



VILLE DE  
**WAVRE**

# ENTENTE FLORALE

# WAVRE

2019



Le Brabant wallon

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# INTRODUCTION

Wavre is a French-speaking town in Belgium located in the Walloon Region. As the administrative centre of the Province of Walloon Brabant, Wavre, more of an urban centre, has merged with the more rural municipalities of Limal and Bierges. Located in the valley of the Dyle, it is the capital of the tourist region of the Brabant Ardennes.

Trade has remained the basis of its prosperity and its raison d'être. The fairs of yesteryear have disappeared, but the weekly markets of Wednesday and Saturday are a great success. The town centre has kept its local shops and friendly character.

Many festivities are organised during the year such as the carnival, the fireworks, fairs and exhibitions. Wavre will also soon open its multipurpose cultural hall called « La Sucrierie » (the Sugar Refinery), which is located on its namesake's site.

Folklore and tradition are part of the town's DNA. The brotherhood of Stofé watches over the traditional pie of the same name and the solemn procession of the Chapels of the Grand Tour always attract as many participants as spectators.

Wavre is also called the town of Maca, in reference to the statue of a young boy climbing the steps of the town hall. The tradition ensures a year of happiness to anyone who caresses his buttocks.

Wavre is an important economic centre of Walloon Brabant, thanks in particular to its business centre and its two economic activity zones (called North and South Zoning) and its leisure parks including the Walibi and Aventure Parc parks.

Farmland still has a strong presence and links with farmers have been maintained.

Nature has been able to retain a prominent place thanks to forests and streams. The alluvium enriches the lands allowing the development of a fertile flora. These places attract a diversified fauna, which profits from these spaces, thus preserving a wild character.



**SURFACE AREA :** 4180 ha  
**HABITAT AREAS :** 970 ha  
**ECONOMIC AREAS :** 194 ha  
**AGRICULTURAL AREAS :** 1536 ha  
**WOODED AREAS :** 570 ha  
**OTHER :** 570 ha  
**NUMBER OF INHABITANTS :** 34.447



# STRUCTURAL PLANNING

Municipal authorities face new challenges such as economic and cultural development, increasing urbanisation and flood risk management.

In order to meet these challenges, the town of Wavre will equip itself with a Municipal Development Plan. This defines the long-term territorial strategy for the entire municipal territory based on a contextual analysis. It will notably strengthen the centrality and attractiveness of the centre of Wavre, preserve the village character of Limal and Bierges, valorise heritage and manage natural resources. It also promotes sustainable mobility by taking account of the evolution of business parks and urbanisation permits. This document is produced under the rules of the « Code d'aménagement du territoire » (Spatial planning code) laid down by the Walloon Region.

Wavre, resolutely turned towards the future, will bring ambitious projects to fruition by 2030.

**Wavre In Progress**, will provide the major urban and socio-economic orientations to be envisaged, in a spirit of promoting quality of life, housing, economic activities, urban spaces, mobility by renovating roads and creating cyclo-pedestrian trails.

The project will affirm the character of Wavre by displaying its assets and its charm, valorising the natural heritage, giving pride of place to the Dyle, **creating a blueway and a greenway; a waterway and an urban plantation way.**

The desire is to enable the Town to have a strategic tool for land use planning that integrates elements, such as strengthening the attractiveness of the centre of Wavre but also preserving the village character of Bierges and Limal, valorising heritage and managing natural resources, sustainable mobility, integrating the economic and commercial dimension, and reflecting on the ZACC [Zones d'aménagement communal concerté] (Zones of concerted municipal development) as well as on the evolution of the urbanisation permits by taking account of new types of habitat (co-renting, inter-generational housing, etc.).

Citizen participation has taken the form of urban workshops organised by agencies outside the town in order to guarantee the objectivity of the process. Embellishing the town in close connection with its inhabitants, and hearing the remarks, suggestions and criticism has allowed a creation of the town that is lived in every day. All the major projects can be visualised via an information and coordination platform as well as at the exhibition.



## NATURAL ENVIRONMENT

### Energy and air

The town has five sites that measure air quality on its territory. These devices measure the quantities of fine particles present in the air in order to control them.

