

COSME Greenways Heritage

Final Conference, Latvia

Els Van Zele

Dikli,



Co-funded by the COSME programme
of the European Union



**VISIT
MECHELEN**

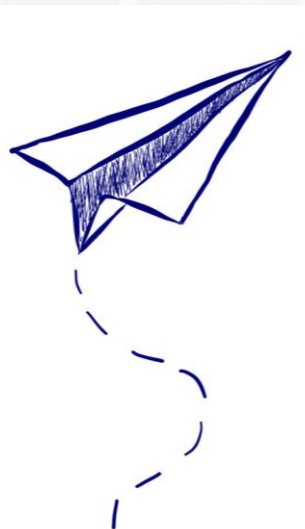
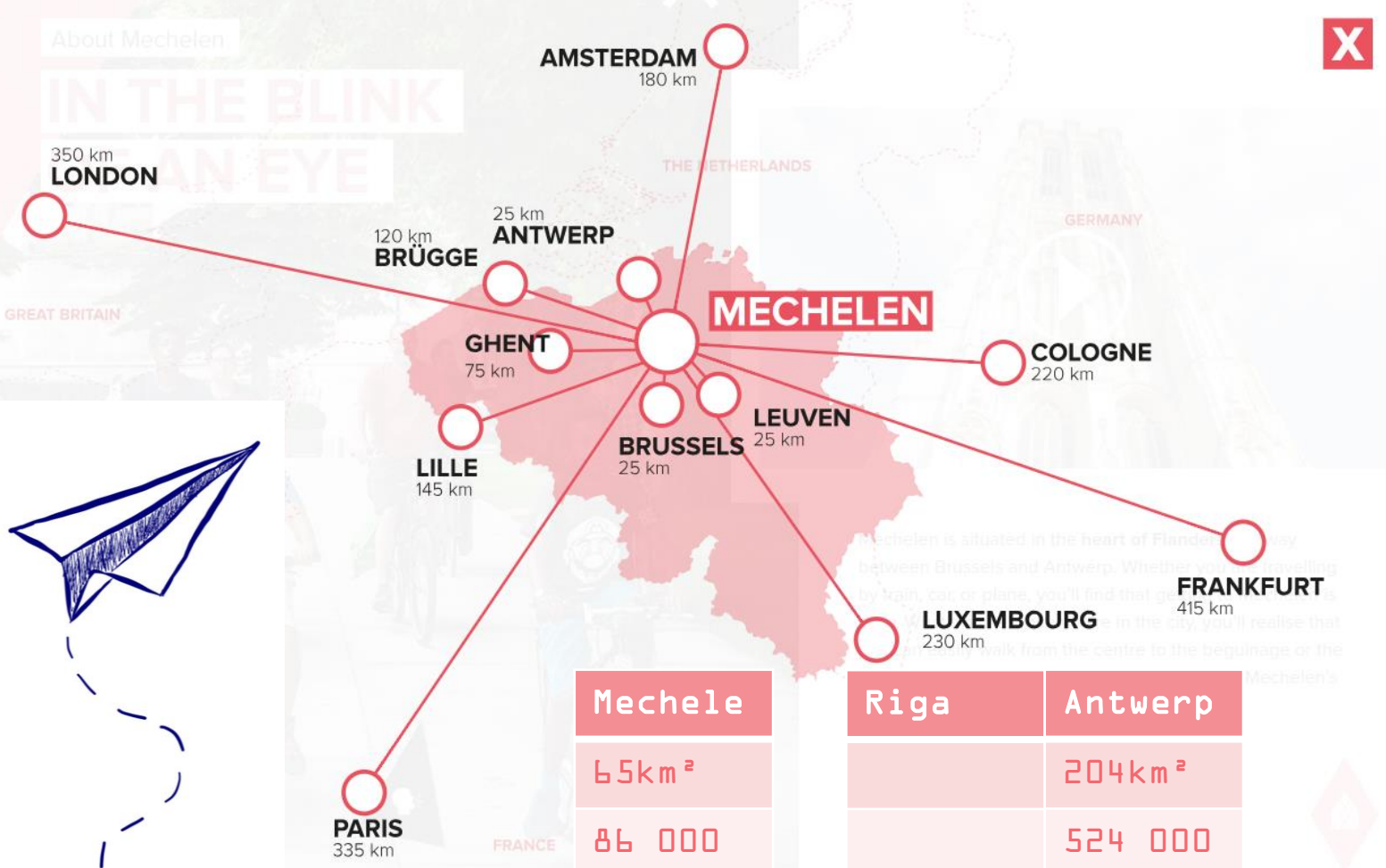


