

Creative SpIN – Local Action Plan

City of MONS

MONS, an expanding city...in progress



1. LOCAL CONTEXT (assets, challenges, vision - Baseline Study as a source of inspiration)

ASSETS :

Mons city counts various major assets.

It is an important legal and university center of the Province of Hainaut as well as its administrative center, and has developed its leading role for patrimony and tourism.

Mons appears three times on the World Heritage List of the Unesco for its Belfry, the Neolithic Mines at Spiennes and the Doudou Festival.

At the edge of 2015, the city of Mons, chosen as the European Capital of Culture for that year, present a various anchor projects which will shape the future of the city of Mons next years.

CHALLENGES :

Since 2004, Mons has dared to gamble its economic restructuring on three main areas :

new technologies ;
tourism ;
culture.

Mons 2015's theme, "Where technology meets culture," will be a bridge between the city's past cultural heritage and its future development in the field of digital arts, in which the town aim to become leader.

VISION :

Tourism Strategy

A close collaboration between the Visitor center of Mons, the 2015 Fondation, the cultural department of the city and Wallonie-Bruxelles Tourism office allowed to set up a Touristic plan for 2015 and the next years.

This plan articulates around 3 ranges of products defined by the tourist strategic plan of Mons and its region:

The cultural tourism includes: the heritage, the tourism of Memory with remembrances 14-18, UNESCO heritage, big exhibitions, the special event management, Mons 2015 and naturally big museum projects which will open carry them in 2015 and for which 2015 will be only the beginning : l'Artothèque, la Maison

Jean Lescarts, les Minières néolithiques de Spiennes (SILEX'S), le Beffroi, le Centre d'interprétation du Mythe de Saint-Georges et du dragon (Doudou museum) le Centre d'interprétation d'Histoire militaire (Mons Memorial Museum). Mons can then count on a consequent cultural offer of stay, the tourists can envisage the city trip in Mons.

The business tourism will take a run-up in Mons with the opening of the future center of Congress during the course of the year on 2014. The tourist services(departments) of the city work actively on the putting on special offer and the marketing of the offer ' MICE ' (Meeting, Incentives, Congress of Mons and should be able to set up an unit capable of promoting the offer and of managing the requests of companies, organizers of congresses and factual agencies. Mons 2015 will arouse obviously the craze but the infrastructures (congress center of Libeskind) and structures of the congresses) implementations will allow to place Mons on the card(map) of the destinations of high-end congress.

As regards the tourism of leisure activities, a big work on the hikes was begun in association with the provincial tourist departments. The site of Big Wide been the object of a study of refitting with the support of the IDEA, to position this district of Mons as a business park of relaxation and leisure activities and complete so the tourist offer of the City of Mons.

New technologies

If the new technologies are at the heart of the cultural year with for theme " When technology meets culture ", they are also at the heart of the strategy of economic development of the City of medium and long-term Mons.

From the cultural project Mons 2015 built itself the ambition to build one " Digital Innovation Valley " at the heart of the City of Mons. So, around the science park Initialis settled down of prestigious center specialized in the field of the digital innovation:

- **Le Microsoft Innovation Center (MIC)** settled down in March, 2009, to develop applications bound(connected) to health care and to accompany start-up in the marketing and the development of Microsoft products.

- **TechnocITÉ** settled in July, 2009 a training center specialized in the digital media, which works in a narrow way with the MIC. Technological Business Center (TBC) welcomes a business incubator, bound(connected) to the activities generated by the presence of the MIC.

- **L'Euro Green IT Innovation center** opened the doors on January 28th, 2010. This center is the fruit of a collaboration between the Walloon Region and several active

private companies in the IT sector and the communications, among which appear IBM, Cisco, Mobistar, Alcatel, Microsoft, Deloitte or still Climate Savers Computing. One of the missions is the development of projects-pilots(-drivers) demonstrating the impact of the new technologies on the respect and the conservation of the environmental balance and on the development of a more long-lasting(sustainable) world. And it in a wide range(fan) of domains and activities: mobility, telecommuting, energy efficiency of buildings(ships), town planning, infrastructures IT and dated centers, logistics, transport, Street, WiFi lighting on the Grand Place of Mons, studies and consultancy service.

- **Google** established its center of European servers nearby, in the zoning of Ghlin-Baudour Sud.

- **About the PME** (SMALL AND MEDIUM-SIZED ENTERPRISE) are also present on the Valley, among which among others I-Movix, local company which realizes "ultraslow motions" for televisions and acquired an international fame on the occasion of the Olympics of Beijing.

- **The university research** is going full swing, with Multitel, research center of the Polytechnic Faculty(Power) of Mons and the UCL, specialized in the treatment of the image, the vocal technologies and the data networks, as well as the ambitious Numediart project, over 5 years, carried by the university faculties of Mons and Louvain-La-Neuve, on the technological arts and the new interfaces ...

