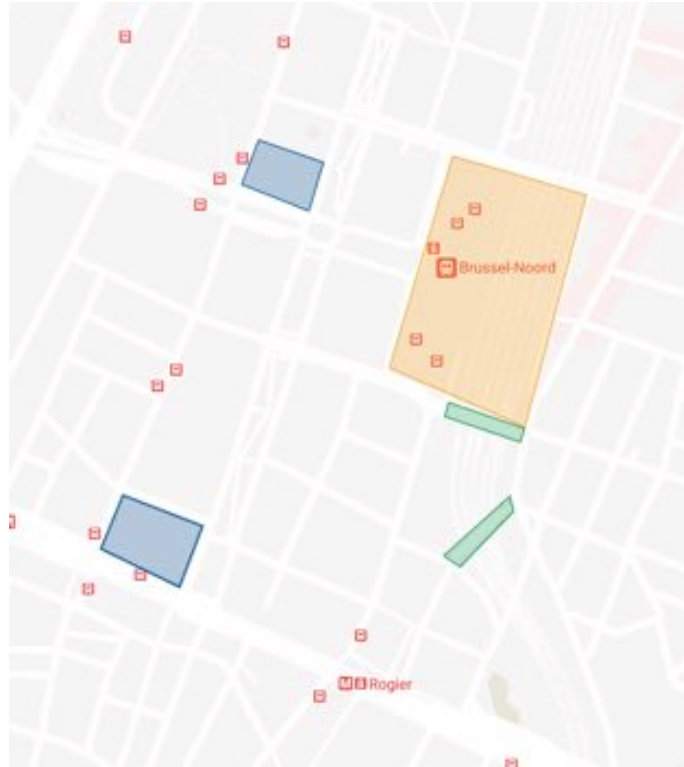


Figure 22: Selected cases for the second workshop of the North zone

The workshop started with a short reminder of the project's goals and processes for the participants (especially new involved citizens) who were maybe not so acquainted with it, followed by the presentation of the results of the beacon campaign and a short Q&A.

The second part of the workshop consisted of roundtable sessions. Each roundtable was hosted by an expert (SNCB, Perspective.brussels and Befimmo) and was therefore related to one of the cases of Figure 22. Each roundtable session lasted approximately 45 min, and each participant could join two sessions during the workshop.

At the start of each session, each stakeholder introduced themselves and framed the research question within the theme of each case being "functional mixity".



Figure 23: Set-up of the second workshop for the North zone at the CCN building on the 30/09/2019

Next, the brainstorm was organised through two creative exercises:

- **Visual prototype of the idea (+/- 20 min):** participants were invited to visually express their thoughts, feelings and desires related to the new design of the spaces. Participants were asked to reflect upon feelings the new space should evoke, as well as colours, materials, activities and infrastructure. Diverse materials were provided to support creative thinking, such as magazines, emotion cards, colour cards, scissors/sticky tape/pens, and visuals of likeminded projects as good practice. Each team was requested to make a collage, which would serve as the input for a visual designer afterwards.
- **Discussion sheet for implementation (+/- 20 min):** After the collage building, participants reflected upon three major research questions: the needed ecosystem (who are the necessary stakeholders to realise this project), the potential shared responsibilities in the project (e.g. collaborative networks), and the communication and engagement strategy.

4. Stage 7: Analysis II

In the following chapter, the outcomes of the second workshop are discussed. Each outcome is supported with a visual prototype created by the agency 51N4E.

North Station (SNCB/NMBS)

According to the participants, the station feels overall quite closed from the outside, especially if you approach the station from the Aarschot Street. Participants suggested that the design of the station could be made more open and accessible for and from the neighbourhood. The contrast between the large, open main hall compared to the narrow halls was also pointed out. In general, participants also referred to the lack of meeting space in the station. There is therefore a clear need for a location where people can meet around for a coffee, lunch or a drink, a space that would attract people and change the perspective of the station from a "passing-by" area to a "destination" area.

Participants shared the opinion that the emphasis for the North station should not be put on commerce (e.g. convenience stores or "hipster concepts") but on social aspects: e.g. the creation of a meeting place for both professionals and inhabitants of the zone. Three social hubs were identified: a waiting area, a social meeting space for the neighbourhood and a co-working space. The space of the former museum was seen as the perfect multi-function spot for these hubs.

Related to the **waiting area**, participants would like to have a space that feels cosy and warm, without noise nuisance. To make the space feel warmer, the waiting area should include plants as well as books available for commuters and inhabitants to read. The provision of a small library would enable encounters between commuters and inhabitants (e.g. through a potential collaboration with Muntpunt). This should be supported with a good signalisation that the space is accessible for both travellers and inhabitants. Some participants also expressed the idea of having some public computers with Internet access.

For the **social meeting place**, participants suggested multiple ideas: a space for associations of the neighbourhood to host meetings or workshops, or to have a space for public presentations. Another idea was to have a place where people can meet and cook together through a mobile kitchen. Participants suggested to collaborate together with organisations that support migrants, and to work with local produces ('from farm to fork'). Further, the organisation of cultural activities was also suggested by the participants, for instance a local maintained cinema with movies from different cultures living in the neighbourhood. In support of the social activities, participants suggested to work through public, displaying short movies made by the local community or schools. In the same idea, exhibition spaces could be installed, allowing local artists, organisations and schools to display their arts and express themselves for commuters during their waiting time.

Lastly, the **co-working space** in the station would be a zone for professionals to meet and have access to WiFi and power outlets. In this zone, activities related to after-work drinks could also be organised.

Based on the suggested ideas of the participants in the workshop, a visual design was created by 51N4E to demonstrate how the former museum in the train station could look like in the future (Figure 24).



Figure 24: Co-creation of the North train station – The train station as a social hub for travellers and professionals in the neighbourhood.

Collective urban spaces: tunnels in the North District (Perspective.Brussels & Sint-Joost)

Participants described the collective urban spaces as cold, windy and not attractive. During the campaign, it became also clear that most of the participants did not feel safe enough to pass the Brabant tunnel or the Passage Rogier. Participants said that the tunnels act as physical barriers, impeaching the connection between both parts of the neighbourhood, with on one side inhabitants and on the other side professionals. To foster a better connection, participants stressed that efforts should go towards a redesign of the tunnels. In this perspective, three main ideas were discussed: adding natural elements, implementing urban furniture and organising food related activities.

Regarding the **natural elements**, greenery was seen as beneficial for several aspects. First, aesthetically, plants would give a nice green touch to the very mineral grey of these areas. Second, plants could work as acoustic panels between the road and the pedestrian side of the tunnels. The issue of growing plants in a low-light setting was raised, and participants proposed to grow shadow-loving plants such as moss, mushroom or ferns. The idea of a water stream inside the tunnels was also proposed in the aim of draining the areas from unpleasant smells. The water stream could then serve the additional purpose of watering the plants.

With regards to the **urban furniture**, the biggest issue of these tunnels is the lack of light, giving the spaces an unsafe feeling at night. More lights were seen as necessary in the tunnels, and if possible, in warmer tones. Participants also felt that the tunnels needed more colours to be attractive. The idea was raised by the participants to decorate the walls as exhibition spaces, on which local artists and schools could expose their ideas and work during a certain period of time. Further, the need for public bathrooms was expressed. More places to sit and rest were also seen as a need, and participants proposed ideas such as mobile benches.

Finally, **food** was seen as the ultimate "get-together" activity. In the context of the tunnels, food-trucks were seen as an ideal option.

Based on the suggested ideas of the participants in the workshop, a visual design was created by 51N4E to demonstrate how the Brabant tunnel could look like in the future (Figure 25).



Figure 25: Co-creation of the public space – The Brabant Tunnel with more greenery, light and colours and food-related activities.

Ground floors and rooftops in the business district (Befimmo)

During the discussion, participants found a consensus to open up rooftops and ground floors for **social and educational functions**, in combination with **green infrastructure**.

They discussed that organisations or companies should look into a model whereby ground floors in their actual form (lobbies) are transformed into accessible spaces. The idea was raised to communalise ground floors (as well as rooftops) in order to look for solutions between all property owners rather than the actual one-by-one approach. For the ground floors, this means that a new business model is required since the corporate renter now rents the ground floor, whereas in the new model the ground floor should become economically viable for a commercial or economic stakeholder.

Examples of **educational functions** can be exhibition spaces for students, and cultural activity as a way to stimulate social life after business hours. For the ZIN project, the idea was raised to implement a permaculture garden school / urban garden school, where children from the neighbourhood can grow their own vegetables. It was considered important that locals (mostly youngsters and elderly people) become responsible to take care of the space. Having such a permaculture garden could lead to the creation of a locally produced organic food system with a supply chain by bicycle. This kind of social entrepreneurship could also be beneficial for the neighbourhood. A community space for neighbourhood in the planned green house was also mentioned.

Another idea was the usage of the ground floor as a **transport hub**, e.g. with a shared bicycle system and parking.

Participants stressed that it is crucial that every function in the ground floor **dialogues** with the public space. To achieve this, participants suggested to place furniture at the entrance to attract passers-by. In the long term, a walking trail can be imagined linking all main attractions at eye-level for pedestrians.