Wavre, aware of the stakes of the future, decided to join the « Convention des Maires et Pollec » (Covenant of Mayors and Pollec) to participate in reducing the use of fossil fuels in the municipality. This general policy statement is part of the new legislature that focuses on investment for the environment and sustainable development. The town mayor is responsible for sustainable development, a new function within this same position.

Aware of the importance of air quality, the Town is thinking about these projects in a different way.

Processes are being set up in the new neighbourhoods to collect organic materials and standard waste containers using buried containers. The citizen goes to the container and drops their bag. The trucks then load these same. This avoids the trucks having to pass through all the streets of the town to collect the bags, thus reducing their

carbon footprint. This system is applicable in all the new subdivisions.

Ambient air quality is also being measured in Wavre thanks to a natural bioindicator of environmental quality, namely bees. The three hives installed on the roof of the town hall are the sentinels of the environment. Bees, which are sensitive to changes in the environment, can collect a large amount of data. Depending on the activity or the potential mortality of the colonies, the town may suspect an improvement or a deterioration of the state of the environment and thus a potential problem for the state of health of its inhabitants.

New public lighting has been implemented in some neighbourhoods. These lights adjust their brightness according to the road user. The motion sensor intensifies the light when the user is passing and then relaxes it. This lighting not only reduces consumption but also reduces nuisances for nocturnal wildlife.





## Soil conservation measure

Unfortunately, the municipality has inherited two polluted sites on its territory. Pollution control measures are in place to rehabilitate these sites. The SPAQUE [Société publique d'aide à la qualité de l'environnement] (Public society for environmental quality support) regularly inspects these areas.

Soil conservation measures are also imposed during planning permits depending on the regional soil decree.

The municipality has also encouraged farmers to plant miscanthus plantations along the roads in the areas undergoing runoff in order to limit soil erosion and flooding.

In zero pesticide since 2016, the municipality uses alternative methods to chemical weeding.

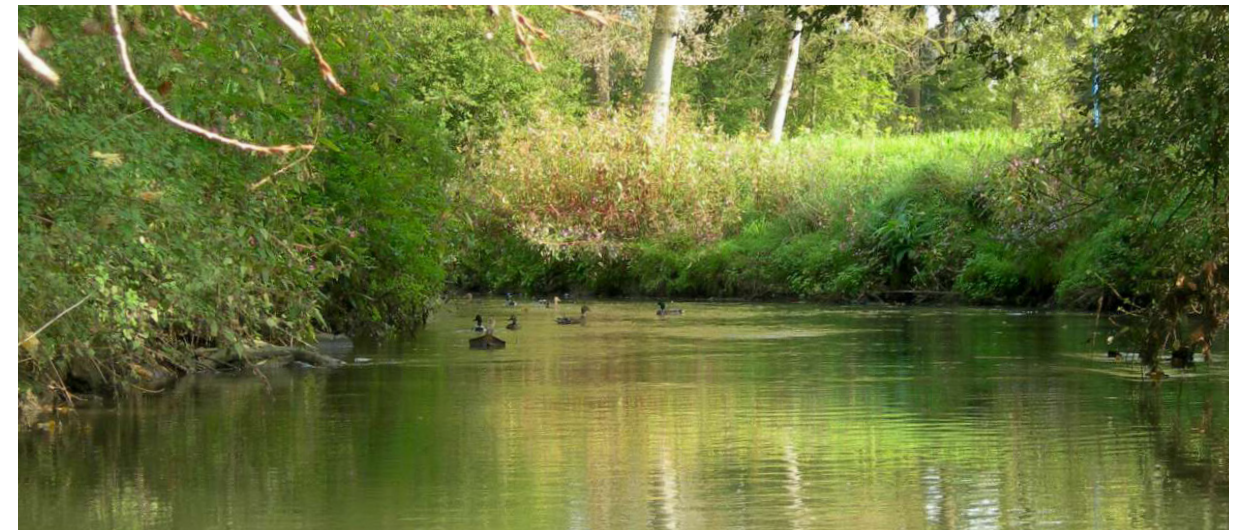
## Mobility

The « Plan communal de mobilité » (Municipal mobility plan) was created in 2018. The PCM is first and foremost a guidance document proposing improvements planned in the short, medium and long term (3-6-9 years). It also takes account of the day-to-day achievements that meet urgent needs in terms of mobility. The majority of suggested projects will be completed within this three to nine year period.