Let me introduce you: Mechelen



About Mechelen

IN THE BLINK
OF AN EYE



Mechele	Riga	Antwerp
65km ²		204km ²
86 000		524 000

Mechelen is situated in the heart of Flanders, halfway between Brussels and Antwerp. Whether you travel by train, car or plane, you'll find that Mechelen is in the middle of it all. You'll realise that Mechelen is the link from the centre to the bequignage of the Mechele's.

I. Virtual Mechelen



2017:
virtualmechelen.be



I. Virtual Mechelen



I. Virtual Mechelen: P.R.O.U.D. x 2018



FINANCIAL
TIMES

Web & Strategy Award -
Use of New
Technologies

FDI STRATEGY AWARDS 2018		
<p>Winners Strategy Awards 2018</p> <p>IPA of the year Investe São Paulo Highly commended Catalonia Trade & Investment</p> <p>Academic-industry collaboration Auckland Tourism, Events and Economic Development Invest Hong Kong Toronto Global</p> <p>Advocacy Investe São Paulo</p> <p>Afarcas Invest in the Basque Country Business Birmingham Invest Pacific City of Düsseldorf – Office of Economic Development Montréal International APD – Agência Paraná de Desenvolvimento Invest in Paraná City of Sabac Sheffield City Region Scottish Enterprise</p> <p>Ambassadors programme Leicester and Leicestershire LEP</p> <p>Anti-corruption efforts City of Rijterdam</p> <p>China engagement Catalonia Trade & Investment Midas</p> <p>City branding City Council of Barcelona</p> <p>Deconstructing prejudice Parks Region Enterprises</p> <p>Development plan Limerick City Council</p> <p>Education, skills and training Cluster Aeroespacial de Chihuahua EDC Debrecen Guajajuato State Government – Economic Development Ministry Limerick City Council Corporation Invest in Pereira Plovdiv Municipality Poznań City Council Waterloo City & County Council</p> <p>Encouraging innovation Stad Antwerpen City Council of Barcelona Invest in Bogotá City of Arno Invest in Glasgow Guajajuato State Government – Economic Development Ministry Limerick City Council NewcastleGateshead Initiative</p>	<p>Expat support City of Sabac</p> <p>Expansions Catalonia Trade & Investment City of Düsseldorf – Office of Economic Development/NRW Invest</p> <p>Future industries Toronto Global</p> <p>Growth capital Marketing Derby</p> <p>Midas</p> <p>Incentives City Council of Barcelona Invest in the Basque Country ProExca – Sociedad Canaria de Fomento Económico World Business Chicago EDC Debrecen</p> <p>Limerick City Council Madisonville County – Regional Government The Miami-Dade Beachon Council City of Mississauga, Economic Development Montréal International City of Nîs Maribor Development Agency Câmara Municipal do Porto City of Sabac</p> <p>Szczecin Municipal Government Valmiera Development Agency Voivodina Development Agency Walonia Export-Investment Agency</p> <p>India engagement Midas</p> <p>Industrialisation Invest in Verbosels</p> <p>Industry 4.0 Catalonia Trade & Investment NRW Invest</p> <p>Infrastructure as FDI catalyst Business Birmingham</p> <p>International outreach Berlin Partner for Business and Technology World Business Chicago NRW Invest City of Sabac</p> <p>Language training Invest in Pereira</p> <p>Project wins City Council of Barcelona Invest in the Basque Country Business Birmingham Leeds City Region Leicester and Leicestershire LEP Limerick City Council Regione Lombardia and Unioincamera Lombardia City of Mechelen Montréal International Câmara Municipal do Porto City of Sabac</p>	<p>Red tape reduction City of Sabac New Investment Agency</p> <p>R&D support City Council of Barcelona Berlin Partner for Business and Technology Hungarian Investment Promotion Agency Brainport Development Invest in Glasgow Invest Hong Kong Singapore Economic Development Board Toronto Global</p> <p>Retention Copenhagen Capacity</p> <p>Second footprint strategy Catalonia Trade & Investment</p> <p>Staff training and performance management City Council of Barcelona EDC Debrecen</p> <p>Midas APD – Agência Paraná de Desenvolvimento Invest in Paraná City of Sabac Scottish Enterprise Szczecin Municipal Government Waterford City & County Council</p> <p>Soft landing Berlin Partner for Business and Technology Business Birmingham Midas</p> <p>Startup and SME support Invest in the Basque Country Berlin Partner for Business and Technology City Düsseldorf – Office of Economic Development Invest Hong Kong New York City Economic Development Corporation Waterford City Council</p> <p>Tech investment strategy New York City Economic Development Corporation</p>
		<p>EDITOR'S CHOICE AWARDS</p> <p>Ones to Watch City of Sabac EDC Debrecen Limerick City Council</p> <p>Best marketing slogan New York City Economic Development Corporation – 'New York City: Make it here!'</p>
		<p>WEB STRATEGY AWARDS</p> <p>Marketing Derby Highly commended New York City Economic Development Corporation Invest Hong Kong</p> <p>Social media strategy World Business Chicago City of Mississauga, Economic Development Invest in Bogotá</p> <p>Use of new technologies City of Mechelen</p>

