



Summary report Open Day at the European Economic and Social Committee (EESC)

28 May 2016

Just like the other European institutions, on **Saturday 28 May** the EESC opened its doors to the public. Volunteers - 20 EESC members and 75 members of staff - welcomed 2 424 visitors. The atmosphere over the entire the day was friendly and welcoming, in complete security. Throughout the day, the public had the opportunity to swap views with EESC members and to enjoy games and family activities.

The guiding theme this year was "**United in diversity**". Visitors were asked to vote on the questions they saw as priorities in the following three areas: **the migration crisis in Europe and refugees, the European energy dialogue and European social policy.**

Visitors were particularly interested in the surveys about the migration crisis and energy.

The **priorities** that gathered most votes in connection with migration were:



1. setting up a common European asylum system,
2. providing support to refugees in countries bordering conflict zones,
3. implementing integration policies based on education and training.



Turning to energy, visitors felt that Europe's priority should be a low-carbon energy system



As every year, visitors could test their general knowledge of the EESC and the European Union in a quiz.

In the 6th floor lobby area, the **EESC sections** were grouped into **five thematic topics** concerning citizens directly:



1. migration and refugees,
2. the environment,
3. the economy and social affairs,
4. participatory democracy and organised civil society,
5. the EESC and the world.



Visitors could talk with dozens of volunteers from the various EESC services and with EESC members about their work and achievements in these fields. With the "wheel of fortune," run by the economic and social affairs stand, visitors could have fun while testing their knowledge in this field.



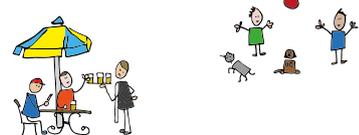
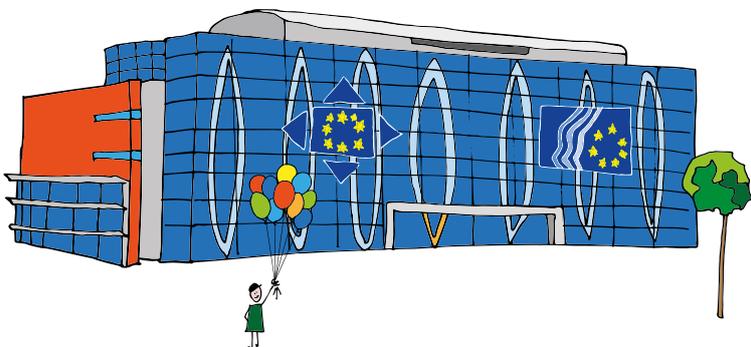
One of the main issues we addressed under the "environment" banner was **built-in obsolescence**. The "Et si on répareit" ("Why not repair?") cooperative, which actively combats premature obsolescence of electronic items, was on hand to talk to our visitors thanks to their grassroots know-how.



The lobby area also hosted a stand shared by the three EESC groups – the **Employers' Group**, the **Workers' Group** and the **Various Interests Group**, as well as the Committee presidency's stand, where visitors could learn about the **EESC's Your Europe, Your Say! youth initiative**, not least by watching a video of the event in March 2016.



The **presidency stand** also reminded visitors of the EESC's full backing for the Schengen agreement.





For the first time, the entrance hall hosted - alongside the ever-popular **photo booth** - a **"Europe and languages"** stand, presenting the work of the Committees' joint translation services and explaining multilingualism (the pivot system). Visitors could also take tests, carried out in French, English and Dutch, on their knowledge of various European languages.



One of the traditional highlights, a stand from **Apis Bruoc Sella**, a Brussels organisation that has installed beehives on the EESC's roofs, was also open to visitors on the ground floor.



Visitors were entertained in the Atrium 6 by a face-painting stall, events for children and two concerts. Visitors could also pause and refresh themselves in a rest area.



For the fourth year in a row, **the EESC had a stand at the European Parliament**, manned by EESC members and staff. This stand offered an informative quiz, with the lucky winners receiving their prizes at the EESC's main building.



The friendly atmosphere made this year's Open Day at the EESC a great success.

External and internal promotion of the Open Day

- **Radio:** advertising campaign on **Classic 21, Radio Twee** and **Viva-cité**. Production and broadcasting of a 20-second radio advert for all the European institutions. The adverts were broadcast during prime listening time between **21 and 28 May 2016**.
- **Interinstitutional site:** a special web page was produced to promote the interinstitutional Open Day with a link to each institution.
- **EESC website:** a special page with photos of the day with a link to the other institutions: www.eesc.europa.eu/?i=portal.en.photo-galleries&itemCode=39511.
- **EESC info (newsletter):** an article in the May edition: www.eesc.europa.eu/?i=portal.en.eesc-info&itemCode=39385.
- **EESC intranet:** the Open Day was promoted on the EESC intranet before and after the event.
- **Social media:** the event was also covered on social media with a dedicated account on Facebook ("Open Day" page, shared with other European institutions) and #EUopenday on Twitter. For the European Economic and Social Committee, #EUopenday was mentioned 86 times for a potential audience of 148 649 subscribers on the day of the event.

Evaluation

According to the results of a satisfaction survey, in which 566 people replied to an e-questionnaire:

- most respondents were French-speakers, but the number of English-speakers reached nearly the same level;
- most had come to find out about the European institutions with their families or friends;
- they had heard about the EESC's Open Day:
 - by word of mouth
 - from EU employees
 - from posters
 - on the EESC website
 - from listings
 - on the radio;
- a majority of respondents were satisfied with their visit; the satisfaction rate stood at 4.2/5;
- following the Open Day, many respondents intended to find out more about the EESC.

