



Ponte 25 de Abril Bridge, Lisbon



Lantern Festival in Yu Yuan Garden, Shanghai

**2018 EU-CHINA TOURISM YEAR**

EU-China Light Bridge



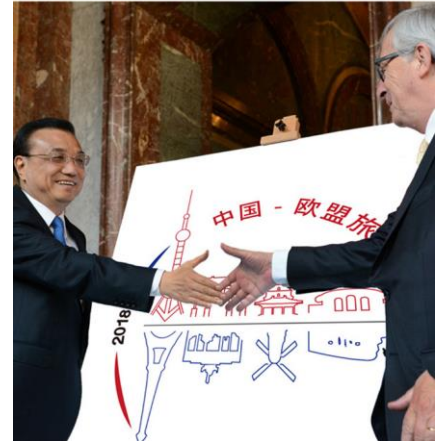
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# Local festivity and extra visibility in China

Be part of the celebration of the *2018 EU-China Tourism Year* by joining the *EU-China Light Bridge* and get extra visibility in China free of charge.

The EU-China Tourism Year (ECTY) has been agreed at the highest level by the President of the European Commission and the Chinese Premier. Its specific objectives are to:

- promote lesser-known destinations;
- improve travel and tourism experiences;
- provide opportunities to increase cooperation;
- create momentum for quicker progress on visa facilitation and air connectivity.



Chinese Premier Li Keqiang and European Commission President Jean-Claude Juncker

More info: [ecty2018.org](http://ecty2018.org)



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# The EU-China Light Bridge

Increasing tourism flows between the European Union and China is also about better knowing each other.

The European Commission therefore proposes a simple but powerful idea to bring about many local, festive and cultural initiatives: *creating a bridge of light between the EU and China by illuminating landmarks with the colours of their respective flags on symbolic nights.*

Where possible this illumination will be combined with a celebration involving European and Chinese communities.



# The EU pillar of the Light Bridge



The EU pillar of the Light Bridge will be 'built' on **Friday 2 March 2018 and/or Saturday 3 March 2018** when landmarks around the EU will shine in red - the main colour of the Chinese flag - to coincide with the celebration of the Lantern Festival in China.

On that night many Chinese launch sky lanterns as a symbol of hope and good fortune for the year to come. Well wishes are often written on these lanterns.



# The Chinese pillar of the Light Bridge



It is foreseen to build the second pillar of that bridge in China on a convenient date close to "EU day" (9 May 2018). On that occasion, a number of Chinese sites would be illuminated in the blue of the EU flag.

Next to futuristic landmarks such as the Macao Tower (confirmed), ancient sites such as (a portion of) the Great Wall are also targeted.



# Who can participate ?

Any site in the EU: landmarks, historical monuments, modern buildings, skyscrapers and in particular bridges.

## Illumination

In order to evoke China, sites should be illuminated in red and, where possible, a few golden stars should be projected.

- Red of the Chinese Flag: Pantone / PMS 199. Equivalent RGB (214, 28, 56)
- Golden stars of the Chinese Flag: Pantone / PMS 108

## Timing

The Light Bridge will be built on Friday 2 March 2018, the day of the Lantern Festival in China, and/or Saturday 3 March 2018, if it is easier to organise an event on Saturday evening.



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# How to take part

- 1) Register and publicise your planned event on [ecty2018.org/events](http://ecty2018.org/events).
- 2) Capture the event of your site via professional **photos and/or video** (minimum technical requirements under [FAQ](#)).
- 3) [Submit your visuals](#) to the European Travel Commission by **Friday 9 March 2018**.

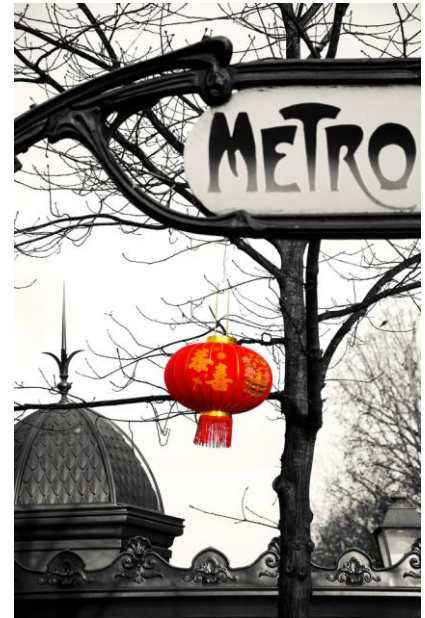


# How to leverage your 'Light Bridge' event

Pictures and videos of your site would have a greater appeal in China if there is a (mixed) **crowd and sky lanterns in the forefront** of your illuminated site.