It was also considered important that **access** should be granted to the ground floors and rooftops, despite technical and security concerns, in the evening and even weekend in order to create a vibrant city hub.

Between ground floors and rooftops, a potential is also seen in the middle-level, the socles in the North district, a remainder from the modernistic Manhattan plan from the '80's, as a place to organise gatherings between different people via social and cultural events.

Based on the suggested ideas of the participants in the workshop, a visual design was created by 51N4E to demonstrate the ground floors in the North district could look like in the future (Figure 26).



Figure 26: Co-creation of ground floors and rooftops in the North Zone

5. Stage 8: Conclusions

Although some issues were faced during the campaign in the North zone, a considerable amount of responses were gathered during the summer period in 2019. The responses were gathered from inhabitants, professionals and visitors of the North Zone and had a good age and gender balance. A lot of efforts were invested in reaching out to inhabitants of the zone, but unfortunately, not enough participated. For future participation projects, it is advised to work with local neighbourhood initiatives (e.g. Samenlevingsopbouw), who have a closer connection with the neighbourhood and to establish partnerships on a structural basis.

The workshops (stage 2 and 6 of the Living Lab methodology) were very successful in terms of show-up and its diversity of profiles, as well as in the quality of the input. In total, around 35 persons participated in the workshops for co-creating future projects in the North Zone. Each workshop lasted approximately for 2.5 hours, and we want to explicitly thank the participants for their valuable inputs and dedication for co-creating a better future for the North District. Thanks to their suggestions and ideas, three visual prototypes are delivered that will now serve as input for the respective stakeholders involved. The visuals are also a source of inspiration that can inspire other related communes, companies or building constructors to reflect upon the multi-functional usage of the public space.

Further, we also want to thank Korei for the professional organisation of the guided walking tours in the North District. Around 80 persons participated in the walking tours and were interested to hear more about its history and future. Through the organised walking tours, participants acquired a better understanding about the historical development of the neighbourhood and its current challenges. For some participants who work in the area, it was a new way to explore their neighbourhood and to reflect upon the social responsibility of themselves or their company.

Last, the lessons learned of the campaign period in the North Zone demonstrated that different participation tracks (both online and offline) were necessary to engage citizens. In first place, the beacon technology and its application attracted mostly a younger, male profile. In this sense, the technology was both an enabler as well as a barrier to engage citizens in the most optimal way. This biased profile was counterbalanced through the online web survey, the digital touch screen of Clear Channel and the paper surveys during the walking tours.

Further, another main lesson learned can be formulated about the performance and effectiveness of context-based questioning through a mobile application and beacon technology. It was demonstrated that context-based questioning requires too much effort from a participant. A lot of people registered on the application, however, they did not take the effort to walk along the beacon trajectory independently. However, the collection of opinions on a large-scale did allow the Brussels by us team to make a selection and prioritisation in use cases.

Further conclusions about the project can be found in report 8.

Annexes

Annex 1: Presentation given at the workshop



A presentation slide with a background image of a Brussels street scene. In the top right corner is a small yellow logo with the text 'by us'. The title 'Objective of the workshop' is in large blue font. Below it, a yellow magnifying glass icon is followed by the text 'Presentation of the results of the campaign & discussion'. Further down, a yellow head icon with gears is followed by the text 'Co-creation: Creation of (visual) urban prototypes through creative exercises & discussion with NMBS/SNCB, Befimmo, St Joost & Perspective'. At the bottom, the text 'Urban prototype = early envisioned (visual) design of a new/ reacted urban space' is written in blue. A small red number '1' is in the bottom right corner.

Agenda



- 1) Short introduction (10 min)
- 2) Results of the campaign in the North Zone + Q&A (30min)
- 3) **Session I:** Roundtable sessions with expert stakeholders for prototype building through creative exercises (45 min)
 - Exercise I: Collage building
 - Exercise II: Action plan
- 4) **Session II:** (45 min)
- 5) Closing (19:30)

2



Stimulate the local ecosystem of a neighbourhood & launch thematic experiments

Find a **solution** to concrete everyday life problems

Give a push towards the **improvement of the quality of life** of the residents and visitors in Brussels

Brussels By Us is a project for and by citizens of the Brussels-Capital Region, and within the framework of the “**Brussels Smart City**” strategy



Beacon technology

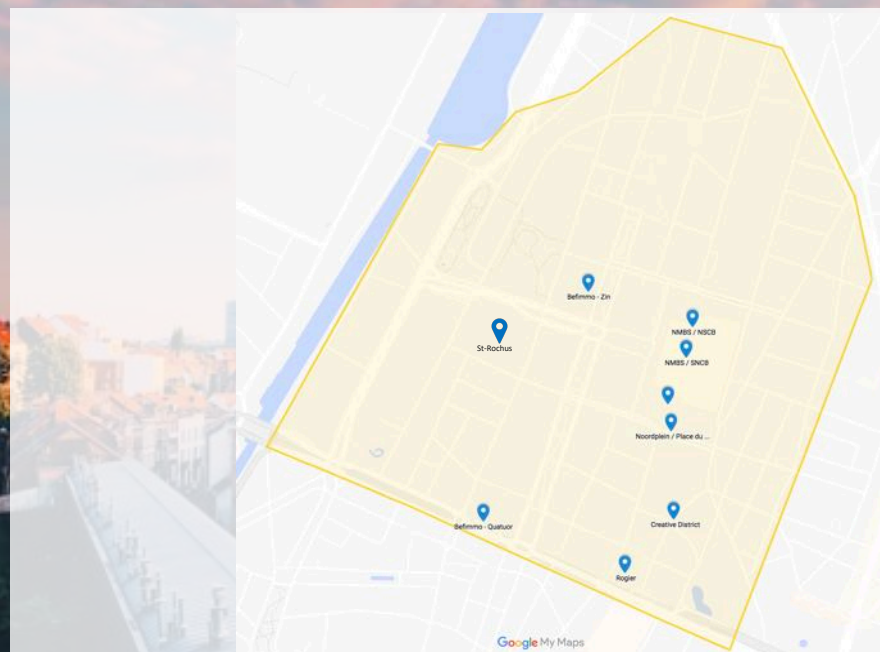


Three zones

Brussels by us investigates three zones of the Brussels-Capital Region.

A theme is defined according the neighbourhood context:

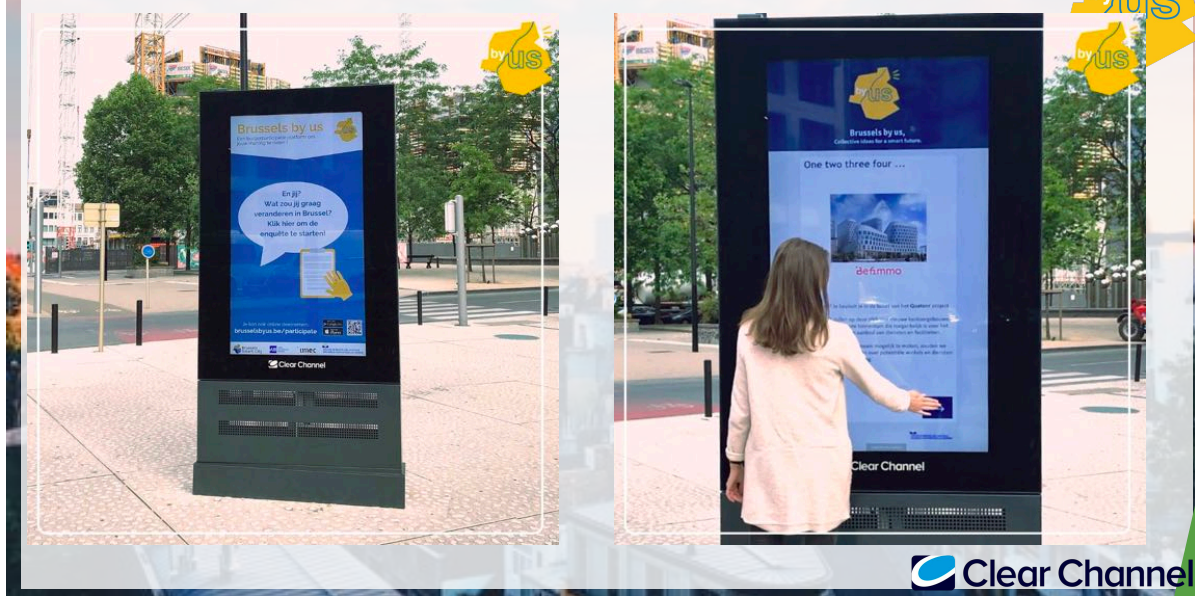
- **North zone** → “Functional mixity”
- **Central zone** → “Activation of public spaces”
- **University zone** → “Get around on campus & integration of the universities with the city” (ongoing)



Walking tours



Clear Channel screen



Project methodology



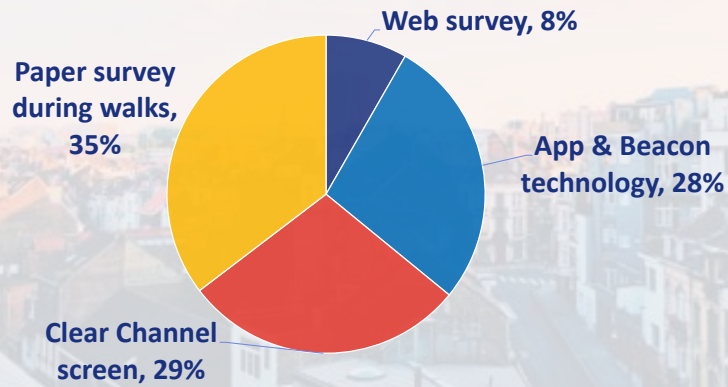
Brussels by us,
Penser ensemble un avenir intelligent.

