

WHO TO CONTACT?



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A stylized, light blue map of the Molenbeek-Sint-Jans district in Brussels is visible in the background, showing a network of streets and green spaces.

THE FUNDING FAMILY

Molenbeek for Brussels 2030

Molenbeek
European capital of culture
candidate city



MOLENBEEK FOR BRUSSELS 2030

Finalist for European Capital of Culture 2030

**Previous European Capitals of
Culture:**

- Marseille
- Istanbul
- Mons
- Liverpool
- Tallinn



CULTURE AS A CATALYST

How young
people imagine
their future

**4 PILLARS
TO CREATE
A COMMON
FUTURE**

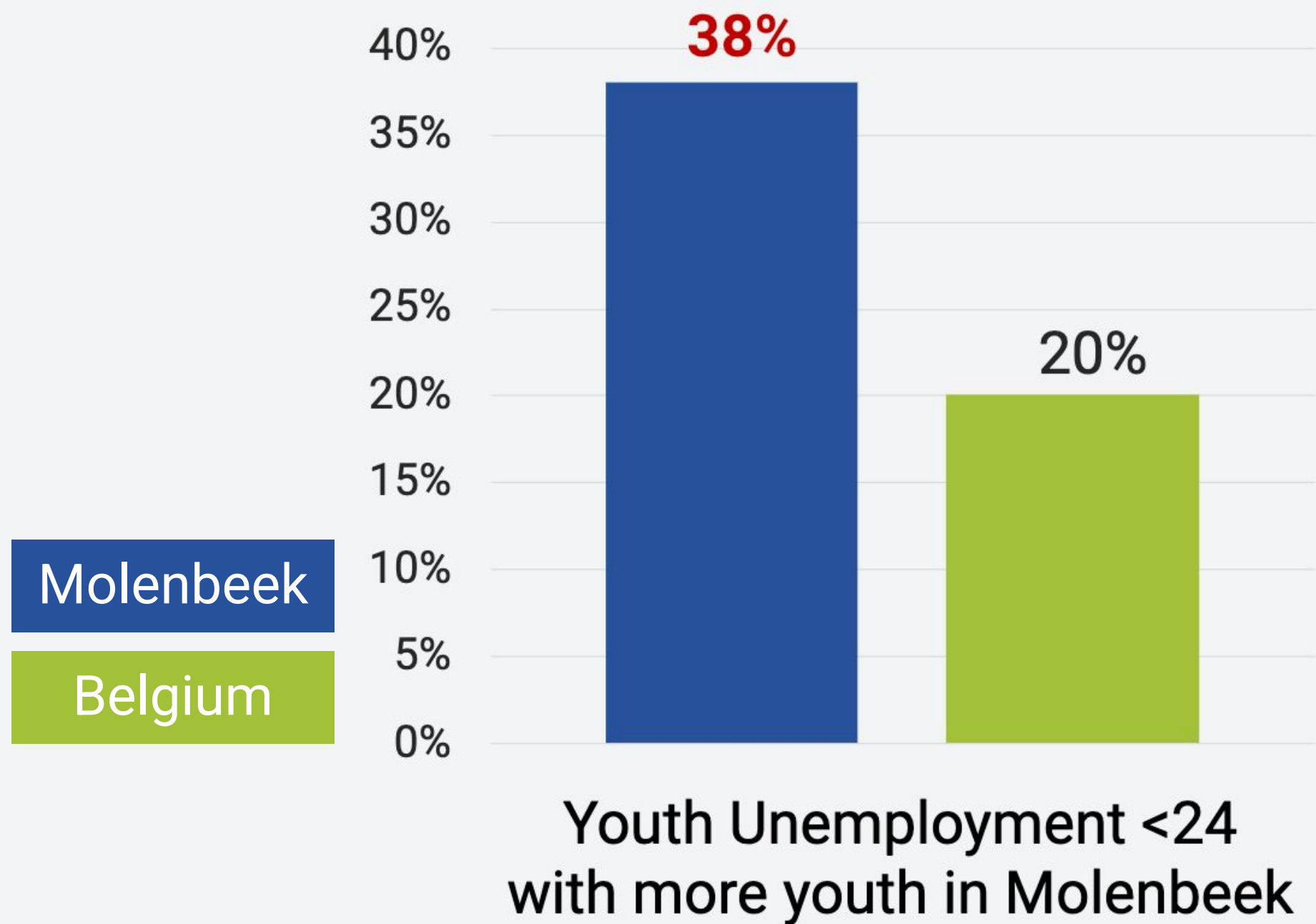


WHY MOLENBEEK 2030?