The areas of work are the implementation of cycle paths, the rehabilitation of trails and pavements in order to promote soft mobility, making the public space safe, improvement of the public transport network with the creation of a new bus station, improvement of alternative behaviour in terms of school mobility and parking supply and reorganisation of the road network at level crossings with a view to a coherent development of the territory.

Wavre pays particular attention to marking itineraries in soft mode. The Environment Unit and the non-profit organisation Sentier.be have joined forces in a participative way with citizens to develop a travel map in a soft, essentially pedestrian mode that connects the city's attractive hubs in a vehicle-free manner. For example, this involves connecting a neighbourhood to a school. Meetings were held with citizens to choose the paths that would be interesting to use for their trips. A map has been published that reflects their choices. The municipality is labelled « 1 basket » by the non-profit organisation Sentier.be for having developed a safe network that facilitates short trips in soft mode ; an alternative to the car.

The town has also participated with the Province of Walloon Brabant in implementing marking for bicycle traffic. The project is called Point Nœud and covers the entire province of Walloon Brabant.



## Water management

Located in the catchment basin of the Scheldt, the Dyle traverses the whole municipality.

In order to improve the quality of its waterways, the municipality is working in association with the Rivière Dyle Gette Contract, which is mapping the black spots, namely the various problems encountered on the waterways. The municipality has committed itself to working to solve these problems on the basis of a programme over several years.

Outside this framework, the municipality subsidises the association « Aer aqua terra » for cleaning the waterways. These volunteers were initially involved in cleaning roads and remediating rivers. The municipality first supported the non-profit organisation in its removal of waste to be evacuated and then, for two years, by a subsidy allowing the non-profit organisation to continue to invest in the project. More and more volunteers are joining this action, whether these are schools, companies or citizens. Thanks to these actions, the quality of the waterways is improving year by year.

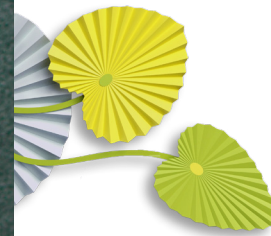
The town also participates in the « Journées wallonnes de l'eau » (Walloon water days) and each year organises various actions of cleaning and awareness-raising of the cleanliness of the rivers : cleaning the banks with scout movements and citizens, cleaning the riverbed with community workers, awareness-raising action during the descent of the Dyle in kayak organised every two years, action to respect the rivers by applying chalk tags near the gullies. Water, the source of all life, is also the municipality's central artery. The municipality wants to improve its quality and respect for the same. Small corners of paradise are the points of reference for many animals, such as the beaver or the kingfisher, quality bioindicator of the waterways.

Water management is taken account of in the watering of plantations. Containers with water retention and mulching on the soil make it possible to limit watering actions and water evaporation.

The water collected in the drainage network is routed to the Basse-Wavre wastewater treatment plant. Dwellings are obligated to be connected to this network or to have an individual station for water purification.

To preserve water, the Works Department plans to recover rainwater from all newly constructed municipal buildings.





## Fauna and flora

Since 2011, the municipality has been engaged and labelled a « **Maya municipality** » for the preservation of nectar gatherers.

Since then, various actions have seen the light of day :

- The installation **of insect hotels** in public spaces, schools, cemeteries can accommodate notably solitary bees including the Anthidium, lacewings, ladybugs and earwigs. Educational panels are located near the nest boxes to explain the procedure to passers-by.

- In 2014, in order to raise the awareness of the population of the important role of insects, the town installed **hives on the roof of the town hall**. Profits from the sale of honey are used each year to set up projects to encourage nectar gatherers (purchase of plants, installation of insect hotels, semi flowering meadow etc.)

The town installed a natural hive in a red oak tree at Nelson Mandela Park.

This hive, based on an ancestral concept, allows colonies of domestic bees to be returned to nature. These bees recover their natural lodging, which is the tree trunk, and live in harmony with the other species present in this environment. There is no human management or intervention to disrupt the colony's thermal equilibrium and organisation. These stress-free bees are often more resistant to various environmental pressures.