Results campaign North zone
May - August 2019

The North zone - profile

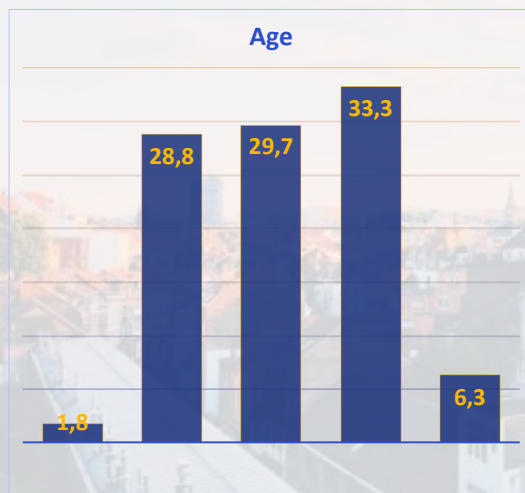


- +- 181 “active” respondents

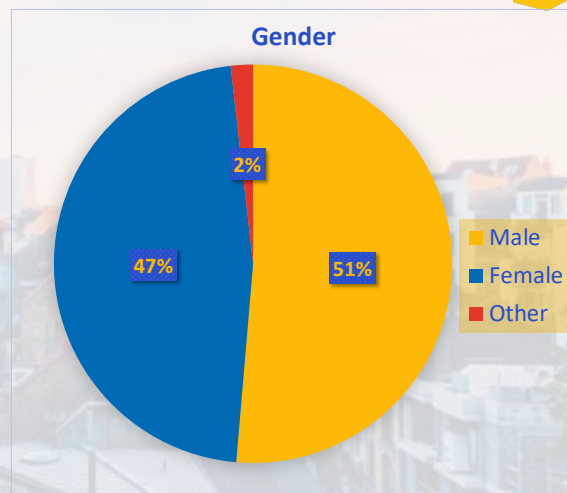


12

The North zone - profile



1/02/19

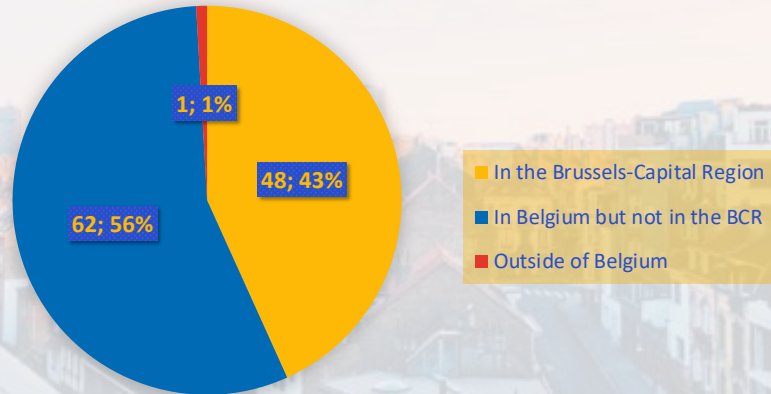


13

The North zone - profile



- Relationship with the Brussels-Capital Region : living situation



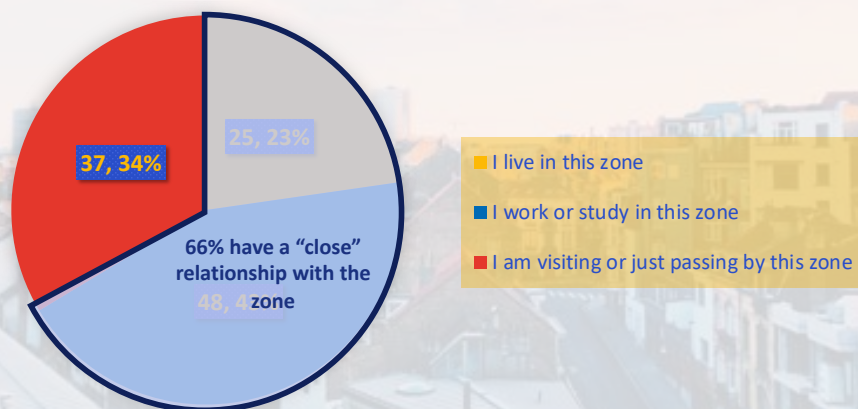
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14

The North zone - profile



- Relationship with the zone



1/02/19

15

Mixity in the North Station

Vacant spaces, the main hall and the esplanade (SNCB/NMBS)

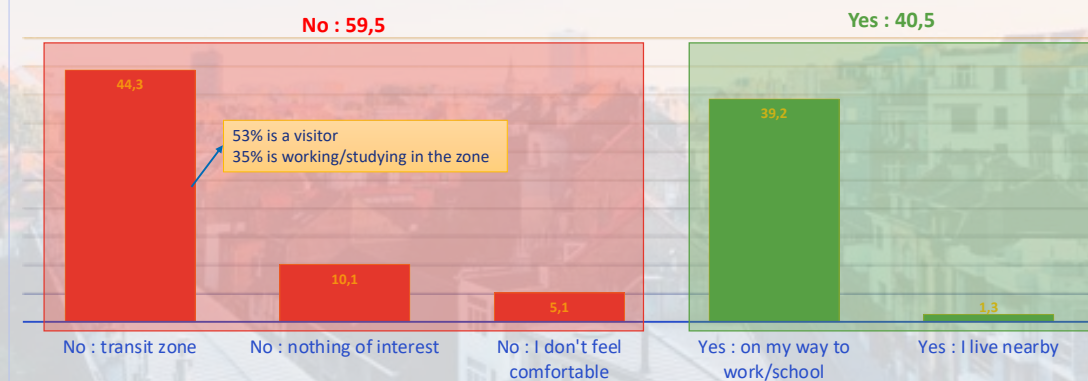
1/02/19

17

General information

• 79 respondents

Are you sometimes shopping in the North station ?



1/02/19

18

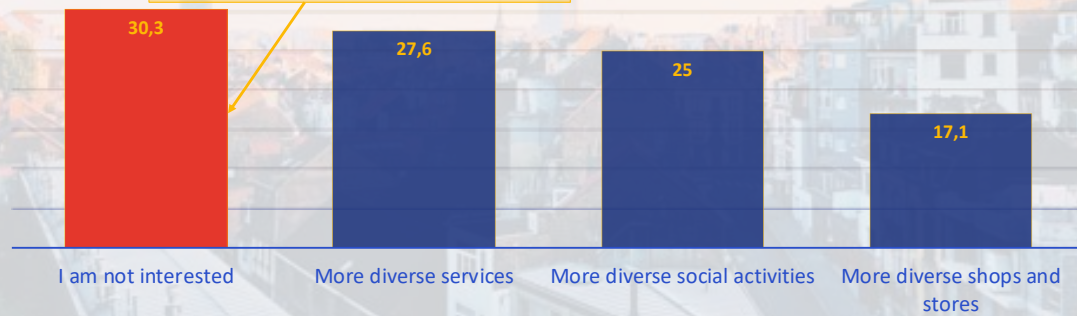
General information

- 76 respondents



What type of offer would incite you to shop here more often ?

56% (N=13/23) "No : transit zone" > visitors
61% (N= 14/23) are women
69% (14/23) are above 51 yo



1/02/19

19

The vacant spaces (SNCB/NMBS)

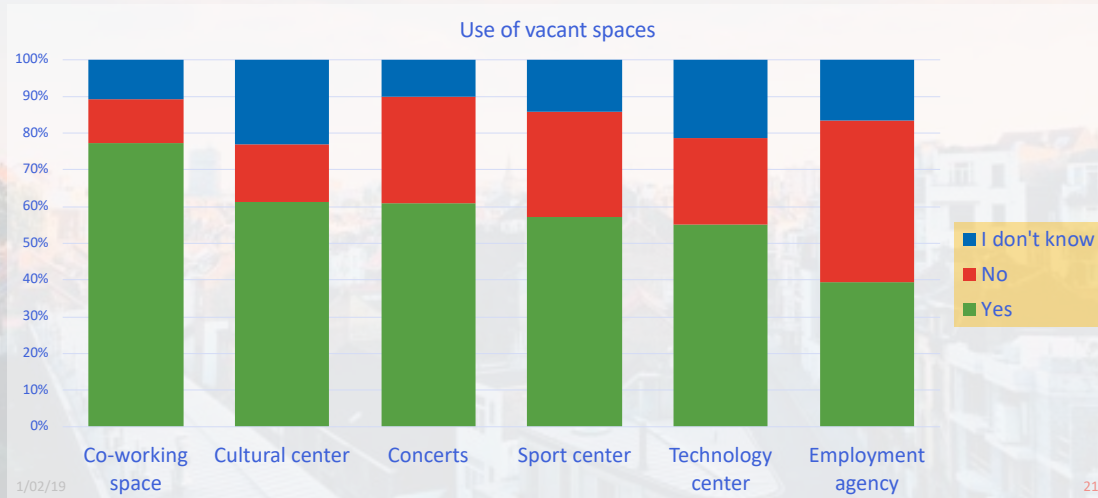


1/02/19

20

The vacant spaces (SNCB)

