

## Love. Tolerance. Respect.



You go to Brussels ... it's like living in a hellhole right now."

#### DONALD TRUMP

REPUBLICAN U.S. PRESIDENTIAL CANDIDATE





# How to fight misconceptions about immigration?

# How to fight misconceptions about immigration?

I wrote a data visualisation essay about Brussels and its diversity

### How the message was received?



#Brussels My city. Living & loving.



Amazing work by the guys from @jetpackAl

brussels-diversity.jetpack.ai

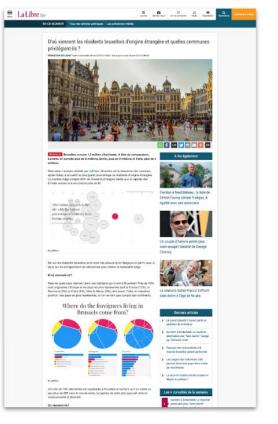
Explore the diversity of Brussels with beautiful visualisations.

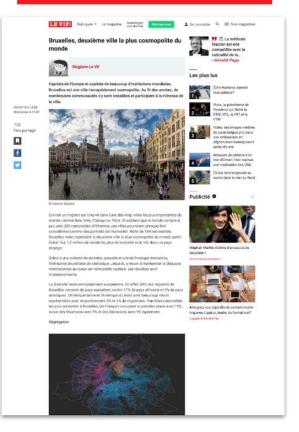
#### Brussels. A lovely Melting-Pot.

A data visualization essay exploring Brussels and its peop



## LaLibre











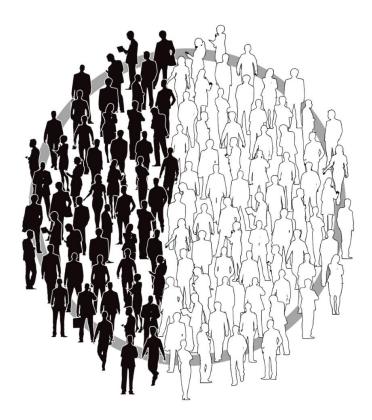
## Data visualization is making data understandable.

Tableau 1.3.1.4 Principales nationalités actuelles : 2017 (au 1<sup>er</sup> janvier) Total

																					Europe	
															Ur	ion Européen	ne					
		Union Européenne (non-Belges)																				
	Belgique	Allemagne	Autriche	Bulgarie	Chypre	Croatie	Danemark	Espagne	Estonie	Finlande	France	Grèce	Hongrie	Irlande	Italie	Lettonie	Lituanie	Luxembourg	Malte	Pays-Bas	Pologne	Port
Anderlecht	80.164	179	13	724	4	6	9	2.678	3	12	2.483	693	34	20	3.131	8	20	36	0	457	3.050	
Auderghem	23.682	449	81	133	22	32	98	610	23	38	1.652	373	203	88	661	21	27	41	4	150	684	
Berchem Sainte-Agathe	19.966	39	3	43	1	3	6	386	1	4	413	75	12	8	397	6	5	9	2	114	325	
Bruxelles	113.027	1.445	226	1.355	67	199	208	4.382	81	220	8.294	1.533	292	364	4.553	130	178	123	28	1.661	3.088	
Etterbeek	24.970	1.000	211	335	31	130	107	1.645	67	196	3.764	620	311	262	2.289	76	120	70	39	469	2.006	
Evere	30.002	174	25	282	6	26	14	532	12	27	820	161	47	10	837	27	27	16	3	173	827	
Forest	36.262	325	45	106	5	17	23	1.613	2	15	3.304	361	32	48	1.950	29	14	44	1	309	1.438	
Ganshoren	19.352	48	5	66	1	2	4	332	0	3	483	75	6	2	410	7	1	11	0	110	472	
ixelles	43.824	1.792	262	327	39	134	303	2.496	56	251	11.275	900	269	401	4.181	62	135	189	39	941	1.619	
Jette	39.919	99	19	192	3	6	9	693	3	5	1.124	199	21	17	838	7	9	21	4	234	1.110	
Koekelberg	15.284	40	3	116	(	5	9	423	2	8	512	94	3	7	369	2	2	12	0	106	472	
Molenbeek Saint-Jean	68.625	182	9	239	1	9	20	2.378	2	11	2.065	329	34	20	1.878	12	13	26	6	562	1.278	
Saint-Gilles	25.973	585	65	131	9	40	70	2.005	11	69	5.108	603	60	108	2.102	22	26	48	19	410	1.589	
Saint-Josse-ten-Noode	15.338	129	23	1.374	4	20	23	790	12	22	854	78	31	30	639	15	19	22	2	200	584	
Schaerbeek	84.832	890	119	5.217	5	84	103	3.006	63	138	4.281	818	152	163	2.825	44	73	75	10	940	3.405	
Uccle	55.435	839	102	222	12	23	262	1.502	10	58	9.634	418	327	136	2.099	17	34	100	27	569	1.338	
Watermael-Boitsfort	19.936	285	32	42	3	17	75	240	9	29	1.168	109	70	80	445	13	21	30	4	148	188	
Woluwe Saint-Lambert	34.755	835	112	470	33	103	103	1.359	129	333	3.459	784	382	191	1.842	224	238	88	28	378	1.164	
Woluwe Saint-Pierre	26.119	1.150	148	194	39	48	106	1.124	57	248	2.461	637	305	231	1.272	62	135	80	41	482	748	
Région de Bruxelles-Capitale	777.465	10.485	1.503	11.568	289	904	1.552	28.194	543	1.687	63.154	8.860	2.591	2.186	32.718	784	1.097	1.041	257	8.413	25.385	- 1
Brabant flamand	1.019.547	4.742	401	1.342	90	166	401	5.818	260	584	7.545	2.084	865	913	8.337	248	326	225	125	11.939	8.195	
Brabant wallon	359.797	1.006	99	178	14	23	248	2.405	10	141	9.426	439	184	228	5.922	41	52	279	16	919	1.393	
Région flamande	5.967.101	12.099	984	19.583	170	790	828	18.847	425	927	20.918	4.673	3.185	1.549	23.827	884	1.190	488	188	137.656	40.813	1
Région wallonne	3.249.746	16.917	327	2.001	38	346	412	16.002	85	249	80.338	3.484	733	433	100.181	183	219	2.855	27	7.667	5.259	1
Belgique	9.994.312	39.501	2.814	33.152	497	2.040	2.792	63.043	1.053	2.863	164.410	17.017	6.509	4.168	156.726	1.851	2.506	4.384	472	153.736	71.457	4



