



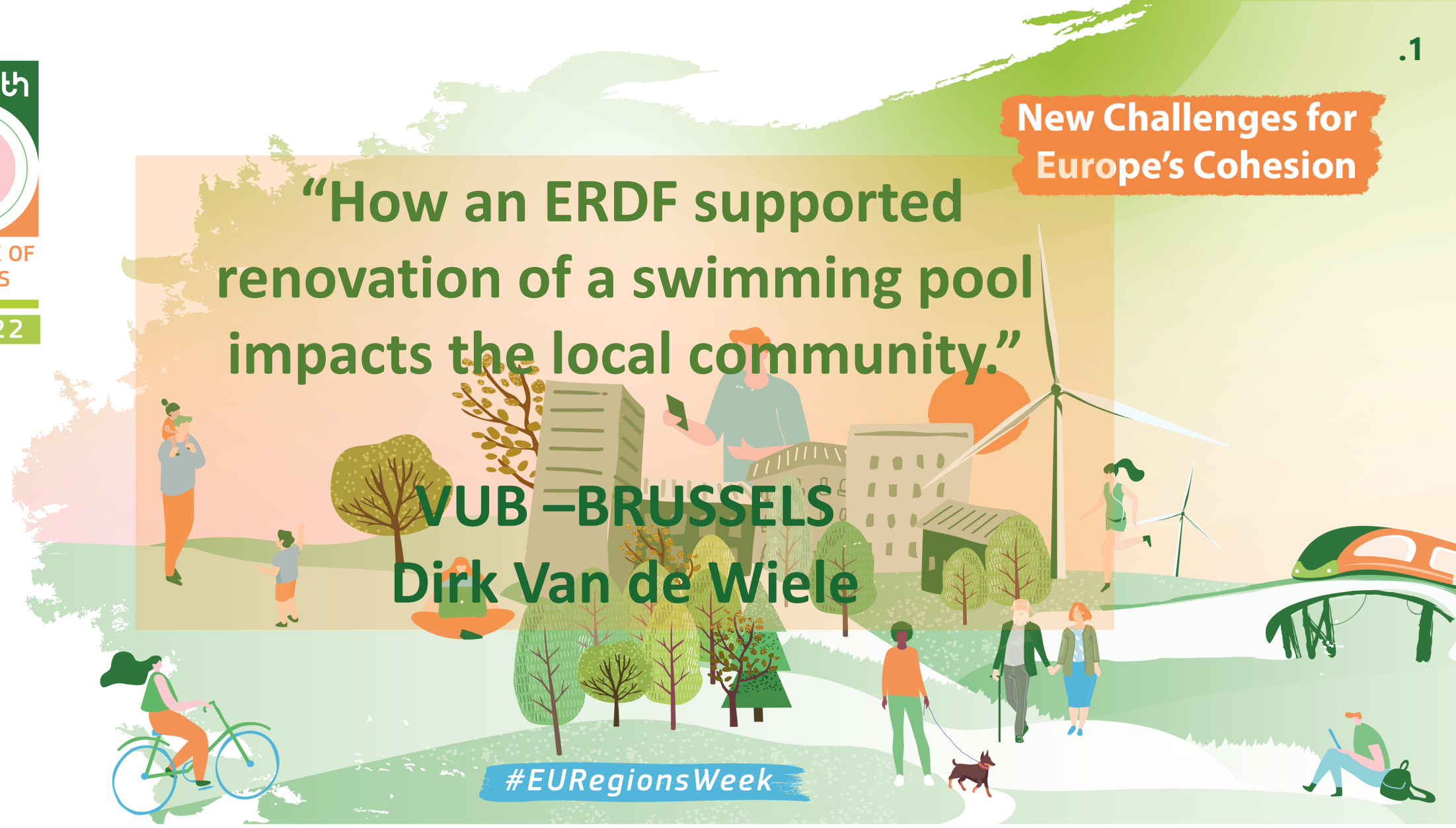
EUROPEAN WEEK OF
REGIONS & CITIES

2003 - 2022

New Challenges for
Europe's Cohesion

“How an ERDF supported
renovation of a swimming pool
impacts the local community.”

VUB – BRUSSELS
Dirk Van de Wiele



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New Challenges for
Europe's Cohesion

VUB Swimming pool Build in 2017-2018

8,3milj€ build cost
Including 2milj € EFRO funding

25m pool (1-3m depth)

12,5m pool (0-2m depth, movable floor)

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2milj € EFRO funding

Green roof (+/- 1000m²)

High Performance Air Extraction Groups
with Heat Recovery

High Performance Water treatment installation with
Sand and UV filtering + UFRO + Salt Electrolyse

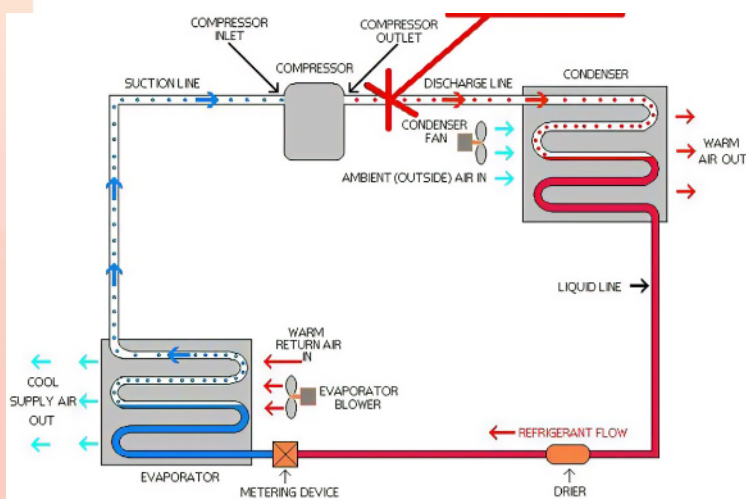
Durable materials (f.e. wood)

LED lightning

Solar Panels (1800m²)

Cogeneration (WKK)

...





