



grassroots
young entrepreneurs in eco-health tourism

Grassroots Bruxelles

Tour option 1

"Off-the-beaten-track visits and experiences in Europe's capital"



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Who ideated this tour

Young people and their mentors

YOUNG PEOPLE:

- Adrianna Oliwia Kos
- Ella El Hamzaoui
- Ammar Melek
- Berinica Kadiatou

MENTORS:

- Valérie Croeisaerd
- Léonora Linda
- Olivier Donnet
- Emi Tissaoui
- Nader Rekik

The tour structure

With links and people involved



Duration	Activity	Link
45 minutes	Exploration of La Bourse	www.bruxelles.be/bourse www.boursebeurs.be/fr
45 minutes	Exploration of Halles Saint-Gery	www.hallessaintgery.be
45 minutes	Territorial Footprint with Patricia	
1 hour 15	Entropy Initiative in Place Saint Gery, 22 with Elliot & Adeline	www.entropyrestaurant.be/fr www.hearthproject.com

The Grassroots

Hackathon in Bruxelles

Overview

In the heart of Europe, Brussels became the meeting ground for an empowering grassroots initiative under the Erasmus+ Project. 27 enthusiastic young people and youth workers from France, Italy, Belgium, Sweden, and Ireland convened to explore sustainable development within tourism. This gathering was also a momentous occasion for participants from the first training in Matera to share the evolution of their projects over the past year.

Day 1 – Embracing Sustainability

The event launched with an opening ceremony that set the stage for a series of engaging sessions led by François Huet from Défisméd. Participants delved into the objectives of sustainable development and the nuances of ecotourism. The day progressed with discussions on sustainability integration and personal development within the ecotourism sector, facilitated by Moa Nilson COMPANIOON. The participants discovered the Inner Development Goals <https://innerdevelopmentgoals.org/> and their importance for entrepreneurs in tourism. The evening concluded with insightful updates from young entrepreneurs and a collective dinner.

The Grassroots

Hackathon in Bruxelles

Day 2 – Analysis and Engagement

On the second day, participants were divided into three groups, each tasked with conducting a SWOT analysis on different local entrepreneurs who embody sustainability. The ventures included the Entropy restaurant in Brussels, known for its sustainable practices <https://entropyrestaurant.be/fr> ; the Grand Hospice Initiative <https://www.grand-hospice.brussels/> , which integrates social aspects into its business model; and la Vinaigrierie Sainte Odile, <https://www.sainteodile.com/> along with the PermaFungi initiative <https://www.permafungi.be/> , both of which are celebrated for their eco-friendly approaches.

This hands-on experience provided the participants with a practical understanding of how sustainability is implemented across various businesses. The day's activities highlighted the importance of linking every visited site to sustainability, reinforcing the core theme of the training.

The day wrapped up with free time for reflection and a cultural immersion in front of the Centrale for contemporary art, where the plastic artist Marion Fabien invited the public to create a ceramic work of art together. Through eight stages, including firing in a paper kiln, the participants explored the history of the square's cobblestones and traced their own itineraries in the clay, creating an abstract cartography that interweaves physical and imaginary journeys, reflecting the diversity and richness of human trajectories within urban space.

The Grassroots

Hackathon in Bruxelles



Day 3 – Synthesis and Future Directions

The final day was centered around synthesizing the knowledge gained and preparing for future applications. Partners reviewed the project's trajectory, and groups presented their findings from the previous day's SWOT analysis. Key recommendations were formulated, followed by self-assessment exercises, marking the end of the training.

At the end of morning, the participants had the chance to exchange ideas with Rudi Vervoort, Minister-President of the Brussels-Capital Region Government, responsible for Territorial Development and Urban Renewal, Tourism, Promotion of the Image of Brussels and Bicultural Activities of Regional Interest.

Collective Voices – A Summary of Experiences

In order to finish the training on a high note, the evaluation of the training took place on the canal. Throughout the training, participants shared a wealth of experiences that underscored the value of community, collaboration, and sustainability. They appreciated the opportunity to engage in small group activities, fostering deep connections and a sense of unity that had been nurtured since their last meeting in Matera.

The stories and insights gathered from the SWOT analyses resonated with the participants, sparking entrepreneurial ambitions and emphasizing the significance of diverse success narratives. The desire for more collaborative opportunities and social interactions was evident, as was the need to delve deeper into one another's projects.