Mons was besides appointed by the Walloon Government " experimental city " in the project " **Digital Cities** ", which consists there:

- The implementation mutualisable of a free WiFi infrastructure: so about fifteen places of the City of Mons will be equipped from now on in WiFi, with the possibility for the visitors, the citizens and the companies to reach free of charge certain sites of the City of Mons or certain clearly identified sites (with a limitation), and with an access paying towards all other web sites;

- The creation of an application of management of stay, before, during and after the stay in Mons.

The list of places selected in the experimental phase are the busiest, and the installations which are planned will there allow to affect 1.344 million persons

The link between cultural heritage and technological culture, between roots and the future, between traditional and evolving artists.

BASE LINE STUDY AS A SOURCE OF INSPIRATION :

The case of LILLE European Capital of Culture in 2004 who give a new economic life for all the area of the city. Lille, thanks to Lille 2004, won 10 years in terms of development. The specialists observed a 6-€ return in economy for a public 1€ investment there

Other example: Liverpool, European Capital of the Culture in 2008, benefited, according to the study " Impacts 2008 " ordered by the university of Liverpool, 925 million euros of economic effects for a 67 million euro investment by public authorities.

2. WICH STAKEHOLDERS ?

GOAL : generate economy effects from tourism, culture and new technologies actions and cultural infrastructure. As a member of the Creative SpIN project, the city looks forward to being able to use cultural matters (especially through Mons European Capital of Culture 2015) as an engine to job and companies creation.

TO ACHIEVE THIS GOAL, we have create synergies between international companies and public organizations among :

- le Manège (transnational cultural centre) ;
- la Maison du Design (design incubator) ;
- la Maison de l'Entreprise (Business Innovation Centres) ;
- l'IDEA (economic development agency) ;
- Technocité (ICT and Digital Media Knowledge Center) ;
- Co-nnexion (Co-working centre) ;
- Progress (structure of support in the creation and in the development of activities thanks to the knowledge of the economic field of the region – structure os support for innovative concept (design)) ;
- Avomarc (support team for the creation of society based on animations) ;
- Synergie (companies association who, thanks to their experiance and knowledge, can bring support for the success of a project) ;
- Arts2 (academy of arts) ;
- FuturoCité (ensure technological and competitive intelligence).

The activities and projects created and implemented were focused at a crossroad where Culture, Economy and Tourism live closely.

3. PROBLEMS – SOLUTIONS ?

We have to mention the complexity of the agenda's partners matching. It was quite difficult to gather every ULSG and to make them involve in the project.

Finally, day after day, we achieved to convince all the people around the table of the opportunity of Creative Spin.

Concretely, we upgraded our existing projects with the vision of the project. We have taken the benefits and the profits of the transnational events to share with the ULSG.

PROJECTS 2014-2015-2016 :

	Activity	Aim/Question	Target group	Dates
EXISTING				
3 POD	European program for the integration of design in companies	How to facilitate the integration of design in economic sectors	La Maison du Design Ville de Mons Co-nnexion	September 2014
Festival au carré	Transnational event mixing music- dance- gastronomy	Analyse how to integrate the digital and numeric skills	Le Manège Ville de Mons	July 2014
City Sonics	Artistic projects across streets with audio installations	How to involve CCI in the process	Le Manège CCI Co-nnexion	September 2014
Festival VIA	International and interdisciplinary Festival of theater, a dance, a music and electronic arts	How to spread the event in the city	Ville de Mons Le Manège La Maison du Tourisme de Mons	October 2014
Web Fair Day	New jobs focused on internet : engine of a creative	Encourage young people to discover the internet jobs	Co-nnexion Arts2	November 2014

	economy.			
NEW				
Digital cities	Free WI-FI in the city	Encourage access to cultural - touristic information	Ville de Mons	in process
Serious game	Application who will invite the visitors of the city to play on street with special game created in accordance with the current exhibition	Testing and developing the discovery of a city thanks to the new technology	Dragon Slide La Maison du Tourisme de Mons Ville de Mons	2015
Museum store of creativity	Presentation in the museum stores of the regional creative talents	Promoting creative innovation in a cultural infrastructure	La Maison du Design Ville de Mons La Maison du Tourisme de Mons	2015
Design YOUR city	Customization of buildings in the city who will be a large	Mixing patrimonial and architectural	Technocité Ville de Mons La Maison	2015

	museum open air.	assets with creativity	du Design	
Creative windows	Combining art and house in one place	Bringing creativity into the people life.	Arts2 Ville de Mons La Maison du Tourisme de Mons	2015
Technology in museum	Technology in the conception of the scenography and the access to the information in museums	Developing interactive processes in museum	Technocité Arts2	2015
Numeric wandering / windows of the past	Discover the past and the present of a cultural and touristic asset	Accessing the information of a touristic spot thanks to the augmented reality	Technocité Ville de Mons	2015
The Design Center	Business incubator focused on design	Structure support for innovative concept (design)	La Maison du Design	2015
The incubator	Business incubator in the city center	Structure helping creative and cultural industries with creation of 3 workshops	L'IDEA	2015

		cells of 330 m ² and 25 offices 30 m ²		
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