



European Economic and Social Committee

EESC – Open Doors Day

17 May 2014 **Evaluation report**



Contents

1. Introduction	2
2. Background	4
3. 2014 edition	6
a) Objectives	8
b) Concept	8
c) Activities	8
d) External promotion	12
e) Internal promotion	13
4. Visitors	14
5. Assessment and suggestions for improvements	16
6. Strategic improvement approaches	18
a) Accessibility	19
b) Communication	19
c) Cooperation with the Committee of the Regions	19
7. Opportunities for the EESC	20
a) Interaction with the public	21
b) Proximity	21
c) Visibility	21
Annexes	22
Appendix 1: Changes in the number of participants in the computer-based quiz	23
Appendix 2: EMAS (Eco-Management and Audit Scheme)	24
Appendix 3: Publicity in cultural calendars	26



1

Introduction

The purpose of this report is to assess the Open Doors Day at the European Economic and Social Committee. The report comprises: a description and analysis of the 2014 event, recommendations for future editions and a presentation of the opportunities the Open Doors Day provides the Committee.





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Background

This event is part of the interinstitutional Open Doors Day, during which all the EU institutions open their doors to the general public, and was held this year on Saturday 17 May from 10 a.m. to 6 p.m. on the ground floor and 6th floor of the main EESC building (rue Belliard 99).

The aim of the event is to allow an interactive exchange of ideas with EU citizens.

The 2014 Open Doors Day focused on the European elections and three sub-themes of topical interest:

- Europe of growth,
- social Europe,
- sustainable Europe.

To get visitors interested in these issues and the work of the Committee, a number of different educational and fun activities were organised.

The 2014 Open Doors Day attracted some 2 580 visitors (compared with 2 600 in 2013), and a total of 15 000 promotional give-aways – communicating messages about the EESC’s work – were handed out to visitors.



3
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2014
edition



a) Objectives

The aim was to attract new visitors to the event and to raise their awareness about the Committee's work in both an educational and entertaining way.

b) Concept

Each Open Doors event is organised around a key theme, with a number of different activities:

- the groups and sections which make up the EESC present their work;
- a series of fun activities are organised for the public.

This year – a European Parliament election year – the EESC's work and initiatives were presented through three sub-themes, each of which illustrated a different aspect of the EESC's role. These themes – sustainable Europe, social Europe and Europe of growth – were chosen because of their direct link to the EESC's activities. They also followed on from the theme of the 2013 Open Doors Day.

c) Activities

Most of the EESC's activities took place on the ground floor and sixth floor of the JDE building. The sixth floor was divided into two areas: the foyer, which was the venue for educational activities, and the atrium, which hosted a variety of fun and family activities.

Presidency Stand

The presidency stand welcomed visitors, inviting them to play the game *R EU ready?* specially developed by the EESC for the *Your Europe, Your Say!* event (held at the end of March 2014).

The Committee's three groups also had stands located alongside the presidency stand.

Groups and thematic areas

As in 2013, the Committee's sections were grouped together in thematic areas.

To ensure consistency and visual consistency, a different colour was assigned to each theme: green for sustainable Europe, red for social Europe and blue for Europe of growth. Circular structures three metres in diameter were installed to present these themes.

EESC stand on the European Parliament plaza

For the second year running, the EESC had a stand on European Parliament plaza. This was decorated with beach flags and banners, and manned by Committee members themselves. Visitors were able to take part in a quiz, with a prize for the winning entry – to be collected from the EESC – and the stand attracted much interest over the day. It turned out to be a strategic location for encouraging people to visit the EESC.

Let's talk about Europe!

A film crew spent the whole day interviewing visitors about topics they considered important for the future of Europe. Twenty or so interviews of visitors were recorded, as well three with EESC members. These videos were sent to the new European Parliament and were posted on YouTube and on the EESC's website.

Photo booth

A photo booth was set up on the ground floor of the JDE building, which was visible from outside the building, where visitors could have their photograph taken with a vintage delivery van and wearing fun props. Some 400 photographs were taken this year.





Apis Bruoc Sella

The Apis Bruoc Sella association, which installed the beehives on the roof of the EESC building, attends the event each year to explain the importance of bees in Brussels. Located under the staircase leading to the canteen on the way to the lifts, this stand attracted numerous visitors.

Slackline

There was a slackline next to the musicians on the sixth floor where visitors could test their balance.

Computer quiz

The interactive quiz was updated to include questions on the three themes and on European current affairs. A total of 835 people took part (up from 737 in 2013).

Musicians

The De Ferre Trio gave a sample of their repertoire, ranging from pre-war songs to their own personal compositions, so visitors discovered an unconventional blues group.

Your Europe Your Say!

Room JDE 62 was dedicated to the *Your Europe, Your Say!* event. Information about the 14 initiatives put forward by the young people taking part in that event was displayed around the room. EESC members and volunteers explained the issues and how young people were involved in the work of the Committee. Visitors were invited to vote for the initiatives they considered to be the most relevant and important for the future, using special stickers.

The following three initiatives received the most votes:

1. «Encourage research and innovation to boost renewable energy and recycling»,
2. «The freedom to study and work anywhere in Europe»,
3. «Equality in education».

Face-painting and children's corner

A pair of make-up artists provided face-painting for both children and adults. There was also a decorated children's play area. Children were given activity and colouring books to fill in at the event (stickers, crayons, etc.) or to take home with them.