The overall experience was positive, with the program's energy, innovative spirit, and networking opportunities acting as catalysts for growth. Participants left inspired by the creativity and culture of Brussels, the dedication of their peers, and the potential for future collaborations.

The Grassroots

Hackathon in Bruxelles



Conclusion

The Brussels edition of the grassroots Erasmus+ Project training exemplified the empowerment of Europe's youth through sustainable tourism. Supported by the European Commission, these individuals are now equipped to make meaningful contributions to their communities and the wider tourism industry. As they return home, they carry with them the promise of continued innovation, collaboration, and a commitment to a greener future.

Note: All personal data collected during the project are protected and processed solely for the purposes of the project, in accordance with GDPR regulations.

Project Reference: 2021-2-BE04-KA220-YOU-000050778

Site: <https://ecohealthforyouth.com/>

Instagram:

www.instagram.com/grassroots.eu/?igshid=NTc4MTIwNjQ2YQ%3D%3D

Facebook: <https://www.facebook.com/ecohealthtourism/>

Tik Tok: https://www.tiktok.com/@grassroots.eu?_t=8cB8BBiN5Ms&_r=1

Photos:

https://drive.google.com/drive/folders/126LCutU-tLVDptTBYI5O-hNr8Z6JODTz?usp=drive_link

About

La Bourse

La Bourse in Brussels, also known as the Beurs, has been transformed into a vibrant, multipurpose space that offers a wide range of activities and experiences.

Historical and Architectural Significance

- **Architecture:** The building was designed by Léon-Pierre Suys between 1868 and 1873 in a neoclassical style, reflecting Brussels' industrial and financial growth during that era.
- **Restoration:** After years of abandonment, the Bourse underwent a significant renovation, reopening in 2023 with a modern twist while preserving its historical essence.

Cultural and Recreational Spaces

- **Belgian Beer World:** This museum and experience center showcases Belgian beer culture, offering a sensory journey through the history and peculiarities of Belgian beer.
- **Bruxella 1238:** An archaeological site located beneath the Bourse, featuring the remains of a Franciscan convent built in 1238, including the burial site of Duke John I of Brabant.
- **Skybar and Roof Terrace:** Offers stunning views of Brussels, making it a popular spot for both locals and tourists.



About

La Bourse

Event and Meeting Spaces

- Central Grand Hall: Ideal for large events, accommodating up to 480 guests for standing receptions.
- Salon Grand Hall and Prestige Room: Suitable for press conferences, networking events, and work meetings.
- Coworking Spaces: Available for entrepreneurs and remote workers, fostering a collaborative environment.

Dining and Refreshments

- Brasserie: Offers Belgian cuisine in an elegant setting, perfect for business celebrations and group tours.
- Café: Provides refreshments for visitors and event attendees.

La Bourse has evolved from a financial hub to a dynamic public space, integrating history, culture, and entertainment, making it a central gathering point in Brussels.