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Visit Mechelen x Province of Antwerp: development innovative product



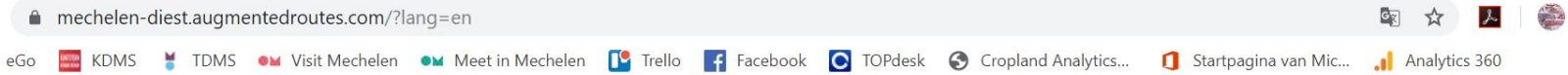
Medegefinancierd
door het programma
COSME van de Europese Unie



UNIVERSITÀ
DEGLI STUDI
DI MILANO



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NL FR EN



AUGMENTED ROUTES

Welcome to Augmented Routes! This page tells you what you can expect from the 360° experience on the Green Ways cycle routes Mechelen-Boom and Mechelen-Diest. In the summer of 2019 an app will also be made available. Draw inspiration now for your next bicycle ride!

VIEW THE AUGMENTED ROUTES OF THE

II. EU/COSME: Greenways - Heritage SPIN-OFF



AUGMENTED ROUTES



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of the European Union



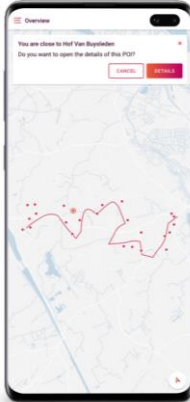
VLAAMS-
BRABANT

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II. EU/COSME: Greenways - Heritage

Proximity detection →



Route
Mechelen-Diest
Greenways/Heritage →

360 Virtual Reality content →

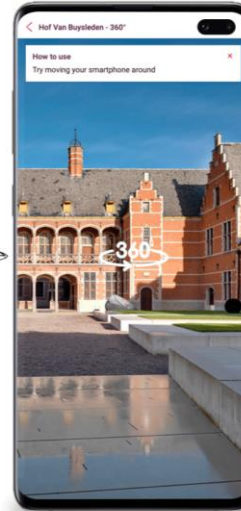
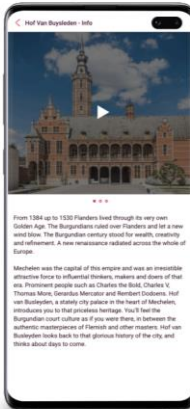


Photo / Video / Text →



Augmented Reality
Beguin as your guide →



Less scary
animated :-)

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Summer 2019

For iOS en Android, on the App Store and Google Play!



REAL/VIRTUAL LEARNINGS



New technologies are cool, go loose!

But cool down in time: budgets are quite hot.

Make it accessible and profitable: it's about scale.

REAL/VIRTUAL LEARNINGS



MOST IMPORTANT: never go biking with VR glasses on your head.



ELS VAN ZELE

Destination Marketing Expert

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