



Press release: press conference 25 June 2010 - Justus Lipsius building, Brussels

Prime Minister Yves Leterme, Minister of Foreign Affairs Steven Vanackere and State Secretary for European Affairs Olivier Chastel launch official website for the Belgian Presidency of the Council of the European Union www.eutrio.be

On 25 June 2010, Prime Minister Yves Leterme, Minister of Foreign Affairs Steven Vanackere and State Secretary for European Affairs Olivier Chastel have launched eutrio.be, the official website for the Belgian Presidency of the Council of the European Union. The website is the nerve centre for communication during the Belgian EU presidency, and the official source for all information and communication. It is a practical, fast and dynamic tool with details of Belgian policy levels. The website also contains contributions from partners of the presidency, such as the Council, the European Commission and the European Parliament.

Eutrio.be is designed to satisfy the requirements of three target audiences: the press, people who are professionally involved with the presidency and the general public. Specific functionalities have been designed for each of these groups. The press is the link between the European Union and the general public. They have direct access to a simple and practical tool. The hundreds of representatives that take part in the forums and meetings can make use of the current affairs section and the detailed calendar that is published on the website. The general public in Belgium, Europe and other countries are an important target group and they have a wide range of information available to them: photos, latest news about the EU and the calendar with cultural activities. Special attention is also paid to providing a lot of accessibility to information for all visitors.

Specific functionalities have been developed for each of the target groups. Journalists have direct access to official documents and press releases from the EU presidency, along with multimedia files. Eutrio.be also includes the full calendar of activities related to the presidency. This includes cultural events as well as all the official meetings.

Eutrio.be is a full-service multimedia centre, where press announcements, photos, videos and live broadcasts of press conferences and seminars are published. RSS feeds, text message alerts from the Council, high resolution for multimedia and the possibility of exporting calendars increase the ease of use. Journalists also have a separate section with press services, which provide access to news, documents and media files. Accreditation also takes place via the website.

Belgium is given lots of attention, with its various policy levels and cultural wealth. Eutrio.be has the aim of involving the general public with the EU presidency. As well as background



information about the presidency, eutrio.be also publishes information about Europe, and Belgium as the host country.

Eutrio can be consulted anywhere, anytime with the mobile version. People have constant access to the current affairs section and calendar via smartphones, PDA, and mobiles phones. Ministers' and employees' activities can also be followed closely via Twitter. Thanks to the share-this function, information can be shared and re-used on social networking sites, Twitter and via bookmarks.

Sustainability and re-usability are two important values of the Belgian EU presidency that also apply for eutrio.be. The website is therefore constructed using the open-source content-management system, Drupal. The source code is also made available to other federal government and European member states. The website is summarised as a communication platform, which other websites can make use of for photos, audio and video files during the EU presidency.

The website is the result of a collaboration between the FPS Chancellery of the Prime Minister, the FPS Foreign Affairs, the FPS Communication and Information Technology, the communities and the regions.

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