



grassroots  
young entrepreneurs in eco-health tourism

## Grassroots Bruxelles

### Tour option 2

*"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 Marché aux poissons	
45 minutes	Territorial Footprint with Patricia, Place Sainte Catherine	
45 minutes	Grande Hospice, Rue du Grand Hospice, 7	<a href="http://www.grand-hospice.brussels">www.grand-hospice.brussels</a>
1 hour 15	Vinaigrerie Sainte Odile	<a href="http://www.sainteodile.com">www.sainteodile.com</a>

# 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.*

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

Instagram:

[www.instagram.com/grassroots.eu/?igshid=NTc4MTIwNjQ2YQ%3D%3D](https://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](https://www.tiktok.com/@grassroots.eu?_t=8cB8BBiN5Ms&_r=1)

Photos:

[https://drive.google.com/drive/folders/126LCutU-tLVDptTBYI5O-hNr8Z6JODTz?usp=drive\\_link](https://drive.google.com/drive/folders/126LCutU-tLVDptTBYI5O-hNr8Z6JODTz?usp=drive_link)



# About

## Territorial Footprint





# About

## Territorial Footprint





# About

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## Grande Hospice





# About

## Vinaigrerie Sainte Odile

nts belges et d'ailleurs



Lambert Crickx 26, 1070 Bruxelles  
sur place. Entrée 12€ (prévente 10€)



TOGA PATISSERIE

GOOD MORNING

St. Odile

ARTISANAL  
VINAIGRE

LAMBIG  
KRIEK  
CIDRE  
FRAMBOOS  
HYDROMEL

SI JE NE SUIS PAS LA...

= APPELLE-MOI =



+32 48 99 59 038





# About

## Vinaigrerie Sainte Odile

100% PUR JUS BELGE

# Vinaigrerie Sainte Odile

### Vinaigrerie Sainte Odile

Vinaigres produits de façon 100% naturelle à Bruxelles, fermentés en fûts de chêne et élevés en dames-jeanne.

 Sainte Odile



# About

## Vinaigrerie Sainte Odile



### Strengths

- quality of the product
- story of the Daphne's life: her personal brand
- Gran-Hospice: the start up network supporting artisans
- local restaurants and suppliers that support her product
- specialized training in Italy

S

### Weaknesses

- No/limited financial resources
- She works on her own:
  - has to do everything on her own (sick = no production)
  - does not have time or space to produce more
- Niche market means smaller potential customer pool

W

### Threats

- Low quantity of product produces means increased prices
- No "brick and mortar" storefront
  - only online

T

### Opportunities

- Weak competition (only 3-4 distributors like her in Europe)
- Found quality wine/beer producers to work with
- The market trend- natural, organic, artisanal
- Works with trusted distributors

O



# About

## Vinaigrerie Sainte Odile

Their suppliers are very respected for the quality of their products, as well as their promotion of Belgian cuisine and their respect for the environment.