Rayito the clown

A balloon artist has also attended the Open Doors event since last year. He sculpts balloons into the shapes requested by young and old alike, making swords, hearts, flowers, cartoon and fairy-tale characters, etc.

Postcards

The Committee invited visitors to send a postcard as a souvenir of the day to their families and friends throughout Europe. A total of 368 cards were sent.

d) External promotion of the event

The Open Doors event was promoted through radio spots, announcements in cultural calendars and on the EESC's website.

The event's visual identity was projected consistently on all communication items: posters, postcards, programme, signage, banners, etc. It reflected the three sub-themes of the day, illustrated in cartoon speech bubbles.

Radio

A visibility partnership was established with the Bel-RTL broadcasting group, Belgium's leading French-speaking radio station (13.54 % market share between January and March 2014¹) and an advertising campaign was run on Radio Contact, Belgium's third biggest French-speaking station (12.98 % market share between January and March 2014²). This made it possible to produce and broadcast a 20-second radio spot for all the EU institutions.

The radio spots were broadcast during prime time between 12 and 17 May 2014 with the aim of attracting as many visitors as possible.

Bel-RTL

Day	Monday 12/05	Tuesday 13/05	Wednesday 14/05	Thursday 15/05	Friday 16/05	Saturday 17/05
Broadcast times	6 a.m.	6 a.m.	6 a.m.	6 a.m.	6 a.m.	9.30 a.m.
	8.30 a.m.	6.30 a.m.	7.30 a.m.	7.30 a.m.	6.30 a.m.	12 p.m.
	1 p.m.	9 a.m.	8.30 a.m.	9 a.m.	8 a.m.	2 p.m.
	4.30 p.m.	1 p.m.	1 p.m.	1.30 p.m.	1 p.m.	-
	6 p.m.	5 p.m.	4.30 p.m.	5 p.m.	4.30 p.m.	-
	-	6.30 p.m.	6 p.m.	6.30 p.m.	6 p.m.	-

Radio Contact

Day	Monday 12/05	Tuesday 13/05	Wednesday 14/05	Thursday 15/05	Friday 16/05	Saturday 17/05
Broadcast times	6.30 a.m.	6 a.m.	8.30 a.m.	6 a.m.	6 a.m.	8 a.m.
	5.30 p.m.	4.30 p.m.	-	1 p.m.	7 a.m.	10 a.m.
	6.30 p.m.	7 p.m.	-	7 p.m.	7 p.m.	-

1. CIM Radio study 23/05/2014: <http://www.cim.be/fr/media/Radio/Résultats%20public/Radios%20FR>.

2. CIM Radio study 23/05/2014: <http://www.cim.be/fr/media/Radio/Résultats%20public/Radios%20FR>.

Cultural calendars

Announcements were published in French, Dutch and English in the main cultural calendars in Belgium: AGENDA.BE, DM.city Brussel, netevents.be, Quefaire.be and visit.brussels.

EESC website

Details of the event, including a programme, were posted on the special Open Doors Day page on the Committee's website, available in English and French, with a link to the Open Doors interinstitutional website. The photo gallery for the 2013 event was also accessible from this page.

Photos and videos from the 2014 Open Day were posted online after the event.

Give-aways

Publicity gadgets were developed and distributed throughout the day. These items were not just promotional items, but were designed to be reusable so that they became «information multipliers». Classic give-aways such as pens and postcards deliver a clear and easy-to-understand message about the EESC's work. Most of these items can be used on a daily basis, giving their messages greater impact.

e) Internal promotion of the event

The Open Doors Day was publicised in the CESEinfo newsletter, on the EESC's intranet pages, in the CEScoop staff newsletter, in the members newsletter distributed before the April plenary session and through internal e-mails.

Signage

Arrows with the event's graphics were placed on the ground by the main entrance to the JDE building and outside the lifts on the sixth floor to show visitors the way.

The signage inside included posters, floor markings, figures suspended from the ceiling and boards. Two banners were also installed, on the first and sixth floors. Banners and beach flags were used outside the building.

The graphics used in all the signs matched the event's visual identity and colour scheme.

Interinstitutional cooperation

This year's event was organised in partnership with both the Committee of the Regions and the European Parliament.

As they share the same building, the CoR and the EESC used joint signage, with floor stickers, beach flags, lift signs and façade decoration.

The European Parliament and the EESC also joined forces to hand out USB sticks, brochures and badges around the theme of the European elections. An insert about the Committee was included in a European Parliament brochure (in French, Dutch, English and German) circulated in the Belgian national press and handed out at the Open Doors event.



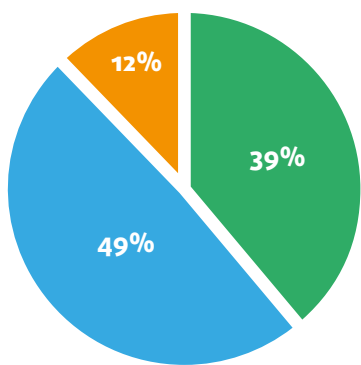
4
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Visitors

A total of 2 580 people visited the EESC during the 2014 Open Doors Day.

A profile of the visitors was established on the basis of an online satisfaction survey³. Most of the visitors were French-speakers who had come to discover the European institutions with family or friends.

