

Trio Presidency? Trio internet site!

In an attempt to ensure continuity in the European Union's debates, Belgium is linking up with the outgoing Presidency (Spain: 1 January to 30 June 2010) and the following Presidency (Hungary: 1 January to 30 June 2011) to form a trio Presidency. This has also been reflected on the web through the design of an internet site for the trio Presidency, www.eutrio.eu, which offers visitors links to the joint objectives drawn up by the three countries.



The entities involved

The authorities:

- Chancery of the Prime Minister FPS, Directorate-General for External Communications
Résidence Palace - International Press Centre
→ Project management, overall support and functional support
- Foreign Affairs FPS
→ Functional responsibility and responsibility for content
- Information and Communication Technology (Fedict) FPS - Shared Services
→ Technical support, equipment, operations, security
- Information and Communication Technology (Fedict) FPS
→ Technical and functional support
- Flanders, the Walloon Region, the French Community, the Brussels-Capital Region and the German-speaking Community
→ Definition of the content of the special sections for the Communities and the Regions

The suppliers:

- Cronos (www.cronos.be)
→ Main contractor
- Telemak (www.telemak.be)
→ Content Delivery Network (CDN) - Akamai
- Two firms that are responsible for the photo reports and audio and video recordings.

In order to guarantee the success of this initiative, a **web team** of 9 people of the Foreign Affairs SPF has been on the bridge since 1 February 2010 and has produced some **8,000 pages** of information in **4 languages**. The calendar alone, containing some **800 events**, has its own page and is available in 4 languages.

Internet sites

- The internet site of the Belgian Presidency of the EU:
<http://www.eutrio.be>
<http://www.eu2010.be>
- Mobile version of the internet site of the Belgian Presidency of the EU:
<http://m.eutrio.be>
- Applications for accreditation:
<https://media.eutrio.be>
- Internet page of the trio Presidency:
<http://www.eutrio.eu>

Further information

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eutrio.be – Communications nerve centre for the duration of the Belgian Presidency of the EU



The internet site is the Belgian Presidency's communications nerve centre during the coming six months. The *eutrio.be* internet site is the authentic source for information and communication. It is a fast, dynamic, interactive, high-quality tool, receiving contributions from all the authority levels involved in the Presidency (federal, Communities and Regions). It also passes on information from the Presidency's partners: the Council, the Commission and the European Parliament. The site is the product of intensive collaboration between the Chancery of the Prime Minister FPS (Federal Public Service), the Foreign Affairs FPS, the Fedict (Information and Communication Technology) FPS and Fedict's Shared Services, all in close dialogue with the Communities and Regions.

One of the strategic objectives for the Belgian Presidency's communications is to **make Europe more concrete and more accessible to citizens**. The internet site should help with this, because it relays information to the media, it is aimed at Belgian and foreign stakeholders in the Presidency and all the information it contains is accessible to all.

In order to achieve this objective, **five priorities** were chosen in creating the site:

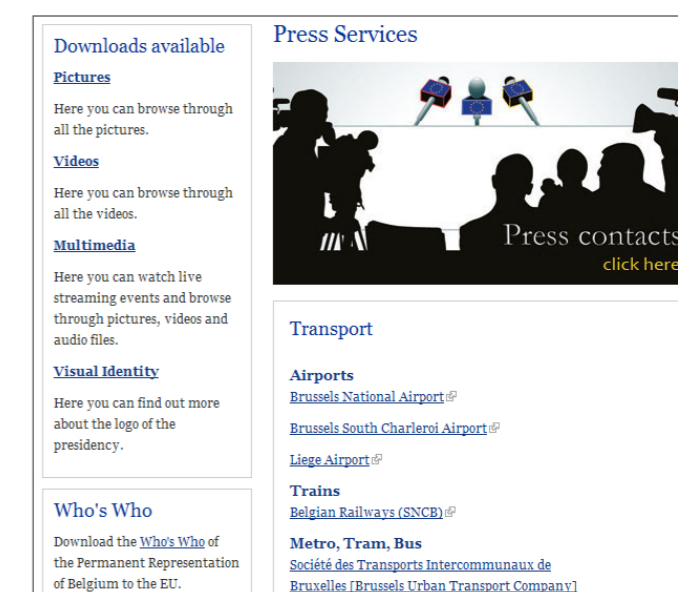
1. The site should **circulate the Presidency's official communications** to the general public, both in Europe and in the rest of the world.
2. The site should be a **practical, effective working instrument** for all those with a professional connection to

the Belgian Presidency: delegations, officials, diplomatic corps, etc.

