

« OPEN DOORS DAY » : THE ABRUZZO REGION ALONG WITH THE PARTNER REGIONS ATTRACT VISITORS AND PRESENT NEW SERVICES



On Saturday 4 May 2013, the Abruzzo region took part in the “**Open Doors Day**”, which is traditionally organized by the Institutions to celebrate the anniversary of the **Schuman Declaration** that launched the Community integration process.



The Committee of the Regions offered the representative Regions that had requested it (for Italy : the **Aosta Valley** and the **Abruzzo**) the opportunity to make better know their regions by promoting the exchange and the dissemination of information and supporting the involvement of the regional and local authorities in the Community processes.



Within the framework of the event, the Abruzzo region shared with its partner regions, the **Lubuskie** region (PL) and the **Prešov** region (SK), a stand dedicated to the institutional activities and the particularities of each region.



The Abruzzo region took part in this event for the **5th consecutive year** and for the **3rd time** along with the “partner regions”, namely the European regions - other than Italian ones - that have reached an enhanced cooperation agreement with the Abruzzo region. In other words, this agreement aims at enhancing the cooperation between the respective regions.



Some **interactive activities** were prepared in collaboration with the Offices of the partner regions. They aimed at entertaining the visitors and providing them with information about the beauty and the particularities of each region.



As far as the Abruzzo region was concerned, its “**Souvenir-Photo abruZZelles**” activity was very successful : it was possible for the visitors, who wished it, to get their picture taken and appear on the rolls-up representing the Abruzzo Region in Brussels.



In the same time, new promotional and information tools, especially created for the event, were presented that day. More specifically, they include the new information channels “**Facebook**” and “**Twitter**”, which are completely dedicated to the “**Activities of the Abruzzo in Europe**”. People involved have could receive their photo in digital format and high resolution.



The initiative, then, led to the promotion of the web page “**abruZZelles**” that features, for some time now, the “**Activities of the Abruzzo region in Europe**”.



This year again, the « **Open Doors Day** » welcomed about 50 regions representing more than 15 Member States and **tens of thousands** of visitors took part in the event.



**Previous news about the launch of the new channels
Facebook/Twitter:**

[http://www.regione.abruzzo.it/xEuropa/index.asp?
modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia386&tom=386](http://www.regione.abruzzo.it/xEuropa/index.asp?modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia386&tom=386)

Facebook new channel :

<http://www.facebook.com/abruZZelles>

Twitter new channel :

<http://www.twitter.com/abruZZelles>

Code of Conduct for European Officials :

http://ec.europa.eu/ipg/docs/guidelines_social_media_en.pdf

Previous news about the participation in the « Open Doors »

<http://www.regione.abruzzo.it/xEuropa/index.asp?>

[modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia385&tom=385](http://www.regione.abruzzo.it/xEuropa/index.asp?modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia385&tom=385)

**Previous news about « F.A.Q - Answers to frequently asked questions”
service of Brussels**

<http://www.regione.abruzzo.it/xEuropa/index.asp?>

[modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia377&tom=377](http://www.regione.abruzzo.it/xEuropa/index.asp?modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia377&tom=377)

**Previous news about the presentation of the new versions (French-
English) of the « Abruzzo-Europa » web site :**

<http://www.regione.abruzzo.it/xEuropa/index.asp?>

[modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia246&tom=246](http://www.regione.abruzzo.it/xEuropa/index.asp?modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia246&tom=246)

**Previous news about the presentation of the new information
products of the Liaison Activities with the E.U :**

<http://www.regione.abruzzo.it/xeuropa/index.asp?>

[modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia60&tom=60](http://www.regione.abruzzo.it/xeuropa/index.asp?modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia60&tom=60)

(Regional Directorate for Presidency-Liaison activities with E.U. - 07/05/2013)