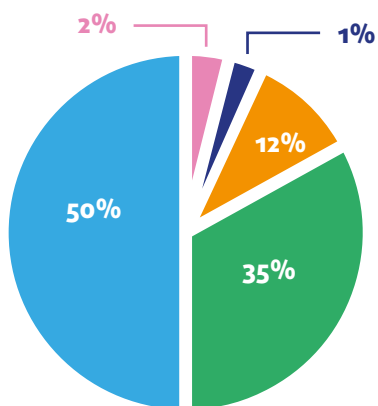
Visitors had found out about the EESC's Open Doors Day by word of mouth and from interinstitutional posters. Most of the visitors were satisfied with the Open Doors Day.

Languages



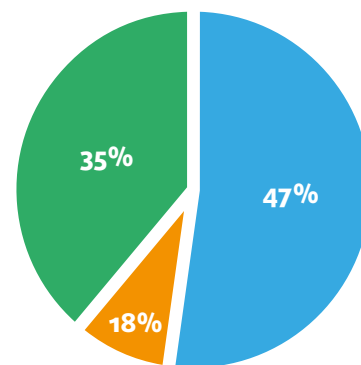
- French
- English
- Dutch

Level of satisfaction



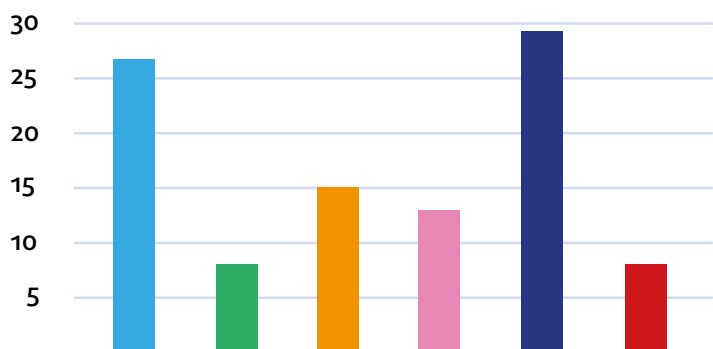
- Very satisfied
- Satisfied
- Rather satisfied
- Rather dissatisfied
- Not at all satisfied

Accompagnement



- With friends
- With Family
- Alone

How did you hear about the Open Doors Day?



- Posters
- Calendars
- Internet site
- EU member of staff
- Word of mouth
- Radio

3. 835 people took part in the computer-based quiz.



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**Assessment and
suggestions for
improvements**

Thematic areas

Having the sections grouped in thematic areas allowed visitors to discover the EESC's work through the day's three themes. By presenting the EESC through these thematic areas, it was possible to showcase the EESC as an assembly rather than emphasising the specific work of sections.

As there is less traffic at the far end of the sixth floor, the space given to the sections was reduced so as to give it a «friendlier» feel. The three areas had an equal number of visitors this year.

Rayito the clown

The variety of his creations and his natural talent charmed children and grown-ups alike and made the balloon sculptor a huge success. We therefore highly recommend rebooking Rayito the clown next year. However, he should move around more as this would draw a lot of attention.

Photo booth

The photo booth was much more popular than last year, with some 400 photographs taken. We recommend keeping the photo booth on the ground floor as it attracts attention and so encourages people to enter the building.

Musicians

The musical sets of the De Ferre Trio were very popular with the public and should be kept as a discrete activity.

Let's talk about Europe!

Visitors particularly appreciated the opportunity to express their views on key issues (employment, the economy, the environment, education, etc.) for communication to the newly elected European Parliament.

Giving people the chance to express their views on Europe is an idea that should be kept for future events; however, it would be good to review the format and method used to distribute the video films. Posting these videos on social media and asking people to respond by posting their own videos would make it possible to create a real citizens' dialogue.

Apis Bruoc Sella

The stand attracted a large number of visitors, raising awareness of how bees benefit the urban environment. This activity ties in directly with the EESC's environmental concerns.

We suggest continuing to present the work of Apis Bruoc Sella at future events. It could also be a nice idea to allow members of the public to visit the beehives located on the roof of the EESC building.

Slackline

Unlike the rope bridge we had in previous years, the slackline met with a mixed response from visitors. This new activity, which is not very well known, attracted only the more adventurous of visitors. For future Open Doors events, we suggest adapting the activity by making the space livelier and more attractive: with visual effects, music, etc.

Computer quiz

As always, the interactive quiz was a huge success. A total of 835 people took part, 98 more than in 2013, which is an increase of 13%.

Stand on the EP plaza

Having a presence here, away from the rue Belliard building, was an effective way of promoting the Open Doors Day. The quiz with a prize for winners to collect from inside the EESC building provided an incentive for people to visit the EESC.

A total of 81 people came to the main EESC building to collect their prizes. It would be a good idea to do something similar next year.



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**Strategic
improvement
approaches**

The ninth Open Doors Day had a similar success rate to last year's event: a total of 2 580 visitors compared with 2 600 last year. Smaller visitor numbers meant that people were able to interact better with EESC members, volunteers and other visitors. The general atmosphere was more enjoyable and relaxed. The flow of visitors throughout the day was also very constant.

a) Accessibility

Although the welcome point was located on the corner of rue Belliard and rue du Remorqueur, some visitors had difficulty finding the EESC building.

We suggest that a welcome point be set up in front of the building (outside), to make the EESC instantly identifiable.

b) Communication channels

The roles of the Committees are not very clear from the visitor's perspective. If the communication campaign and relevant materials focused on a flagship activity, letting visitors discover the EESC's other activities during the day, this would allow a single message to be transmitted to the target audience. It would help ensure consistency between the different communication channels, thereby increasing the chance of attracting more visitors.