Reflecting
the challenges
faced by many
European cities

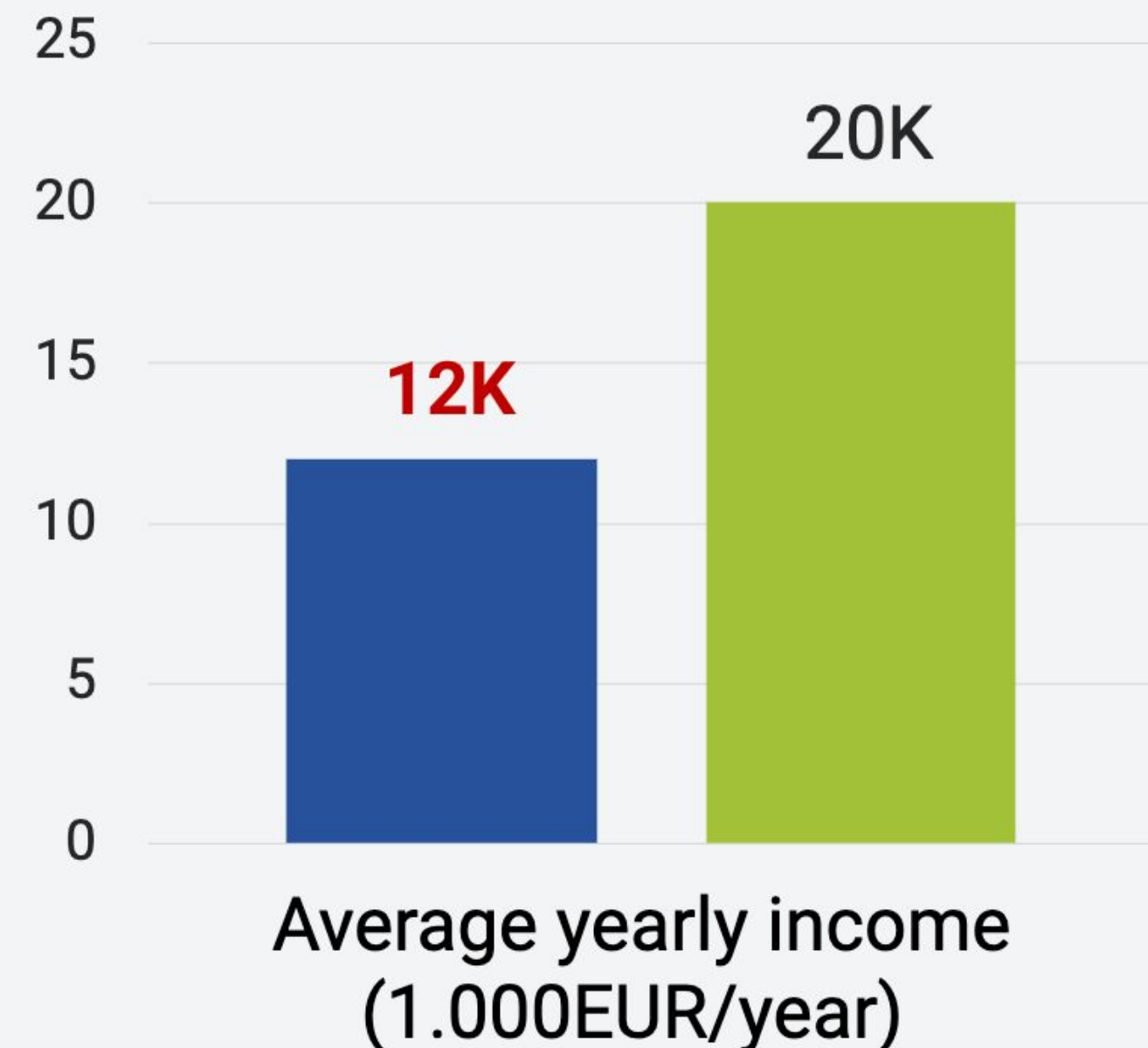
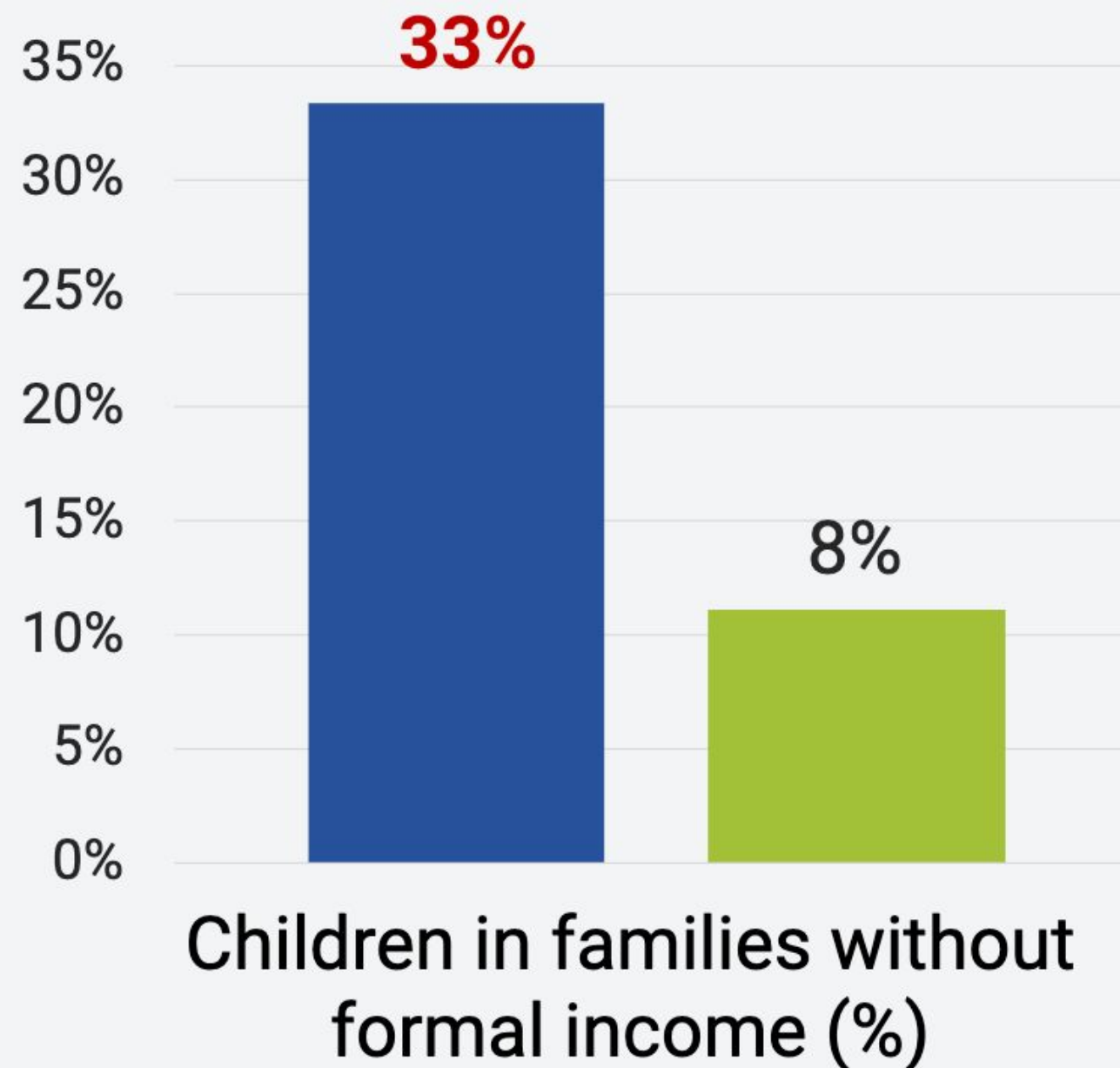


