

**FINAL FORMAT FOR PILOTS EXECUTED WITHIN VITAL RURAL AREA  
(June 2012, Peter Laan)**

<b>Work Package</b>	: WP2 – Regional branding
<b>Theme</b>	: Models
<b>Key words</b>	: promotion – profile – commercials – advertising – online – gaming – monitoring
<b>Name Project / Pilot</b>	: <b>Big quality quiz of West Flanders</b>
<b>Project partners</b>	: Province of West Flanders
<b>Contact data</b>	: Province W FI : <a href="mailto:peter.verheecke@west-vlaanderen.be">peter.verheecke@west-vlaanderen.be</a> ; T. 0032 496 59 61 07
<b>Main problems to be solved (analysis):</b> The communication of the province focusses on 3 ‘spearheads’: Enjoyment, Entrepreneurship and Quality of Life. The spearhead ‘Quality’ is the most difficult to communicate: Enjoyment (e.g. Tourism) and Entrepreneurship are spontaneously linked to our region, Quality is less distinctive in comparison with other regions, is a softer and wider value, more difficult to promote with facts and figures	
<b>Policy frameworks to be dealt with/fitting in:</b> -	
<b>Aim of the project:</b> -realise a regional campaign to promote ‘West Flanders. Quality. It’s us’ -dissemination of the brand of West Flanders	
<b>(Expected) Results:</b> a campaign that gives a good overview of all the key qualities of ‘Quality of life’ in West Flanders, brought in a modern concept with modern tools (gaming) to a large audience.	
<b>Result</b> : 16.800 participants	
<b>(Expected) outcome within the WP:</b>	
<ul style="list-style-type: none"> <li>- To make a selection of key qualities in ‘quality’ (environment, welfare, mobility, infrastructure,...) in cooperation with several provincial departments;</li> <li>- To translate these qualities to the concept of a quiz for a wide audience; the quiz was promoted by radiocommercials, advertising in West Flanders, social media and several e-newsletters</li> <li>- To generate traffic to our website <a href="http://www.west-vlaanderen.be">www.west-vlaanderen.be</a></li> </ul>	
<b>(Expected) outcome for the region as a whole (impact of the project; effects may be written in terms of the sustainability triangle = 3 P approach (people, planet, profit), i.e. benefits on the social, economical and physical part)</b>	
<ul style="list-style-type: none"> <li>- To define a clear profile on welfare, environment, mobility, infrastructure by defining the key qualities;</li> <li>- Promotion of West Flanders as a ‘quality region’</li> </ul>	
<b>Planning:</b> preparation of the campaign : 2011; the quiz was held October 2011	
<b>Costs:</b> about 80.000 euro	

## Financing: Province West Flandes, with the support of Vital Rural Area

### Implementation of the project (cf. CAA): which stakeholders were involved?

- Province West Flanders (governor + deputation)
- Provincial departments of welfare, mobility, infrastructure, environment

### what process did you run through to fit the project into local conditions?

- We selected the key qualities of 'quality of life' in West Flanders in consultation with the provincial departments of welfare, mobility, infrastructure, environment
- We traduced these qualities into daily questions for our online quiz

### how did you sustainably implement the project (locally, regionally)?

## KEY QUESTIONS LIST:

### 1 Which *successes* were achieved so far in the pilot project?

#### Success: 16.800 participants for our quiz

- what is the background / main reason for these successes?

A good creative concept , we followed the trend of 'gamification' , we had a thorough preparation with our provincial depts..

- what set-backs or problems did you face and what were the reasons for this?

Discussion on defining key qualities and selection of items were based on communication criteria , this is not the way our provincial departments are used to present their policy/realisations (complete, nuanced)

- are there any break-down patterns to be recognized in the project?
- are these set-backs, problems or break-down patterns easy to solve? How?

The creative concept offered a limited number of questions (e.g. 3 quiz questions on welfare) , so the discussion on the selection of items had to lead to a concrete result.

- what are the DO's and the DON'Ts of the project?

DO take enough time to present the concept towards (internal stakeholders)  
DO realise the selection of items/question after thorough consultation with the provincial departments.

- what are critical success factors in this project?

A strong creative concept

### 2 What are the expected *boundary conditions* for the project to be implemented?

- in terms of policy frameworks

Alignment with welfare, environment, mobility policy

- in terms of physical circumstances
- in terms of involvement of people / partnerships / entrepreneurs / public bodies
- in terms of budget and financial support

**3 Which *related projects* can be studied or consulted (other innovative best practice examples) before starting to think on implementation?**

**4 What is the *applicability* / *transferability* of the project?**

a) as derived from the project results

- in terms of critical mass (physical, social, budget)
- in terms of the needs of the region or location
- in terms of the starting point for implementation
- in terms of participation and organization
- in terms of time needed for implementation
- in terms of expected outcome (spin off for other fields: physical, social, economical)

b) as derived from testing or implementation the project or the project results elsewhere.  
What were the results there?

**5 Which *tools* does the project bring in to alleviate / help starting up implementation elsewhere?**

- selection criteria for key qualities
- structure for online quiz
- competition rules

**6 Sustainability**

**a) How is/can the project be sustainably implemented? What is needed to reach this?**

- in terms of organization
- in terms of regional / local networks/partnerships / people
- in terms of budget

**b) what are the benefits of the project seen from the Profit, Planet, and People side?**