• +- 73 respondents



The esplanade (SNCB/NMBS)



Esplanade(SNCB/NMBS)



• 80 respondents

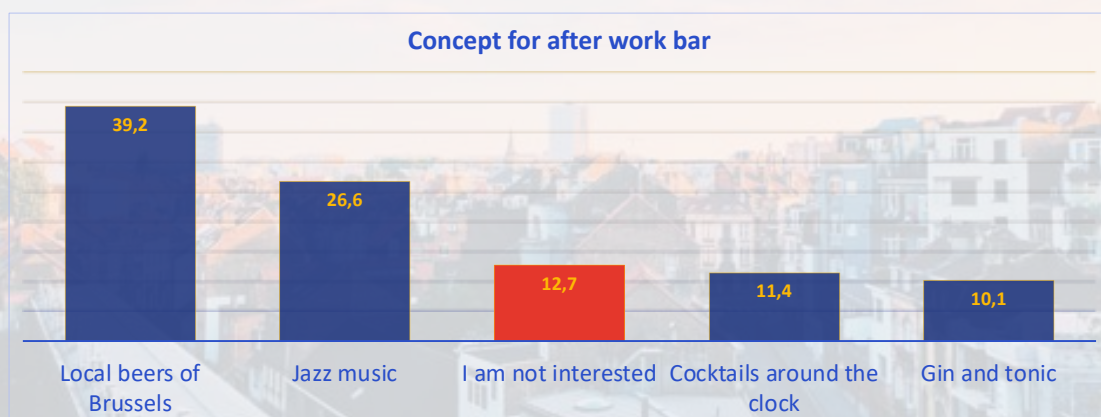


23

Esplanade (SNCB/NMBS)



• 79 respondents



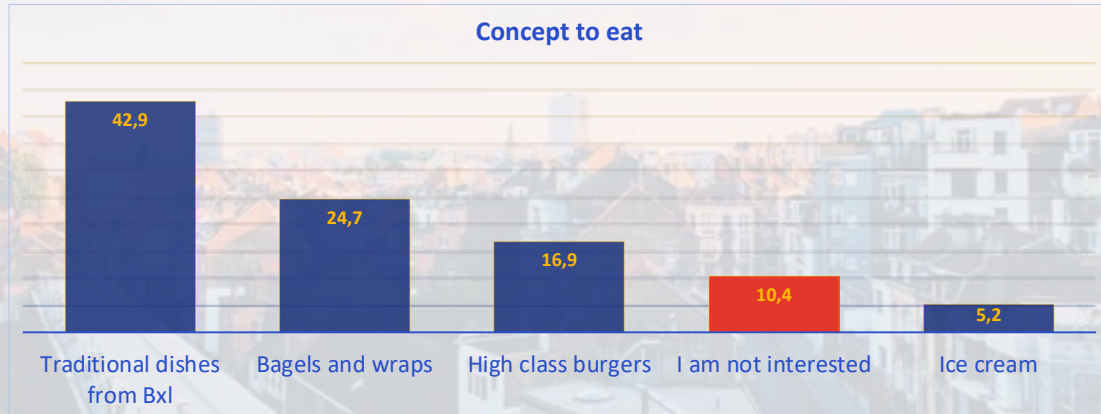
1/02/19

24

Esplanade (SNCB/NMBS)



• 77 respondents



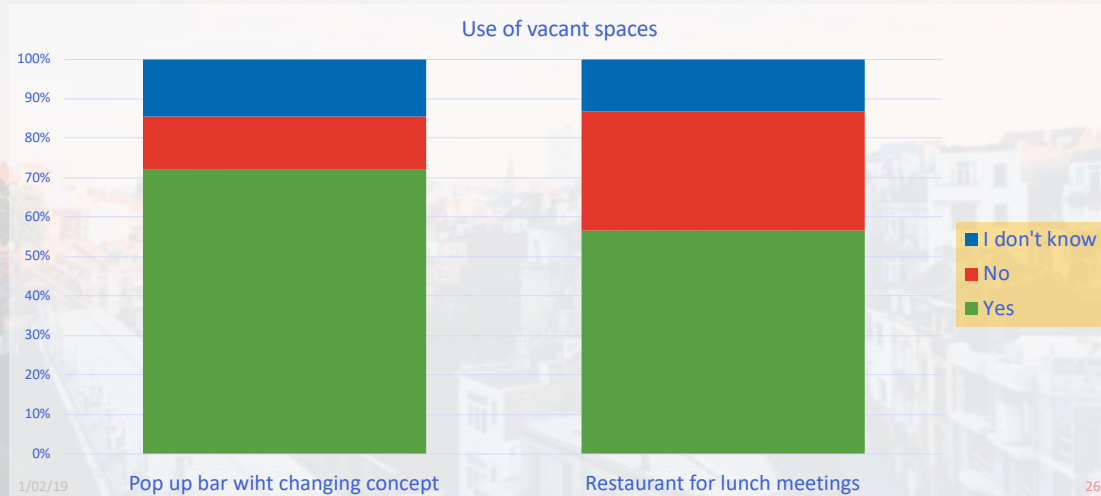
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25

Esplanade (SNCB/NMBS)



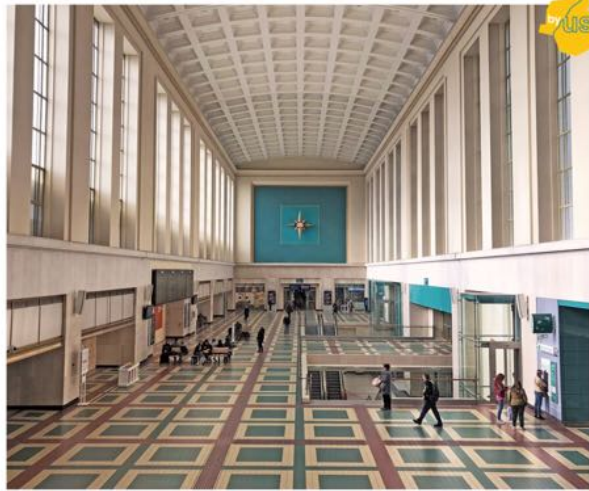
• 77 respondents



1/02/19

26

Main hall (SNCB/NMBS)

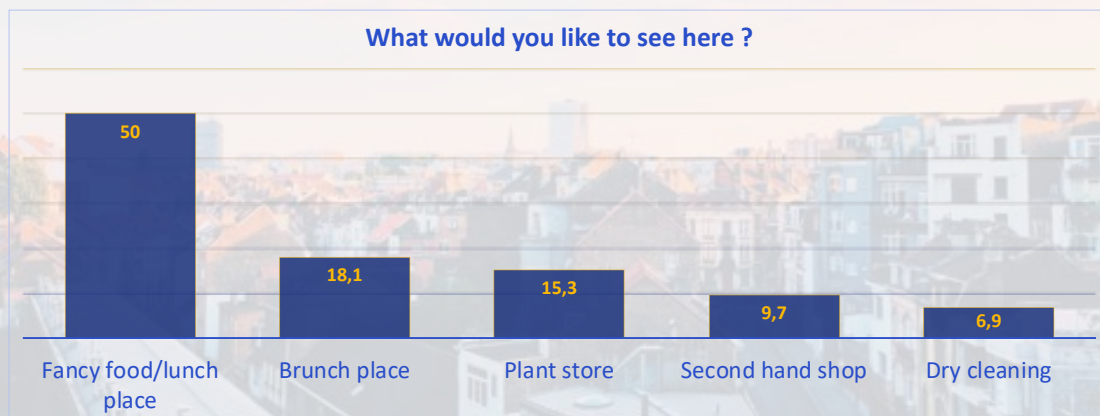


27

Main hall (SNCB/NMBS)



- 72 respondents

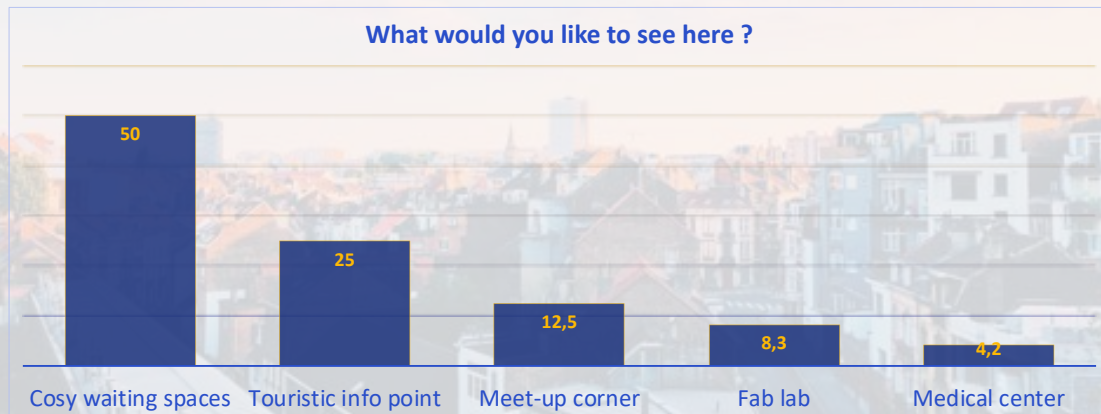


28

Main hall (SNCB/NMBS)