A young and unemployed population



The children of Molenbeek are growing up in families with low income

Molenbeek
Belgium



OUR FUTURE WE CREATE TOGETHER

A prototype for Molenbeek,
a working concept for urban
futures in all of Europe

Superdiverse and Multilingual European Cities

Equality and Social Justice for all European citizens

Nature in the heart of European Cities

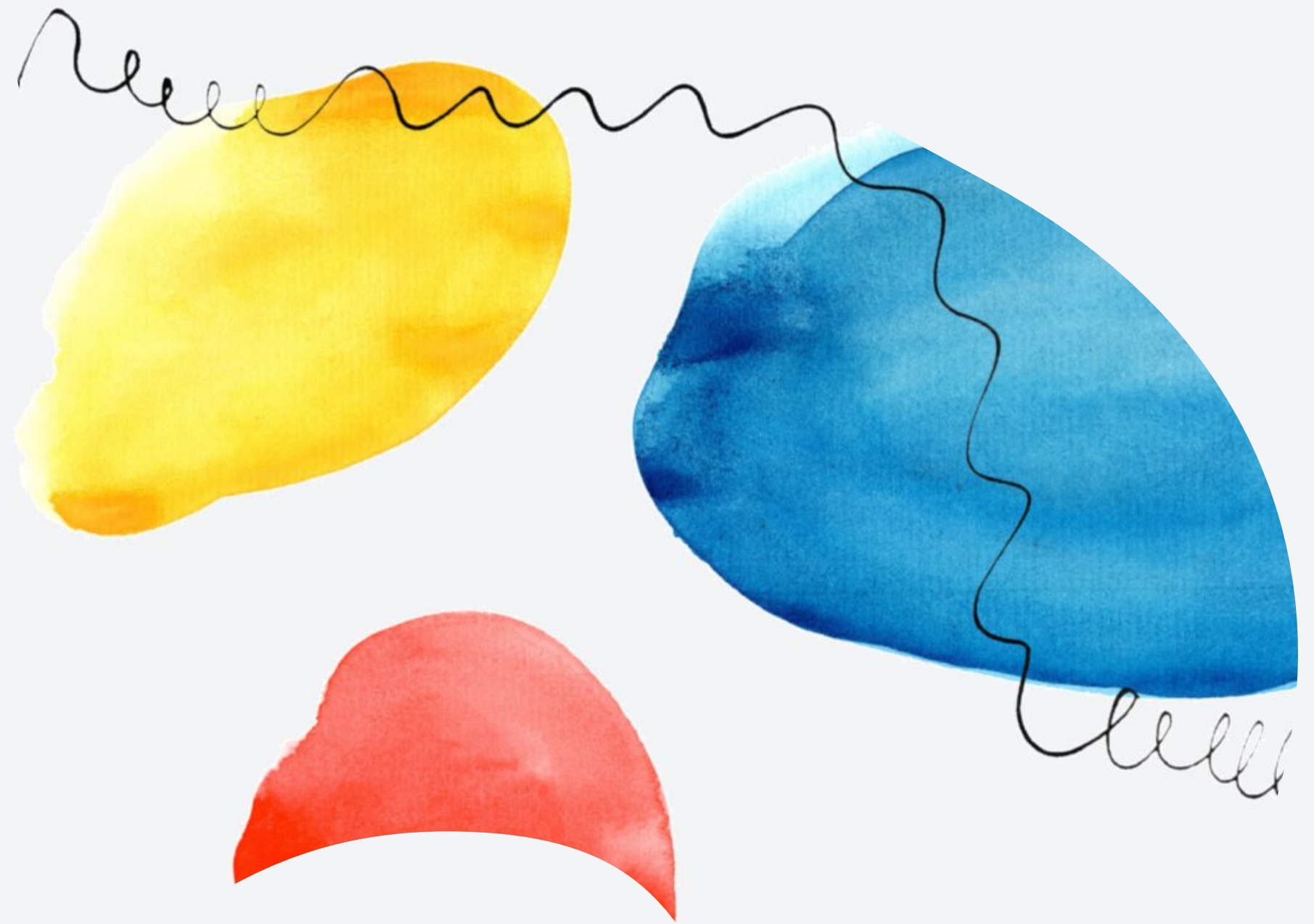
Places where everyone feels safe



SADAKA

Giving without
expectation

GENEROSITY
SOLIDARITY
EMPATHY
SELFLESSNESS



LAYING THE GROUNDWORK

The first projects have proven the concept

Shared Iftar celebration

Connecting more than 500 people

Youth coalition & MolenYouth for MB2030

Young people creating a better place

Molenfest – first edition

A growing place of possibilities

Spring & Summer Assemblies

A living Lab to co-create MB2030

More than 50.000 people already involved

2022

2025

MOLENFEST

The cultural festival towards 2030

- ✓ **An annual celebration since 2024**
- ✓ **Testing the cultural programme towards 2030**
- ✓ **“Brussels Best Co-Creation Award” 2024**
- ✓ **Collaboration MB2030, MCCS, KANAL**
- ✓ **68 partners and performing artists**