- The organisation of the « **Journée de l'abeille** » (**Day of the Bee**) presented as part of the « Printemps sans pesticides » (Spring without pesticides) and the « Quinzaine de l'abeille » (Fortnight of the Bee) set up by the Walloon Region has existed since 2016. On this day, the town distributes perennial honey plants ; the Green Plan explains alternative methods of weeding to pesticides ; the beekeepers present the essential role of nectar gatherers for the survival of our species and other species.

The « **Société Royal d'Apiculture de Wavre et Environs** » (Royal beekeeping society of Wavre and surrounding areas) organises, in collaboration with the town of Wavre, various conferences on beekeeping and the protection of wild bees. These various actions are essential for communicating an understanding of the essential role played by nectar gatherers in the survival of humanity.





• « **La Journée de l'Arbre** » (Day of the Tree) organised in collaboration with conservation associations (**Natagora**, « **Ligue de protection des oiseaux** » (League of bird protection), the « **Société Royale d'Apiculture** » (Royal beekeeping society), « **Wavre en Transition** » (Wavre in transition), the « **Guides composteurs** » (Composter guides), **Smarthmush and mushroom growing**) permet d'offrir des arbres afin d'améliorer la biodiversité et de sensibiliser le public.

This convivial day is always a success and encourages biodiversity within private gardens.

All these actions exist to improve the ecological network, allowing species to circulate on the territory without encountering impassable barriers.

The plantations produced by the municipal services are designed to take account of the contribution of nectar and pollen that they could bring. Many **honey plants** are planted each year in public spaces. In season, they are adorned with annual species.

The town participates each year in rescuing amphibians along the roads. In collaboration with Natagora, tarpaulins and panels are placed at strategic crossing points for migrants.

As a municipality benefiting from many wetlands, the town is involved in safeguarding these species. Volunteers work every night to help amphibians cross in the areas concerned.



## Waste reduction and cleanliness

As everywhere, the management and reduction of waste and cleanliness in public spaces are important issues for future generations. Since 2012, the municipality has been organising « **Semaine de la Propreté** » (Cleanliness week). Concrete actions of collecting waste with citizens and various awareness-raising actions are organised: the installation of panels « **Halte aux petits déchets** » (Stop small waste), the operation « **On en a marre des crottes** » (We are tired of poop), guidance on waste collection plogging, the installation of bins to collect the waste abandoned in town by the electric vacuum cleaners, and « **La propreté c'est toute l'année** » (Cleanliness all year-round) tags.

The municipality encourages and assists citizen movements such as « **Wavre in Transition** », which organises zero waste workshops throughout the year. Residents who sign up for these actions want change and realise that they must consume differently to preserve the earth's resources. This association offers awareness-raising actions, workshops and a zero-waste festival, a collaborative grocery store and a meeting place. The municipality provides equipment and frees up rooms and staff to help them. These are all citizens who initiate a process, take charge and inspire fellow citizens through their enthusiasm.

Market traders and sellers are actively involved in encouraging customer packaging to avoid plastic packaging.

For three years, the Walloon Region has been organising the « **Grand Nettoyage de Printemps** » (Great spring cleaning). Residents are invited to register as « **Ambassadeurs de la propreté** » (Cleanliness ambassadors) if they wish to invest in « **Cleanliness all year round** » or as volunteers during the « **Great spring cleaning** ». The town's « **Cleanliness week** » has therefore adapted to the Region's planning, so that citizens do not receive different information. In 2019, 22 teams (schools, companies, citizens) registered for the operation. Twenty-five teams of citizens are registered as « **Cleanliness ambassadors** ». The municipality is responsible for evacuating the bags of waste. The first meeting of the « **Cleanliness ambassadors** » was held this year at the town hall to create links between the groups.

A team of citizens also commits each month for cleaning. This is the group « **Une heure pour ma ville** » (One hour for my town). They are accompanied by aldermen and municipal councillors who have cleanliness at the heart of their concerns.



## Public composting site

Wavre opened its first public composting site in 2016. This neighbourhood compost allows citizens to start valorising their organic materials. Managed by the Environment department and the composting guides, this site welcomes the organic waste of residents in order to valorise it into quality compost usable in gardens. In view of the success, a second site was opened in 2018. It also includes vegetable garden trays, a flower meadow, an insect hotel, pear and apple tree plantations and small fruit trees. Since 2019, citizens have been involved in managing a collective vegetable garden.

