

Arctik®

Presentation



technopolis
group 

• About us



www.arctik.eu

Arctik is a Brussels-based communications agency recognised for its strategic and **creative** communication capacity in the field of sustainability. Arctik develops tailored **public relations** and **communication strategies** that take both objectives and resulting impact into account. We facilitate the creation of **communities and networks** that contribute towards circulating content, whilst cultivating meaningful dialogues and synergies between influencers and **decision-makers**.

Arctik has substantial experience in designing and implementing communication campaigns and **projects** which mix creative communication and sustainability. We believe in communication **campaigns** which provide a setting where opportunities are created, and **knowledge** is shared between actors. It is an occasion to convey a message and collect insights and intelligence.

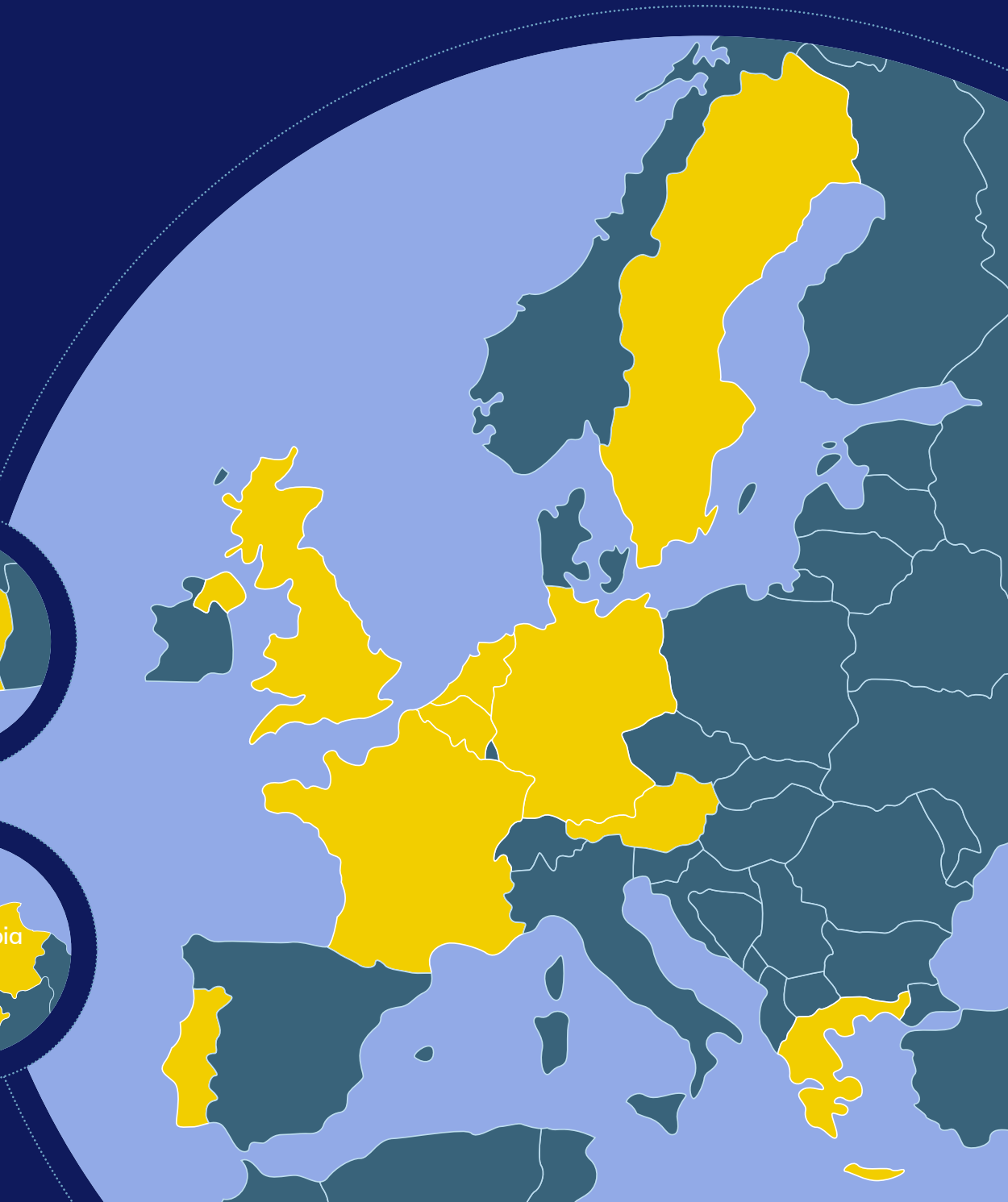
Our team has a strong commitment to **sustainability**. We incorporate sustainable values into operations and consider environmental and social factors in every business decision, while encouraging our partners and clients to **think circular!** Arctik is also registered to obtain the Brussels 'Enterprise eco-dynamique' label.

• Our network

Arctik, as part of Technopolis Group is present in more than **10 countries** with **300 consultants** originating from **+45 countries** and speaking **+30 languages**. This diversity offers a unique perspective on what local-level stakeholders are receptive to.

Our offices are located in :

- Austria
- Belgium
- Colombia
- France
- Germany
- Ivory Coast
- Netherlands
- Greece
- Portugal
- Sweden
- United Kingdom



• Our solutions



- Strategy
- Messaging and copywriting
- Online and offline engagement
- Events
- Thought-provoking design
- Web services
- Data-driven communication
- Social media campaigns & monitoring
- Project management
- Video and animation
- Knowledge management and capitalisation
- Media and visibility

• Our expertise



• Clients & partners

International organisations



Regional and national organisations



• Clients & partners

Private sector companies



Universities and research centers



ONG, associations and think tanks



Arctik®

Case studies



technopolis
group 

• EU Ecolabel

The EU Ecolabel is the official European Union voluntary label for environmental excellence. The label certifies products with a guaranteed, independently-verified low environmental impact. Arctik have led and contributed to multiple communication campaigns, social media, stakeholder engagement and events, focused on brand activation amongst consumers and retailers and potential license holders. Such as with the campaign 'Showroom on Wheels' which travelled across the EU showcasing EU Ecolabel products.



