



I Love Belval

COMMUNICATIONS KIT

Belval, in one place. Written already, ready for your channels.

Ready-made text and artwork for businesses, institutions and organisations in Belval. Copy it, change what does not sound like you, and publish it. There is nothing to sign and nothing to pay.

Free to copy • Free to edit • Free to republish

ilovebelval.com • contact@ilovebelval.com • Belval, Esch-sur-Alzette, Luxembourg

What the site is

ilovebelval.com is an independent guide to the Belval quarter. It lists more than 200 places, every one photographed in Belval with the hours read off the door, alongside this week's lunch menus, live train and bus departures, the full events agenda, and a running record of what opens and closes. It is free, carries no advertising, and no business pays to be listed. It is written and kept up to date by one person who has worked in Belval since 2015.

What people use it for

- What is open right now**
At this exact minute, including on a Sunday and on a public holiday.
- This week's lunch menus**
The restaurants around the campus publish a menu of the week. The site collects them.
- Next trains and buses**
Live departures from Belval station, plus the roads towards France.
- What is on, and what just changed**
The full agenda, and a news section covering openings and closures.

How to use this kit

- 1 Pick your channel**
Newsletter, intranet, Teams, your own website, an onboarding pack. Each has its own block, at the right length.
- 2 Copy and make it yours**
Change the words that do not sound like you. It is your channel and your voice.
- 3 Add a visual, or do not**
Posters, screens, an intranet banner and an email header, all ready to print or post.

The site, in your words

Boilerplate at three lengths. Use whichever fits the space.

One line A links section, a footer, a slide.

ilovebelval.com is an independent guide to Belval: what is open, what is on, and what has just changed.

One paragraph The workhorse. Fits almost anywhere.

ilovebelval.com is an independent guide to the Belval quarter. It lists more than 200 places, every one photographed in Belval with the hours read off the door, alongside this week's lunch menus, live train and bus departures, the full events agenda, and a running record of what opens and closes. It is free, carries no advertising, and no business pays to be listed. It is written and kept up to date by one person who has worked in Belval since 2015.

One short page

An about page, a press note, an internal briefing.

Belval has about 23,000 people on it on a working day. Since 2026 it has had one place to look up what is open.

ilovebelval.com fills that gap. It is an independent guide to the quarter, launched in August 2026, covering more than 200 places from restaurants and shops to the pharmacy, the driving school and the station. Every one was photographed in Belval with the hours read off the door, never scraped from a directory, and the places its author has been inside properly say so on the page. Where something could not be confirmed, the site says so instead of guessing.

Four things make it worth a bookmark. It shows what is open at this exact minute, including on a Sunday and on a public holiday. It publishes this week's lunch menus from the restaurants around the campus, updated weekly. It shows the next trains and buses from Belval, live. And it keeps an agenda of what is on, plus a news section covering openings, closures and the small changes that matter locally.

It carries no advertising and no sponsorship. Nobody pays to be listed, and nobody can pay to be left out of an honest description. There are also no analytics, no trackers and no advertising pixels on the site, which is why it shows no cookie banner.

It is written by Aswin Lutchanah, who arrived in Belval in August 2015 as the University of Luxembourg's first Social Media Manager and published the site eleven years later to the day. He lives across the border in France, which makes him fairly typical of the place: around 20,000 people arrive in Belval each day, against roughly 4,300 who live there. The site is independent of the University, of Agora, of Fonds Belval, of Belval Plaza and of the Commune of Esch-sur-Alzette.

Newsletter

Three lengths, for whatever room you have.

Short A round-up or a links section.

Belval, in one place. ilovebelval.com is an independent guide to the quarter: what is open right now, this week's lunch menus, live train and bus departures and everything on the agenda. Free, no advertising, and nobody pays to be listed.

Medium Its own item, with a heading.

Somewhere to look before you go

ilovebelval.com is an independent guide to the quarter, covering more than 200 places with opening hours that have been checked. It is quicker than asking in the kitchen, and more reliable.

It answers the questions that come up here every week. What is open at this minute. What is on the menu for lunch. When the next train leaves. What is on this weekend.

It is free, it carries no advertising, and no business pays to be listed.

ilovebelval.com

Long The full version, with the four reasons spelled out.