New Challenges for Europe's Cohesion

2milj € EFRO funding

- Green roof (+/- 1000m²)
- High Performance Air Extraction Groups with Heat Recovery
- High Performance Water treatment installation with Sand and UV filtering + UFRO + Salt Electrolyse
- Durable materials (f.e. wood)
- LED lightning
- Solar Panels (1800m²)
- Cogeneration (WKK)
- ...



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New Challenges for Europe's Cohesion

Some basic technical numbers

- 1200 m² swimming facilities
- 1.000.000 L of water (27-29°C)
- 32.000 m³ of air/hour (25-30°C)
- 2000 kg of salt (for the Cl)/year

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New Challenges for Europe's Cohesion

Some basic exploitation numbers

- 94 hours per week operational
- 130.000 swimmers/year (going to 150.000 in 2022-2023)



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New Challenges for
Europe's Cohesion

Some basic exploitation numbers

- 7 clubs :
 - BUWH (under water hockey),
 - Brass (water ballet),
 - VUBDC (scuba diving),
 - Cariboost (triathlon),
 - Waterpolo,
 - Sport & Soleil (naturists group),
 - XL (moslim group)

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New Challenges for
Europe's Cohesion

Some basic exploitation numbers

- **10 swimming schools :**
 - ISB (junior and senior competition),
 - ESB (APEE 6-12y) + Cesame + Beluga,
 - Swimove (VUB swimschool initiative for 3 to 12y olds),
 - H2O (VUBBS initiative for 3 to 16y olds),
 - Start to swim (VUBBS initiative for all ages)
 - Thevest (private initiative for “families”
 - BCT (post maternal swim session for parents with baby)
 - JOR (pre maternal swim sessions for pregnant women)



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Some basic exploitation numbers

- 28 schools

Primary, Secondary, Higher education ... more than 100 classes/week

- **And several initiatives for small groups (with special needs)**

f.e. Boas (club for people with a physical or mental disability), Blomme (a blind Triathlete), ...



New Challenges for Europe's Cohesion

Some basic exploitation numbers

- Clubs and Schools are good for some 80.000 swimmers per week
- Individual public hours for lane or family swimming service another 50.000 swimmers



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Some basic exploitation numbers

- Good for an income of **€398.000** in 2019
 - For an exploitation cost of **€802.000**
- As a social service the VUB invests +/-€400.000/year to keep the pool available at market-based rates.



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New Challenges for
Europe's Cohesion

Greening Sports Activities : how can sport make its own activities and facilities more sustainable?

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New Challenges for Europe's Cohesion

1. “Shape the path” = Investments in a sustainable sports infrastructure :

- solar panels,
- UFRO = efficient re-use of water,
- efficient re-use of heath,
- green roof,
- combined heath and energy installation
- LED lightning
- Isolation
- ...

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New Challenges for
Europe's Cohesion

2. Diversify the occupation in sports centers :

Schools, clubs, swimming schools for kids and adults, public swimming hours with lane swimming and family swimming, waterpolo, scuba diving, under water hockey, naturists, women only, aquafitness, swimmers with a disability,

And focus locally (+/- 20min distance to motivate visitors to use public transport or hike or bike to come to the sports center)

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New Challenges for Europe's Cohesion

3. Efficient management (f.e. light management, water treatment management, heath management, ...)

Daily focus : dashboard with some essential KPI's to direct the daily operations ... every day ... day by day ... again and again.

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**New Challenges for
Europe's Cohesion**

Example of social initiatives at VUB pool :

Lifeguards ... a bottleneck profession

94h operational

Minimum 1 lifeguard per pool

188h/week

5FTE

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New Challenges for Europe's Cohesion

5. Persuading communications (internal and external ... to the team to be efficient and to the swimmers to contribute ... f.e. the Respect campaign)

Example of a communication campaign to motivate the VUB population (+20.000 students & staff) :

TWNY “The World Needs You”

https://youtu.be/Wpqz_laB6v8

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**THE WORLD
NEEDS YOU**

VUB

VLAK
VERBODEN TOEGANG
VERBODEN



THANK YOU
QUESTIONS?

New Challenges for
Europe's Cohesion



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New Challenges for
Europe's Cohesion

Promoting Healthy Lifestyles : how to promote a healthier lifestyle for individuals and for the planet?

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New Challenges for Europe's Cohesion

1. Awareness campaigns : create awareness on the advantages and possibilities of regular exercise and sports
2. Activating campaigns : organize events to “get people moving”
3. Sustainable campaign : organize events or implement activities on sustainability in sports events (f.e. drop zones in the 3 big tours this summer)

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New Challenges for
Europe's Cohesion

4. Promoting the advantages of sports & exercise :

- better physical health,
- better mental health,
- better social contacts,
- building and strengthening skills that can be of service in daily life,
- ...

via different channels with different messages in different languages
and with a call to action in it

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Contributing to Transition Locally : How can the local strengths of sports organizations be best used to promote Green Transition?

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New Challenges for Europe's Cohesion

1. Create a mental switch for coaches and staff of the clubs
2. Motivate them to spread that switch to the members of the club
3. And to the family and friends of the members
4. Via awareness campaign with the TTM in mind (model being used by VUB sport to get students moving and keep them moving).
5. Use a long-term campaign like the example of TWNY at the VUB and let it filter through all layers of operations in time ... be sustainable in your actions ... never give up.

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New Challenges for
Europe's Cohesion

THE WORLD NEEDS YOU

“to get and stay fit and healthy so you can take care of others ...”

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