



# HAPI Town HAPI Village

A digital platform for & by citizens to shine a light on towns and villages across the **300 European regions**.

## SOME KEY FIGURES

Showcase the features of your town and village, share your pride and connect with the other towns/villages across Europe.

Everyone knows that nowadays, the world is changing : being present and connecting on the web has become a must for any organisation that does not want to fail its **digital transformation**, towns and villages included. It is indeed essential for towns and villages which, if they are not themselves connected, can benefit from **the active help from their citizens**, who are overall satisfied or even proud of the place they live in.

Each town and village has its possibilities, its specialities, its industries, its traditions, personalities and actors, whether socio-economical, cultural, political or gastronomical.

The Hapi platform invites each citizen **to promote its city** : shining a light on your living place and the people that “make it breathe” is an important act. With this level of emphasis, citizens give recognition to talents, skills, kindness... This is nothing less than acknowledging the importance of a function in the organisation of a city: a good baker, a good restaurant, an association, a key figure, elected representatives that go the distance... In short, actors that make a city what it really is.

Moreover, this spotlight will be “visible” to all the Hapi Community. Visitors – whether from a neighboring town, another region or another country – will be able to directly know **the best places and addresses**, what is worth seeing and what gives pride and happiness to the locals.



**fedra**  
Federation of  
Regional Growth Actors  
in Europe

FEDRA, a non-profit organisation specialised in projects at the regional level, is at the centre of the community of regional growth actors in Brussels and in **300 European regions**.

FEDRA supports the “Hapi Town – Hapi Village” platform, in accordance with its mission to support all initiatives tied to local and regional actors.

The platform will benefit from the visibility granted by FEDRA and from its network of European towns and regions.

More than 110 of FEDRA's Young Regional Ambassadors will advocate this initiative over the whole European Union.



## Added value of the “Hapi Town – Hapi Village” platform

The “Hapi Town – Hapi Village” platform is a powerful digital tool that allows each citizen to promote his or her town or village, by showcasing its attractive features and possibilities.

The **added value** is threefold :

1. It is a **community made of citizens** that handle themselves the promotion of actors, actions and features of their towns. People who live in a given town or village are the only ones allowed to promote its local actors. Members of the global Hapi Community can give an evaluation;
2. Local actors, regardless of their field (sports, socio-cultural,...) or their economic activity (retailer, craftsman, liberal professions,...) **will be promoted by their customers, their members or their citizens**;
3. It is a tool that can also help each member of the Community while travelling across other towns, in their country or in another European region. It makes it easier to find the best baker, **locate the nearest bookstore** or find the “must-see” monument or museum. Starting in Summer 2017, the platform will benefit from an extensive launch campaign at the European level.

## «Hapi Town / Hapi Village» partners

### • “Towns and villages” partnership :

Visibility of the town/village logo, of a picture of the townhall and practical information on the municipal administration. This category is reserved to towns of up to 10,000 inhabitants.

### • “Cities” partnership :

Visibility of the city logo, of a picture of the cityhall and practical information on the municipal administration. This category is reserved to cities of no fewer than 10,001 inhabitants.

### • “Regional partner” partnership :

Visibility of your brand’s logo at a regional level, emphasis on your brand at the regional level on the platform.

### • “National partner” :

Visibility of your brand’s logo at a national level, emphasis on your brand at the national level on the platform.

### • “European partner” :

Visibility of your brand’s logo all over the site (home page and registration page) and many extra benefits.

## Specific offers for the different categories in «Hapi Town – Hapi Village»

### • “Proud of my town/village” category :

Free access to the platform for all citizens proud of their town or village.

### • “Actor in my town/village” category :

For all local retailers, liberal professions, elected representatives, event organisers, ability to communicate on their activities, their professional specialities, their commitments and actions...

### • “Associations, community services, clubs, schools...” category :

Free presentation for each of these collective actors as long as the club, association... communicates on “Hapi Town – Hapi Village” to its members. This communication can be done via email, in a newsletter, on the website, etc.

## NeoConnect Digitise your community

The “Hapi Town – Hapi Village” platform was developed as a part of the NeoConnect initiative, born from the collaboration between Vox Teneo (an IT company), the @vitam foundation (specialised in sustainable development) and FEDRA, the European Federation of Growth Actors in Europe, specialised in projects at the regional level. The conception and development of NeoConnect started 3 years ago and the first platform was launched in June 2016 - the @Vitam platform on sustainable development. The company GPM sprl is assisting in the development of the platform.