MB2030 IS ALREADY BACKED BY

Cultural Institutions from the BCR and Europe

The 18 municipalities from BCR

Social economy partners: P&V Insurance and P&V Foundation

Business network TheMerode

Youth organisations and entrepreneurs from MB and Brussels

Cities of Mechelen en Charleroi

VUB, ULB, BRUZZ, BX1, MIVB



WHO WE REACH WITH MB2030

- Residents of Molenbeek and Brussels
- Visitors from:

Molenbeek

Brussels

Belgium

Europe and beyond

Molenbeek



MEET THE TEAM

A multi-
disciplinary team
rooted in
Molenbeek,
connected to
Europe



**JAN
GOOSSENS**

*Artistic &
Programming*



**FATIMA
ZIBOUH**

*Communication,
Mobilisation & PR*

+ Operational Team of MB2030

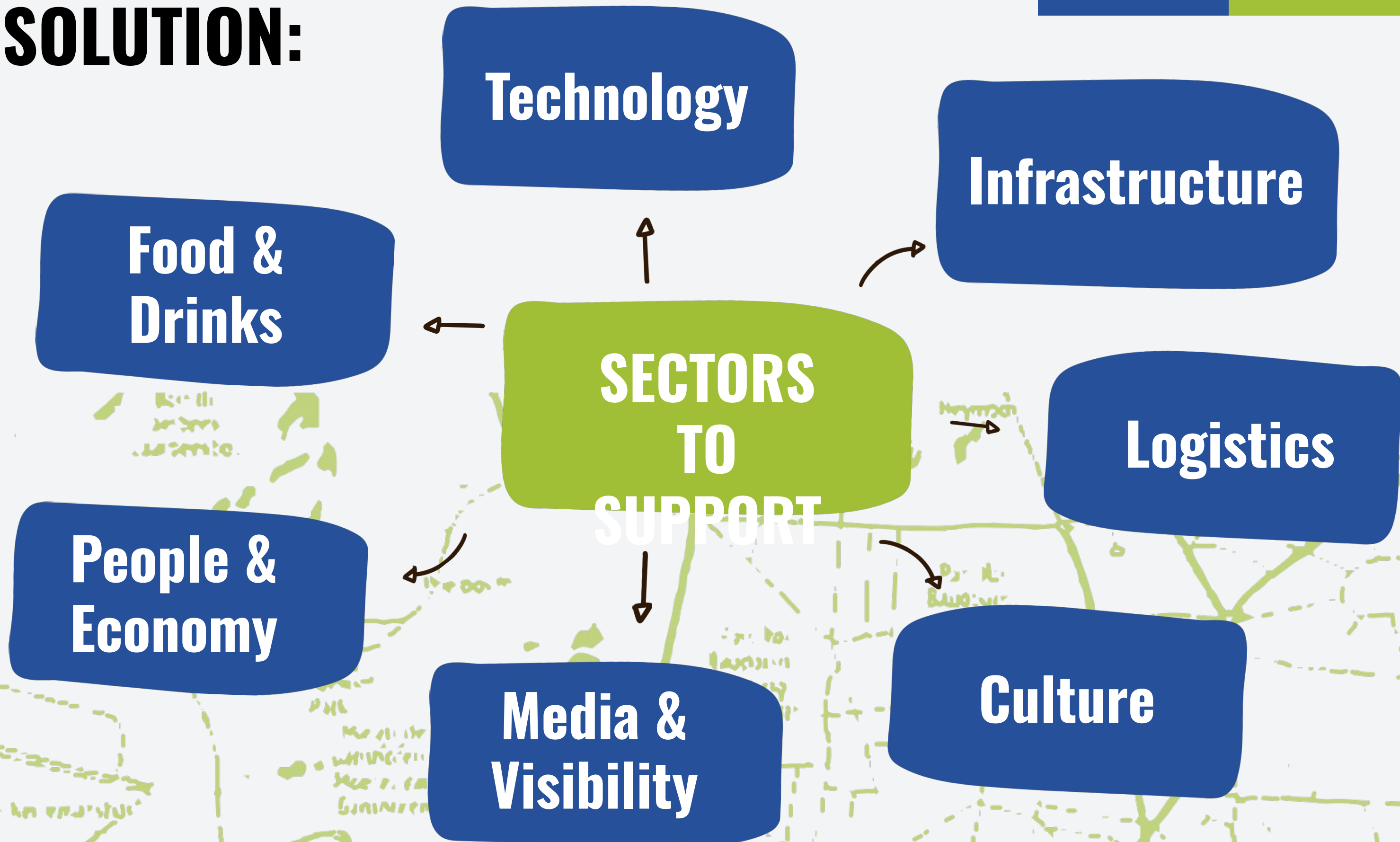
Programming - Production - Communication - Social Media - Press & PR - HR - Finance - etc...

CREATING A FUNDING FAMILY

- ✓ A living community of all funders
- ✓ No MB2030 without a Funding Family
- ✓ The Funding Family are more than just sponsors



OUR SOLUTION:



Food & Drinks

We Build

Community cohesion & economic opportunity

Our Inspiration

Molenbeek's rich culinary heritage

You Fund

Food festivals, culinary youth incubators & more
Like "Superdiversity kitchen"