Radio

The responses to the online satisfaction survey show that a significant proportion of visitors had heard about the EESC's Open Doors Day from the radio spots.

For the 2015 event, we suggest renewing the partnership with Bel-RTL but in a more active way. The Committee must become aware of the added value of this medium and the way it can convey the EESC's key positions and significant political messages to a wide audience (Bel-RTL: 13.54 % market share between January and March 2014⁴).

Development of televised publicity campaigns (interviews, documentaries) could also be considered.

We also suggest continuing publicity through Radio Contact (12.98 % share of the market between January and March 2014⁵).

Cultural calendars

Cultural calendars seem to be a source of regular information for the public. They help draw in many visitors each year, without the need to spend any money.

We therefore recommend continuing to publish information about the Open Doors event in cultural calendars. It might also be worthwhile investing in advertising space in these publications to provide greater visibility.

EESC website

The Committee's website is the preferred interface for communicating practical information on the Open Doors Day, such as the programme or activities.

Social networks

While social networks are an important way of ensuring the visibility of an event such as the Open Doors, promotion via the EESC's own social media platforms was rather poor: three posts on its Facebook page (by 26/05/2014; 6 707 fans) and no Twitter tweets (by 26/05/2014; followers: 11,8k) about the Open Doors event. It is important to make maximum use of social media for future events. It could also be useful to invest in advertising space on these platforms.

c) Cooperation with the Committee of the Regions

Cooperation with the Committee of the Regions improved. Shared internal and external signage was installed (signs for lifts, façade decoration, beach flags on the pavement outside the Committees' building, etc.).

4. CIM Radio study 23/05/2014: <http://www.cim.be/fr/media/Radio/Résultats%20public/Radios%20FR>.

5. CIM Radio study 23/05/2014: <http://www.cim.be/fr/media/Radio/Résultats%20public/Radios%20FR>.



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Opportunities for the EESC

a) Interaction with the public

The Open Doors Day is an opportunity for the European Economic and Social Committee to meet a different type of visitor to those it sees throughout the rest of the year, in this case families and members of the public who are not always well informed about Europe and its institutions. It is a perfect day for interacting with visitors and exchanging views about what the EESC does, as well as explaining its relations with the other institutions and its role early on in the legislative process.

b) Proximity

At the EESC, unlike the other European institutions, the Open Doors event is attended by the organisation's members.

This helps to highlight the members' political engagement with civil society, and to explain directly to visitors what their work and commitment are within the Committee. It gives the EESC a human face and brings it closer to citizens.

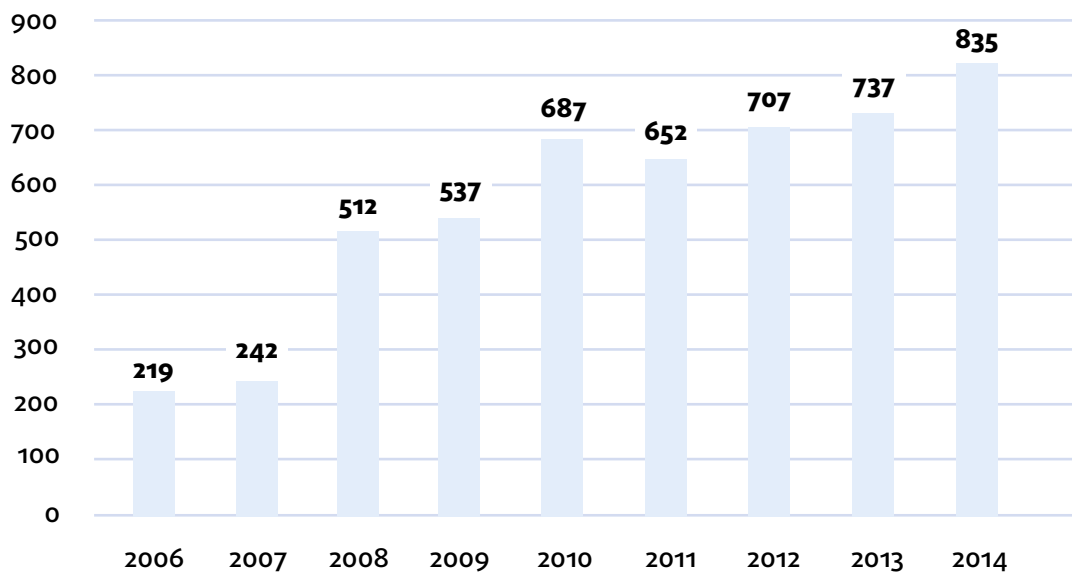
c) Visibility

Through the Open Doors Day and the publicity surrounding it, the EESC can publicise its key positions via the mass media, i.e. radio, newspapers and television.

In addition, the communication media deployed for Europe Day are considerable and can only be beneficial for the EESC, provided that action taken is synergistic.

Appendices

Appendix 1: Changes in the number of participants in the computer-based quiz



Appendix 2: EMAS (Eco-management and Audit Scheme)⁶

Open Doors Day: waste (k)	2010	2011	2012	2013	2014	% 2010-2011	% 2011-2012	% 2013-2012	% 2014-2013
General	1040	800	600	450	260	-23 %	-25 %	-25 %	-42 %
Paper/cardboard	600	772,5	540	500	200	29 %	-30 %	-7 %	-60 %
PMC	80	54	24	20	24	-33 %	-56 %	-17 %	20 %
Glass	Unsorted	Unsorted	80	Unsorted	80	NA	NA	-100 %	NA
Organic	Unsorted	Unsorted	140	70	70	NA	NA	-50 %	0 %
Total	1720	1626,5	1384	1040	634	-5 %	-15 %	-25 %	-39 %
							vs 2010	-40 %	-63 %

The EMAS team has been monitoring the amount of waste produced during the Open Doors Day since 2010. This year, we have once again seen a considerable improvement.