Languages

24 languages

Client

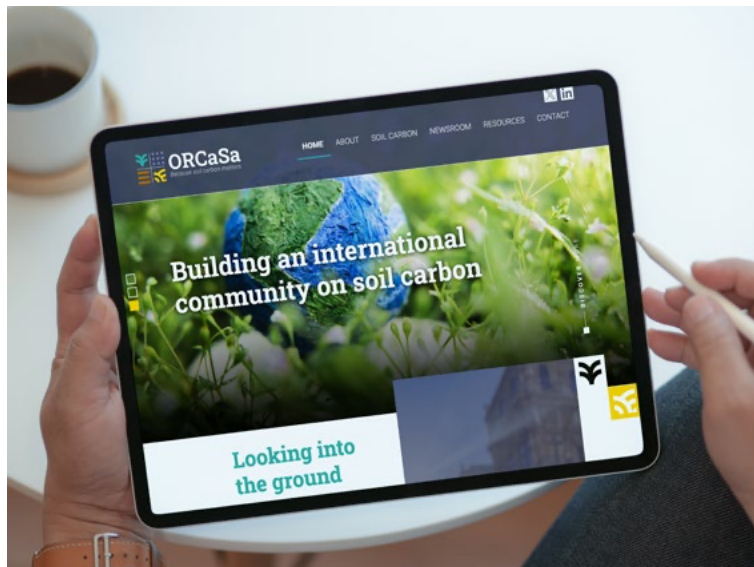
European Commission
– DG Environnement

2017-2024
(Several contracts)

ecolabel.eu

• ORCaSa

This European project under the Horizon Europe Programme aims to bring together and mobilise players working on soil carbon sequestration and storage on an international scale. Arctic's leads the mission to build ORCaSa's (Operationalising the International Research Cooperation on Soil Carbon) brand identity and communication strategy. We also implement the various communication actions (campaigns on X and LinkedIn, website, organisation of events, a world café, etc.) required to promote the project.



Language

English

Client

European Commission

2022-2025

irc-orcasa.eu

• Intelligent Cities Challenge



The 100 Intelligent Cities Challenge is a unique opportunity for evolving EU cities to join a community that leverages advanced technologies, tackle the pandemic crisis and reconstruct their economies while steering them in the direction of green smart sustainable growth. Arctik manages communication including working alongside other communication partners.



The European Commission's
**INTELLIGENT CITIES
CHALLENGE**

Language

English

Client

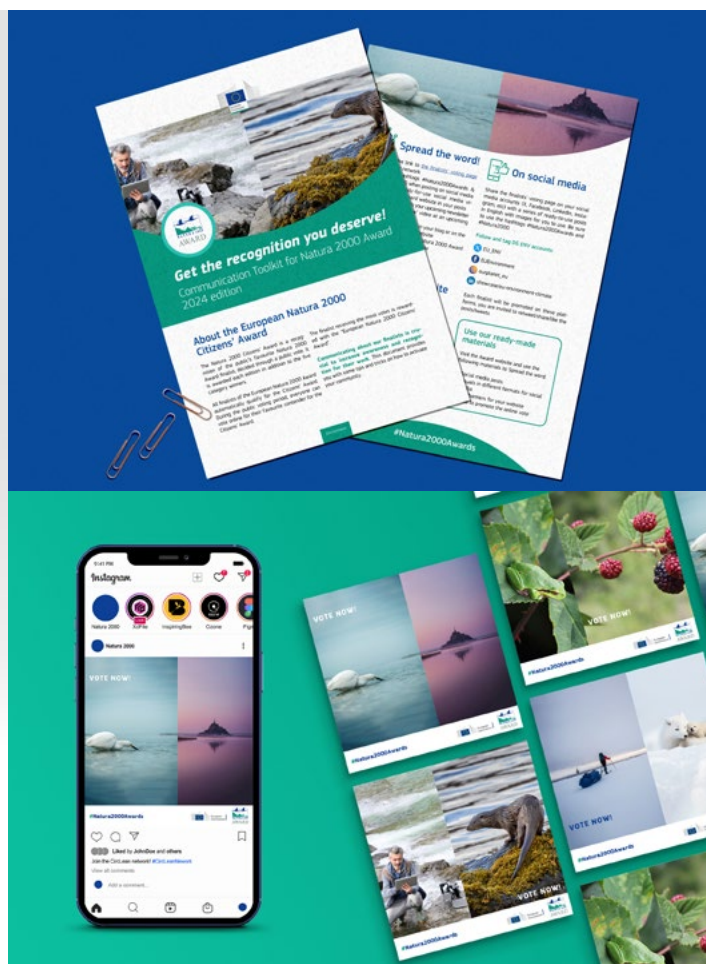
European Commission
- DG Grow and EASME

2019-2025

intelligentcitieschallenge.eu

• The European Natura 2000 Awards

The European Natura 2000 Award rewards excellence in the management of Natura 2000 sites and showcases the network's added value of conserving nature for local communities and economies across the European Union. Arctik's role includes developing the communication strategy and plan, producing promotional materials, social support to DG Environment, media outreach and engaging stakeholders throughout the award process.



Languages

English

Client

European Commission
– DG Environment

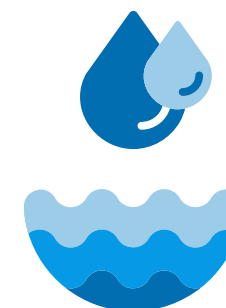
2021-2024

[natura-2000-award_en](https://natura-2000-award.eu)

• Mission Ocean and Waters, Call for Technical Assistance



Mission Ocean and Waters is a support platform for the European Commission to implement the Horizon Europe Mission Work Programme. It provides knowledge, science-to-policy advice, financial and technical assistance, and capacity building focused on ocean sustainability. Arctik contributes by developing the communication strategy and launching a paid social media campaign in all EU countries and languages to promote a specific call for technical assistance.