- 72 respondents



29

Summary



- Although close relationship with the neighbourhood, 60% of the questioned participants is currently not shopping in the North station
- The top interests, in descending order are to have: services >> shops >> social activities in the North station
 - Services: co-working space (around 80%)
 - Shops: drinking & eating of local beers – traditional BXL dishes, or a changing pop-up concept (around 77%)
 - Social activities: concerts & a cultural center & after-work events (around 60%)
- Cosy waiting spaces for the main hall (50%)

30

Use of ground floors and rooftops

Zin & Quatuor (Befimmo)

1/02/19

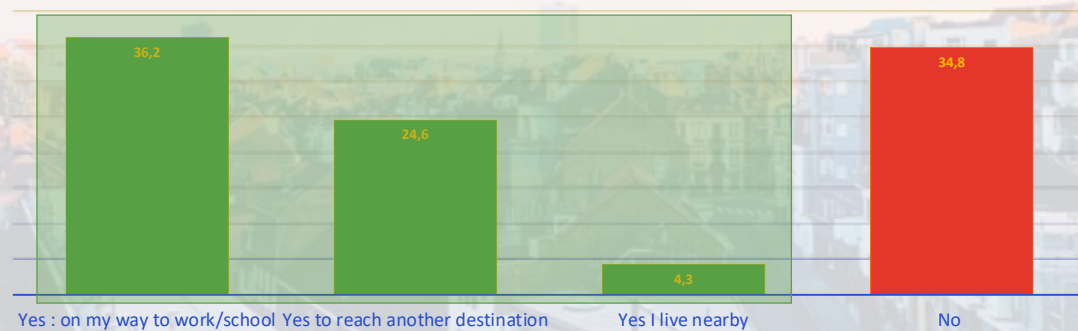
31

General information

• 69 respondents

Do you ever pass this neighbourhood ?

Yes : 65,1%



1/02/19

32

ZIN (Befimmo)



1/02/19

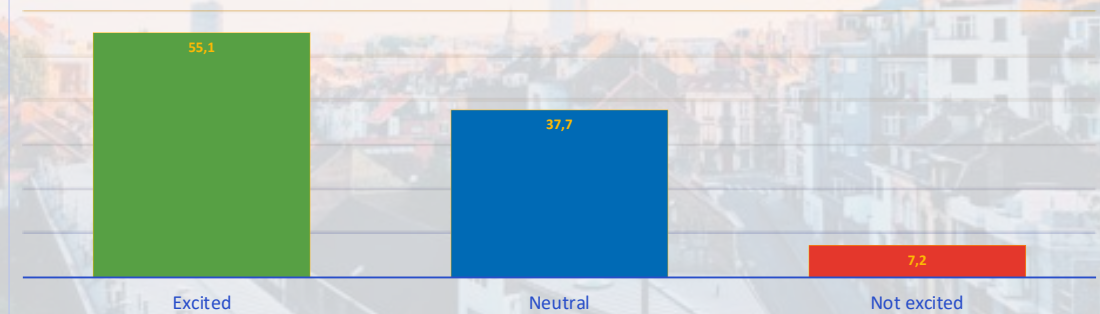
33

ZIN (Befimmo)



- 69 respondents

How do you feel about the ZIN project ?



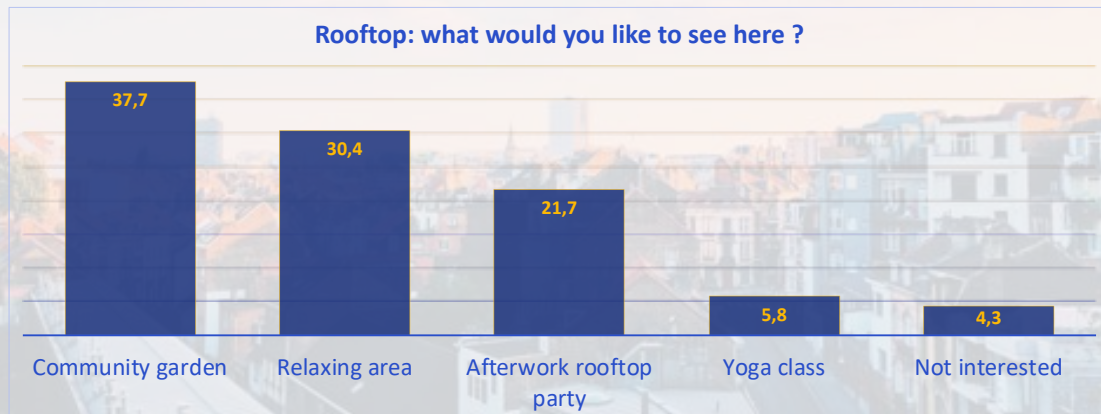
1/02/19

34

ZIN (Befimmo)



• 69 respondents



1/02/19

35

Quatuor (Befimmo)



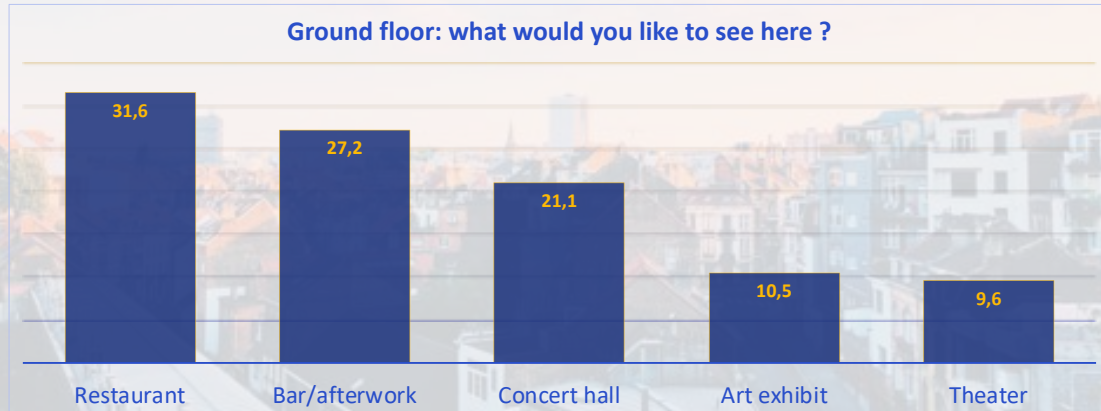
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36

Quatuor (Befimmo)



• 114 respondents



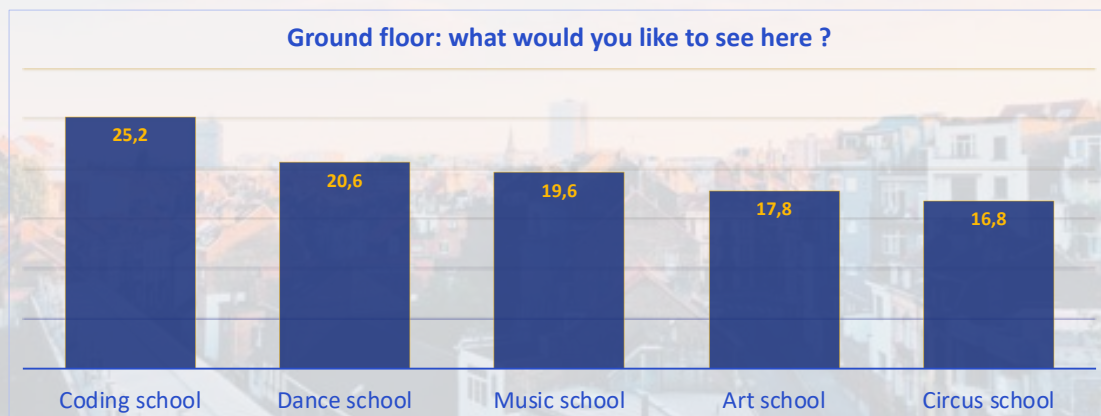
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37

Quatuor (Befimmo)



• 107 respondents



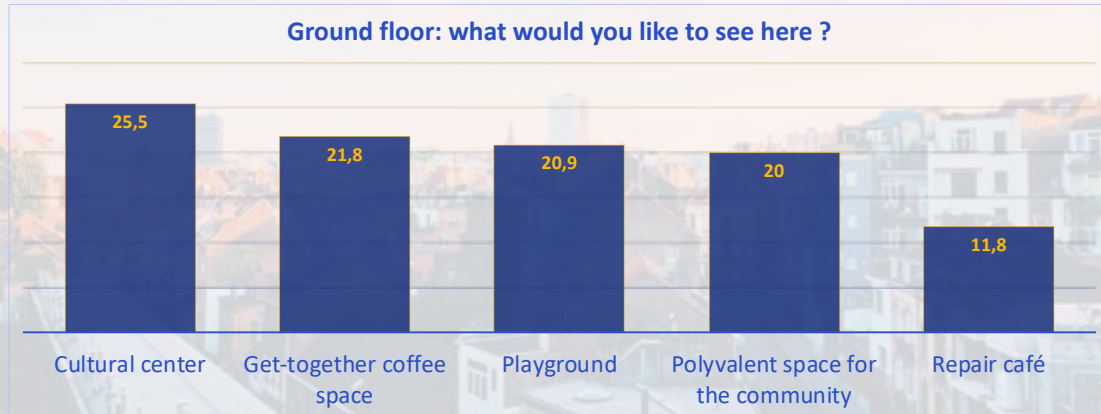
1/02/19

38

Quatuor (Befimmo)