3. The site should **reflect the approach being taken by the Belgian Presidency**, emphasising all its concrete achievements.

4. The site should enable visitors to become acquainted with Belgium's **cultural wealth, diversity and complexity**.

5. The site should **arouse the general public's interest** in the functioning, the importance and the impact of the European project and the position occupied by Belgium within it.



Target groups

The *eutrio.be* internet site is specifically aimed at the following three target groups:

1. The press

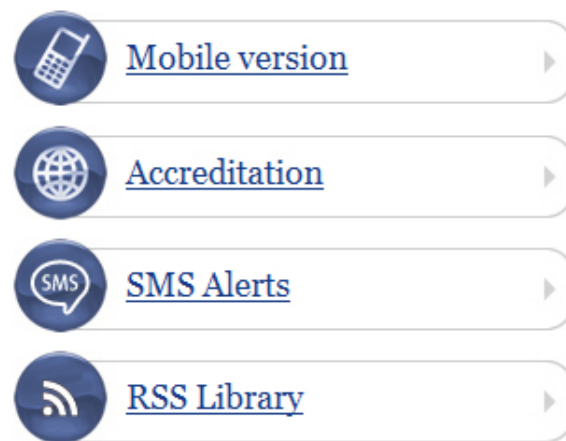
The site's first target group is the press. Journalists, who provide information to society and citizens, must have an easy, direct, accessible and comprehensive tool. Specific tools have been developed to meet the needs of the press and facilitate journalists' work.

2. 'Professionals'

The site's second target group is made up of the hundreds of delegates from the various Member States, governments, the European Commission, etc. The site will therefore also be a reliable source of information for this target group, both in relation to news and with regard to the detailed schedule of official meetings and events organised during the Presidency.

3. The general public

Citizens, both in Belgium and elsewhere in Europe, are an important target group. As well as a wide range of information, photos, videos and interactive tools, citizens will also be able to obtain European news content through the detailed calendar, which includes cultural events and historical details.



Features

Specific features have been developed which are aimed at these three target groups. These will make the *eutrio.be* site a vital tool over the next six months. On this point, it should be noted that while certain features have been developed for a very specific target group, nevertheless all visitors to the site are able to access all the features. We have opted for an open system, so that all those who wish to can consult the site without having to first identify themselves.

1. Press releases

The internet site will enable journalists to consult all the press releases issued by the Belgian Presidency of the EU, as well as relevant multimedia files (audio, video, photos) and links to essential documents (information notes, statements, Council conclusions). In addition to providing access to 'authentic' documents, the Presidency's editorial team will be producing versions in language that is accessible to as much of the public as possible.

2. Calendar

The internet site includes the full calendar of all the activities connected with the Belgian Presidency, not just the official meetings (European Council, Council of Ministers, etc.) but also events (conferences, conventions, etc.) and cultural occasions. Journalists and members of delegations needing to obtain accreditation for a particular activity may do so on the site.

3. Multimedia centre

Photo reports and audio and video recordings have been planned for all the Belgian Presidency's official events. This multimedia material is available on the internet site. In addition, press conferences and public seminars are broadcast live via the site. A CDN (content delivery network) has therefore been installed for this multimedia functionality, so that the site is never adversely affected by the large data flows involved.

4. Press services

A special section is dedicated to journalists. This includes press services, fast access to news and documents, the option to download high-resolution multimedia material, and to subscribe to SMS alerts from the Council, RSS feeds, etc.

5. Background information

A major section is devoted to background information on the Presidency (entities involved, priorities), Europe (history, institutions, decision-making process), and Belgium as host State. On this last point there has been a close collaboration between the various elements of federal Belgium. Each entity also has its own area on the Presidency site. Furthermore, useful surprises are posted on the home page every day, for visitors to the website to find.