Languages

24 Languages

Client

The European Climate, Environment, and Infrastructure Executive Agency (CINEA)

2023-2027

missionoceanwaters.eu

• PolarRES

PolarRES is a project focused on the study of interactions between the atmosphere, the oceans and the ice in the polar regions. By adopting an innovative approach to established scenarios, this project aims to increase the reliability of polar climate projections, in order to more accurately assess the social and environmental impacts of climate change. Arctik is leading the outreach and dissemination activities of the project, including creating a brand identity, website and content (articles, interviews, videos), and promotion of the project on social media and events/stakeholder engagement.



PolarRES
Exploring future polar climates

Language

English

Client

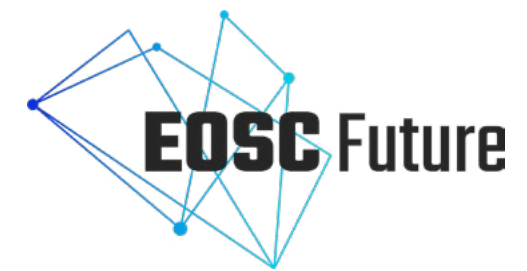
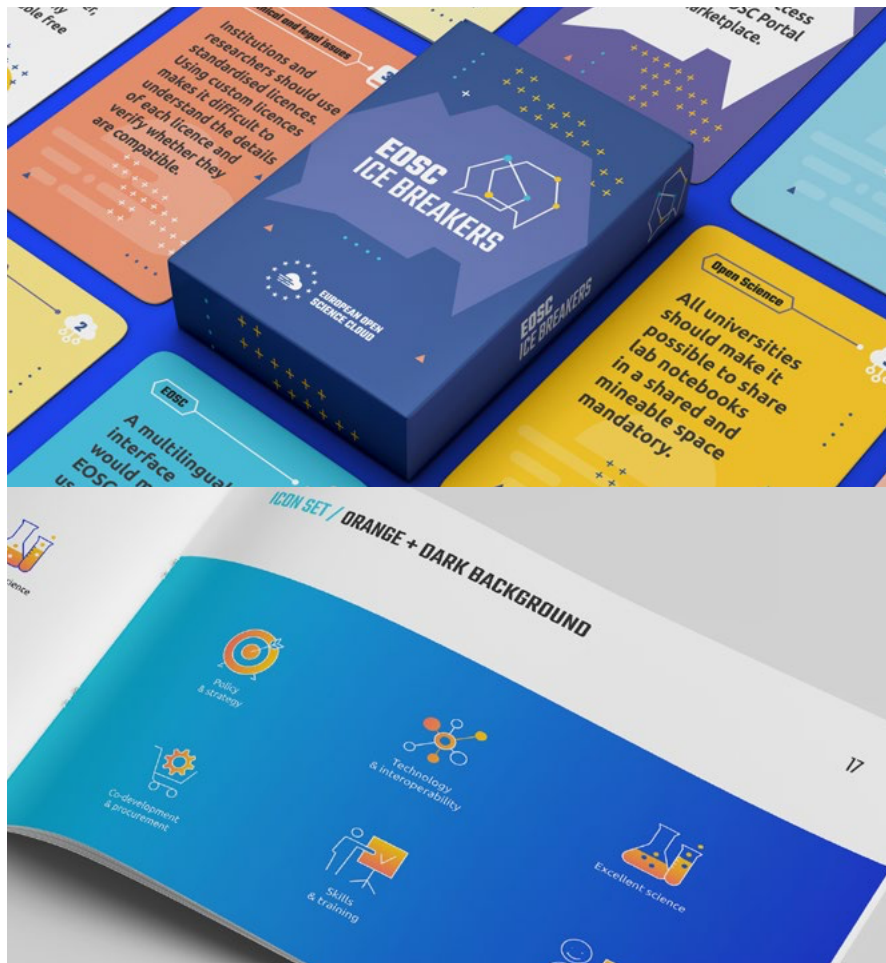
European Commission

2021-2025

polarres.eu

• EOSC Future

EOSC Future, an EU-funded H2020 project, is responsible for delivering a European Open Science Cloud (EOSC) that is fit for purpose and meets the evolving needs of users involved in cutting edge research. EOSC is an EU flagship initiative intended to provide a federated web of FAIR data and associated services to researchers across and outside Europe.