Belval, in one place

If you have ever stood on the esplanade wondering which café is still serving, or discovered the supermarket was shut only after walking there, this is worth five minutes.

ilovebelval.com is an independent guide to Belval. It covers more than 200 places, every one photographed in Belval with the hours read off the door, which is why they are usually right and why the site says so when something has not been confirmed.

What it is useful for:

What is open right now. Including on a Sunday and on a public holiday, which is the one nobody can ever remember.

This week's lunch menus. The restaurants around the campus, updated every week. It settles the twelve o'clock argument.

The next trains and buses. Live departures from Belval, plus road updates on the A4, the B40 and the roads towards France.

What is on. The full agenda, and a news section covering openings, closures and the things worth knowing.

It is free, carries no advertising, and no business pays to be listed. There are no trackers on it either, which is why you will not get a cookie banner.

It is written by one person who has worked in Belval since 2015, so if something is wrong or missing you can say so and it gets fixed.

ilovebelval.com

Intranet and internal chat

For the channels your colleagues already read.

Intranet news post Headline included.

A guide to Belval, for anyone who works here

There is now one place to look for what is happening in Belval, and it is worth a bookmark.

ilovebelval.com is an independent guide to the quarter. It covers more than 200 places, from the restaurants and cafés on the esplanade to the pharmacy, the supermarket and the station. Opening hours have been checked rather than copied, and the site shows what is open at this exact minute, including on Sundays and public holidays.

What people use it for:

Lunch menus. The restaurants nearby publish a menu of the week, and the site collects them in one place.

Live departures. The next trains and buses from Belval, without opening another app.

The agenda. Concerts, markets, campus events and everything else on around here.

Worth a look before you leave the building at lunchtime.

The site is free, independent and carries no advertising. It is not connected to us, and no business pays to be listed on it.

ilovebelval.com

Sidebar or quick-link tile Three lines.

Belval today

What is open, this week's lunch menus, live departures and what is on.

ilovebelval.com

Teams or Slack, general Post it in the all-staff channel.

Useful one for anyone who eats lunch around here: ilovebelval.com collects the weekly menus from the restaurants in Belval, shows what is open right now, and has live train and bus departures. Independent, free, no adverts.

Teams or Slack, lunchtime For the channel where the daily argument happens.

For the daily "where are we eating" conversation: ilovebelval.com has this week's menus from the restaurants around Belval, plus who is open right now. Worth pinning.

Welcoming a new joiner Day one, in the team channel.

Welcome. One link worth saving: ilovebelval.com, an independent guide to Belval. Opening hours, lunch menus, live departures and what is on. It will answer most of the questions you are about to have.

HR, onboarding and recruitment

For welcome packs, relocation notes, job adverts and careers pages.

Onboarding or welcome pack The one page a new joiner keeps.

Finding your way around Belval

Save this one: ilovebelval.com. It is an independent guide to the quarter, and it answers most of the practical questions that come up in a first week.

Which café, restaurant or shop is open right now, including at the weekend

This week's lunch menus from the restaurants nearby

The next trains and buses from Belval station, live

What is on: concerts, markets, campus events, and anything new that has opened

It is free and independent. Nobody pays to be listed, so what you read is what someone found.

Relocation or newcomer pack For someone arriving in the country, not just the office.

Getting to know Belval

Moving to a new country is mostly a series of small unanswered questions. Where do people go for lunch. Is anything open on a Sunday. When does the last train leave.

ilovebelval.com answers those. It is an independent guide to Belval, in English and French, written by someone who has been arriving here every morning since 2015, covering more than 200 places with checked opening hours, live public transport, weekly lunch menus and a full agenda of what is on.

It is free, carries no advertising, and there is nothing to sign up for.

Job advert or careers page One paragraph, near the location line.

The location. This role is based in Belval, Esch-sur-Alzette: a former steelworks rebuilt into a university campus, an office quarter and a neighbourhood, around twenty-five minutes by train from Luxembourg City. If you want an honest look at what is there, ilovebelval.com is an independent guide to the quarter, written by someone who has worked in it since 2015.

Students and campus audiences Freshers' week, a student association, a residence noticeboard.

New to Belval?

The two questions of a first week here are what is open on a Sunday and where the pharmacy is. Both are answered on ilovebelval.com, an independent guide to the quarter, in English and French.

It also has this week's lunch menus, live train and bus departures, and everything on this week.

