

**WP1 A8 & WP2 A1**  
**OUTLINE PROPOSAL FOR THE GREEN AND BLUE FUTURES WEBSITE**  
**IN PARTICULAR THE SEZ AND THE RESOURCE CENTERS**



## I. CONTEXT

Referring to the application:

- A Social Enterprise Zone (SEZ) is implemented by Scottish canals (within the Helix project). Experience is shared with Hainaut and then with the rest of the partnership in order to create a virtual social enterprise zone (*action 1*).
- Province of Hainaut and Réussir en Sambre work together on a resource center on organic food production (*action 5*) and shares it with the rest of the partnership
- Province of West Vlaanderen will develop a resource center on environmental management and shares it (*WP2*)
- The 2 resource centers will be merged into the virtual SEZ (*WP2*)
- Creation of an on-going network (virtual SEZ) (*WP4*)

### Decision

The green and blue futures website will include:

- The project website, presenting the project, the partners, the actions, etc
- A part dedicated to communication
- The Virtual Social Enterprise Zone (SEZ) and the resource centers, merged into the “resource and social enterprise zone”

→ General outline:

1. Homepage
2. News
3. The green and blue futures project
4. Resource and social enterprise zone
5. Contacts

The Resource and Social Enterprise Zone (RSEZ) is addressed to a large public. The layout is user friendly and texts have to be easy and friendly to read.

Please keep it in mind when writing content.

## II. OUTLINE OF THE RESOURCE AND SOCIAL ENTERPRISE ZONE

The resource and social enterprise zone

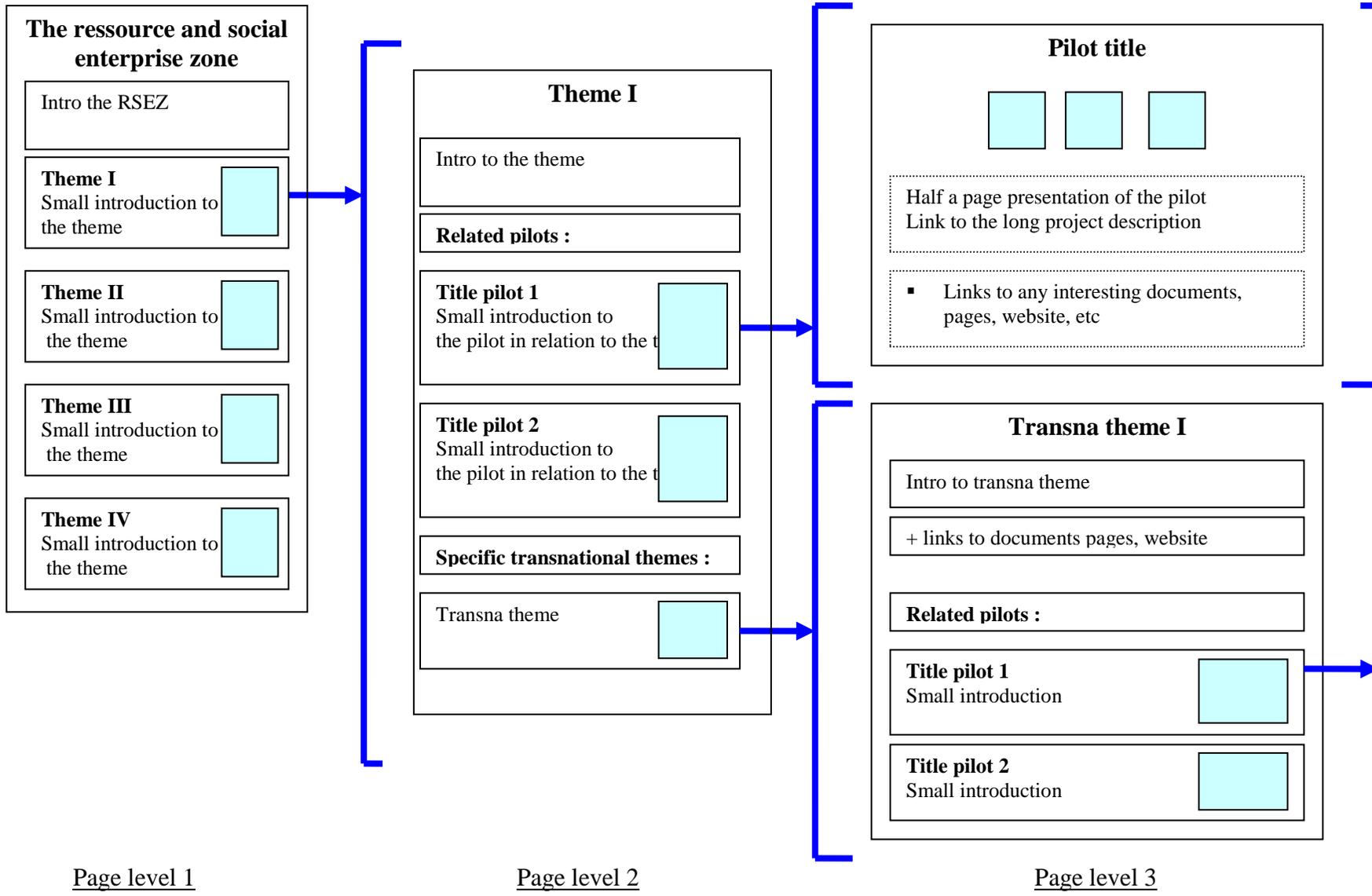
- > Theme 1 : social enterprise
  - Green and blue futures pilots (related to this thematic)
    - i. Pilot 1
    - ii. Pilot 2
    - iii. Etc.
  