Technology

We Build

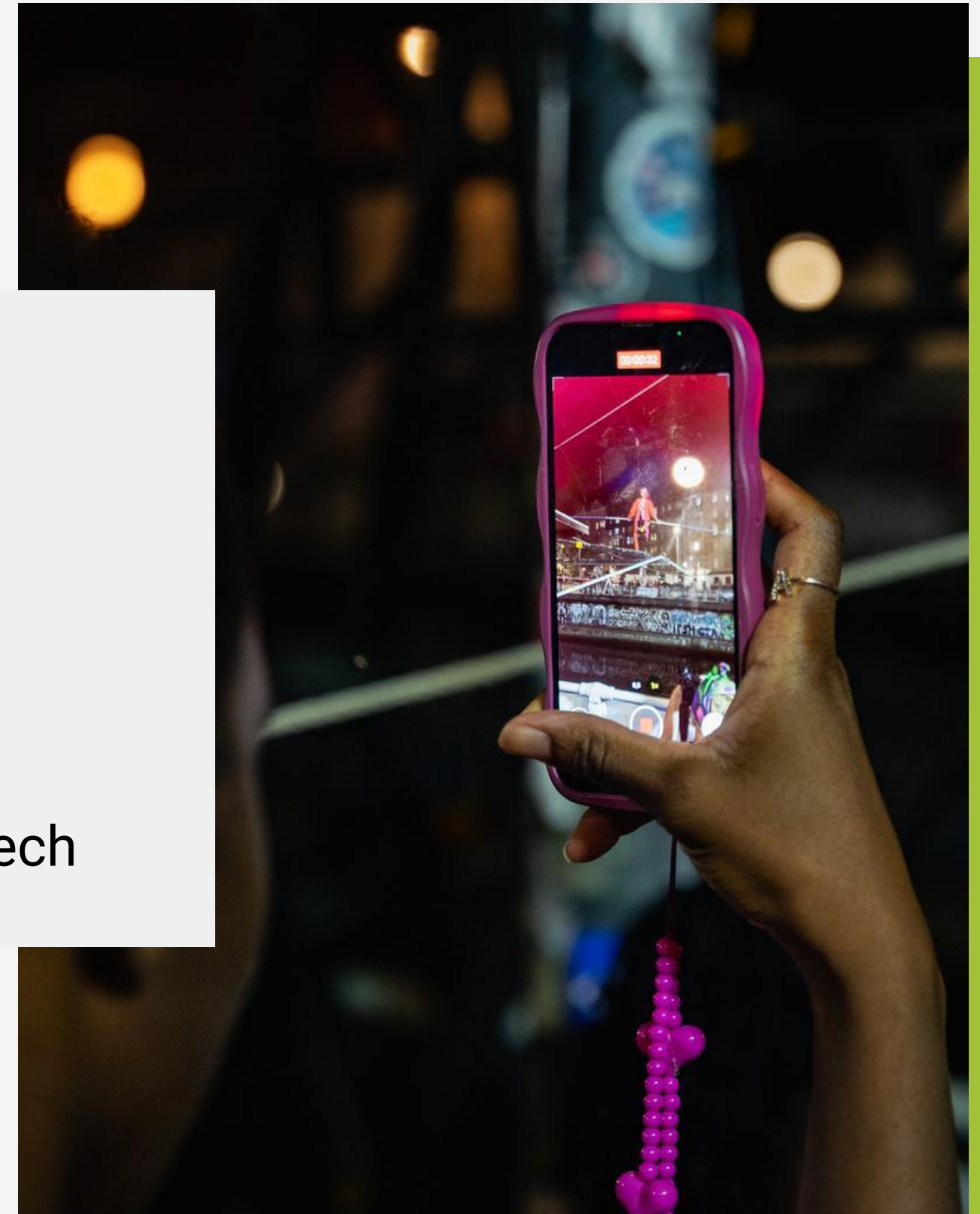
Digital inclusion & innovation hubs

Our Inspiration

Molenbeek as a testbed for relevant tech

You Fund

Apps that don't addict but activate & open-source tech



Infrastructure

We Build

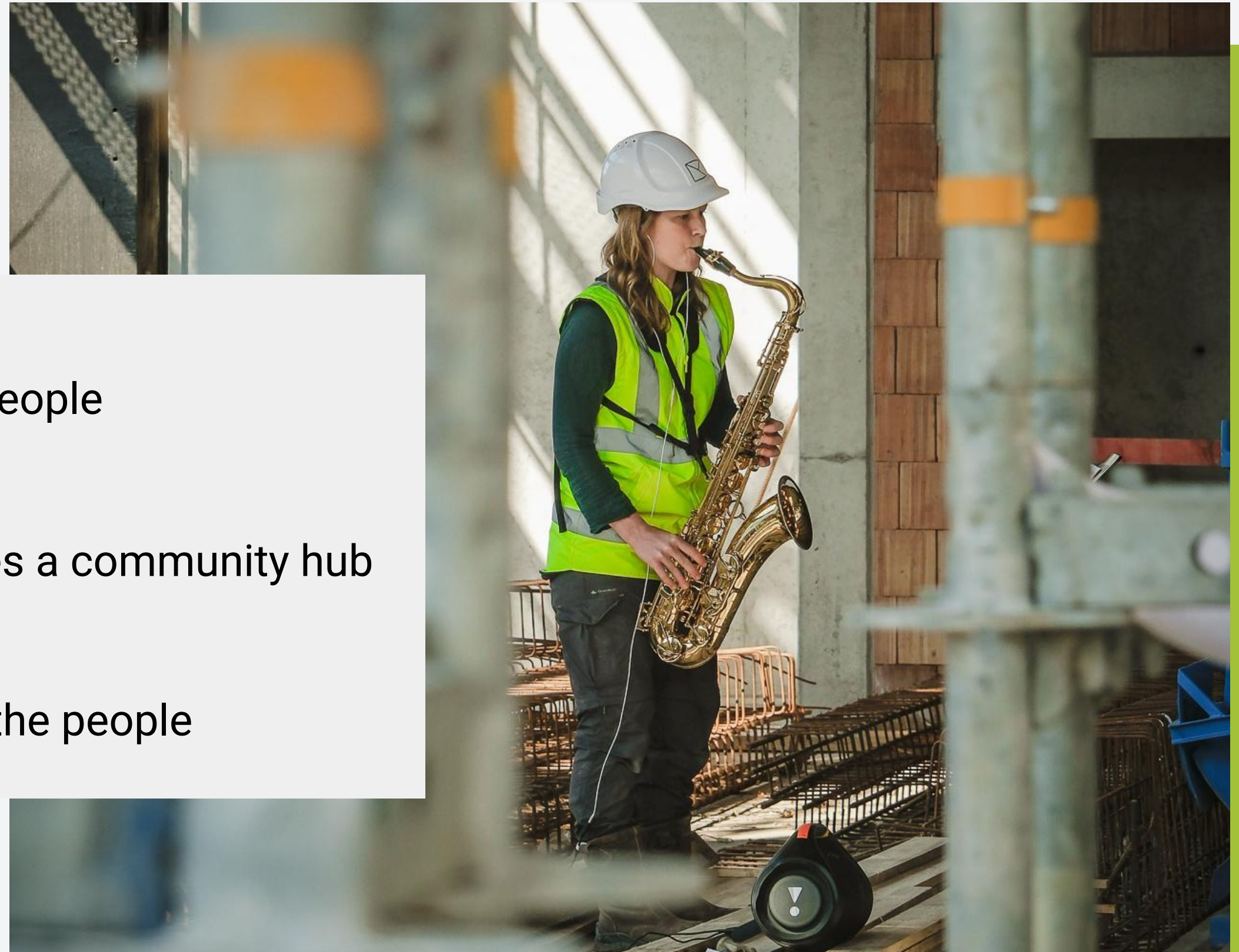
Infrastructure to connect people

Our Inspiration

A charging station becomes a community hub

You Fund

Infrastructure projects for the people



Logistics

We Build