It is free, there is nothing to sign up for, and nobody pays to be on it.

Your website and your signature

Blocks for a public page, and one line for the foot of an email.

Useful links entry One line, with the site name in bold.

ilovebelval.com. An independent guide to Belval: opening hours, lunch menus, live public transport and the local agenda. Free, no advertising, nobody pays to be listed.

A "working here" or "our location" page

Says plainly that you are not connected to it, which is what makes it credible.

Belval, day to day

Belval takes a few weeks to learn. Which café is open before nine, what stays open at the weekend, how long you have before the next train.

ilovebelval.com is an independent guide to the quarter, written by someone who has worked here since 2015. It lists more than 200 places with checked opening hours, publishes the restaurants' weekly lunch menus, shows live train and bus departures, and keeps an agenda of what is on.

It is free, carries no advertising, and no business pays to be listed. We are not connected to it and we do not pay for the mention. We just find it useful.

ilovebelval.com

A "life at" or employer brand page Warmer, for people deciding whether to come.

What it is like to work in Belval

Belval is a former steelworks turned university campus, office quarter and neighbourhood, about twenty-five minutes by train from Luxembourg City. There is a concert hall, a cinema, a shopping centre, and a blast furnace you can climb: 180 steps to a platform forty metres up.

For a feel for the place, there is ilovebelval.com, an independent guide to the quarter. It is not ours and we have no involvement in it, which is rather the point: it will tell you honestly what is here.

Email signature, plain One small grey line under your usual sign-off.

What's open in Belval today: ilovebelval.com

Email signature, warmer Use the banner image from the asset pack alongside it.

What's on in Belval: ilovebelval.com

Social media

For your own accounts. Change the voice so it sounds like you.

LinkedIn Leads with the number, which is what LinkedIn rewards.

Belval has around 23,000 people on it on a working day. Since 2026 it has had one place to look up what is open.

ilovebelval.com is an independent guide to the quarter: more than 200 places with checked opening hours, this week's lunch menus, live departures from the station and a full agenda. Free, no advertising, and nobody pays to be listed.

A useful thing for anyone who works here. We had nothing to do with it, and we are glad it exists.

#Belval #Luxembourg #EschSurAlzette

Instagram or Facebook Pair it with the yellow square from the asset pack. On Instagram use the lot; on Facebook keep three: #Belval #EschSurAlzette #Luxembourg.

Everything open in Belval right now, in one place 🍷

ilovebelval.com collects everything happening in Belval in one place: what is open right now, this week's lunch menus, live train and bus times and the full agenda.

Independent, free, and nobody pays to be listed.

#ilovebelval #Belval #EschBelval #EschSurAlzette #Luxembourg #BelvalCampus #LuxembourgFood

A story or a one-liner Ten seconds of work.

Wondering what is open in Belval right now? ilovebelval.com knows.

If you serve food or run a shop

You are probably already listed. Here is what would help.

For your own channels Tell your customers where to find your menu.

We are on ilovebelval.com, the independent guide to Belval. Our opening hours and our menu of the week are there, alongside everything else happening in the quarter.

A window or counter card Print the A6 card from the asset pack and write this on it.

Find us, and everything else in Belval, on ilovebelval.com

The channels

Copy for sharing the WhatsApp channel and the newsletter.

The WhatsApp channel Answers the privacy question before it is asked.

Follow Belval on WhatsApp. One-way updates on what is opening, closing and happening in the quarter. It is a channel, not a group: your number stays private, nobody sees that you have joined, and you can leave at any time.

<https://whatsapp.com/channel/0029VbDUCjK1XquZkZZrgQ3f>

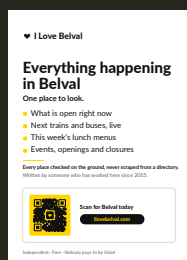
The newsletter One email a fortnight, double opt-in, self-hosted.

Belval in your inbox. One email a fortnight on what is opening, closing and happening in the quarter. Unsubscribe any time, and the address is never shared.

Sign up at the foot of any page on ilovebelval.com

The visuals

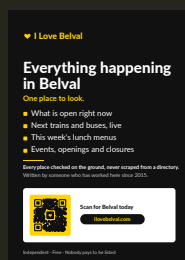
Every piece is drawn in the brand's own colours and type. The QR codes carry the address itself, <https://ilovebelval.com/>, with no shortener, no redirect service and no tracking parameters. Nothing sits between the phone and the site, so nobody else sees the scan, and there is no third party that could later expire the code or start charging for it. The full set, in SVG, PNG and PDF, comes with this kit.