- > Theme 2 : work experience
  - Green and blue futures pilots (related to this thematic)
    - i. Pilot 3
    - ii. Pilot 2
    - iii. Etc.
  - Transnational themes
    - i. Certification
    - ii. Organic food production
  
- > Theme 3 : environment
  - Green and blue futures pilots (related to this thematic)
    - i. Pilot 4
    - ii. Pilot 5
    - iii. Etc.
  
- > Theme 4 : community involvement
  - Green and blue futures pilots (related to this thematic)
    - i. Pilot 3
    - ii. Pilot 2
    - iii. Etc.
  - Transnational themes
    - i. Volunteer

For a more visual approach:

- See diagram (following page)
- See the section “pilot themes” on the “NEW” website (but keep in mind that it is in construction!!!): <http://new.greenandbluefutures.eu> (note the new.)

Example:

- Theme page (page level 2) <http://new.greenandbluefutures.eu/work-experience>
- Pilot page (page level 3) <http://new.greenandbluefutures.eu/creation-community-cohesion-around-orchards>



### III. REQUIRED FROM PARTNERS

For each pilot, you are implementing within G&B Futures, we need you to provide content.

Please fill in the following table (one for each pilot)  
And send it to Steve: [steve@waymark.info](mailto:steve@waymark.info)  
For 6 April

Note:

- An explanation of what should be in each box is available on the next page.
- An example is given a bit further below.
- For questions, contact Steve (see e-mail address above)

*Table to fill in*

<b>General website organisation and content</b>
<u>Partner</u>
<u>Choosing the theme(s)</u>
<u>Pilot title</u>
<u>Brief pilot description (2-3 sentences)</u> <ul style="list-style-type: none"><li>• <u>For theme xxx:</u> .....</li><li>• <u>For theme yyy:</u> .....</li></ul>
<u>Specific transnational thematic</u>
<b>Pilot page</b>
<u>Half a page pilot description</u>
<u>Fotos</u>
<u>List of the links</u>

*Explanation of the table (what to write)*

General website organisation and content	What for?
<p><b><u>Partner</u></b> Indicate who you are</p>	General organisation
<p><b><u>Choosing the theme(s)</u></b> Choose one or more themes within the four proposed themes in which you pilot <u>mainly</u> fit:</p> <ul style="list-style-type: none"> <li>• Social enterprise</li> <li>• work experience</li> <li>• environment</li> <li>• community involvement</li> </ul>	The general organisation of the RSEZ
<p><b><u>Pilot title + country</u></b> Give your pilot an attractive title (maybe it already have one!)</p>	For page level 2 and 3
<p><b><u>Brief pilot description</u></b> in 2 or 3 sentences</p> <p>Note: if your pilot enters more than one theme, we should have a brief pilot description for each theme</p>	For page level 2
<p><b><u>Specific transnational thematic</u></b> Indicate if your pilot has participated to one of the 3 identified transnational thematic:</p> <ul style="list-style-type: none"> <li>• Certification</li> <li>• Organic food production</li> <li>• Volunteer</li> </ul>	The general organisation of the RSEZ
<b>Pilot page</b>	
<p><b><u>Half a page pilot description</u></b> In half a page (more or less)! It must be easy and pleasant to read for any type of public</p>	For page level 3
<p><b><u>List of the links</u></b> Indicate all the links that should appear on your pilot page. It can be links to websites, pdf documents (presse articles, flyers, etc), power point, video, new pages, etc</p> <p>Please do introduce the links by a small sentence. So that the visitor knows what is behind the link</p>	For page level 3
<p><b><u>Fotos</u></b> Please select minimum 5 ( max 10) high definition and good quality fotos</p>	For page level 2 and 3