Analysis

- Total volume of waste in 2014: 39 % down on 2013. There has therefore been a 63% reduction in waste since 2010!
- Paper waste: down 60 %. Raising the awareness of the people staffing the stands was highly effective. Even while the stands were being assembled, we noted that cardboard boxes were crushed to reduce the amount of space they took up. This was one of the issues highlighted at the CoR partners meeting, and the awareness-raising process was highly effective so that everybody worked well together.

Aspects for further improvement: the sorting was not done correctly. In particular, paper cups were thrown into the wastepaper baskets, whereas they have a plastic coating and should have been disposed of in the black bags (general waste).

- General waste (black bags, unsorted waste): down 42 %. The quantity of general waste also decreased.

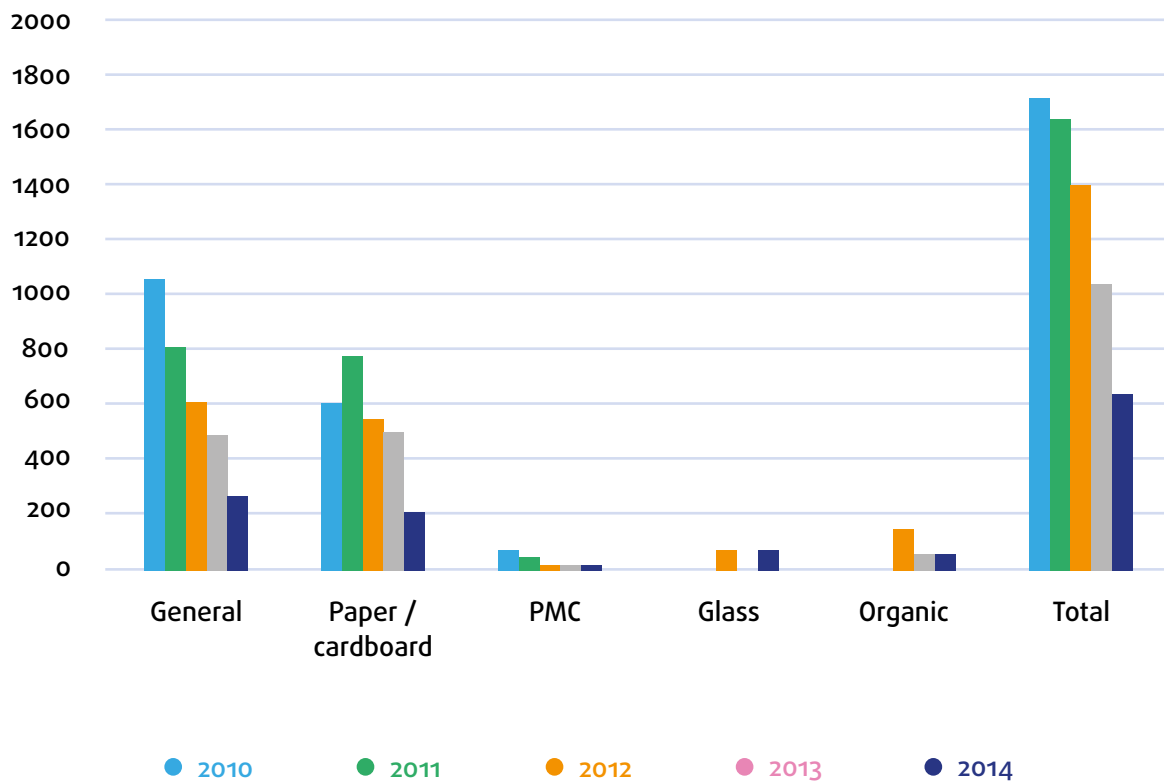
- Plastic/metal/cans: up 20%. Jugs of tap water replaced plastic bottles, as in 2011.
- Organic waste: as in 2011 and 2012, there was a collection of organic waste, in particular the peelings from the Comunidad de Valencia stand. Many thanks to the Valencia stand, whose sorting was perfect!
- Glass: several stands on the fifth floor were serving wine, and this year a bin was provided for glass items so they could be correctly sorted. Our CoR partners were informed and took part.
- Quality of sorting: in the past, the cleaning company has noticed information brochures left discarded by visitors inside our buildings. Since 2012, the company has noticed a marked improvement: brochures were not left lying all over the place.
- Awareness-raising: the EMAS team has been raising awareness about waste prevention since 2011 to bring everybody on board. Members of the EMAS team were invited to preparatory meetings where they were able to get their message across, and this practice should be maintained.

6. This report concerns both the EESC and the CoR

Measures taken by EMAS:

1. Attendance at EESC-CoR preparatory meeting;
2. Attendance at meeting with the CoR partners;
3. Sending written advice to the CoR via the CoR's Dz unit;
4. Attendance of our trainee at the Open Doors event.

Open Door Day of the EU - Waste



Appendix 3: Publicity in cultural calendars

Agenda.be (09/05/2014)

Bienvenue au Comité économique et social européen!