A4 poster, for the office printer

Start here if you are printing it yourself. It uses about a tenth of the toner of the dark version, and the white margin your printer adds disappears into the page instead of framing it.

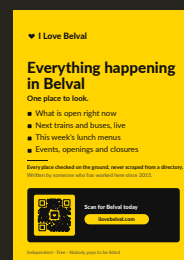
A4 · 300 dpi · SVG, PNG, PDF



A4 poster, dark

The one with presence, for a print shop or a printer you do not pay for. Full-bleed, so it wants edge-to-edge printing.

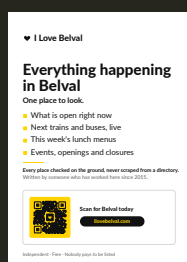
A4 · 300 dpi · SVG, PNG, PDF



A4 poster, yellow

The same poster, for a wall that needs the brighter one.

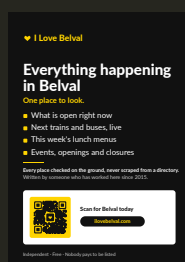
A4 · 300 dpi · SVG, PNG, PDF



A3 poster, for the office printer

Entrances and canteens, printed in-house.

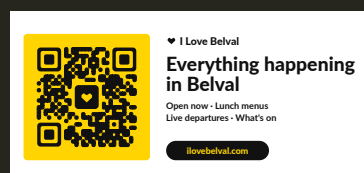
A3 · 300 dpi · SVG, PDF



A3 poster, dark

The same, for a print shop.

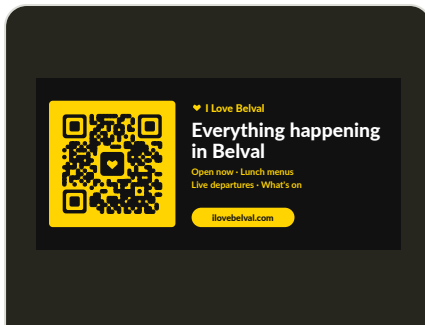
A3 · 300 dpi · SVG, PDF



Strip, for the office printer

One third of an A4, landscape, and barely any toner. For a noticeboard with no room for a poster, a kitchen cupboard, or above a coffee machine.

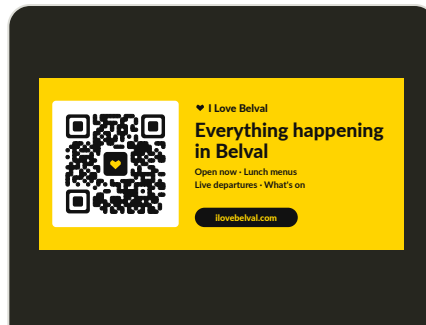
210 × 99 mm · 300 dpi · SVG, PNG, PDF



Strip, dark

One third of an A4, landscape. For a noticeboard with no room for a poster, a kitchen cupboard, or above a coffee machine.

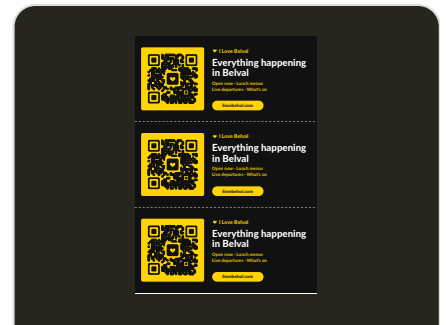
210 × 99 mm · 300 dpi · SVG, PNG, PDF



Strip, yellow

The same strip for a dark wall or a busy board.

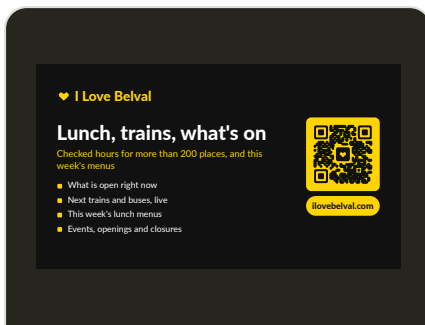
210 × 99 mm · 300 dpi · SVG, PNG, PDF



Strips, three to a sheet

Print on A4, cut along the dashes, three strips from one page.

