

## BELGIUM

Improve the quality  
of life in  
rural areas

### Location

Glabbeek, Flanders

### Programming period

2007 - 2013

### Axis / Priority

Axis 3 – The quality of life in rural areas and diversification of the rural economy

### Measure

M321 - Basic services for the economy and rural population

### Funding (EUR)

Total budget 100 000

EAFRD 20 000

National/region. 40 000

Private 40 000

### Project duration

2013 – 2014

### Project promoter

LAG Hageland +

### Contact

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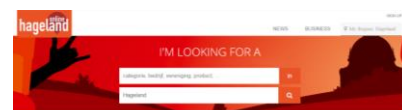
### Website

[www.hagelandonline.be](http://www.hagelandonline.be)

Using EAFRD financing an online platform was developed in order to stimulate and support rural companies on entering e-business, and thus reconnect them with customers who buy more and more online.

## Summary

Rural entrepreneurs fear increasing competition from internet sales. New inhabitants and the young generations in rural areas buy more and more online. Rural entrepreneurs and local shops that are not on online platforms are losing contact with an important part of their local customers and prospects.



News from the Hageland



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Using EAFRD support an online search engine was developed, that combined local news (news center), and information about local entrepreneurs (Shopping center). The platform was also connected with a local newspaper and the local edition of national newspapers. The online platform organises award campaigns for the best local entrepreneurs on the internet. The project also supported the Hageland online Academy which is a training center providing training to local shops, stores, business owners on how to get on the internet (social media, webshops, internet marketing, content marketing ...). Other activities included events for wide audiences, facebook campaign, etc.

## Results

The project helps to reinforce the branding of the region Hageland.

During the project period 12 new local webshops were launched

More than 1500 visitors are recorded every month

## Lessons & Recommendations

- Good cooperation with local suppliers associations, municipals, etc., was an essential success factor for the implementation of such project.
- Continuous networking is very important to continue the number of actors involved.
- Teamwork also helped to overcome the different bottlenecks and challenges confronted during project realisation.