Quel est le futur de l'Union européenne? Comment pouvons-nous défendre une Europe sociale, une Europe qui crée et protège des emplois, une Europe écologiquement viable? A la veille des élections européennes, ces questions sont plus que jamais d'actualité.



Le Comité économique et social européen (CESE) a décidé de partager avec vous, lors de sa Journée portes ouvertes 2014, ses prises de position et engagements sur ces sujets qui nous concernent tous.

Cette journée est une occasion unique de vous informer sur les activités du CESE et sur l'Union européenne. Vous pourrez échanger vos points de vue avec les Membres de notre Comité, et vous détendre en participant à nos activités ludiques et familiales.

L'Europe est faite pour vous: prenez la parole
Face à la caméra, donnez-nous votre avis, posez vos questions, exprimez vos attentes ou réagissez à l'actualité européenne. Tout au long de la journée, vous bénéficierez du support des Membres du CESE pour enregistrer vos messages sous forme de clips vidéos. Ceux-ci seront relayés sur notre site internet. Les Membres du Parlement européen seront ensuite interpellés et invités à réagir à vos messages!

Plus d'informations sur <http://www.eesc.europa.eu?portal.fr.events-and-activities-open-day-2014>

Retrouvez-nous le samedi 17 mai de 10 à 18 heures au Comité économique et social européen (CESE), Rue Belliard 99, 1040 Bruxelles.

INFO

<http://www.eesc.europa.eu>

LIEU ET ORGANISATEUR

Comité Economique et Social Européen (CESE)
<http://www.eesc.europa.eu>
r. Belliard, 99
1040 Etterbeek
Plus d'info et plan d'accès

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LANGUES

FR, NL, EN

DATES

17/05/2014

Pour consulter les jours et heures, passez votre souris sur les dates.


Mai 2014						
L	M	M	J	V	S	D
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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atomium

2014-15

Appendix 3: Publicity in cultural calendars

Agenda.be (09/05/2014)

Welkom bij het Europees Economisch en Sociaal Comité!

Hoe ziet de toekomst van de Europese Unie eruit? Hoe kunnen wij ons sterk maken voor een sociaal Europa, een Europa dat werkgelegenheid schept en beschermt, een Europa dat milieuvriendelijk en duurzaam is? Aan de vooravond van de Europese verkiezingen zijn deze vragen actueler dan ooit.

Parlons d'Europe!
Journée portes ouvertes
Emploi, économie, environnement
Préparez la parole!
Samedi 17 mai 10h - 18h
Rue Belliard 99 1040 Brussels
www.eesc.europa.eu
FR NL EN

Het Europees Economisch en Sociaal Comité (EESC) tijdens zijn Open Dag 2014 laten zien hoe het over deze belangrijke zaken denkt en wat het op deze gebieden wil doen.

Deze Open Dag is een unieke gelegenheid om u te informeren over de werkzaamheden van het EESC en over de Europese Unie. Onze leden willen graag met u van gedachten wisselen en er zijn ludieke activiteiten voor het hele gezin.

Het woord is aan u!

Geef uw mening, stel uw vragen, zeg wat u van Europa verwacht of hoe u denkt over de Europese actualiteit terwijl de camera draait. Europa is er immers voor u! De hele dag lang mag u vertellen wat u op uw hart heeft en wij maken er een videoclip van. De leden van het EESC helpen u daar graag bij. De clips worden op onze website gezet en aan de leden van het Europees Parlement voorgelegd, die er vervolgens op kunnen reageren.

Meer informatie : http://www.eesc.europa.eu/?i=portal_fr.events-and-activities-open-day-2014.

INFO

<http://www.eesc.europa.eu>

PLAATS EN ORGANISATOR

Comité Economique et Social Européen (CESE)
Belliardstr., 99
1040 Etterbeek
[Meer info en Googlemaps](#)

PRIJS

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TALLEN

FR, NL, EN

DATUM

17/05/2014

Plaats uw cursor op de datum om het aanvangsuur te zien.

Mei 2014							
M	D	W	D	V	Z	Z	
				01	02	03	04
05	06	07	08	09	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

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- Klassiek
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Expo / Varia

The European Economic and Social Committee (EESC) has decided to share with you at the 2014 Open Doors Day its positions and commitments on these issues of direct concern to us all. The special day gives you a unique chance to learn about the EESC and its activities as well as about the European Union itself. You can exchange points-of-view with EESC members who will be on hand, while taking some time out to enjoy the games and family activities we are providing.

Waar en wanneer

Europees Economisch en Sociaal Comité (EESC)

Belliardstraat, Etterbeek
op 17 mei 10:00 - 18:00

 BOOKMARK   Mail een vriend  Printversie

Geef jouw mening over Het gaat over Europa!

naam

e-mailadres

beoordeling /5

reactie

MEER EXPO / VARIA

**Expo / Maniera 01 & 02 / Limi
furniture by Office Kersten Ge
Van Severen & Studio Anne H
Princen**

**Opleiding schetsen en perspe
van interieurs**

Restaureer het Paleis (6 > 12)

Mutator 1 + 2 : Evolutionary A

Meest bekeken events

**Marianne Berenhaut - 'La rob
ailleurs' - Expo / Expo's / Musea**

Voorstelling - Podium / Theater

**Duane Hanson. Sculptures of
American dream - Expo / Expo's**

**Piep ! Speelgoed om in te knij
Expo**

Ladies Night - Party

Appendix 3: Publicity in cultural calendars

Netevents.be (06/05/2014)

Loisirs

- Pour enfants
- Bourses/Brocantes
- Escapades & Découvertes
- Festivités/Folklore
- Événements
- Foires/Salons
- Stages/Ateliers
- Sport
- Divers
- Les gratuits

Musique

- Concerts
- Festivals
- Soirées
- Photos
- Artistes
- Les gratuits

Culture

Agenda > Escapades/Découvertes > Portes ouvertes



Parlons d'Europe !