Language

English

Client

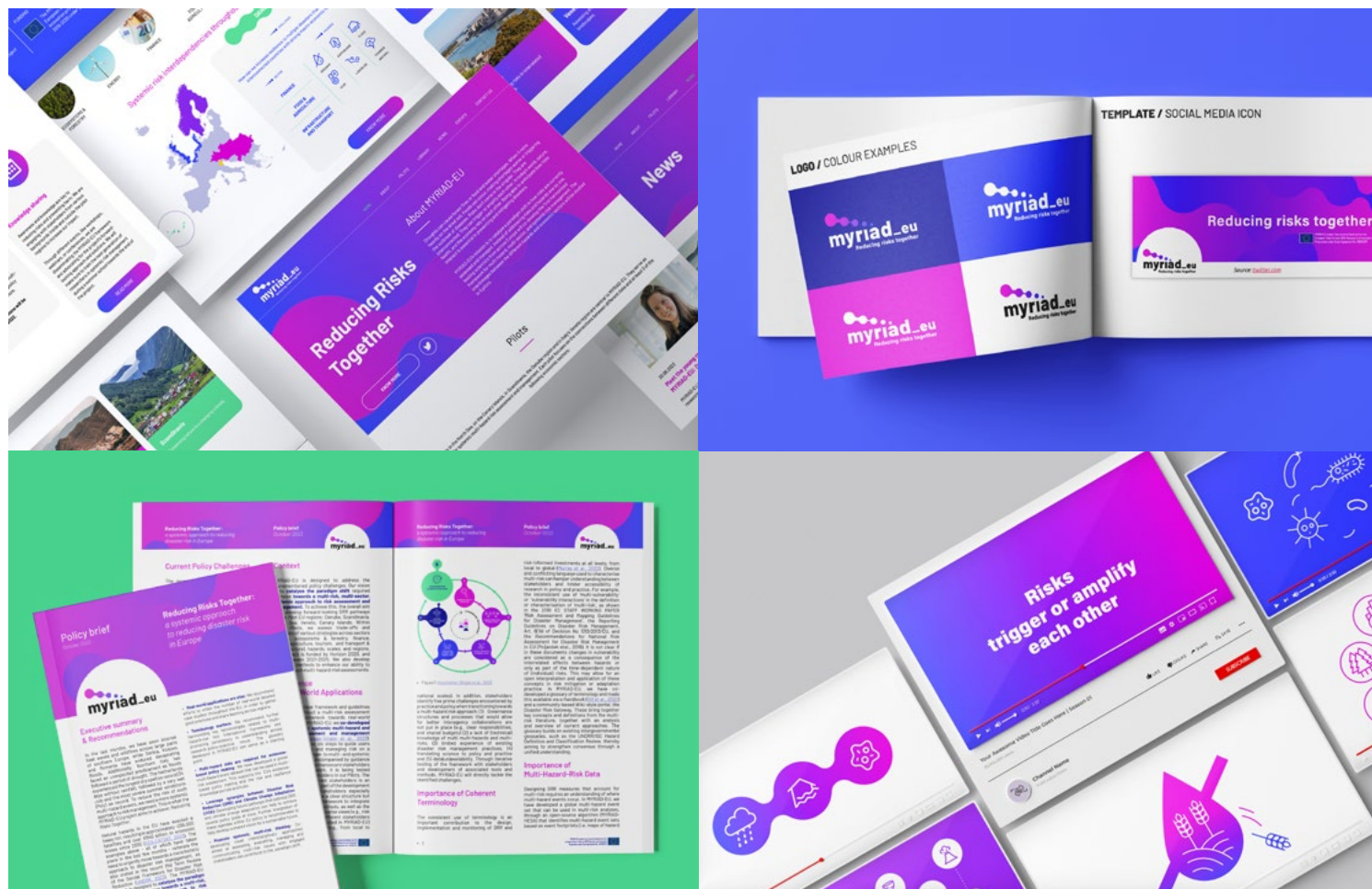
European Commission

2021-2023

eoscfuture.eu

• MYRIAD_EU

MYRIAD_EU represented by the leading scientists from across Europe – works on codeveloping the first harmonised framework for multi-hazard, multi-sector, and systemic risk management. Arctik is in charge of coordinating the project's in-reach and outreach activities. The work contributes directly to creation of new tools and solutions for EU policymakers, decision-makers, and practitioners to reduce and manage risks in their regions more effectively.