A logistics revolution that's rooted in community

Our Inspiration

An urban lab where delivery meets dignity

You Fund

Purpose-driven solutions, neighborhood lockers, zero-emission routes, ...



People & Economy

We Build

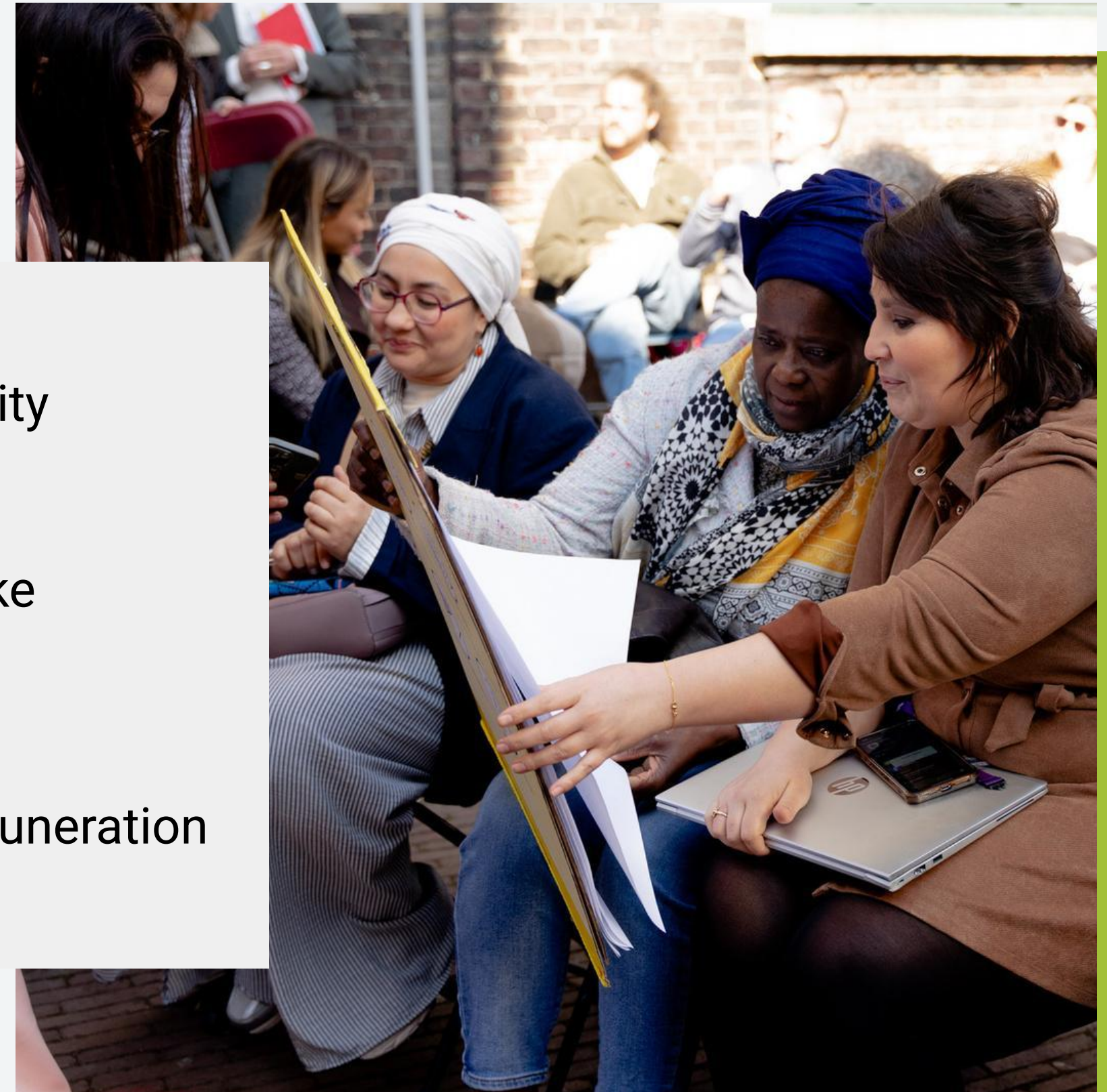
Incubators where empathy meets creativity

Our Inspiration

Molenbeek is your proving ground to make social capital your strongest return

You Fund

New staffing opportunities, inclusive remuneration models, empowering ecosystems, ...