Portes ouvertes

Samedi 17 mai (de 10 à 18h). (dans 11 jours)

Je partage [Compartager](#) 0



Bienvenue au Comité économique et social européen!

Quel est le futur de l'Union européenne? Comment pouvons-nous défendre une Europe sociale, une Europe qui crée et protège des emplois, une Europe écologiquement viable? À la veille des élections européennes, ces questions sont plus que jamais d'actualité.

C'est pourquoi, le Comité économique et social européen (CESE) a décidé de partager avec vous, lors de sa Journée portes ouvertes 2014, ses prises de position et engagements sur ces sujets qui nous concernent tous.

Cette journée est une occasion unique de vous informer sur les activités du CESE et sur l'Union européenne. Vous pourrez échanger vos points de vue avec les Membres de notre ... ([Lire la suite](#))

OÙ : [Comité économique et social européen - Bâtiment JDE](#)
Rue Belliard, 99
1000 Bruxelles

PRIX : Entrée gratuite

SITE : www.eesc.europa.eu/?i=portal.en.events-a

CONCERT NRJ MUSIC TOUR

16 MAI - BRUXELLES - PALAIS 12

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Vrije Tijd

- Voor kinderen
- Rommelmarchten
- Uitstappen & Ontdekkingen
- Festiviteiten & Folklore
- Evenementen
- Beurzen/Salons
- Cursussen & Workshops
- Sport
- Varia
- Gratis events

Muziek

- Concerten
- Festivals
- Fuiven
- Fotos
- Artiesten
- Gratis events

Agenda > Uitstappen/Ontdekkingen > Opendeurdagen



Het gaat over Europa!

Opendeurdag

Zaterdag 17 mei (van 10 tot 18u). (over 11 dagen)

Delen [Aanmelden](#) 0



Welkom bij het Europees Economisch en Sociaal Comité!

Hoe ziet de toekomst van de Europese Unie eruit? Hoe kunnen wij ons sterk maken voor een sociaal Europa, een Europa dat werkgelegenheid schept en beschermt, een Europa dat milieuvriendelijk en duurzaam is? Aan de vooravond van de Europese verkiezingen zijn deze vragen actueler dan ooit.

Daarom zal het Europees Economisch en Sociaal Comité (EESC) tijdens zijn Open Dag 2014 laten zien hoe het over deze belangrijke zaken denkt en wat het op deze gebieden wil doen.

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WAAR : [Comité économique et social européen - Bâtiment JDE](#)
Rue Belliard, 99
1000 Brussel

PRIJS : Gratis toegang

WEBSITE : www.eesc.europa.eu/?i=portal.en.events-a



netevents.be op je Smartphone!
IPHONE - ANDROID - M.NETEVENTS.BE

Newsletter

Appendix 3: Publicity in cultural calendars

Quefaire.be (07/05/2014)

Het gaat over Europa

<<Vorige - Lijst - Volgende>>



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Parlons d'Europe

<<Précédent - Liste - Suivant>>



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Appendix 3: Publicity in cultural calendars

Visitbrussels (09/05/2014)

The screenshot shows the homepage of visit.brussels. The top navigation bar includes links for Home, Meeting, Trade, Press, Observatory, Film Commission, and About us, along with a search box. The main banner features the text "visit.brussels" and "SIZED FOR TOURISM & M". Below the banner is a secondary navigation bar with categories: Do & See, Sleep, Eat & Drink, Nightlife, Essential Brussels, You are / You want, and e-shop.

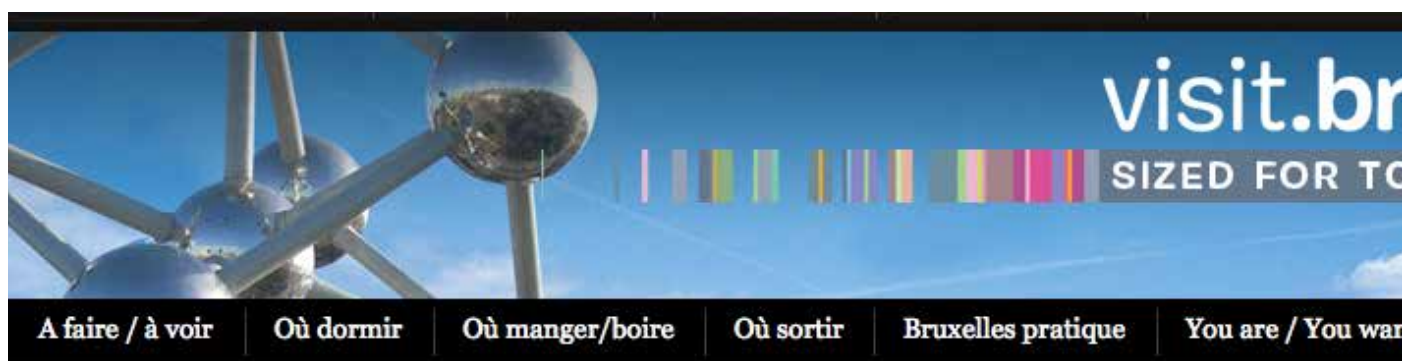
The main content area features a large headline: "WELCOME TO THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE!" with the dates "17/05/2014 - 17/05/2014". The article text reads: "the European Economic and Social Committee (EESC) has decided to share with you at the 2014 Open Doors Day its positions and commitments on these issues of direct concern to us all. The special day gives you a unique chance to learn about the EESC and its activities as well as about the European Union itself. You can exchange points-of-view with EESC members who will be on hand, while taking some time out to enjoy the games and family activities we are providing. Europe is there for your benefit: your chance to speak out straight to camera, give your opinion, ask questions, set out your expectations, or react to European news as it happens. Throughout the day, EESC members will be there to help record your messages in the form of video clips. These will be posted on our website. Members of the European Parliament will be solicited to respond directly to the points you raise. More information on <http://www.eesc.europa.eu/?i=portal.fr.events-and-activities-open-day-2014>. Join in on Saturday 17 May 2014 from 10 a.m. to 6 p.m. at the European Economic and Social Committee (EESC), Rue Belliard 99, 1040 Brussels."