## EXAMPLE:

General website organisation and content
<b><u>Partner</u></b> Province of Hainaut
<b><u>Choosing the theme(s)</u></b> Community involvement
<b><u>Pilot title + country</u></b> Community cohesion around orchard Belgium
<b><u>Brief pilot description</u></b> <ul style="list-style-type: none"><li>• <a href="#">For theme “community involvement”:</a> A local territorial actor collaborates with inhabitants of the neighbourhood to implement activities around orchards putting partnership in a long term footing.</li><li>• <a href="#">For theme yyy:</a> Non applicable.....</li></ul>
<b><u>Specific transnational thematic</u></b> Organic food production
Pilot page
<b><u>Half a page pilot description</u></b> <p>The Régie d’Habitat Rural en Val de Sambre is an association which has for missions (1) the social integration of persons that are far from employment and (2) the revitalisation of the neighbourhood. It is based in a farm called Forestaille which also hosts a social housing project. The “Régie” gradually develops its actions within the town of Lobbes; within the green and blue futures project, they have started a specific dynamic around orchards.</p> <p>The first part of the action was directed towards the establishment of contacts with interested neighbours and investigation of common interests. The objective was to put the partnership with the inhabitants in a long term footing and to set up common activities, while keeping in mind the socioprofessional integration mission of the Regie. Activities include processing fruit juice, organisation of training and knowledge sharing, conference, collective maintenance of forgotten orchards....</p>
<b><u>Fotos</u></b> See dropbox: folder “cohesion and orchard” Link to dropbox: <a href="https://www.dropbox.com/sh/dskzk8e2vuanmd4/AAD5eSDhI5Ba391-BQsELd03a?dl=0">https://www.dropbox.com/sh/dskzk8e2vuanmd4/AAD5eSDhI5Ba391-BQsELd03a?dl=0</a>
<b><u>List of the links</u></b> <b>Additional information on the pilot:</b> <ul style="list-style-type: none"><li>• The pilot detailed description [EN]</li><li>• The page dedicated to this pilot within the “maraichonspourlinsertion” website [FR]: <a href="http://maraichonspourlinsertion.com/le-projet-green-and-blue-futures/les-projets-">http://maraichonspourlinsertion.com/le-projet-green-and-blue-futures/les-projets-</a></li></ul>

### Lessons learnt:

“How training in orchard management becomes the expression of community cohesion?”  
Taking as example the work done by the Regie d’Habitat Rural en Val de Sambre and in particular the training in orchard management, the text shows that community cohesion is not only about organising punctual events but is first of all a continuous guiding light within the Regie activities. This common thread requires having the door and the ears open to inhabitants, building up durable links and confidence, inscribing its activities in the long term, bringing continuity and coherence in its actions and to be in this way recognised as a relevant actor of the territory.

["Comment une formation verger devient-t-elle un espace d’expression de la dynamique de quartier ?"](#)

See dropbox: folder “cohesion and orchard”, article-RHR-dynamique\_quartier-V2.pdf  
Link to dropbox: <https://www.dropbox.com/sh/dskzk8e2vuanmd4/AAD5eSDhI5Ba391-BQsELd03a?dl=0>

### Media coverage:

[Local TV reportage: the “tree day” at the Regie](#)

Reportage on “tree day” and on the Regie projects around orchards including Green and Blue Futures related actions

[http://www.telesambre.be/index.php?iddet=9194&qp=9&lim\\_un=64](http://www.telesambre.be/index.php?iddet=9194&qp=9&lim_un=64)  
(note: no logo, no mention of interreg)

### Maraichons pour l’insertion

Within Green and Blue Futures, the Province of Hainaut built up a partnership with three social integration operators who use market gardening as a tool for social integration of long term unemployed. Each partner has implemented specif pilots actions but also participates to a larger dynamic of networking and capacity building: MaraichonsPourLinsertion.

“This pilot “community cohesion around orchard” was implemented by one of the three partner named Régie d’Habitat Rural en Val de Sambre.

1. About the Province project: Maraichons pour l’insertion:
  - Check on this website the specific subthematic : “[organic food production](#)” to discover the other pilots implemented by Province de Hainaut and its subpartners.
  - Check the Province Green and Blue related website: [www.maraichonspourlinsertion.com](http://www.maraichonspourlinsertion.com)
  - Check the web TV reportage on G&B in Province of Hainaut: <http://www.youtube.com/watch?v=fJQLi9WC87Y>
2. About the local partner: Régie d’Habitat Rural en Val de Sambre :
  - Their website: <http://www.regiehabitatrural-vds.be>
  - Web reportage on the subpartner within Green and Blue Futures: [La Régie d’Habitat Rural in G&B](#)  
[http://www.youtube.com/watch?v=pR\\_sk9EkMxU](http://www.youtube.com/watch?v=pR_sk9EkMxU)

For information:

The news related to this pilot published on our blog are available on at:  
<http://maraichonspourlinsertion.com/category/rhr-verger/>