Language

English

Client

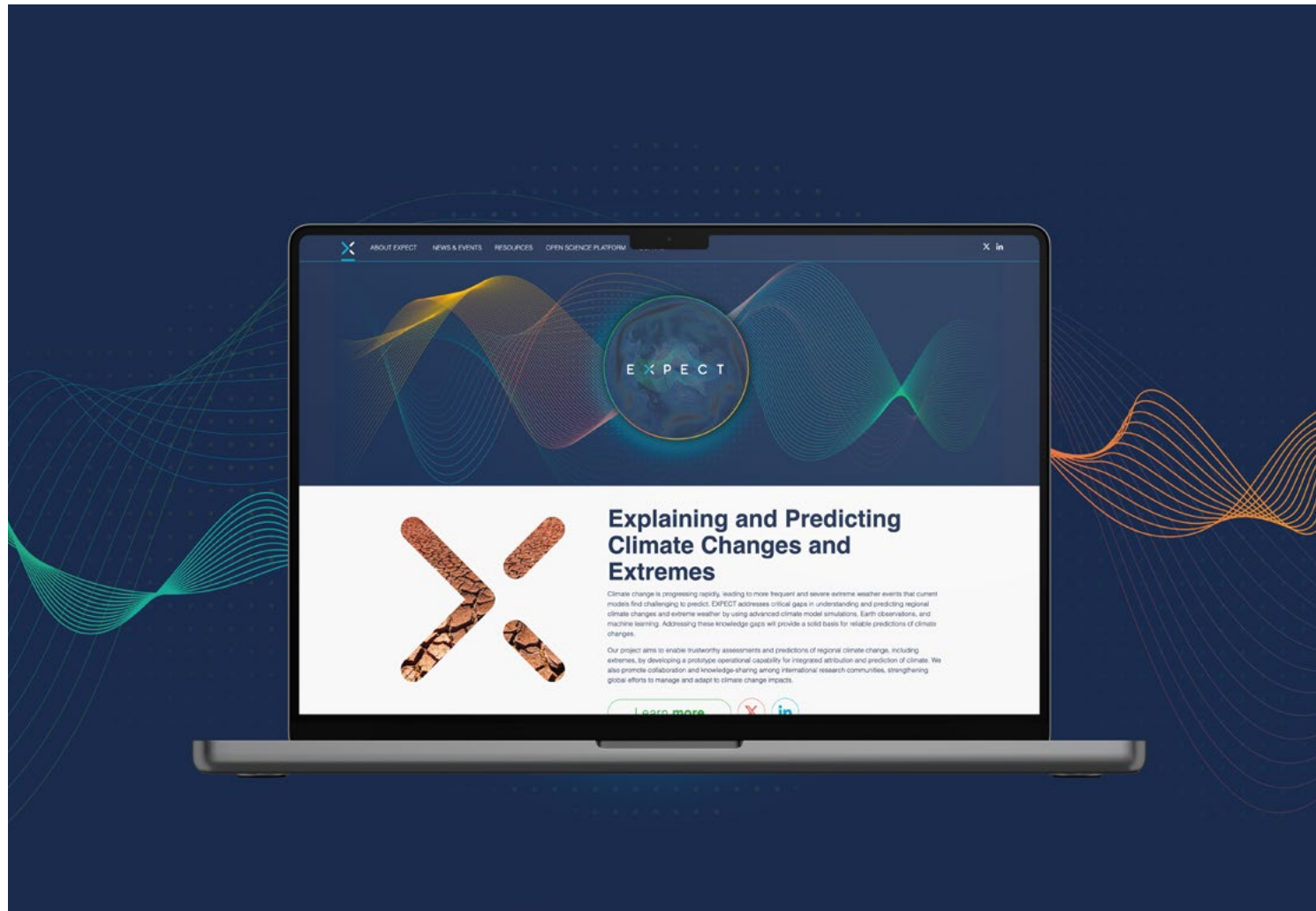
European Commission

2021-2025

myriadproject.eu

• EXPECT

The EXPECT project is a Horizon project that aims to improve the prediction of regional climate changes and extreme weather by combining advanced climate model simulations, Earth observations, and machine learning. Arctik supports the project by leading communication and dissemination activities, including the development and management of the project website.



Language

English

Client

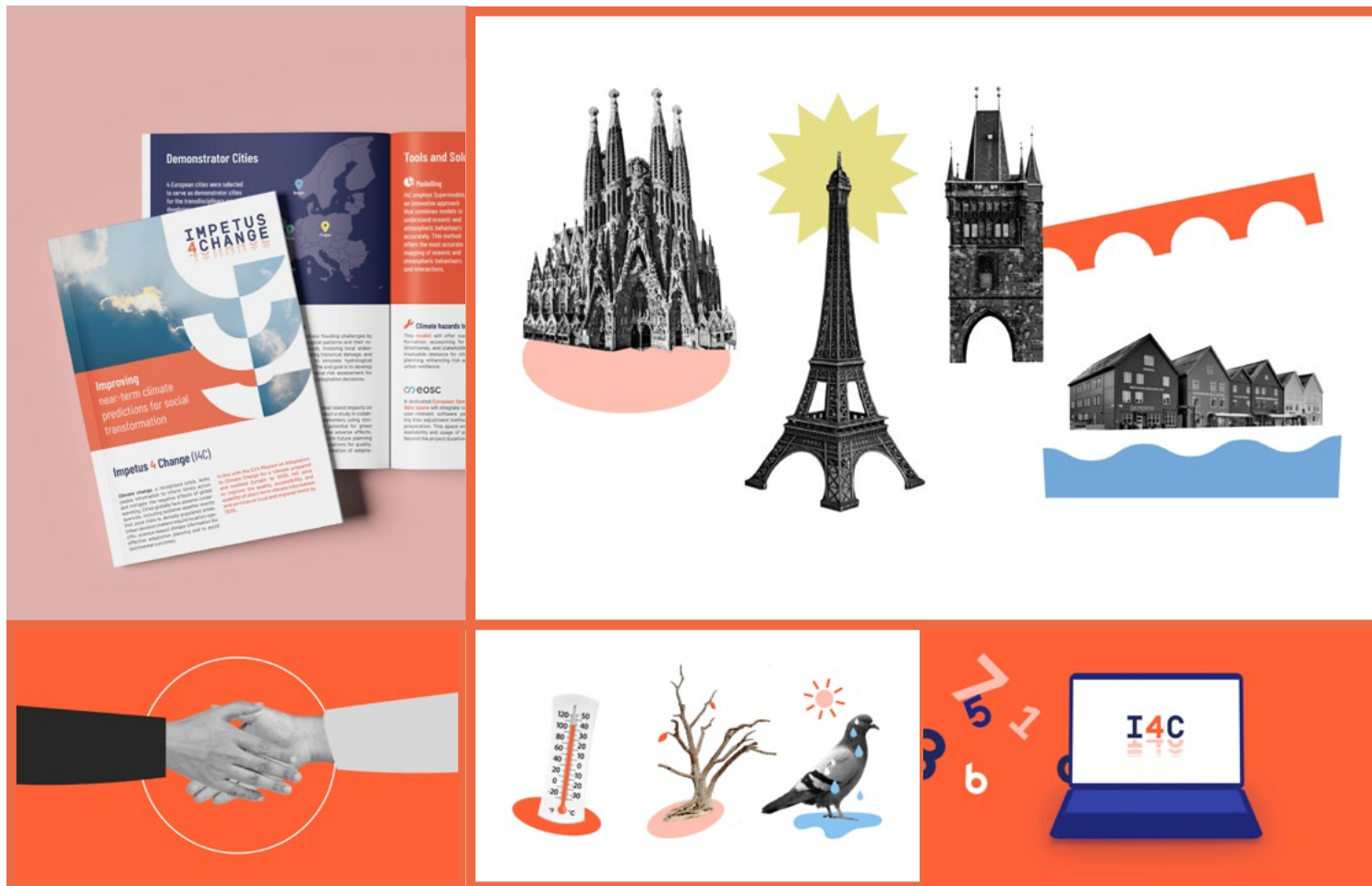
European Commission

2024-2028

expect-project.eu

• Impetus4Change

Impetus4Change is a Horizon Europe project whose objective is to improve short-term climate forecasts to help European cities currently facing extreme weather events due to climate change become more resilient. Arctik is responsible for the Communication, Dissemination and Exploitation work package. This responsibility encompasses scientific communication and dissemination of the project beyond its immediate partners and the scientific community, engaging citizens, policy makers, young people and stakeholders.