Below the article is a "Practical informations" box containing the following details:
Comité Economique et Social Européen (CESE) / Comité Economique et Social Européen (CESE)
r. Belliard / Belliardstr.
1040 - Etterbeek / Etterbeek
Website : <http://www.eesc.europa...>
Price : gratuit

Interactive elements include "Fan" (0), "Add", and "Share" buttons, as well as "View on map" and "Street view" options.

On the right side, there are several utility boxes: "Register" and "Login" buttons; a "BOOK YOUR TRIP" section with fields for "Type of room:" (Hotel), "Arrival date:" (09 May 2014), and "Departure date:" (10 May 2014), plus a "Search" button; a "TRIP PLANNING" section with a "START PLANNING YOUR TRIP" button; and a "YOU ARE" section with a location pin icon.

At the bottom left, there is a "Connexion" link.



BIENVENUE AU COMITÉ ÉCONOMIQUE ET SOCIAL EUROPÉEN!

17/05/2014 - 17/05/2014

Le Comité économique et social européen (CESE) a décidé de partager avec vous, lors de sa Journée portes ouvertes 2014, ses prises de position et engagements sur ces sujets qui nous concernent tous. Cette journée est une occasion unique de vous informer sur les activités du CESE et sur l'Union européenne. Vous pourrez échanger vos points de vue avec les Membres de notre Comité, et vous détendre en participant à nos activités ludiques et familiales. L'Europe est faite pour vous: prenez la parole Face à la caméra, donnez-nous votre avis, posez vos questions, exprimez vos attentes ou réagissez à l'actualité européenne. Tout au long de la journée, vous bénéficierez du support des Membres du CESE pour enregistrer vos messages sous forme de clips vidéos. Ceux-ci seront relayés sur notre site internet. Les Membres du Parlement européen seront ensuite interpellés et invités à réagir à vos messages! Plus d'informations sur <http://www.eesc.europa.eu/?i=portal.fr.events-and-activities-open-day-2014> Retrouvez-nous le samedi 17 mai de 10 à 18 heures au Comité économique et social européen (CESE), Rue Belliard 99, 1040 Bruxelles.

Fan 0 Add Share

Informations pratiques

Comité Economique et Social Européen (CESE)

r. Belliard
1040 - Etterbeek

Site web :
<http://www.eesc.europa...>

Prix : gratuit

Voir sur la carte

Street view

Retour

Register

Hotel
Date d'a
09
Date de
10

START
YOU



Appendix 3: Publicity in cultural calendars

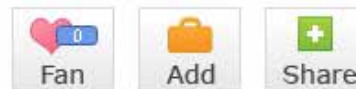
Visitbrussels (09/05/2014)



WELKOM BIJ HET EUROPEES ECONOMISCH EN SOCIAAL COMITÉ!

17/05/2014 - 17/05/2014

Het Europees Economisch en Sociaal Comité (EESC) tijdens zijn Open Dag 2014 laten zien hoe het over deze belangrijke zaken denkt en wat het op deze gebieden wil doen. Deze Open Dag is een unieke gelegenheid om u te informeren over de werkzaamheden van het EESC en over de Europese Unie. Onze leden willen graag met u van gedachten wisselen en er zijn ludieke activiteiten voor het hele gezin. Het woord is aan u! Geef uw mening, stel uw vragen, zeg wat u van Europa verwacht of hoe u denkt over de Europese actualiteit terwijl de camera draait. Europa is er immers voor u! De hele dag lang mag u vertellen wat u op uw hart heeft en wij maken er een videoclip van. De leden van het EESC helpen u daar graag bij. De clips worden op onze website gezet en aan de leden van het Europees Parlement voorgelegd, die er vervolgens op kunnen reageren. Meer informatie : <http://www.eesc.europa.eu/?i=portal.fr.events-and-activities-open-day-2014>.



Praktisch informatie

Comité Economique et Social Européen (CESE)

Belliardstr.
1040 - Etterbeek

Website :
<http://www.eesc.europa...>

Prijs : gratis

Zie op de kaart

Street view

Terug

Register

BOO

Kamertype:
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Aankomstdatum
09 m

Vertrekdatum:
10 m

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YOUR TRIP

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European Economic and Social Committee

Rue Belliard/Belliardstraat 99
1040 Bruxelles/Brussel
BELGIQUE/BELGIË
www.eesc.europa.eu

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