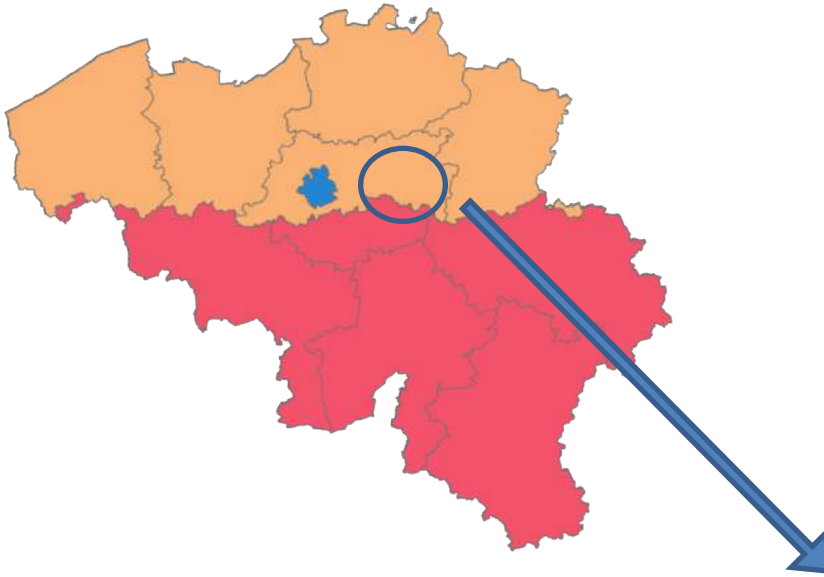


Happy lageland

zappen door de streek



Geographical Location Hageland+



20 municipalities : Aarschot, Bekkevoort, Begijnendijk, Bierbeek, Boutersem, Diest, Geetbets, Glabbeek, Hoegaarden, Holsbeek, Kortenaken, Landen, Linter, Lubbeek, Rotselaar, Scherpenheuvel-Zichem, Tielt-Winge, Tienen, Tremelo, Zoutleeuw

Project presentation “Happy Hageland”

Happy Hageland an answer to 2 questions :

- 1. How can we manage to switch from digital frustration to digital happiness in our rural area ?*
- 2. How could we connect local actors to local inhabitants?*

Project presentation “Happy Hageland”

Project concept:

Buiding a cellphone application for 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

hAPPy Hageland

Why was this project approved?

- An exercise in regional and rural development
- We don't live in villages anymore, we live in a region
- Analogy smart city marketing / Smart Cities
- 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)
- **Project partners:**
 - 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 (farmers association)
 - Steunpunt Hoeveproducten vzw (Non-profit organization in support of local agricultural for local consumers)
 - Vera (support organisation for e-government in Flemish Brabant)
 - 20 municipalities

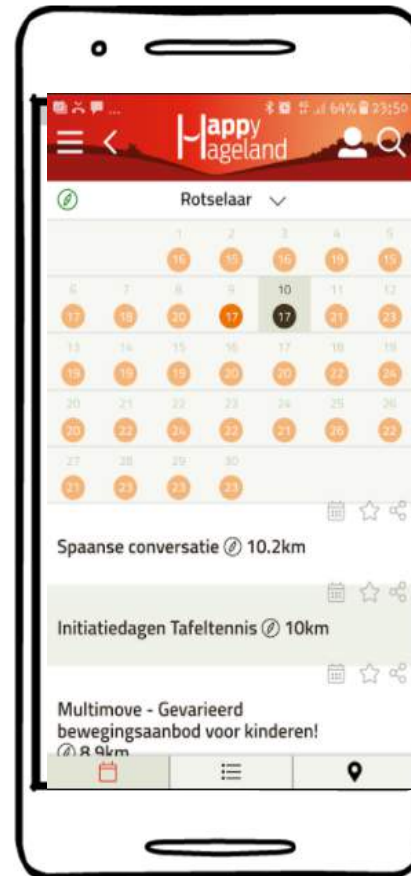
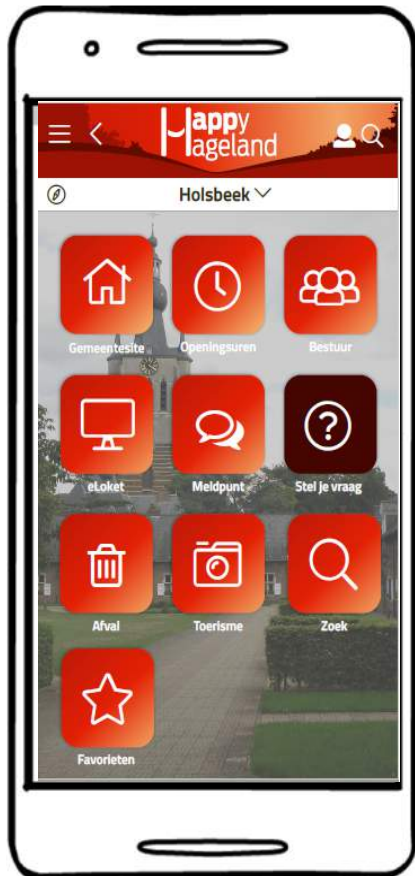
Happy Hageland functionalities