#MB2030

THE FUNDING FAMILY

Media & Visibility

We
Build
Our Inspiration

You Fund



#MB2030

THE FUNDING FAMILY

Culture

**We
Build
Our Inspiration**

You Fund



MAKE IT HAPPEN

You can make a difference. Contribute with:



**EXPERTISE TO
SUPPORT THE
STORY**



**YOUR NETWORK TO
SPREAD THE
MOVEMENT**



**FUNDING TO BRING
IT ALL TO LIFE**

BECOME PART OF OUR FUNDING FAMILY

- ✓ **A network for encounter and exchange**
- ✓ **A place to build relations with clients and partners**
- ✓ **A space to present, to pitch and reflect**
- ✓ **A common shared ethical Code**
- ✓ **2 Annual gatherings, from MolenFest to MolenFest**
- ✓ **Or whatever suits your needs**



YOUR WINS

1



**VISIBILITY &
REPUTATION**
(naming rights, brand
presence during
events, EU-wide reach)

2



**EXPLORING NEW
MARKET SEGMENTS,
LAUNCH NEW
PRODUCTS**

3



**NETWORKING AND
COLLABORATION**

YOUR WINS

4



**SOCIAL
IMPACT AND
REPUTATION**

5



**STAFF ENGAGEMENT
& EMPLOYER
BRANDING, CLIENT
RELATIONS**

6



**INNOVATION AND
KNOWLEDGE
EXCHANGE**

**9MIO € TO
MAKE IT
ALL HAPPEN**



**The missing piece
to enable MB2030
as a cultural
catalyst**



FUNDING NEED – 9MIO €

Total necessary budget: 89mio €

Public sector: 80mio €

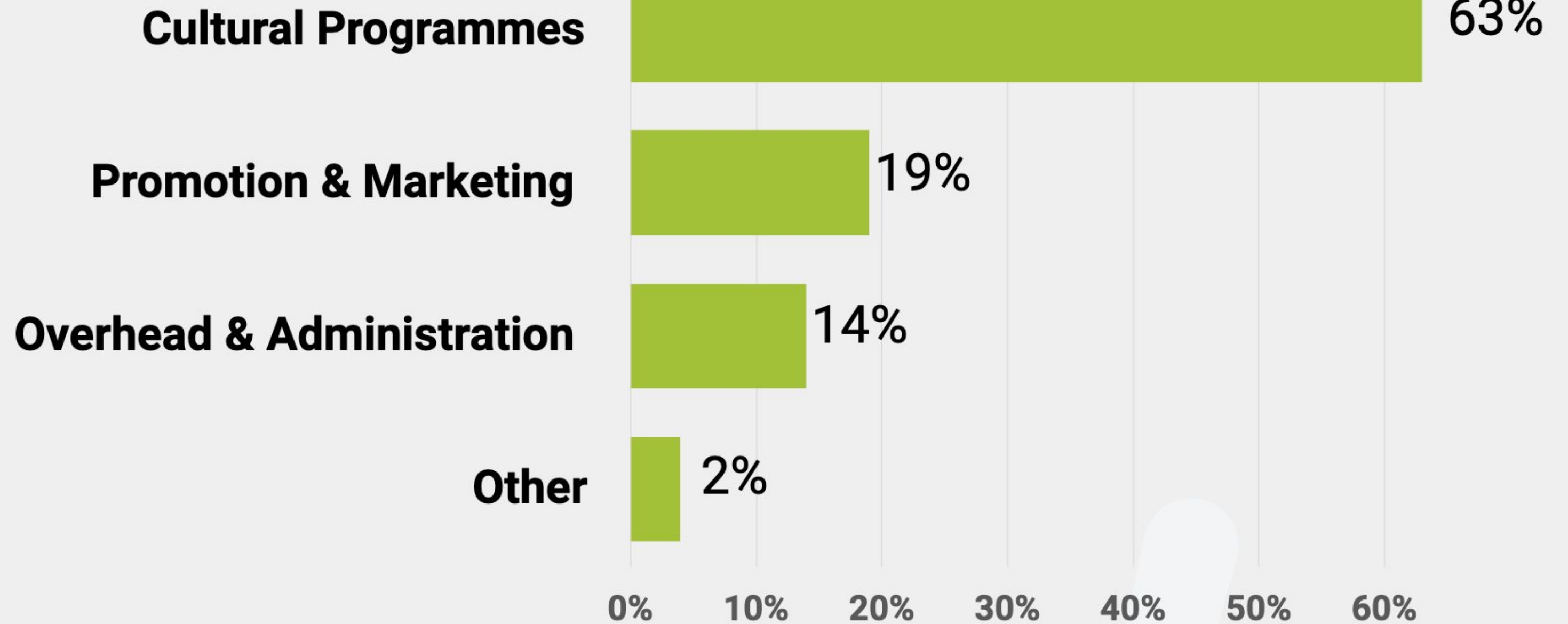
Private sector: 9mio €

**Each private Euro
delivers 9 public Euros**



WHERE THE MONEY GOES

Covering



#MB2030

THE FUNDING FAMILY

Seed Catalysts
(micro-funders)