#### Tell a story that resonates with people.



#### Born Belgian

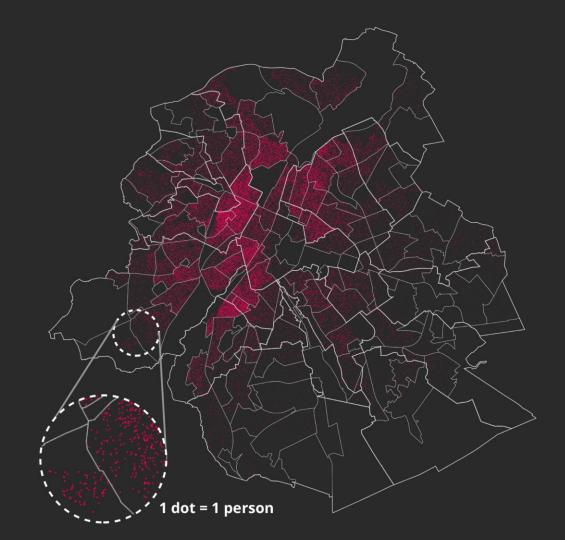


= 10,000 Brussels inhabitants

#### Born non Belgian

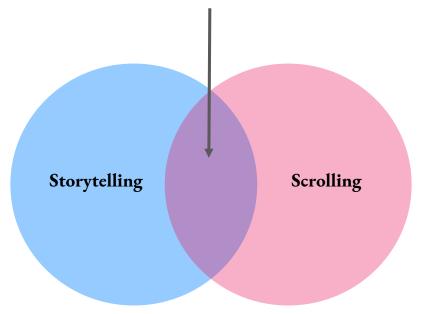


= 10,000 Foreigners

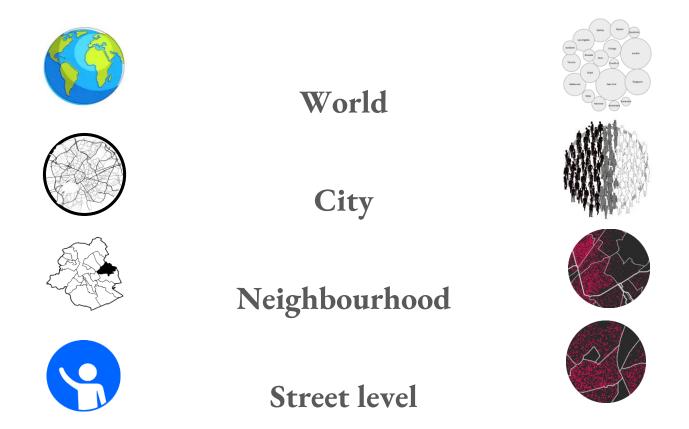


### Keep it entertaining.

## Scrollytelling



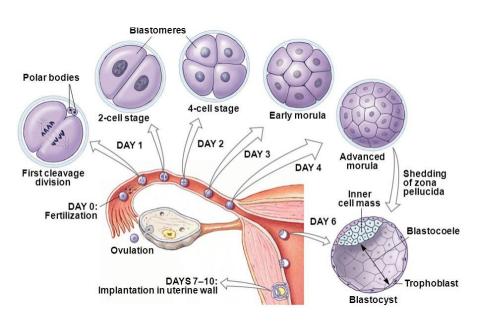
#### Drill down / Top to bottom description

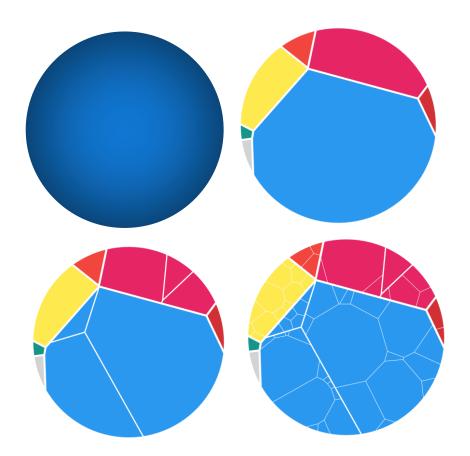


Inner Planets

Transitions between graphical elements.

### Use visual metaphors.





# Belgians consume too much opioids!











## La douleur des Belges

une enquête de MEDOR avec les dataviz de AJETPACK.AI

Scroll

Septembre 2019











Avee le soutien du









































#### Private Data

Used for the consumption analysis at municipality level.



#### Open Data

Used for global context & for supporting hypothesis about the situation.









## Last request for statistical institutions:

Export tools are good but rather limited.

■ Please allow for download of the most granular/raw data available that does not infringe privacy.

### Thank you!