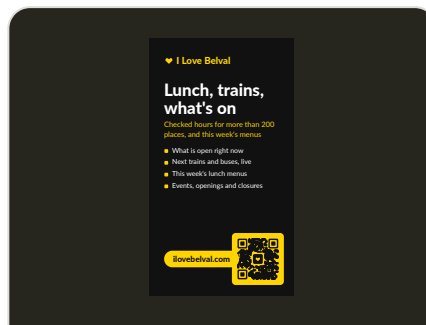
A4 · 300 dpi · SVG, PDF



Screen, landscape

Lobby and canteen displays, and a slide at the end of a deck.

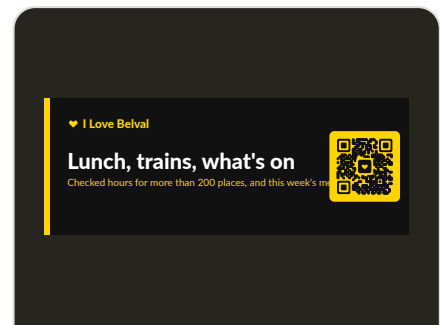
1920 × 1080 · SVG, PNG



Screen, portrait

Lift screens, digital signage, and an Instagram story.

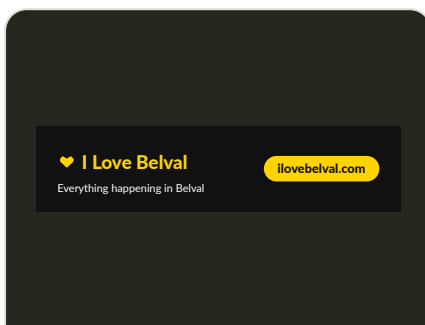
1080 × 1920 · SVG, PNG



Intranet banner

The hero image on an intranet post, or a Teams and Slack card.

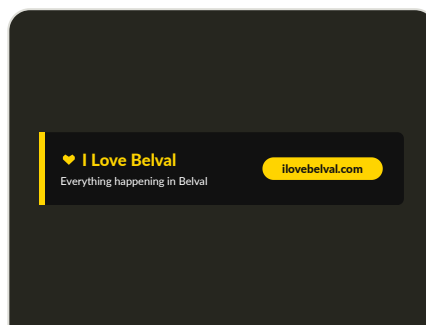
1600 × 600 · SVG, PNG



Email header

The top of a newsletter. Sits happily above your own masthead.

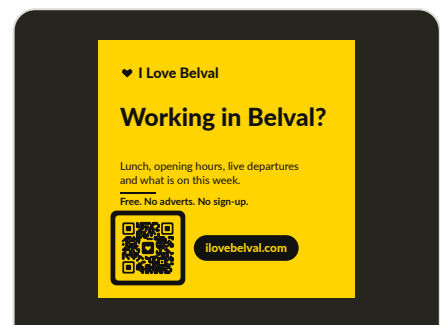
1200 × 280 · SVG, PNG



Email signature banner

Display at about 500 px wide and link the whole image. Smaller than that and the address stops being readable.

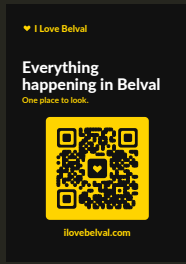
1000 × 200 · SVG, PNG



Social square

A post for your own Instagram, Facebook or LinkedIn.

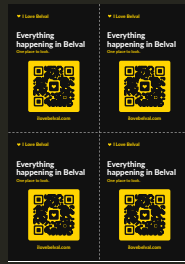
1080 × 1080 · SVG, PNG



A6 card

A reception desk, a counter, a welcome pack.

A6 · 300 dpi · SVG, PNG, PDF



A6 cards, four to a sheet

Print on A4, cut along the dashes, done.

A4 · 300 dpi · SVG, PDF

Where else Belval is

All free, none of it requiring an account with anyone.

