

RAINBOWCITY.BRUSSELS



During the Pride period, every year in May, Brussels is immersed in rainbow colours by the RainbowCity.Brussels project.

The several initiatives that take part of this project help spread the message of diversity, inclusion and solidarity.

GOALS

- Cooperate with companies and building managers, in order to adjust lighting installations and/or install them in the rainbow colors.
- Encourage Brussels residents to radiate Pride, by distributing flags and motivating them to use this flag during the Pride period.
- Support Brussels stores who are eager to decorate their shop window in the Pride theme.
- Encourage authorities to make adjustments in the public space (rainbow pedestrian crossings, adjusting traffic lights, adjusting public lighting, etc.)
- To develop projects in which the colors of the rainbow are visible in the streets and in prominent locations in Brussels (temporary lighting installations, stickers, canvases, etc.)

OUTREACH 2018

The RainbowCity.Brussels project was started in 2015 and is still growing and inspiring more companies, organisations, governments and people to show initiative during the Pride period.

- P & V: Office building - Adjustment lighting
- Belfius: Rogier tower - Adjustment lighting
- ING: Office building - Adjustment lighting
- NMBS/SNCB (in collaboration with Trainbow): Central Station Brussels - Adjustment lighting
- NMBS/SNCB (in collaboration with Trainbow): Flags in several train stations across Belgium
- City of Brussels: Grand-Place Brussels - Adjustment of lighting
- City of Brussels and Brussels Region Mobility: Rainbow pedestrian crossings in the Rainbow Village and European district
- The Belgian Pride (collaboration with City of Brussels): Bourse building - Adjusting columns with canvases
- The Belgian Pride (in collaboration with the Minister of Mobility in Brussels): Temporary light installation in the RainbowVillage

And many more Rainbow flags by other organizations: VUB, ULB, Google, AB, Beursschouwburg, etc.

PROJECT FOR 2019

In 2019, The Belgian Pride vzw will include the RainbowCity.Brussels project as a fully-fledged project in its operation. To this end, the organisation will:

- Organize a communication campaign to put the project in the spotlight and promote the different actions and locations that are participating (through the website www.rainbowcity.brussels and [#rainbowcitybrussels](https://twitter.com/rainbowcitybrussels)).
- Support and facilitate companies, organisations and governments that want to take action.
- Encourage you to take your own actions in cooperation with other partners.
- Develop a system in which the residents and businesses of Brussels can easily receive tools and materials to set up an action.

JOIN US!
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