

Best Practices

# Welcome to Wiltz („Gutt Ukommen zu Wooltz“)

The “Welcome to Wiltz” programme is a municipal welcome and integration programme for new residents of the municipality. It aims to actively support new residents during the first 100 days (3 months) to offer them a warm, accessible and well-structured welcome, facilitating their integration into local life.

The programme is based on the gradual sending of a series of thematic letters, enabling new residents to discover the municipality’s services, infrastructure, cultural, sports, economic and social offerings. This approach seeks to establish a first positive connection with the municipality and to encourage active participation in local life. “Welcome to Wiltz” also promotes inclusion, social cohesion and a sense of belonging from the moment new residents arrive.

## Objectives

- Facilitate the orientation of new residents within the municipality
- Promote social, cultural, sports and economic participation
- Provide information on municipal services, infrastructure and local offerings
- Encourage meetings and exchanges with local stakeholders
- Strengthen the sense of belonging and identification with the municipality
- Support sustainable and inclusive integration from the first months of residence



## Methods

- Set up a structured welcome programme over a period of three to four months
- Creating a frame: the first letter officially welcomes the new residents and introduces the ‘Welcome to Wiltz programme, its objectives and how it works.
- Sending a series of thematic letters to new residents (e.g. on the topic of intercultural coexistence, local commerce, cultural offerings, sports, leisure and meeting opportunities, community life, etc.). Each letter provides specific information about offerings, services, infrastructure and stakeholders within the municipality of Wiltz that are active in the respective thematic area. Each themed letter comes with a specific incentive in the form of a voucher (e.g. a cinema ticket, a voucher for shopping at the local shop). These incentives are designed to motivate participants to actively use the services offered by the community and get to know their new home.
- Collecting feedback: the last letter serves as a thank you for participating and invites recipients to offer their opinion. The aim is to evaluate the extent to which the series of letters has made it easier to settle into life in Wiltz and where there is room for improvement.

## Budget

The implementation of “Welcome to Wiltz” relies primarily on the municipality’s existing resources. Potential additional costs relate to the printing and mailing of the letters, as well as the incentives offered, in cooperation with local partners.

## Materials

- Printed information letters (double-sided format)
- Municipal information materials
- Vouchers or coupons linked to the themes addressed
- IT tools for managing mailings and data



## Periodicity

- Programme rolled out over a period of three to four months after arrival in the municipality
- Sending of five thematic information letters during the weeks following arrival
- Organisation of welcome events at regular intervals

## Evaluation indicators

- Number of letters sent
- Number of new residents participating in the programme
- Use of vouchers and incentives offered
- Feedback from new residents
- Perceived sense of welcome and integration

## Practical advice - DO's

- Offer the content in several languages to ensure accessibility
- Include incentives (e.g. vouchers, invitations to a free cinema screening as part of the cultural theme, or a EUR 20 shopping voucher for local businesses) to encourage active discovery of the municipality
- Promote local stakeholders, associations and businesses
- Maintain a welcoming, positive and inclusive tone
- Actively encourage participation and discovery of the municipality
- Work closely with municipal services and local partners

## Practical advice - DONT's

- Do not overload letters with overly complex information
- Complement written information with invitations to welcome events or meetings
- Avoid purely administrative or overly formal communication
- Do not neglect programme follow-up and evaluation
- Do not underestimate the importance of human contact and personal encounters



## Contact person/Possible partners

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