- 107 respondents



1/02/19

39

Summary



- Rooftop - ZIN:
 - 55% is excited about the change (mix of users living and working in this zone), versus 45% who are rather neutral to negative
 - Community garden – potential collaboration with la ferme du parc Maximilien
 - Relaxing area
- Ground floor – Quatuor:
 - Again: a high score for a cultural center (common need with NMBS/SNCB)
 - A coding school
 - Restaurant & a bar for after-work drinks

1/02/19

40

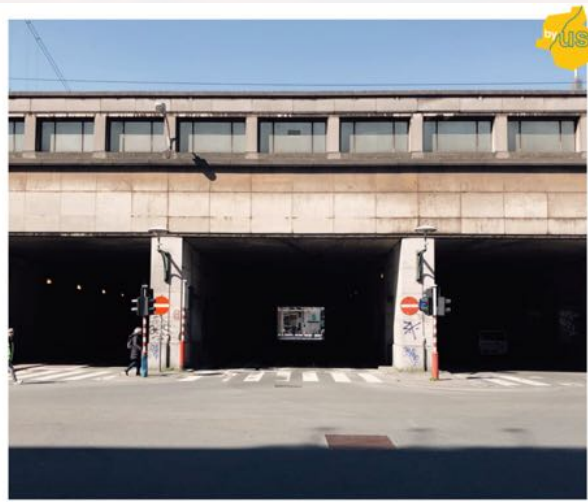
Urban spaces

Rogier square, Brabant tunnel and Rogier tunnel (St-Josse & Creative District)

1/02/19

41

Brabant tunnel (St Josse)



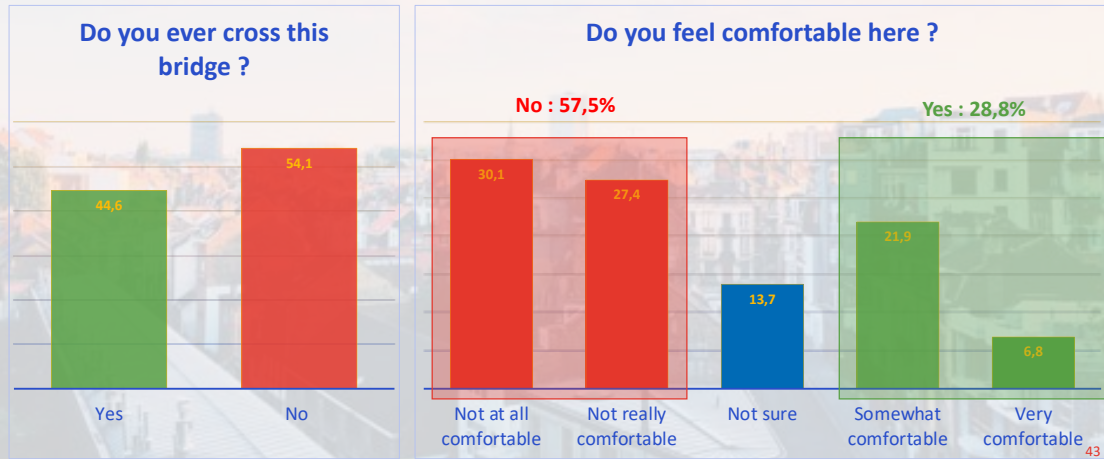
1/02/19

42

Brabant tunnel (St Josse)



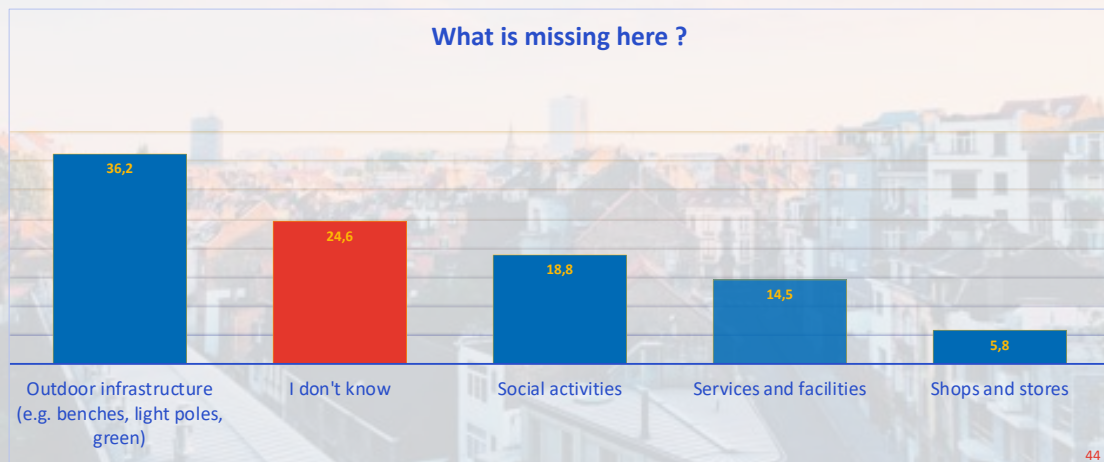
• +- 74 respondents



Brabant tunnel (St Josse)



• 69 respondents

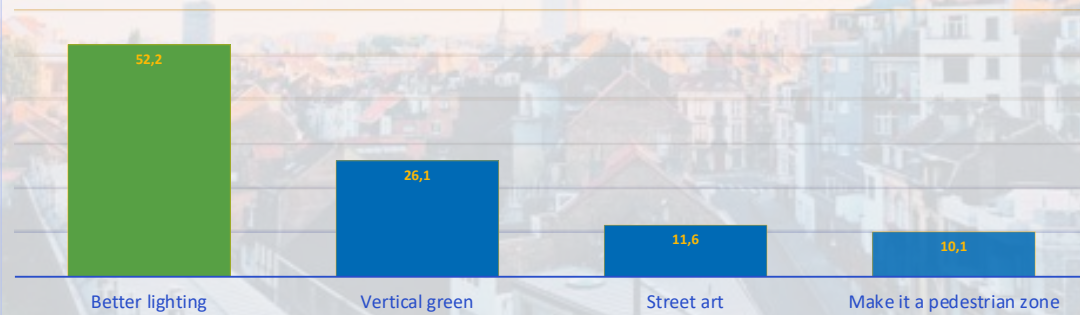


Brabant tunnel (St Josse)



• 69 respondents

How can we make this passage more appealing ?



1/02/19

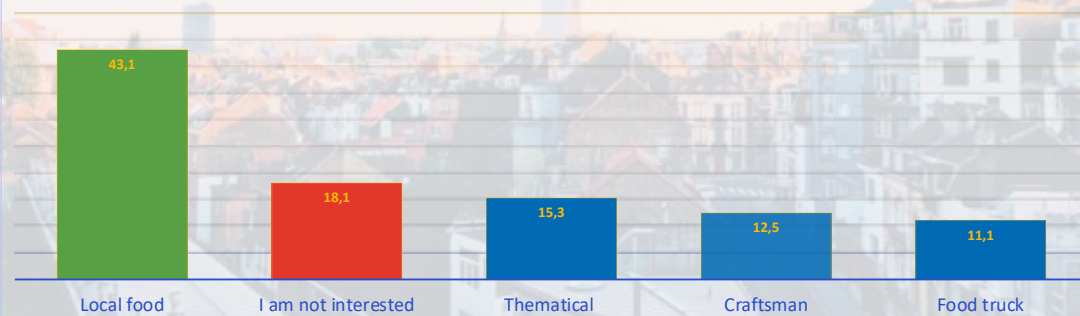
45

Brabant tunnel (St Josse)



• 72 respondents

What type of market ?