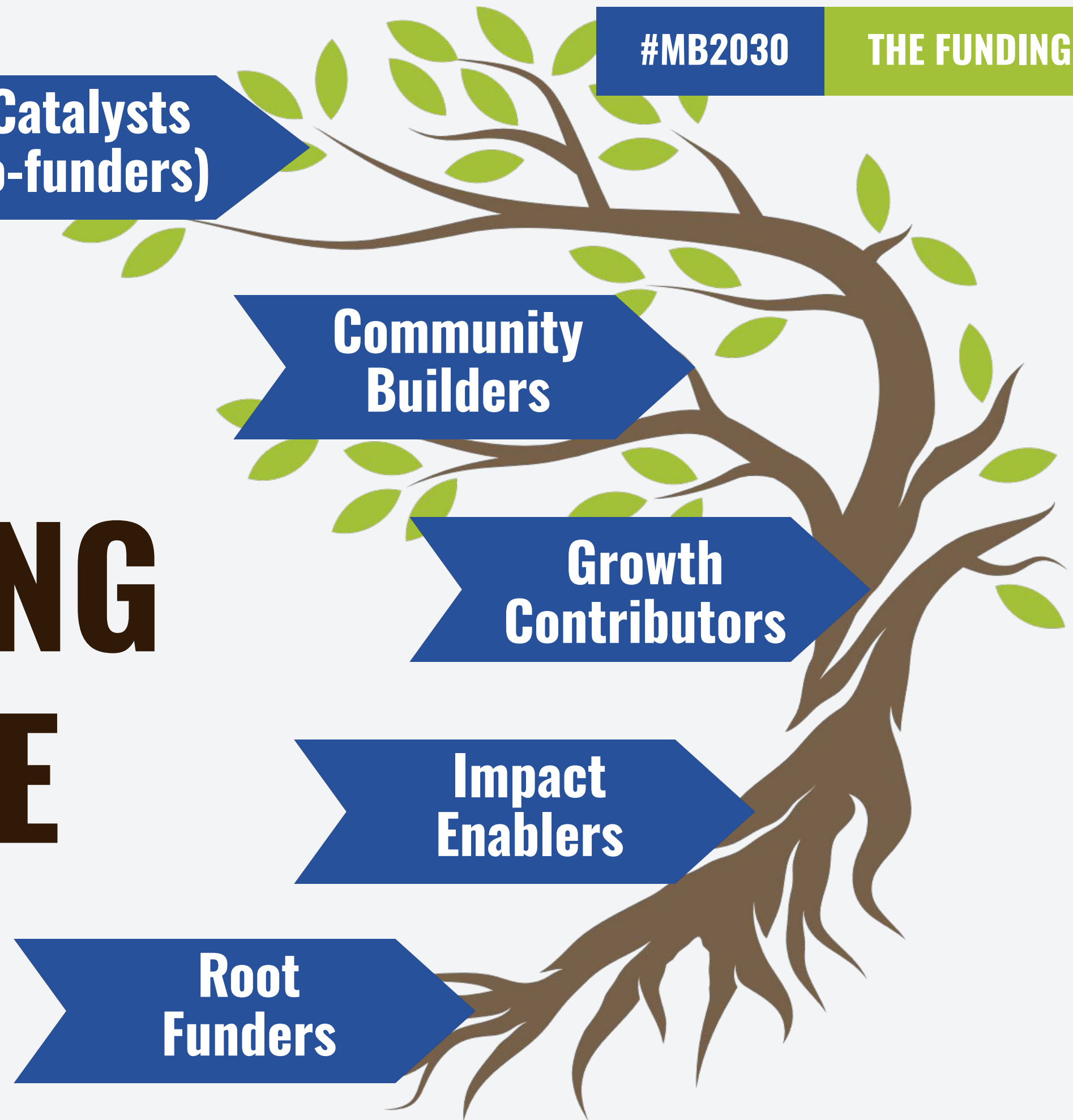
Community
Builders

Growth
Contributors

Impact
Enablers

Root
Fundors

GROWING OUR FUNDING FAMILY TREE



WHAT WE OFFER

SEED CATALYSTS (FROM €10 UPWARDS)

Mention on the website or a “digital supporter wall”

Supporter pack (pin, tote bag, limited-edition poster or postcard):
“Come visit and get your bag at the visitors' center”

Access to exclusive newsletter & making-off's

Optional: crowdfunding level rewards (e.g. “adopt a post artwork”) – formulate concrete projects for crowdfunding



WHAT WE OFFER

COMMUNITY BUILDERS

Mention of name in neighborhood-oriented activities or local projects

Sticker/certificate for shop window: "Neighbourhood Partner of MB2030"

Visit to rehearsals, workshops or sneak peeks

Hosting option (guided tour, discussion, artist talk)

Mention on the website

Tickets

Possibilities to discuss



WHAT WE OFFER

GROWTH CONTRIBUTORS

Logo on website, program booklet and relevant projects

Link to one specific project or neighborhood festival

Place on 'community donor wall' or digital sponsor card

Invitation to kick-offs, previews, community events

Package with visibility material
(banners, stickers, "Proud contributor to MB2030")

Inspiration session or Q&A with an artist for staff or customers

Tickets

Possibilities to discuss



WHAT WE OFFER

#MB2030

THE FUNDING FAMILY

IMPACT ENABLERS

“Main sponsor of [thematic programme]”
(e.g. youth, climate, food, infrastructure, etc.)

Logo and name in associated communication + event locations

Access to MB2030 “Club of partners”

Stories from their sponsorship (e.g. short film, report)
distributed via MB2030 channels

Own hospitality moments during the cultural year
(guided tour, reception, network, etc. for your own audience)

Early access to content, artist talks, previews

Tickets

Possibilities to discuss



WHAT WE OFFER

#MB2030

THE FUNDING FAMILY

ROOT FUNDERS

Co-branding: “Founding Partner of MB2030” with visibility on all channels, bridges, strategic locations

Regular updates of main projects or installations (e.g. main expo, opening weekend)

Seat in patronage committee and annual meeting

Exclusive events (receptions, behind-the-scenes) for your own networks

Permanent listing on MB2030 sites (legacy visibility)

Artist-in-residence opportunity within company

Tickets + PR

Possibilities to discuss



#MB2030

THE FUNDING FAMILY

➤ LET'S
CO-CREATE
A BRIGHT
FUTURE

