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PRESS KIT

**Presentation of
"Luxembourg en Poche" A Pocket Guide to Luxembourg for
newcomers
and the accompanying mobile application "LUX en poche"**

**PRESS BRIEFING : 3 March 2018 at 16h00
at Reech eng Hand/Église catholique (Hall n°2, stand 52)**

PRESENTATION : 3 March 2018, from 17h00 to 18h30 (Entrée nord, salle 2)

with the support of



ŒUVRE Nationale de Secours Grande-Duchesse Charlotte

Speakers

- Paul Estgen (project coordinator *Reech eng Hand*)
- Dominique von Leipzig (coordinator of the guide)
- Renato Cescutti (Head of *ErwuesseBildung*)
- Koen Cloostermans (application coordinator)
- Nicolas Hirsch (*mateneen* project consultant)
- Marie-Christine Ries (Project Manager *Reech eng Hand*)

1. Why was "Luxembourg en Poche - A Pocket Guide to Luxembourg for newcomers" created?

"We don't even know what questions we should be asking to find answers to our challenges" (*statement from one of the workshop participants*)

With the massive influx of refugees seeking international protection in Luxembourg in 2015 and 2016, the volunteers of *Reech eng Hand* (an initiative of the Luxembourg Catholic Church to welcome and accompany refugees), along with other associations and organizations active in the field, noticed that the newcomers were in great need of information about Luxembourg and the idea of creating a guide was born. After a long and often harrowing journey, arrival in Luxembourg is, for these people, synonymous with finally reaching safety but also the beginning of a whole new set of challenges. Knowledge levels vary widely and those least informed are more vulnerable and less likely to gradually integrate into Luxembourg society.

It rapidly became apparent that an interactive mobile application, which could evolve over time, was also needed because these newcomers often rely on technology as a main source of information. This resulted in a partnership with the *ErwuesseBildung* association (a state approved non profit organisation dedicated to the personal development and media literacy of adults) to develop the "LUX en poche" application.

The "Œuvre Nationale de Secours Grande-Duchesse Charlotte" (*mateneen* programme) allowed the accomplishment of this project thanks to its moral and financial support.

The guide and the application can be considered as "hands reaching out" to welcome the newcomers. They are tools for integration aiming to provide information but also to act as conversation starters for dialogues between newcomers and residents, as well as a precious support tool for volunteers and social workers.

2. A unique project

- The guide in "pocket" format exists in two versions: French-Arabic and English-Farsi. It has 224 pages, 39 photos, a small map of Luxembourg and is printed in Luxembourg on FSC paper. There are three sections (General information on the country and its people), (Maps - from SIP - and statistical data -from CEFIS asbl-), (Living in Luxembourg: practical information for everyday life).
Version French-Arabic: ISBN 978-99959-0-388-6
Version English-Farsi: ISBN 978-99959-0-387-9
- The application is multi-platform and multi-lingual. It is downloadable on Android and iOS and also available as a web app. It focuses on practical information and extends the reach of the guide via different electronic channels. Designed as an interactive information tool, it complements the guide by connecting the content to many additional internet resources and websites.

More than 35 people worked on the project (experts in Luxembourg migration, history, economics, politics, statistics but also photographers, translators, proof-readers, web-designer, graphic artist, IT developers...). This multidisciplinary and multicultural approach brought together people from very different backgrounds who got to know and appreciate each other as they worked on the project. An important milestone was the organisation of a workshop which brought refugees, volunteers and developers together to validate the concept against the needs of the "end-users".

Another unique aspect of "Luxembourg en Poche - A Pocket Guide to Luxembourg for newcomers" is that it is the first publication in Arabic and Farsi covering both the fundamentals of Luxembourg society and practical information, all laid out in a condensed and attractive format.

Though primarily aimed at refugees, the guide and the application may be of great interest to all newcomers to Luxembourg. Longer term residents will probably also make a few discoveries.

3. A solidarity project

The guide (in both versions) will be sold for 1€ to refugees, during the "Festival des Migrations". It will afterwards be made available to refugees through the various associations and organizations working in the field.

To ensure future development of the project and with the agreement of the "Œuvre Nationale de Secours Grande-Duchesse Charlotte", a "**Buy One, Give One**" solidarity initiative will be launched at the "Festival des Migrations". People wishing to support the project can buy a copy of the guide for 10€ +1€ and an additional copy will be donated to a refugee.

People can support the "LUX en poche" app by purchasing it for 4.95€ from the respective app stores. This special solidarity price will help make the app available to people seeking protection in Luxembourg for free.

The profits will be used to maintain the application (updates relating to changes in laws and practices, translation, software) and the continuation of the project.

4. Where to buy the guide and the application?

The guide is available from

- *Reech eng Hand* (order via the website www.luxembourgpoche.lu)
- *ErwuesseBildung*, 5 avenue Marie-Thérèse, Bâtiment H, Luxembourg City
- During Octave at the "*Bicherzelt*", in the inner courtyard of the cathedral (21 April - 6 May).
- In bookstores: Ernster, LIBO

The "LUX en poche" app is available:

- on the Apple Store and Google Play platforms
- on the www.luxembourgpoche.lu website
- via the QR (quick response) codes available at the end of the guide.

5. To contact us

We are happy to give interviews in French, Luxembourgish and English during the presentation at the "Festival des Migrations" or afterwards (see contact details).

For additional information, project logos etc., see www.luxembourgenpoche.lu

Twitter : #luxembourgenpoche

- For the guide (*Reech eng Hand*)

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Luxembourg en poche

Premier guide sur le Luxembourg disponible en 4 langues
Français - Arabe et Anglais - Farsi
et LUX en poche, l'app pour iPhone et Android.



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www.luxembourgpoche.lu

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