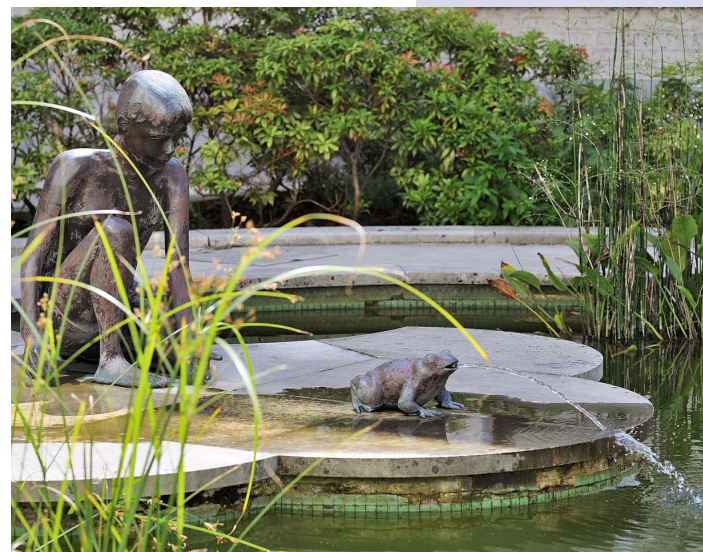
The Environment Unit collects sauce buckets from local chip shops, cleans them up and offers them to residents who wish to drop off their waste.

A new compost guide will be organised in 2019 to encourage composting in neighbourhoods and gardens.

In order to sort these materials, the new subdivisions systematically recover a buried container, thereby allowing this sorting valorised in biomethanation by the inter-municipality to proceed to collection.

The next refuse bag collection market also includes the door-to-door collection of organic materials for the purpose of recovering these same.

22 glass bubble sites are buried in Wavre. These spaces mean glass can be collected for recycling. Burying them reduces the noise and visual nuisance of these sites.



## Built environment

Wavre suffered the onslaught of the war but, despite its wounds and the stigma of modernisation, every turn of its roads and streets reveals a treasure trove full of history and traditions.

Cardinal Mercier Square, formerly known as « Marché des Grains » (Grains market), hosts the market and during the summer, « Wavre sur Herbe » (Wavre on grass). A surface area of 900m<sup>2</sup> of relaxation and leisure are offered to citizens. The landscaped garden area hosts summer activities such as civic, cultural, creative, sports and social meetings.

- **The church, Saint-Jean-Baptiste**, built at the end of the XV<sup>th</sup> century is a Gothic-style religious monument that proudly resides there. Its chimes composed of 50 bells rhythm the life of the Wavrians. The chime ringer Audrey Die makes the bells ring with brio.

Inaugurated in 1954, the chimes sounded the first time for the « Jeu de Jean et Alice » (Game of Jean and Alice).

- **The former convent of the Carmes Chaussés** destroyed several times first by a fire, then during the 40-45 war, was restored between 1958 and 1961 to become the Town Hall.

- At the foot of the Town Hall there is **the statue of Maca**, a mischievous adolescent climbing the balustrade of the municipal steps; work of the sculptor Jean Godart, who created this sculpture in 1962, it represents the first bourgeois of the town who receive « The Charter of Freedoms and Franchises » and embodies the impulsive and mocking spirit of the Wavrians who earned their nickname from the teenager.

- In 1987, some Wavrians, finding that Maca lacked a soul mate, pictured an adolescent whose freshness and mischief would certainly charm the famous little chap of the town hall. It was thus that « **la Crapaute** », created by the imaginative pen of the designer Dominique Pierre and sculpted by Yvon Mattagne, took definitive shape and found its place in the courtyard of the former hotel Escaille, rue de Bruxelles, whose buildings belong to the CPAS [Centres publics d'action sociale] (Public social services centres), initiator of the project. Squatting at the edge of a basin in the shape of a water lily, the girl reaches out to a... toad, from whose mouth springs the trickle of water that animates the ensemble.