One way to get local and Chinese communities to attend your illumination could be to organise a cultural event (exhibition, concert, food tasting, etc.). You could invite participants to light up biodegradable and flame retardant sky lanterns (see [FAQ](#)), writing well-wishes as it is tradition in Chinese communities.

Invite media and other influencers to spread the word about your site. Engage your local online community, partners and stakeholders and create your own story worth sharing by using these hashtags **#ECTY2018**; **#EUChinaTourismYear**; **#EUChinaLightBridge**.





# Benefits for participants

- Your event listed on the official website of the 'EU-China Tourism Year'.
- The name and visuals of your site featured free of charge on Visit Europe websites in English and in Chinese.
- If your contents are among the best visuals, they will be integrated in the year-long promotion campaign supported by the EU in China: video clips, news releases, social media, TV spots as well as a travelling exhibition showcasing the EU pillar of the Light Bridge in China (notably at sites participating to the Chinese pillar).
- Increased awareness and prestige of your site and destination by being associated with 'Destination Europe', the most aspirational travel destination for Chinese.
- A colourful event for locals and visitors during low season, fostering intercultural exchange and mutual understanding.
- Last but not least, the 'Light Bridge' in front of EU and Chinese media may be showcased on the occasion of the 2018 EU-China Summit and the relevant EU-China High Level Dialogues.



# Celebrate the EU-China Tourism Year by joining us on 2 and/or 3 March 2018 !

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[ecty2018.org](http://ecty2018.org)

[www.etc-corporate.org](http://www.etc-corporate.org)



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# Frequently Asked Questions (FAQ)

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## 1. What is the EU-China Tourism Year?

The EU-China Tourism Year aims at increasing visitors' flows and investments on both sides. But it is also an occasion for European and Chinese communities to better know and appreciate each other.

## 2. Who is responsible for the ECTY?

The European Commission is responsible for the organisation of the 2018 EU-China Tourism Year. It collaborates closely with the European Travel Commission (ETC) which plays a leading role on marketing activities targeting China throughout 2018, thanks to its 'Joint Promotion Platform' supported financially by the EU. The European Commission is also cooperating with CNTA (China National Tourism Administration) on a number of joint EU-China events.

## 3. What is the 'EU-China Light Bridge'?

It consists in the illumination of landmarks in the EU and in China with the colours of their respective flags on symbolic nights, combined where possible with a celebration involving European and Chinese communities. Just as for European Heritage Days, the EU proposes a date and a framework for local initiatives.

## 4. Whose initiative is it?

The Light Bridge is an initiative of the European Commission in cooperation with the European Travel Commission.

## 5. What does it aim to achieve?

It aims to (1) involve local communities in a cultural celebration of the EU-China Tourism Year, (2) increase understanding of Chinese culture and traditions as a contribution to the EU-China People-to-People Dialogue and (3) promote EU as a travel destination in China.

## 6. When does the EU-China Light Bridge take place?

The European pillar will be 'built' on the evening of Friday 2 and /or Saturday 3 March 2018. The Chinese pillar will take place around 9 of May.



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## 7. Why is the EU pillar of the Light Bridge built on 2 and/or 3 March 2018?

To coincide with a beautiful Chinese cultural tradition: the celebration of the Chinese Lantern Festival. On 2 March 2018, many Chinese will launch at night sky lanterns as a symbol of hope and good fortune for the year to come. Well wishes messages are often written on these lanterns.

## 8. Which sites can take part?

Any site in the EU: bridges of course, but also landmarks, historical monuments, modern buildings, skyscrapers.

## 9. How should my site be illuminated?

Your site should be clearly illuminated in red, the main colour of the Chinese flag. If possible, a few golden stars can also be projected on the site to further evoke China and its culture.

- Red of the Chinese Flag: Pantone / PMS 199. Equivalent RGB (214, 28, 56)
- Golden stars of the Chinese Flag: Pantone / PMS 108

## 10. For how long should my site shine in red?

It is entirely in your hands. However, we recommend that the red-lighting on the sites should ideally start shortly after sunset and last for at least a few hours or until midnight.

## 11. What more can I do other than just lighting my site in red?

- Organise a launch of sky lanterns in front of your illuminated site

Use flame retardant and biodegradable sky lanterns (available on most online platforms for around 0,20€ /0,30€ per piece excluding shipping costs). Restrictions may apply for sites close to airports or under certain wind conditions). Follow good practices such as those described in the ['UK Industry Code of Practice – Sky Lanterns'](#).