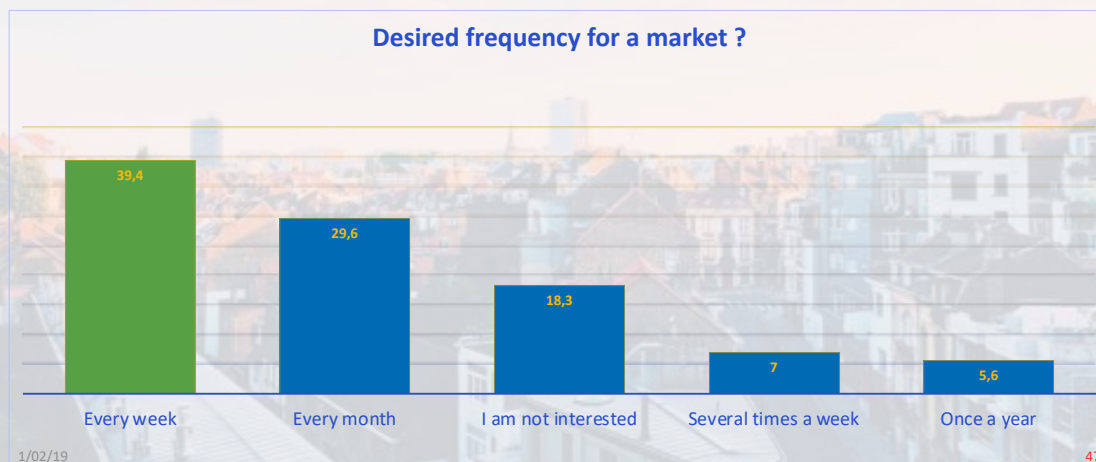


46

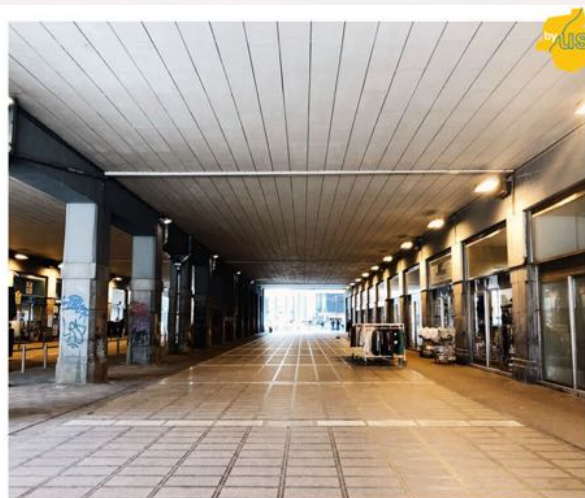
Brabant tunnel (St Josse)



- 71 respondents



Passage Rogier (Creative District)



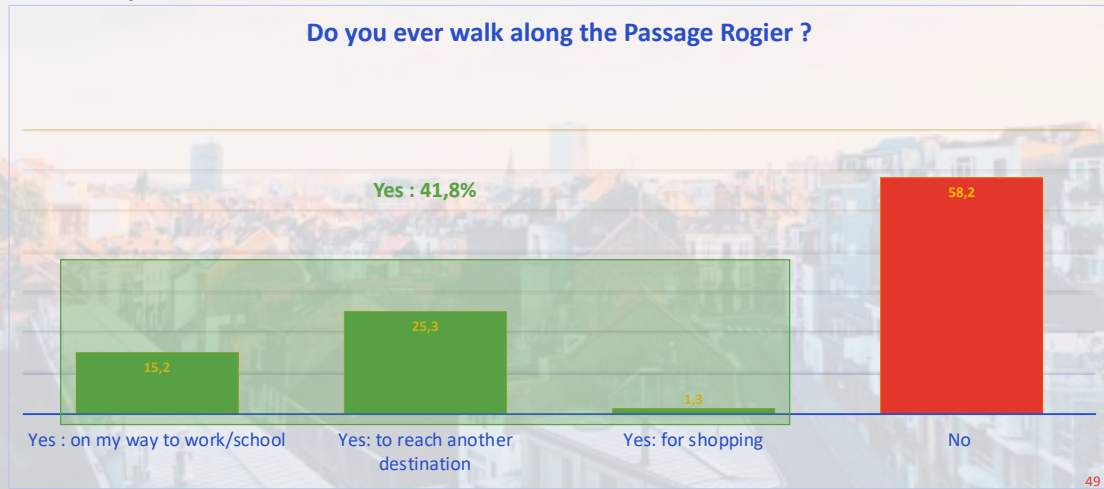
48

Passage Rogier (Creative District)



• 79 respondents

Do you ever walk along the Passage Rogier ?

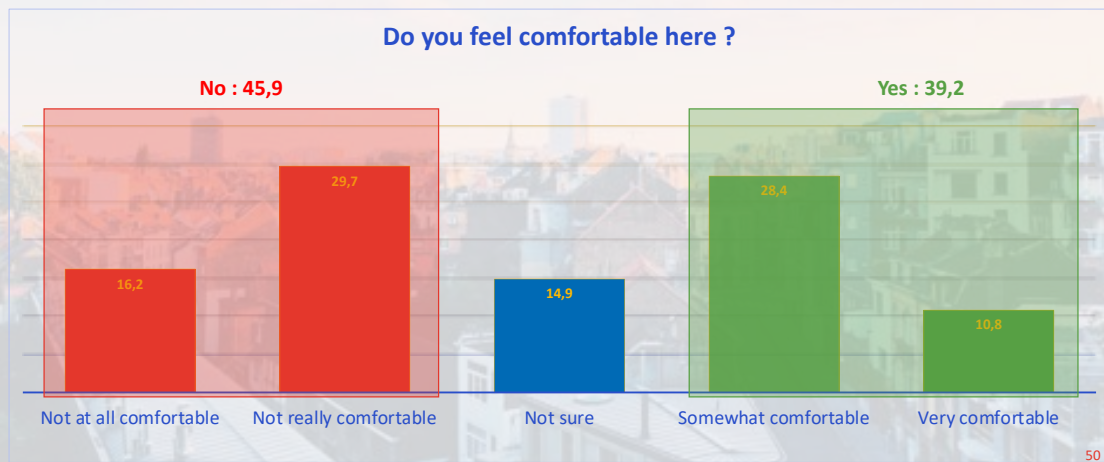


Passage Rogier (Creative District)



• 74 respondents

Do you feel comfortable here ?

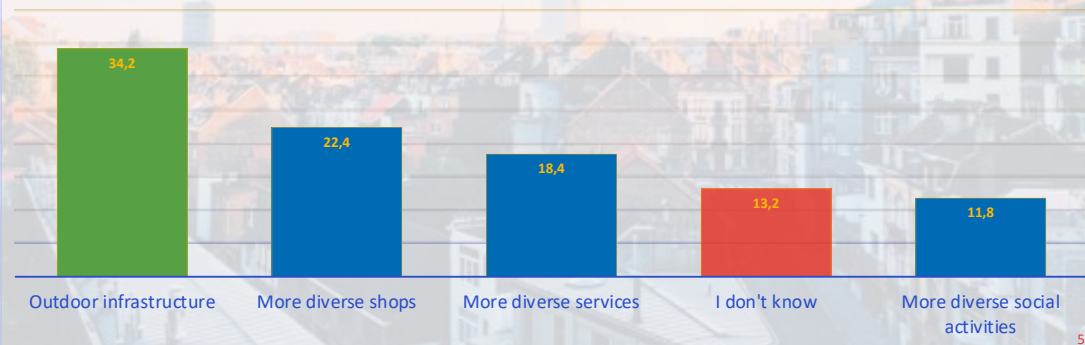


Passage Rogier (Creative District)



• 76 respondents

What is missing here ?



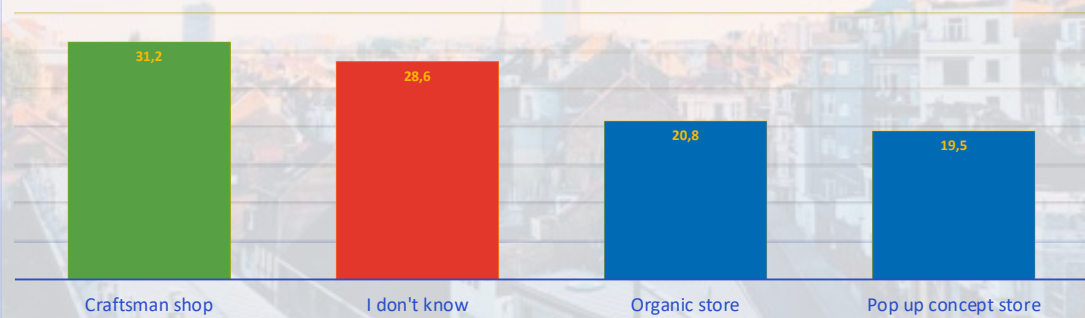
51

Passage Rogier (Creative District)



• 76 respondents

What would you like to see here (stores) ?



52

Passage Rogier (St Josse)



1/02/19

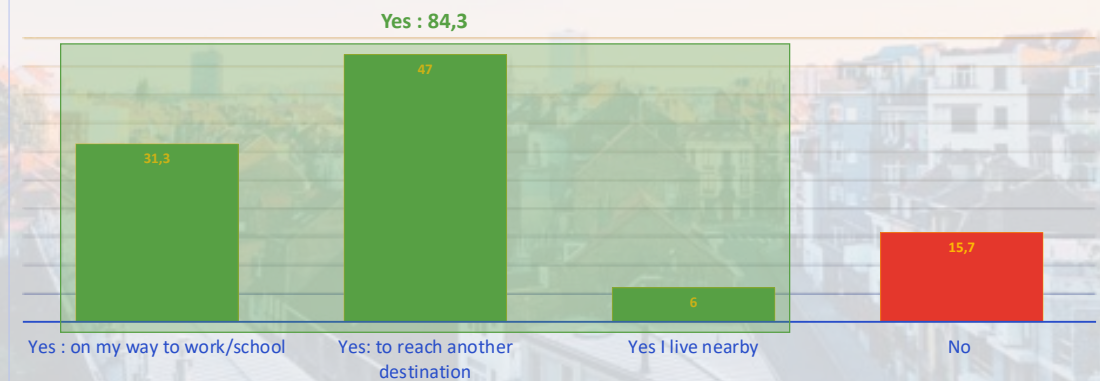
53

Rogier Square (St Josse)



- 83 respondents

Do you ever walk along the Rogier Square ?