#### • The Basilique Notre-Dame de Basse-Wavre

Large composite building made of a 16<sup>th</sup> century Gothic choir and three 17<sup>th</sup> century Baroque naves. It houses the statue of a Madonna and Child of the 17<sup>th</sup> century and the miraculous shrine, which was executed in 1628. Offered by the Archbishop of Mechelen, Jacques Boonen, it replaced another relic chest that iconoclasts had burned in 1590. It is gilded with copper and its sides are decorated with medallions illustrating the Marian legend of Basse-Wavre. Today, it is still the subject of an annual procession « The Grand Tour », which covers the region over a route of 7.5 km and attracts crowds of pilgrims.

#### • The Hosté farm

Vast quadrilateral enclosing a square courtyard, the Hosté farm, located between the Hayettes hillside and the College Notre-Dame de Basse-Wavre, is typically Brabant in appearance. Former farm of the Lord of Wavre who also owned a castle nearby. In the 16<sup>th</sup> century it became a wealthy manor called « L'Hostel du Seigneur » ; from where the farm took the name it is known by today. The buildings, such as we see them now, date from the years 1752-1760. The entrance pavilion is carved with a portal decorated with the arms of the Dukes of Loos-Corswarem, the Lords of Wavre at that time. The farm is still in operation, and its current owners produce beans, corn, courgettes, hard wheat, tender wheat and pumpkins.





Landscape

The Dyle traverses the whole municipality and guides the landscape. Considered precious by the inhabitants, the town and the villages were settled near the same. The surrounding valley is rich in loamy farmland, forests and natural areas.

There are two Natura 2000 sites in the municipality. These sites, chosen to protect endangered natural habitats and plant and animal species, are bodies of water, large swampy areas, sphagnum seeps and wetlands.

There are seven sites of « Grand Intérêt Biologique » (Great biological interest) in Wavre. These represent the heart of the ecological structure; they host species populations and rare or endangered biotopes or are characterised by a great biological diversity or by an excellent state of conservation. Veritable nuclei of biological diversity, they are essential for organising the backbone of the ecological network and establishing the bases of a voluntarist nature conservation policy. For more than a century, naturalists have identified, described and tried to protect them. It is as much marsh as it is wood or clearings.

The town takes care to preserve the hedges and remarkable trees classified by the Walloon Region and is careful to preserve an ecological network important for migration of species.

Green spaces

The Green Plan team is made up of 15 people. They are involved in maintaining and enhancing public spaces. The work is punctuated by the seasons with many plantations, maintenance of trees, flower beds and green or wooded areas. They are helped in season by a company mandated by the municipality to mow the large parcels.

In zero pesticide since 2016, the team has had to radically change the way it maintains these spaces. An agreement has been signed with the differentiated management division to approach the areas in a different way. These spaces leave more place to nature and a less intrusive maintenance for the wild fauna and flora.

More environmentally friendly weeding equipment has been acquired to help them with their various tasks. Grinding of various sizes and prunings is used on soils to prevent the regrowth of unwanted grasses and to limit water evaporation.



The implementation of these new methods has been relayed to citizens through various awareness-raising and communication campaigns. Such a change has not been easy, but the feedback after three years is rather positive.

The municipality has adopted the convention for the late mowing of roadsides, allowing species like the partridge to nest. These 24 km of roadsides are ideal sites for the spontaneous planting of local flora.

The municipality is also keen to fight against invasive plants. A site dedicated to the fight against Japanese knotweed is in place along the Dyle. This long-term project in the town centre aims to introduce native species such as comfrey, hazelnut, willow, alder and elderberry to replace the invasive species. Japanese knotweed, known to destroy local biodiversity due to its extraordinary dynamism, is being resisted by these re-established species.

Various places in the town offer a variety of flowers.

**The Nelson Mandela Park** near the town centre offers a place to walk in peace. A magnificent chestnut tree showcases it. The beds are landscaped with many species of perennials adorned by annual flowering. Acquired in 1986 by the municipality, this meeting place and many exhibitions welcomes environmental awareness actions such as the « Day of the Bee » and « Day of the Tree ».

The Green Plan department has two greenhouses in the field, allowing the cultivation of certain species, but above all the efficient start-up of annual plants. A field to the rear allows the plants to be provided with extra care before planting them in the municipality.

Near the town centre and the municipal depot, this space dedicated to the team of gardeners is ideally located to limit journeys.

Beaumont Wood is the only municipal wood. With an area of 19 ha, it is subject to the forest code of the Walloon Region. Populated with giant sequoia, purple beech trees, oaks, chestnuts and other impressive subjects, the wood also offers a healthy walkway for the public.