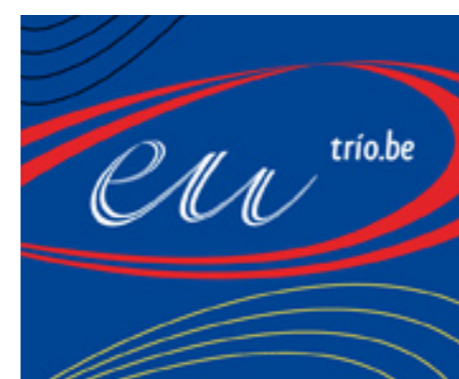
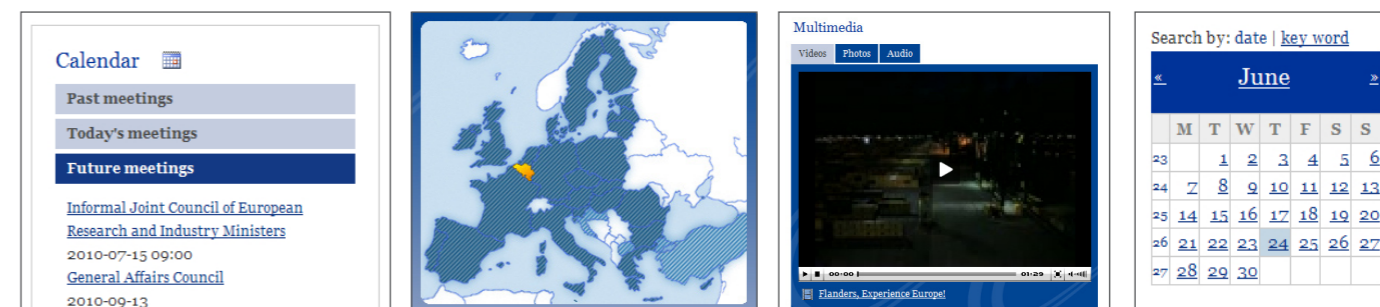
Mobile version and interactivity

The internet site of the Belgian Presidency of the EU may be consulted any time, anywhere, thanks to its mobile version (*m.eutrio.be*). Users can have continuous access, through their PDAs, smartphones or mobile phones, to news and the calendar of all the events. The site's content has been optimised for the majority of mobile browsers.

At the same time, it goes without saying that the Belgian Presidency's site has a complete set of features based on a high level of user interactivity. Thus, it has been equipped with:

- **RSS feeds:** the RSS feature makes it possible to aggregate information. It is possible to subscribe to RSS feeds of press releases, information bulletins and events. Later on, it will also be possible to syndicate the press releases to the forthcoming revamped internet site of the Residence Palace - International Press Centre (*presscenter.org*).
- **Twitter:** the inclusion of Twitter means that daily tweets by the relevant ministers and/or their colleagues can be followed.
- **'Notebook of the Presidency':** daily personal comments by the relevant ministers about current issues within the context of the Presidency.
- **A tag cloud:** the site's home page includes a tag cloud, which is a visual representation of the most popular keywords appearing most frequently on the site.
- **Share this:** of course, it is also possible to share information from the site on other social network sites using the 'share this' function, or to retweet it, bookmark it or (re)use it in another way.

Naturally, it is also possible to export all the events to calendars via the iCal format.



Durability and possibilities for reuse

One of the key values of the Belgian Presidency of the EU worth pointing out is its wish to ensure that there are opportunities for reusing the services that have been developed and created. Special attention is also paid to the reusable nature of the internet site, and this has, in addition, been chosen as one of the objectives. It is for this reason that a deliberate decision was made to use an internet site constructed using an open source CMS (Drupal). Additionally, the site's source code will be made available to the other European Member States. In fact, this has already become a reality: Hungary is looking at the possibility of reusing the source code of the Belgian site in creating its own Presidency site.

The site has been designed as a platform which other internet sites can make use of. Specifically, this means that the internet sites of the federal public services, ministers and secretaries of state as well as the revamped site of the Residence Palace - International Press Centre will be able to use elements of the platform, both during and after the Presidency. Among other things, the platform will make it possible to centralise photos, audio and video files which will, subsequently, be used in a decentralised fashion on other internet sites. In this way, the platform is acting as a full service multimedia centre for the federal authority.