

## Best Practices

# Welcome Day Liewen zu Esch

*Liewen zu Esch* is a welcome day aimed at newcomers as well as residents who wish to learn more about local community life. During this event, the municipality organises a welcome reception with local elected representatives, information stands hosted by municipal services and local associations, culinary areas showcasing different cultures, and activities for children.

Through these initiatives, *Liewen zu Esch* encourages exchanges, highlights local resources and promotes active participation in community life.

## Objectives

- To welcome new residents of the City of Esch-sur-Alzette in a friendly and inclusive setting.
- To facilitate access to essential information related to daily life in Esch-sur-Alzette.
- To provide a space that encourages encounters and exchanges among residents.
- To promote an open and inclusive welcoming culture.
- To strengthen social cohesion and foster living together within the community.



## Methods

- Welcome reception for new residents: the College of Mayor and Aldermen opens the event with a speech, followed by a reception organised by the City of Esch-sur-Alzette. Personalised invitations are sent to each household that has recently moved to the city.
- Information stands: stands are hosted by municipal services, local associations and national organisations.
- Food stands: local associations run food stands offering a variety of dishes representing different cultures.
- Stage programme: performances aim to entertain visitors and complement the informative aspects of the event in a relaxed and convivial atmosphere.
- Sports demonstrations and workshops: in cooperation with local sports clubs, demonstrations and hands-on workshops are organised to allow visitors to discover and try out different sports disciplines.
- Children's activities: activities for children are offered, including several inflatable structures, supervised by trained staff.

## Budget

Budget items that should be secured:

- logistics (tent rental, children's activities, meals for new residents, artists' fees and catering, sound and stage production, sanitary facilities, cleaning costs, etc.)
- communication (personalised invitations, graphic design, printing and distribution of promotional materials, and promotion on social media).



## Materials

- Suitable public venue
- Portable toilets, including accessible facilities
- Mobile stage
- Sound equipment and backline according to artists' technical requirements
- Backstage area
- Various tents
- Chairs and tables
- Fire extinguishers and first aid kit
- Fencing
- Reusable cup system
- Waste bins and Valorlux bags
- Cleaning equipment
- Benches and tables
- Refrigerated trailer
- Dishwasher trailer
- Signage and wayfinding panels

## Periodicity

- Once a year

## Evaluation indicators

- Number of registrations for the welcome reception
- Number of visitors
- Feedback from visitors
- Feedback from participating associations, organisations and municipal services
- Feedback from participating artists



## Practical advice - DO's

- Prepare a detailed timeline and planning schedule.
- Develop a safety concept before organising logistics.
- Prepare a detailed logistics plan and share it in advance with all stakeholders.
- Sign contracts with artists, even for small-scale performances.
- Encourage services, organisations and associations to offer interactive or creative activities at their stands.
- Use multilingual communication.
- Provide night-time security to monitor installations.

## Practical advice - DONT's

- Avoid late planning.
- Avoid delays in the stage programme.
- Do not grant exceptions to individual stands (equipment rental, sale of additional products, etc.) in order to ensure equal treatment.

## Contact person/Possible partners

Gender Equality, Diversity and Intercultural Living Department  
City of Esch-sur-Alzette

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