The website	ilovebelval.com	Everything. Opening hours, lunch menus, live departures, agenda, news
Newsletter	One email a fortnight	People who would rather not follow anything, but want the openings and the agenda
WhatsApp channel	A one-way broadcast, not a group	The quickest way to hear about an opening or a closure
Instagram	@ilovebelval	Places, events, and Belval in good light
LinkedIn	The company page	Openings, business news, anything with a number in it
Facebook	The page	The community groups are here, and posts get shared
TikTok	@ilovebelval	Short walks around the quarter
YouTube	@ilovebelval	The same walks, and anything longer
Threads	@ilovebelval	Quick notes, the same day
Bluesky	ilovebelval.com	Quick notes, the same day

The WhatsApp channel, since it is the one people ask about

A WhatsApp Channel is not a group. Nobody can see that you have followed it, your number is not visible to anyone including the person running it, and you cannot be added to a group chat from it. It is a one-way broadcast you can mute or leave at any time. It is also the fastest of the channels: when something opens or closes in Belval, it usually goes there first.

Cookies, analytics and data, in plain language

No analytics. No Google Analytics, no Matomo, no Plausible, nothing. Nobody knows how many people visit.

No trackers, no advertising pixels. No Meta pixel, no LinkedIn insight tag, no retargeting of any kind. Nothing follows a reader from the site to anywhere else.

No cookie banner, and that is not an oversight. A consent banner is required when a site sets cookies that are not strictly necessary. This one does not set any, so there is nothing to consent to. It is the rare case where the absence of a banner is the compliant answer rather than the risky one.

What this means if you are linking to it. Sending your people to ilovebelval.com from an intranet page, a newsletter or an onboarding pack raises no consent question and creates no data transfer on your side. There is no tracking link to use, because there would be nothing at the other end to record it.

The newsletter is the one place with data, and it is handled the same way. Double opt-in, self-hosted so the addresses never leave the site's server, never shared, never sold, and an unsubscribe link on every email. Full detail at ilovebelval.com/privacy and ilovebelval.com/cookies.

Questions your comms team will get

Is this an advert? Are we promoting a commercial service?

No. The site carries no advertising, sells nothing, and takes no money from any business on it. There is nothing to buy and no upsell.

Are we allowed to link to it?

Yes. Everything in this kit is cleared for you to publish as it stands, and no permission is needed.

What languages is the site in?

English and French. It launched in English, because a large share of the people on the Belval site are international and the practical information about the quarter is otherwise scattered across French, German and Luxembourgish. The French version came later and covers the same places, the same hours and the same agenda. This kit exists in both as well.

Who is behind it?

Aswin Lutchanah, one person. I arrived in August 2015 as the University of Luxembourg's first Social Media Manager and published the site eleven years later to the day. I live across the border in France, like most people who spend their day here: about 20,000 of us arrive each morning, against roughly 4,300 who live in Belval. The site is my own work, in my own time, independent of my employer and of every institution in Belval.

Is it an official site?

No. It is independent of every institution and every business in Belval, and it says so on the site. Nobody approves what goes on it, and nobody pays to be on it.

How does it make money?

It does not. There is no advertising, no sponsorship, no paid listings and no affiliate income.

Our business is listed and something is wrong. What do we do?

Send a message to contact@ilovebelval.com and it gets corrected, usually within the week. Corrections are free and always will be. You cannot pay to change how you are described, but you can always have a fact fixed.

How often is it updated?

Continuously for openings, closures and hours. The lunch menus are updated weekly. The agenda is kept current.

Is there a risk it disappears in six months?

A fair question and the right one to ask. It is one person, and the honest answer is that the site will be judged on whether it is still being updated in a year. The rhythm was chosen so it can be held: three posts a week, not seven.

What is asked in return

Nothing, and that is not a figure of speech. No fee, no membership, no logo to carry, no reciprocal link, no report to file. Sharing this changes nothing about how your business appears on the site, and saying no changes nothing either. Nobody pays to be listed and nobody can pay to be left out of an honest description.

If you want to do something beyond sharing it, there is one thing that genuinely helps. **Tell me when something changes.** A new place opening in your building. A shop closing. A change of hours. An event you are running that the quarter would want to know about. That is the part one person cannot do alone, and it is what keeps the site worth reading.

contact@ilovebelval.com

Written by Aswin Lutchanah, who arrived in Belval in August 2015 as the University of Luxembourg's first Social Media Manager and published the site eleven years later to the day. Independent of the University, Agora, the Fonds Belval, Belval Plaza and the Commune of Esch-sur-Alzette. This kit may be copied, edited and republished freely.