Language

English

Client

European Commission

2022 - 2026

impetus4change.eu



The overall aim of the ETV programme is to enhance market access for innovative environmental technologies while reducing risk for technology purchasers through issuing Statement of Verification. Arctik manages the outreach activities for WP3 (Registering the Statements of Verification) and WP4 (Communication strategy) for the EU ETV Secretariat de vérification).



Language

English

Client

European Commission
– DG Environment

2020-2022

ETV

• EU Citizenship report

The EU Citizenship report is the opportunity for the Commission to issue new priorities and actions so that EU citizens can effectively enjoy their EU citizenship rights. Every three years, the Commission reports on the progress made concerning citizens' rights. Progress is informed by surveys conducted under the Eurobarometer system and a consultation process. Arctik created the design and layout of the publication in all official EU languages. Based on the publication factsheets, social media posts and presentations were created to help raise awareness of the report.



Languages

24 languages

Client

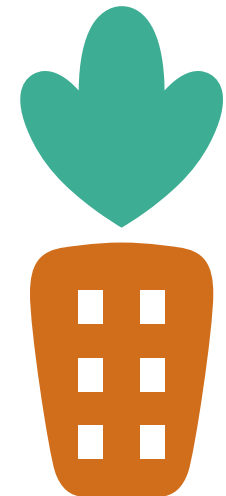
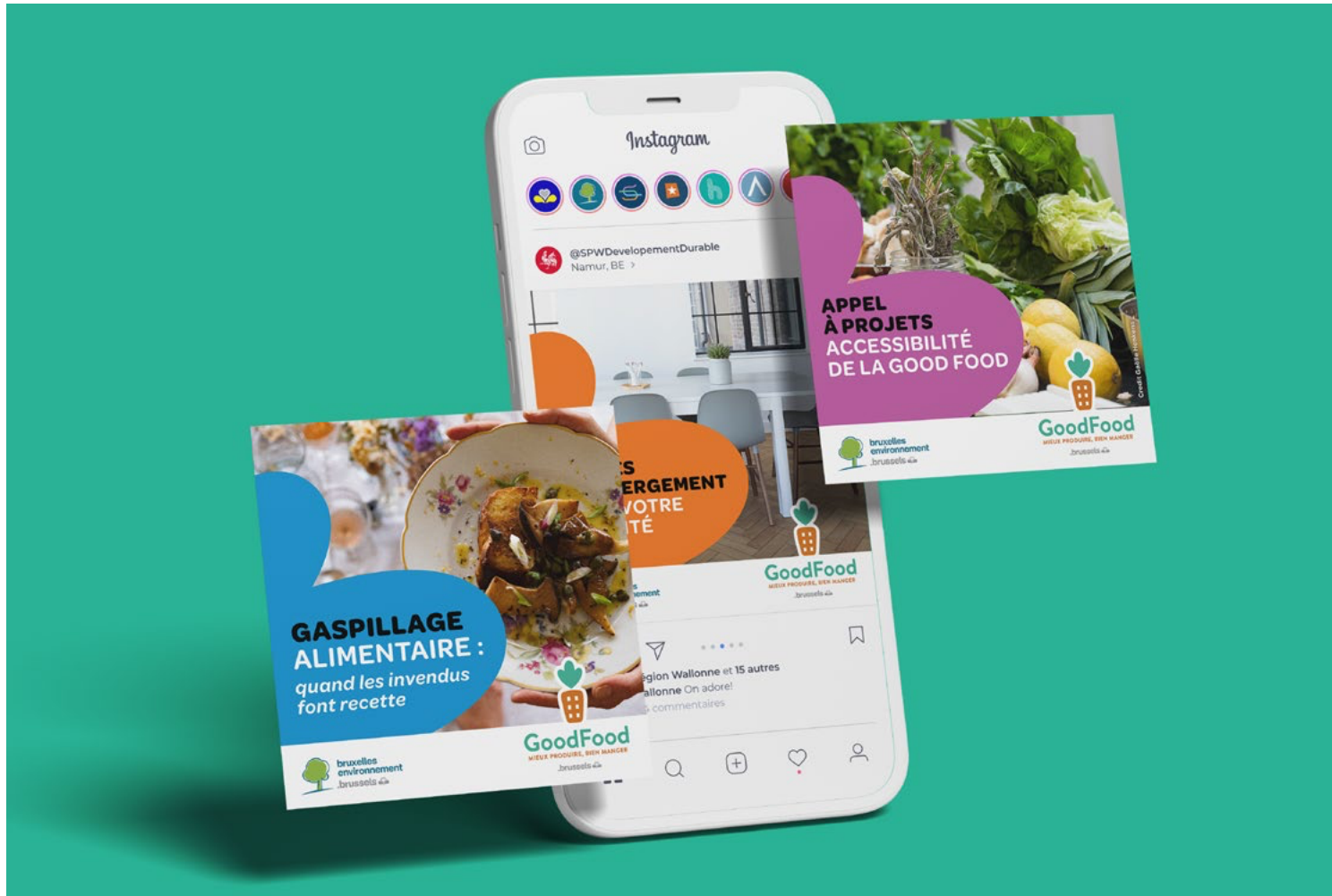
European Commission
- DG Justice & Consumer rights

2021

mycitizenrights.eu

• GoodFood

The Good Food strategy aims to ensure access to fresh, organic, seasonal and local food to everyone in Brussels, at a fair price for producers. As part of this project, Arctik was responsible for communicating with professionals in the food sector in Brussels. Responsibilities included designing and implementing a communication strategy, managing the newsletter, creating videos, and developing communication tools for use by the entire ecosystem linked to this strategy.