Some of the wood is left for the natural fauna and flora. No path crosses this part, leaving the place beautiful with the deer, foxes and raptors sometimes met at dawn.







## Seasonal and permanent plantations

The flower beds of the town are adorned with many permanent species such as trees, shrubs and perennials. They are laid out to take account of the soil and the exposure. These same are sometimes planted on the borders of annual flowers to emphasise the colour in season. Inventories of remarkable trees and hedges are carried out by the municipality at the request of the Walloon Region.

The town centre and bridges featuring the Dyle are highlighted by floral hanging baskets with integrated water reserve. Basins are also positioned in front of the town's churches and strategic points.

The municipality includes five cemeteries. Two of these cemeteries are labelled « Nature Cemetery » by the Walloon Region. These cemeteries incorporate a variety of native flora, insect shelters and bird houses. They are managed in a differentiated manner in order to delineate the well-maintained areas and the wilder areas that promote local wildlife.

These places of recollection and rejuvenation allows serene contact to be re-created between humans and nature.

In the other cemeteries, planting actions are implemented on a case by case basis. Among these, one cemetery was fully planted in 2019.

## Environmental education

The five schools of the municipality have been active in environmental education for years.

Each school has a compost bin for valorising organic matter. Two of them have hens that reduce waste and provide eggs. Various projects have also been set up thanks to tenders from the Province of Walloon Brabant. Each year, the province subsidises activities on the following themes: sustainable food, biodiversity, water, waste and energy. The equipment subsidised by the Province allows specific projects to be implemented. Each year the children plant flower bulbs, vegetables, look after the kitchen garden and cook what they have planted. They are in contact with nature and biodiversity. Insect hotels and birdhouses are installed, flowering meadows planted, and small and large fruit trees can be harvested.

Some schools have also created a plant labyrinth with sensory soil, a pond, a willow Tipi and educational panels. Educational teams are mobilising to put nature back at the centre of learning.

The Environment Unit also visits schools in other networks to give advice in an effort to bring about an environmental approach in these same.



The municipal creche is engaged in environmental actions. The meals are made on site by a cook. A public contract can be purchased from local producers working in organic farming. Fifty percent of consumed supplies are produced and delivered by this market. Plastic bags for picking up any soiled clothes are banned, and washable and reusable bags have replaced them. Wipes have been abandoned in favour of washcloths; washable nappies are accepted.

This pilot creche for waste reduction and sustainable canteen is evolving every year to improve the child's well-being and put him/her back in touch with nature.

Wavre is also involved in the « Green Deal Canteen ». The Green Deal aims to mobilise the canteens and kitchens of communities from all walks of life, as well as the stakeholders involved with these canteens, in order to increase the sustainable dimension of the meals that are offered. This Green Deal offers stakeholders the opportunity to sign an agreement that engages them individually and collectively in the move towards a system of sustainable food.

This Green Deal offers six areas of work: local and seasonal products, respectful of the environment and animals, equitable, healthy, balanced and tasty meals, reduction of food wastage and waste and social inclusion.

## Effort and involvement

The municipality works as often as possible in collaboration with citizens and encourages them to become actively involved in managing these same.

## Operation to replant the public space

In 2018, the town imagined the operation « We sow in my town », a campaign to authorise the replanting of the public space. Since then, a school and four citizen groups have embarked on the adventure and are creating projects in line with their citizens' desires.

These operations also make it possible to reduce the planning of the Green Plan team, which has been forced to change its working methods by maintaining spaces in a more environmentally friendly way.





# TOURISM AND LEISURE



## Tourism, leisure and traditions

Wavre, town of shops and culture.  
Wavre, town to pass through and stay in.  
Wavre, town of leisure and tourism.

At the crossroads of major roads, equidistant from the European and Walloon capitals, Wavre cultivates its label of tourist town. The choice is huge and varied : international and charming accommodation, gastronomic restaurants and local breweries, shopping streets and markets, picturesque pedestrian streets and quiet walking trails, attractions for young and old, the cradle of the 9th Art and beloved town of Maurice Carême ; the town is overflowing with great plans for a day trip or for a weekend. To the rhythm of the chimes, Maca, the Crapaute and the Lords, Jean and Alice invite you to discover Wavre, to come and to come again.