- Portal app for the region Hageland
- Generates lists
- Search function based on geo localisation and proximity
- Map localisation of search results
- Share results by email / social media
- Saving events to own digital calendar
- Add favourites
- Follow local associations/ local entrepreneurs
- Includes push messages functionality
- Includes integrated QR code scanner
- Data logging for analytics and reports for policy support

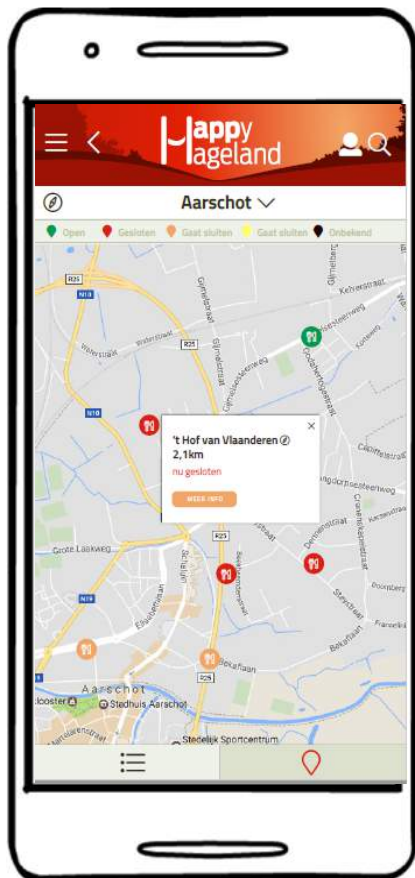
Screenshots app



Screenshots



Screenshots



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

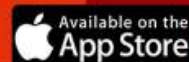
- Static window stickers, flyers and posters for societies & associations
- Promo booth & roll ups for events, in town halls,...
- Facebook page & Facebook advertising campaigns
- Editorials



Ontdek Bierbeek en het Hageland

Download de gratis app **Happy Hageland**

Installeer of lees meer



BIERBEEK

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



NIEUWS

Lees het streeknieuws uit Bierbeek en het Hageland



WINKELN

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



Vlaanderen
is open ruimte



VLAAMS-
BRABANT



Hageland

Meer op:
www.happyhageland.be

DIT project werd mede mogelijk gemaakt door cofinanciering uit Platteland Plus, bestaande uit middelen van Vlaanderen en provincie Vlaams-Brabant.

Happy Hageland challenges

1. Privacy policy

- 1. GDPR compliant*
- 2. Approved written privacy statement*

2. Partner-agreements

- 1. Data processing*
- 2. responsibilities*

3. Development by design

- 1. think before you act*
- 2. Check before you launch*

Happy Hageland challenges

4. Speed of development

- 1. Technology*
- 2. Project organisation*
- 3. Initiatives from partners*

5. Promotion

- 1. How to reach target groups*
- 2. Budgets*
- 3. partners*

Happy Hageland next steps

- 1. Learn from reactions of users : First corrections*
- 2. Add functionalities*
 - Build in audio guide ,For walks, Museum, Monuments*
- 3. Continuous promotional efforts and partner follow up*
- 4. Look for ambassadors and succes stories*



Questions?

Pierre-Bernard Van Acker

+32 (0)16 26 77 53 +32 (0)474 43 74 11

hagelandplus@vlaamsbrabant.be

www.hagelandplus.be



European Agricultural Fund for Rural Development: Europe invests in its countryside.



Happy Hageland

zappen door de streek

www.happyhageland.be