Languages

French/Dutch

Client

Bruxelles Environnement

2023

goodfood.brussels

European cities are currently facing major challenges in achieving sustainable management of their wastewater systems. Through the use of data and intelligent digital technologies, Digital Water.City's main objective is to promote the integrated management of water systems in five major European cities. Arctik lead the overall communication and dissemination efforts which included the creation of a visual identity, project website, social media campaigns, video productions and layout of publications including policy briefs.



Language

English

Client

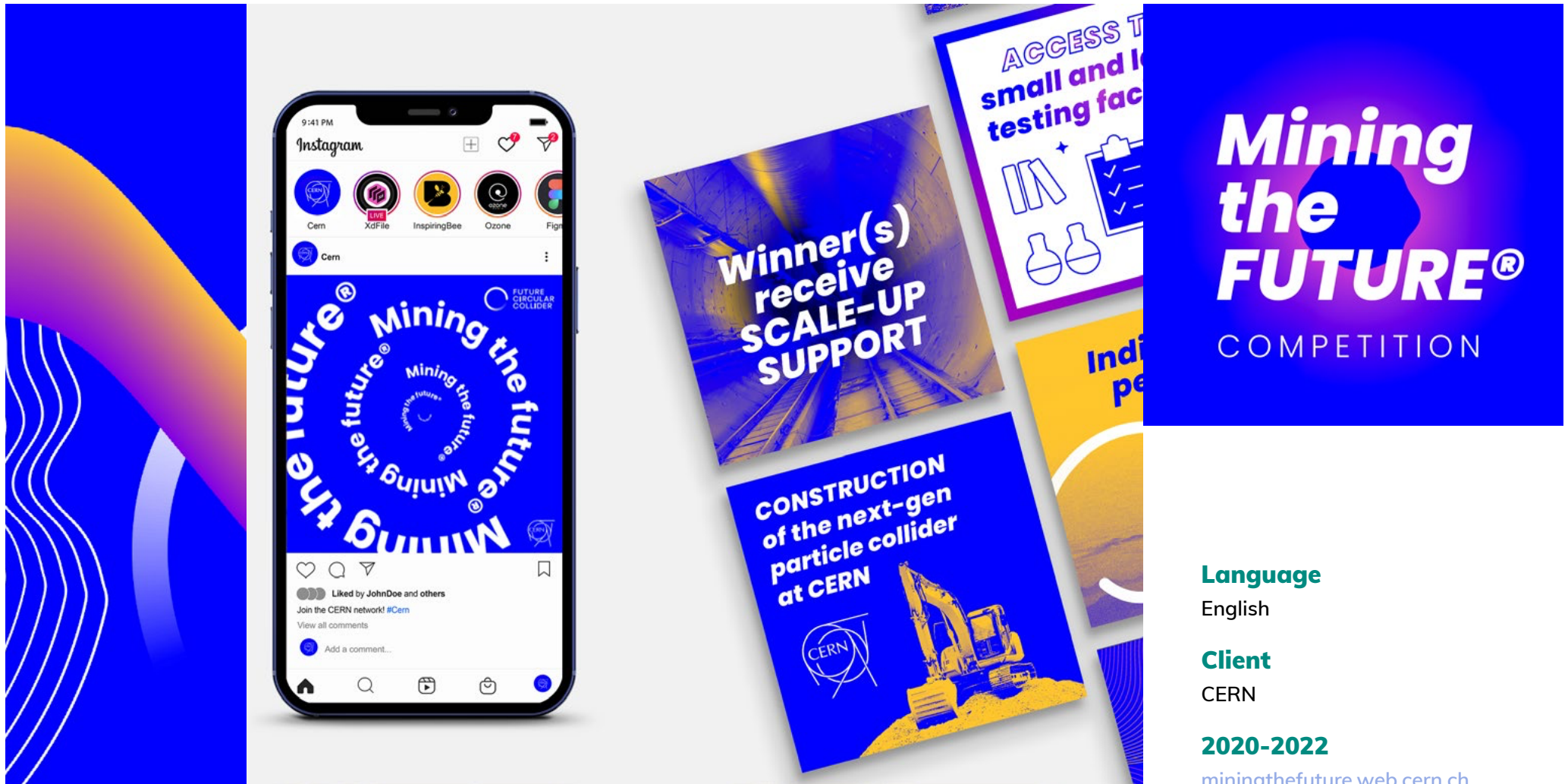
European Commission

2019-2022

digital-water.city

• Mining the Future

The Mining the Future competition sought sustainable solutions for the reuse of excavated molasse material. It called for applications that demonstrate innovative approaches and technologies to integrate this material into the future circular economy.



Language

English

Client

CERN

2020-2022

miningthefuture.web.cern.ch

• Shifting Economy week

The aim of Shifting Economy Week is to showcase the players who work daily for economic transition. The focus will be on the various professions and tools that enable economic players to ensure a sustainable transition of their activity. Arctik designs every year the creative campaign to promote the event, such as the visual identity, website, and leading social media campaigns.