- Organise an event and involve media

Further initiatives and cultural events (such as exhibitions, concerts, food tasting, etc.) involving both European and Chinese local communities may take place on the same date or around the same time as your Light Bridge illumination. Activate your online community to share contents about your 'Light Bridge' event on their favourite platforms. Invite media and other influencers to spread the word about your site, town or landscape. Engage your partners and stakeholders and create your own story worth sharing by using these hashtags **#ECTY2018 #EUChinaTourismYear #EUChinaLightBridge**.

## 12. Does the EC or ETC provide economic or logistic support to illuminate my site?

No. Each participant is responsible for all organisational / funding aspects.

## 13. What do I get in return?

By taking part in the 'EU-China Light Bridge' you gain access to a trans-European celebration which has the potential of been seen by millions of people in the EU, China and around the globe. The images and information about your site could be featured in the ECTY promotion campaign, which will reach millions of people in China, the largest outbound travel market in the world. This shall increase awareness and knowledge of your site and destination thanks to earned media exposure (print, digital, TV) and association with 'Destination Europe', the most recognized and aspirational travel destination for Chinese travellers.

## 14. Do I need to register to participate?

You just need to provide some information about your planned event at <http://ecty2018.org/events>

## 15. Can I use the official logo of the ECTY for my illumination / event?

Yes. You can download it on [ecty2018.org/press](http://ecty2018.org/press) together with guidelines for use.



## 16. How do I have my site featured in the ECTY promotion campaign?

It is very easy. Capture the illumination of your site via professional photos and/or video (preferably with a crowd and sky lanterns in the forefront), then submit these contents online using [this form](#) before **Friday 9 March 2018**.

Your contents should meet the following minimum **Technical Requirements** :

### Images:

- images should be high resolution and at least 300dpi;
- JPEG or any other standard image formats are acceptable;
- image description must clearly indicate the official name of the site, the city/town and country where it is located;
- please ensure there are no identifiable individuals in the shot;
- please ensure that you have cleared full usage rights in advance with your photographer (please note that ETC should have the right to edit).

### Footage:

- maximum of **ONE** clip per site, between 5 and 60-seconds and no larger than 4GB;
- 16:9 HD footage with no audio or clean ambient audio is preferred;
- MP4 or any other standard video formats are acceptable;
- file description should clearly indicate the official name of the site, the city/town and country where it is located;
- please ensure there are no identifiable individuals in the clip;
- please ensure that you have cleared full usage rights in advance with your videographer (please note that ETC should have the right to edit).

## 17. Will all submitted contents be featured in the 2018 EU-China Tourism Year promotion campaign?

The ETC cannot guarantee that all submitted contents will be featured in all communication and promotional materials nor that they will be picked up by international media. The ETC reserves the right to reject any content that does not meet the minimum technical requirements.



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### 18. Can I participate if my site cannot be illuminated in red on 2 and/or 3 March 2018?

Yes. If your site cannot be illuminated in red on 2 and/or 3 March 2018 but it can shortly before that date, images and/or footage of your site may be captured and submitted in advance. Please follow the same process and note the same minimum technical requirements as described in question #16.

### 19. What is the Intellectual Property Right (IPR) policy?

The ETC acknowledges and agrees that you own all intellectual property rights to the contents you submit. The ETC will credit you in its use of your contents. By submitting contents you grant to the ETC a non-exclusive, royalty free, perpetual, worldwide licence to use, reproduce, publish, modify, adapt, distribute, store, run, display, creative derivative works from, cause to be seen or heard and communicate to the public the contents across a variety of platforms including but not limited to online and print. Please read carefully and agree to the terms and conditions before submitting your contents.

### 20. When will the ECTY promotion campaign be unveiled?

Information about each individual Light Bridge event will be published on the [official website of the EU-China Tourism Year](#) as soon as it is registered by its organisers. Contents in different formats (videos, slideshows, media releases, etc.) about the participating sites will be distributed across various channels and media outlets in Europe and China shortly after 2 and/or 3 March 2018.

### 21. What else can I do once the EU-China Light Bridge initiative is finished?

The EU and the ETC have prepared an ambitious programme of initiatives to promote the EU as a tourist destination on the occasion of the 2018 EU-China Tourism Year. Further information about cooperation opportunities is available on the official website of the 2018 EU-China Tourism Year: [ecty2018.org](http://ecty2018.org).