### • The giants

They are Jean and Alice, Maca, Baptiste, Mellie and the Crapaute. The Giants' Committee organises the Wavre carnival as well as the « Goûter des Revenants » (Ghosts' Snack) on Halloween.

### • « Jeu de Jean et Alice » (Game of Jean and Alice)

Every five years, the « Game of Jean and Alice » is held in Wavre, on the paving stones of Cardinal Mercier Square. This large-scale outdoor show depicts the feudal era of the town and more particularly the handing over of the « Charter of Freedoms » to the Wavrians.

The Middle Ages was a long, tumultuous period : the regime of the land seigniorship evolved towards the power of the « bourgeois ». In Wavre too, things were moving. And everyone was demanding more freedoms. On 23 April 1222, the Wavrian bourgeois received the « Charte des libertés et Franchises communales » (Charter of freedoms and communal franchises) from the hands of their Lords.

It is this episode that is played during the show gathering 500 participants, 120 choristers and 4000 spectators at the foot of the Parish Saint-Jean Baptiste.

### • The Brotherhood of Stofé

Founded in 1972, the Brotherhood is committed to preserving, defending and representing, both in Belgium and abroad, the Wavrian tradition of the Stofé pie. Stofé is a farmhouse white cheese from the Walloon region.

### • Maurice Carême

Author of 90 collections of poems, tales, novels, essays and dramatic legends. Reproduced in many school textbooks, his poems are used for learning the French language in Belgium, France, Canada.

Born in 1899, rue des Fontaines in Wavre, his first texts date from 1914. A teacher, he embraced the career of a fully-fledged writer in 1943. He won numerous literary prizes and was named « Prince de la Poésie » (Prince of poetry) in Paris. He died in 1978.

A part of his works can be discovered in a 5 km urban and rural tour.

In Grez-Doiceau, ah ! what birds !  
In Dion-le-Mont, ah ! what rushes !  
And sometimes it annoys me  
I, who was born in Wavre.

Not that Wavre has no birds,  
not that Wavre has no rushes,  
but it treats them with contempt,  
abandoning them to its depths.

It is true that in Wavre,  
the Dyle always left the fountains  
singing in a quiet street.  
Was I not born there myself ?

Then Wavre is Wavre, by God !  
Its cobblestones are the only ones in the world  
where my footstep tints the shadow  
among the happy people.



## The WALIBI park

Inaugurated in 1975 in the municipality of **W**avre, **L**imal and **B**ierges, it is one of the most famous theme parks in Belgium and Europe. Each year, it welcomes more than a million and a half visitors.

Considered as part of Belgian heritage, the characters of the country's comic books occupy pride of place.

Numerous thrill seekers make their rendez-vous here. Ideally located near the highways and the train station of Bierges, it is easy to get to.

This influx of visitors to the town has seen the installation of hotels offering extended stays within the municipality. The 62-hectare park contains numerous bodies of water and is bordered by the Dyle.

## Adventure park

Opened in 2004, this magnificent tree climbing course allows a family, sporting and convivial activity, promoting communication and the surpassing of one's limitations. This site is located in the wood of Beumont and offers 22 different routes as well as jumps and a zip line.

## Trade in Wavre

### Wavre has the commercial gene !

Wavre is and has always been a commercial and shopkeeper town. Next to the major retailers, the town has many specialised or niche shops, heirs to know-how that make it unique and attractive. The dynamism and personality of its shopkeepers who have character and the sense of welcome are not a myth. Their investment and creativity are essential to the town's economy. The presence of shops and renowned houses ensures a real diversity of the offer in a town on a human scale where you can « find everything ».

The municipal will is clear; in agreement with the local economic actors, the town of Wavre is making every effort to improve and perpetuate an activity that has always been a driver of development and a source of wealth for all the inhabitants.



# COMMUNICATION

Wavre's participation in the contest « Entente florale » (Floral alliance) was announced during the awarding of the label Towns and Villages in Bloom by the province of Walloon Brabant in the presence of many journalists.

The information was relayed in the municipal newsletter in order to involve the population in the flourishing, both from a private perspective and in terms of participating in the theme of the municipality.

Advertisements were also displayed via the communal website and on social networking pages.

Two roll-ups were produced to highlight the contest.





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