www.bruxelles.be/bourse
www.boursebeurs.be/fr

Belgian Beer World Bruxella 1238 Horeca Infos pratiques

 Se connecter

FR ▾

BIEN PLUS QU'UN PATRIMOINE,

UN ESPACE POLYVALENT A BRUXELLES

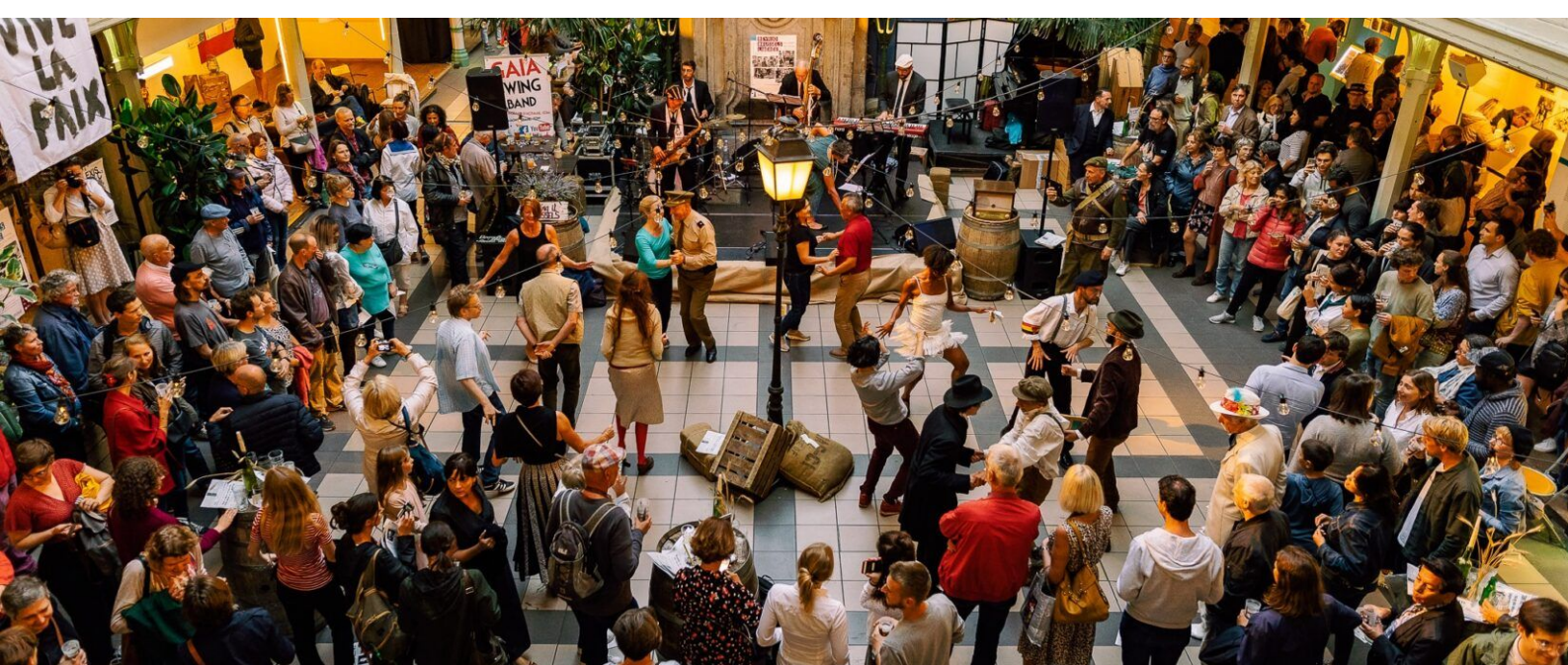
On est en plein cœur de la ville, dans le
spectaculaire bâtiment de la Bourse rénové...

About

Halles Saint-Géry

Halles Saint-Géry, a former covered market in Brussels, was built in 1881 in the Flemish neo-Renaissance style. It features a pyramid-shaped fountain and was once a thriving meat market until its closure in 1977.

After renovation, it reopened in 1999 as a cultural hub hosting exhibitions, conferences, and performances. Today, it offers a bar, restaurant, and event spaces, making it a vibrant part of the Saint-Géry area, known for its nightlife and cultural activities.



About

Halles Saint-Géry

Halles Saint-Géry is beneficial for grassroots alternative tourism for several reasons:

1. **Cultural Authenticity:** It offers a genuine Brussels experience by showcasing local heritage and urban culture through exhibitions and events, providing visitors with an authentic insight into the city's history and lifestyle.
2. **Community Engagement:** The venue serves as a community hub, hosting various cultural activities and events that foster interaction between locals and tourists, promoting a sense of community and shared cultural experiences.
3. **Accessibility and Inclusivity:** Halles Saint-Géry provides free access to cultural content, making it accessible to a wide audience and encouraging learning and understanding among diverse groups.
4. **Historical and Architectural Significance:** Its unique Flemish neo-Renaissance architecture and historical background attract visitors interested in exploring beyond mainstream tourist attractions, aligning with the principles of alternative tourism.



About

Entropy Initiative

The Entropy initiative in Brussels is centered around the Entropy Restaurant, which is part of the Hearth Project, a non-profit organization dedicated to combating food waste and social exclusion. Here are key aspects of the initiative:

1. **Sustainable Gastronomy:** Entropy Restaurant is a pioneer in sustainable gastronomy, focusing on circularity and zero waste. Chef Elliott Van de Velde creates dishes using upcycled ingredients, reducing waste and promoting a more sustainable food system.
2. **Hearth Project:** The Hearth Project, founded by Elliott Van de Velde and Adeline Barras, aims to address food waste and social insecurity. It includes training programs for social associations to process unsold food and educates culinary schools on sustainable practices.
3. **Community Engagement:** Entropy serves as a platform for sharing ideas about circularity and anti-waste practices, fostering awareness and engagement among the community.
4. **Awards and Recognition:** Entropy has received significant recognition, including awards for culinary innovation and sustainability from Gault & Millau.

