online

The Brussels Business
Step inside the black box

An interactive project about the EU by Jamie Balliu and Matthieu Lietaert.

Speak louder than the lobbyists: Make yourself heard on Facebook and Arte.tv, from February 5th.

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Decisions are made all year round in Strasbourg and Brussels. Did you know that many of them **directly affect your everyday life?**

Here are a few examples amongst the numerous issues voted by the European Parliament in 2012:

in March
- Coordination of **social security** systems
- **Human rights**
- New accession countries to join the EU

in April
- Tax on **financial transactions**

in May
- Fight against **homophobia**
- **Wage equality** between men and women

in September
- Rights, support and **protection of victims of crimes**.

**Background story**

Have you followed the debates up? Have you given your opinion? What would have you voted?

Lobbyists stand in the heart of power in the EU. They are experts who weight considerably on debates and votes of the commission and the parliament.

Discover their key arguments and step inside in the game of the debate.
From the film to the web

The Brussels Business Online is produced as the next stage after the release of the feature film The Brussels Business, who runs the EU?

The Brussels Business is a docu-thriller that dives into the grey zone underneath European democracy. An expedition into the world of the 15,000 lobbyists in the EU-capital, of the PR- conglomerates, think tanks and their all embracing networks of power and their close ties to the political elites.
This documentary film brings up indeed the unofficial version of the European Integration.

The Brussels Business Online brings lobbyists forward again but this time, you will be able to counter their arguments, debate with other online citizens and make yourself heard!

Directed by Friedrich Moser and Matthieu Lietaert,
The Brussels Business will be broadcasted on Arte on February 12th.

It is also distributed in theaters of several European countries since May 2012.

This film is coproduced by:
Blue and Green
Visual Antics
ZDF / ARTE
RTBF Télévision belge
CBA Centre de l’Audiovisuel à Bruxelles

in association with:
Not so crazy

and with the support of:
OFI - ORF - FFW - VAF - CFWB
The Brussels Business Online releases each week a new question, which is about to be voted by the members of the European Parliament. Environment, health, education, personal data and privacy, banking regulations... Issues and decisions concern your day to day life!

Each question is associated with two lobbyists, each pitching their key arguments in a 90 seconds video. One stands for and the other against. And they have to convince you, the online citizens, to make their ideas win in this democratic match.

You can vote, debate, change your mind, get your friends onboard and make new strong arguments their way up to see your side win the vote. The countdown runs for 15 days then the online vote is closed just before the European parliament vote on the very same issue.

Results of the online vote are then compared to the one of the European Parliament. You may also check the vote of your MEP, and send him the results of the online vote with a message of approval or discontent.

1. Step inside the decision-making machine:

2. Discover the main issues submitted to the European Parliament.

3. Debate and vote yourself, confront your ideas to lobbyists, journalists and other online citizens.

4. Convince others, share your vote and compare the final results to the real Parlaiment vote and the one of your MEP.

5. Engage, share, take action!
User interface

Get some info on the two lobbyists associated with the weekly debate.
Release strategy

The Brussels Business Online is a free public app available both on Facebook and a dedicated microsite hosted by Arte.tv. The Brussels Business Online may also be spread across the web via a widget that showcase the weekly question of the app and the vote buttons. As soon as a user votes in the widget, he gets the current result of the online citizens vote. The user may go on with the full experience on the app’s microsite or in Facebook. This widget will be available for partners such as media websites, related blogs, universities, NGOs and other influencers...

Major partners may embed the whole app in an iFrame.

Community management

The production team includes three community managers (English, French and German speaking) who will foster and moderate the debates, get new communities onboard, ask MEPs and lobbyists to react in the debate as well, aggregate relevant content to push the debate forward.

The Brussels Business Online will be released on the 5th of February 2013 for 8 weeks.

It will be available in three languages: English, French, German.

→ on Facebook
→ on Arte.tv (final URL to come soon)
Team and initial partners

Jamie Balliu (Up creatives, United Kingdom):
Author, art director and coproducer

Matthieu Lietaert (Not so crazy, Belgium):
Author, editorial director and coproducer

Mathieu Détaint (Kids up hill, France):
Delegate producer

The Brussels Business Online is coproduced by:
Arte France
Arte Germany
ZDF
Martin Stiksel

This project is also supported by:
→ The program «Mobiliser sur le web» funded by the EU
Managed by the Foreign Affairs Ministry of the French Republic
→ The Wallonia-Brussels Federation