

# Wallonia.be brand ambassadors charter

## 🌟 Foreward

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Thank you for your interest in the Wallonia [brand policy](#).  
Joining the ambassadors' network for this brand involves bolstering Wallonia's image in Belgium, Europe and around the world.

Whether you are involved in the world of finance, academia, science, culture or tourism, and whether you are from Wallonia or have a link to the region, we invite you to become an ambassador for our region and help to promote its appeal.

## 🌟 Your mission

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Being a regional ambassador first means accepting one principle: respecting and promoting its brand values.

The positioning of the Wallonia.be brand revolves around a key, renowned advantage of our region, that is, its openness, in both meanings of the word:

- the traditional openness of our companies, as well as all of our other international stakeholders;
- our open-mindedness to other cultures.

The Walloon regional brand also highlights the other complementary benefits of the Walloon region, including its sense of sharing (the human side of the region and its international solidarity), its accessibility (a central geographical location and high-quality logistics infrastructure), technological innovation and expertise (our science parks, research centres, our six competitiveness clusters, our global leaders and our innovative SMEs) and the quality of life (Walloon heritage, culture, quality of life, landscapes, flavours and talents).

Through your actions and your relationships, we ask for your support in:

- conveying all of the information about Wallonia and its brand, starting with what is available on [www.wallonia.be](http://www.wallonia.be) and its different social media accounts;
- promoting the visual language of the brand, by displaying the Wallonia.be logo and the Feel Inspired slogan on your website, blog or email signature (which can be downloaded from the [library](#));
- writing and publishing posts about your experience in Wallonia or any activities related to Wallonia on the brand ambassadors [blog](#);
- identifying and informing us about any development opportunities for the region;
- contributing to the development of the brand ambassador network by discussing this initiative with people around you and/or sponsoring new ambassadors;
- bringing the brand to life by actively participating in conversations on social media and sharing content on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

Becoming a brand ambassador also means complying with certain rules

- Do not damage the brand image
- Do not use the brand in a manner that is morally wrong
- Scrupulously follow the [graphics charter](#) for the brand and do not change the basic visual elements (logo, etc.).
- Respect the confidentiality of documents that you receive as part of your role as a brand ambassador.



Wallonia.be

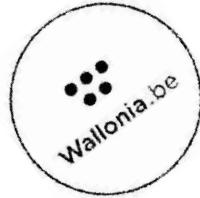
Feel inspired



## 🌐 How to become an ambassador

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- ✓ Complete the application
- ✓ Accept the principles of this charter
- ✓ Follow the brand on the different social media sites



*The AWEX/WBI team reserves the right to terminate the membership of any brand ambassador to the network, if they do not respect the principles of this charter or the values of the Wallonia.be brand.*