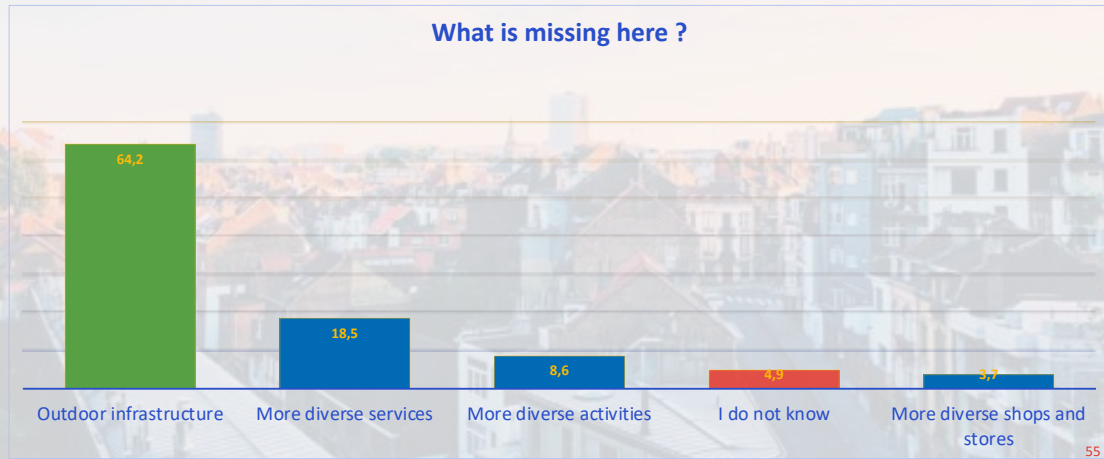


54

Rogier Square (St Josse)



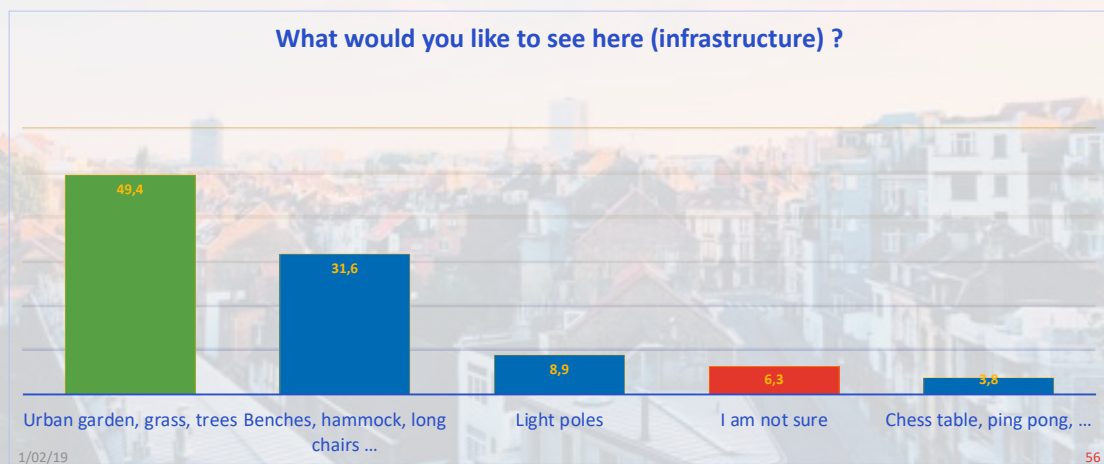
• 81 respondents



Rogier Square (St Josse)



• 79 respondents

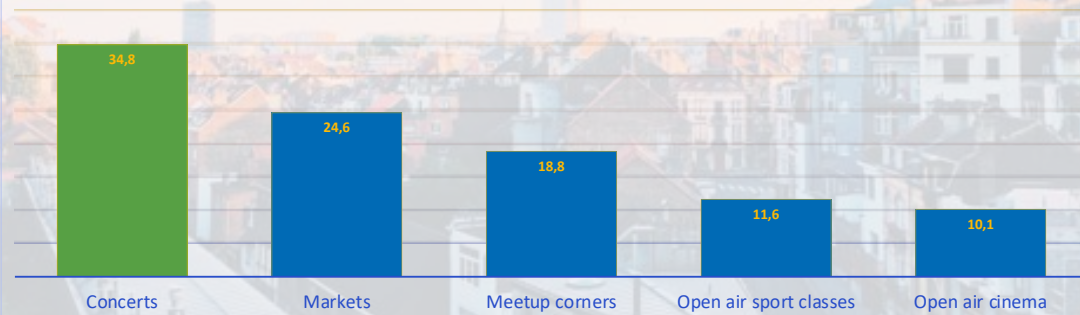


Rogier Square (St Josse)



• 69 respondents

What would you like to see here (activities) ?



1/02/19

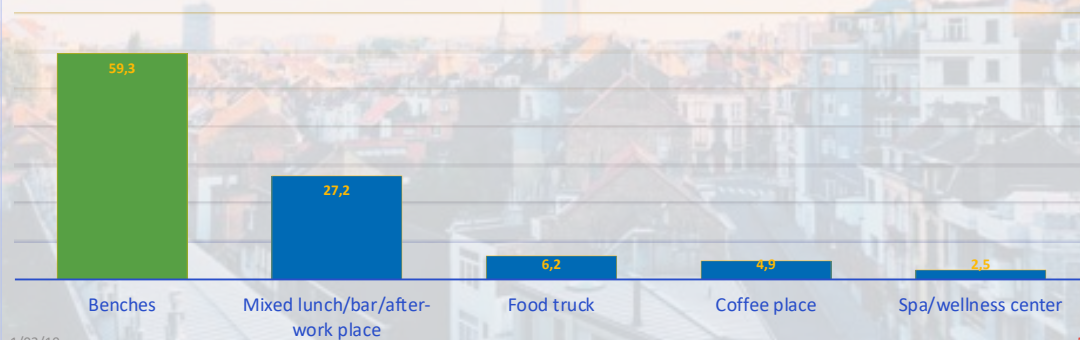
57

Rogier Square (St Josse)



• 81 respondents

What would you like to see here (mixed) ?



1/02/19

58

Summary



Tunnels in the North Zone

- Half of the respondents did not feel comfortable to walk along the Passage Rogier or Brabant Tunnel
- For both tunnels, there is a clear need for better infrastructure – especially lightning
- Brabant tunnel: food market, weekly basis
- Passage Rogier: food related shops and services (craftman shop, afterwork drinks)

Rogier Square

- Desired infrastructure for the Rogier Square:
 - Benches (59%)
 - Green (49.4%)
- Most voted activities for the Rogier Square:
 - Concerts (34.8%)
 - Markets (24.6%)

1/02/19

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3 prototypes

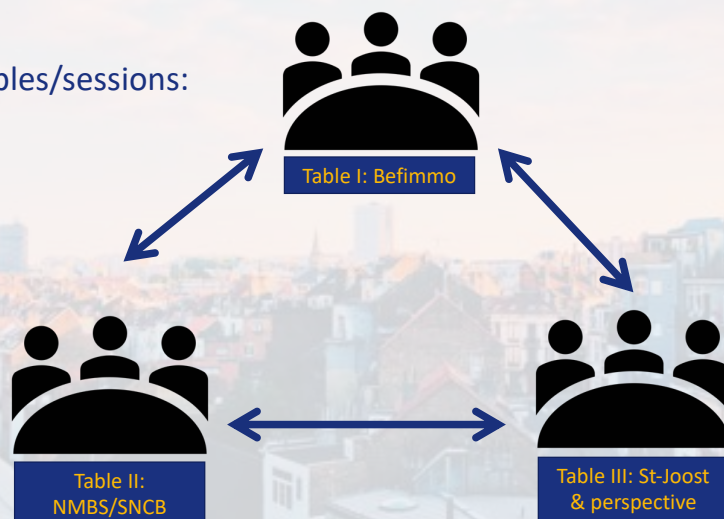


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Co-creation of the prototypes

3 tables

Choose 2 tables/sessions:



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Presentation by the expert stakeholders



- 5 – 10 min
- Vision of the expert stakeholder on the prototype

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Exercise I: Collage building (20 min)



- Main purpose: design the prototype along the following axes:

Activities: What kind of activities do you envision?	Infrastructure: What kind of (new/renovated) infrastructure do you envision? Think about materials, colours, etc.
Feelings: What do you see, hear, smell, or feel at this envisioned space?	Open questions

- **Creative material on the tables:** magazines, pictures (of current situation and other good examples), emotion card, post-it notes, pens, etc.

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Exercise II: Action plan (20 min)



- Main purpose: reflect about the action plan to realize the prototype

The ecosystem	Collaborative network / sharing economy	Open questions
Communication & engagement	Time plan	

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Closing of the workshop



One last thought?

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THANK YOU!!!