Overall, the Entropy initiative combines gastronomic excellence with social responsibility, making it a unique and impactful presence in Brussels.

Have a look at this video explanation of Entropy:

drive.google.com/file/d/1q66Vas1IJipT39IHtBFurAYjG8hMHRht/view?usp=sharing



entropy ::

Elliot & Adeline

Sustainable restaurant in Brussels

*Rethinking Food Surplus
Feeding Hungry Minds and Bodies*



Strengths

Entropy

- **Unique Concept** Innovative and intuitive cuisine supported by many.
- **Unique Experience for guests** For traditional diners, meals are seasonal and something different each time.
- **Sustainable Gastronomy** Focus on sustainability and fighting food waste, employee/manager health, consciousness included in the experience. Since 2020 they have reused 400 tonnes of food designated for waste and fed 250,000 underprivileged people.
- **Recognized in the world of sustainability** Received the prestigious "Sustainability" award from Gault et Millau.
- **Plant-based food** is a growing healthier and more environmentally friendly option while also combating climate change while you eat.

Strengths

Entropy

- **Locally Sourced** 95% Food is sourced from local Farmers with focus on understanding the journey of the food from farm to plate.
- **Community Impact** Profits support the Hearth Project ASBL.
- **SDG Focused** Combating the SDGS e.g. Goal 1 Poverty, Goal 2 Hunger.
- **Limited Opening Hours** has allowed for a quality of life and balance and maintain mental health and wellbeing.
- **Niche Market** allows the creatives to focus on area of passion and attract guests of similar interests.
- **Supports Staff Mental Health** Owner has trained in individuals without specific chef experience as focused on having the right people to work with for a positive working environment.

Weaknesses

Entropy

- **Sustainable Gastronomy**

Focus on sustainability and fighting food waste can be difficult due to continuously achieve and maintain and promote

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- **Limited Operating Hours** Open only from Wednesday to Saturday may limit drop-ins, people can get confused whether restaurant is open or not.
- **Niche Market** May not appeal to all diners due to its specific focus on sustainability and niche focus on what is provided in terms of choice. Plant-based eliminates the meat-eating target market therefore can eliminate a group if one prefers meat
- **Unique Concept** Innovative and intuitive cuisine supported by many but misunderstood by many

Weaknesses

Entropy

- **Dedication to Seasonality**
Working with seasonal foods limits access to foods and flavours required.
Additional work required to preserve foods for use out of season.

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- **Visibility** Centrally located in Brussels.



Opportunities

Entropy

- **Growing Demand for Sustainability**

Increasing consumer interest in sustainable dining.

- **Events and Catering** Potential to expand into more event hosting and catering services.

- **Enable Others to Do Good** Ability to Enable Local, Regional, and Global businesses or similar to do good and cause further positive impact not only for such business but how to be a healthy entrepreneur

- **Tell a Story** as a promotional tool to reach the hearts and minds and taste buds of others

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Editor Name

Company

Opportunities

Entropy

- **Location** Centrally located in Brussels, limited visibility of restaurant to passers but, opportunity here to use location to raise awareness.

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- **Further Collaboration with Sustainability experts** With continued collaboration with industry experts, the owner stands to be recognised as an authority and educator in the field of sustainable gastronomy.

Threats

Entropy

- **Competition** New competition potential from business with similar ethos opening in the area with stronger shop-front marketing.
- **Economic Fluctuations** Changes in the economy can affect dining out frequency e.g., changes in energy rates, cost of living/wages, and food
- **Weather/Climate Change** Natural local produce is sourced locally so depends on the weather
- **Regulatory Changes** Changes in food safety, sustainability regulations, or labor laws could impact operations.
- **Supply Chain Disruptions** Reliance on sustainable and local sources might lead to supply inconsistencies.

Threats

Entropy

- **Customer Preferences** High costs and lack of disposable income can lead to shifts in dining trends to cheaper restaurants and preferences might reduce interest in sustainable gastronomy and lower dining frequency