Format

Event

Languages

French/Dutch

Client

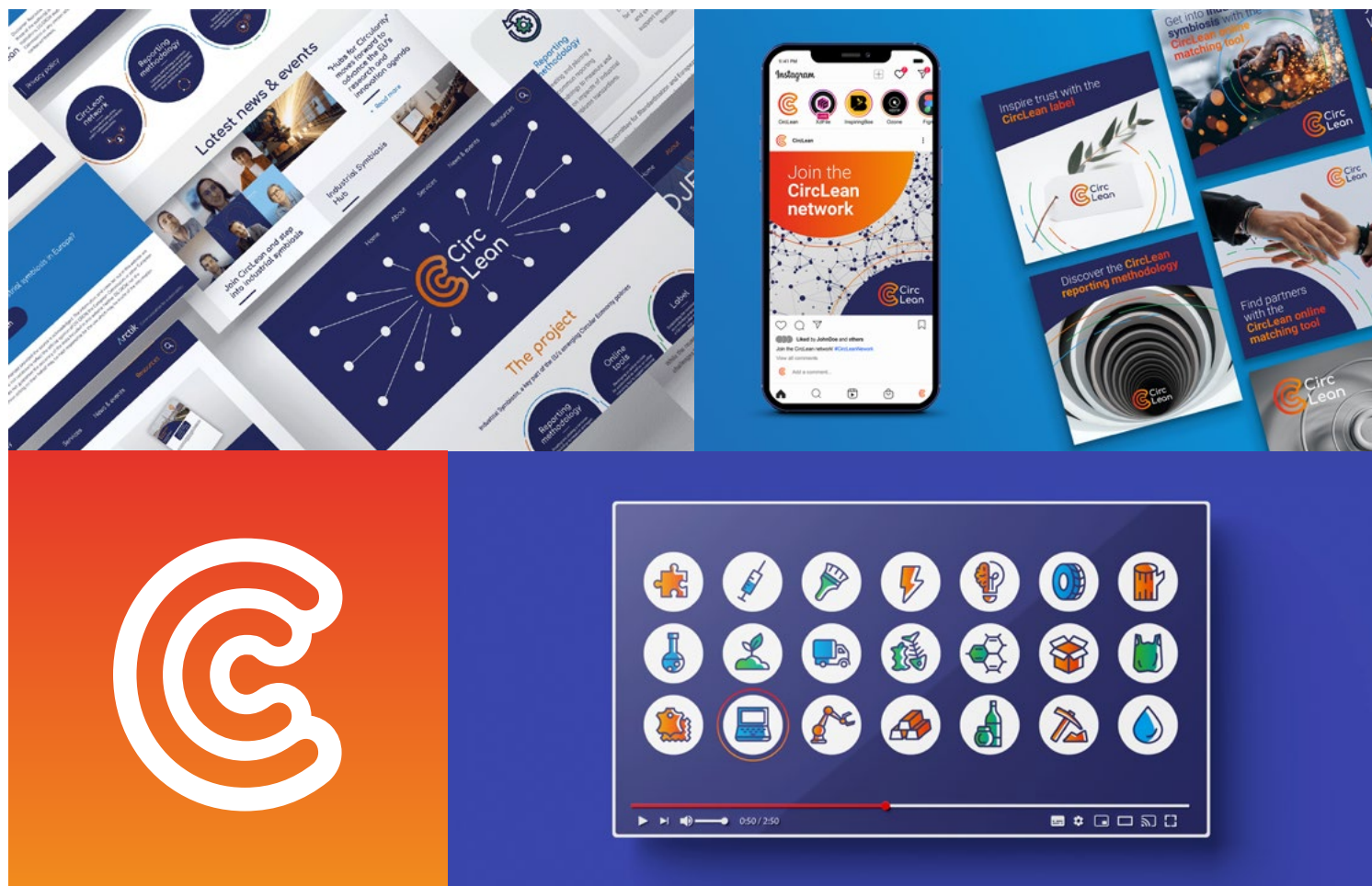
Bruxelles Environnement
& Bruxelles Economie Emploi

2022-2024

shiftingeconomy.brussels

• Circ Lean

In its action plan for a circular economy and its Directive on waste, the European Union has given prime importance to Industrial Symbiosis (IS). This concept consists of «the use by one company, or sector, of under-utilised resources from another company, or sector, in order to extend their life in the production cycle». The Circ Lean project aims to establish a European network of experts and key players to coordinate and promote a common approach to IS.



Language

English

Client

European Commission
– DG GROW

2019-2022

circlean-symbiosis.eu

• #OurStories

Arctik was commissioned to produce 16 short videos for the online promotion of the #OurStories campaign. The campaign comprised a series of videos featuring inspiring projects supported by the EEA and Norway Grants. This required Arctik to travel to different EU countries, working with local crews, to film interviews with project partners in Donor States and Beneficiary States. The goal of the #OurStories campaign is to showcase the actual people and communities cooperating - across borders and sectors - to help make Europe green, democratic, and inclusive.



Language

English

Client

EEA Grants - Norway Grants,
Financial Mechanism Office

2023

eeagrants.org/ourstories

• Technopolis Group

Technopolis Group provides evidence-based policy advice and insights with offices in Europe, Africa, Latin America and the Caribbean. Their experts support decision makers who want to tackle environmental or societal issues or look to achieve fair and sustainable growth through science, technology, innovation, health and education. Arctick, as part of the group takes care of most of their visual material.

technopolis
group



Language

English

Client

Technopolis-group

2023-2024

www.technopolis-group.com

• Royal Museums of Art and History in Belgium

The Royal Museum of Art and History drew up a research strategy and, as part of this mission, entrusted Arctik with the report's graphic design, proofreading the document, and creating explanatory infographics.



Language

English

Client

Royal Museums of Art and History
in Belgium (RMAH)

2023

artandhistory.museum/en

• RECEIPT

RECEIPT aims to create a plausible picture of Europe's vulnerability to remote climate risks by connecting climate risks outside Europe with potential consequences for key European socio-economic sectors.



Language

English

Client

European Commission

2019-2023

climatestorylines.eu

• EMAS



The European Eco-Management and Audit Scheme (EMAS) is a management tool developed by the European Commission's Directorate-General for the Environment. Its aim is to enable companies and other organisations to assess, communicate and improve their environmental performance.



Language

English

Client

European Commission
– DG Environment

2019-2023

green-business.ec.europa.eu

• Label Entreprise Ecodynamique

The Label Entreprise Ecodynamique rewards and encourages companies, associations and institutions in Brussels that take action to reduce the impact of their activities on the environment. As part of this contract, Arctik was responsible for communications about the label (website management, newsletter, social networking, events, etc.).



Languages

French/Dutch

Client

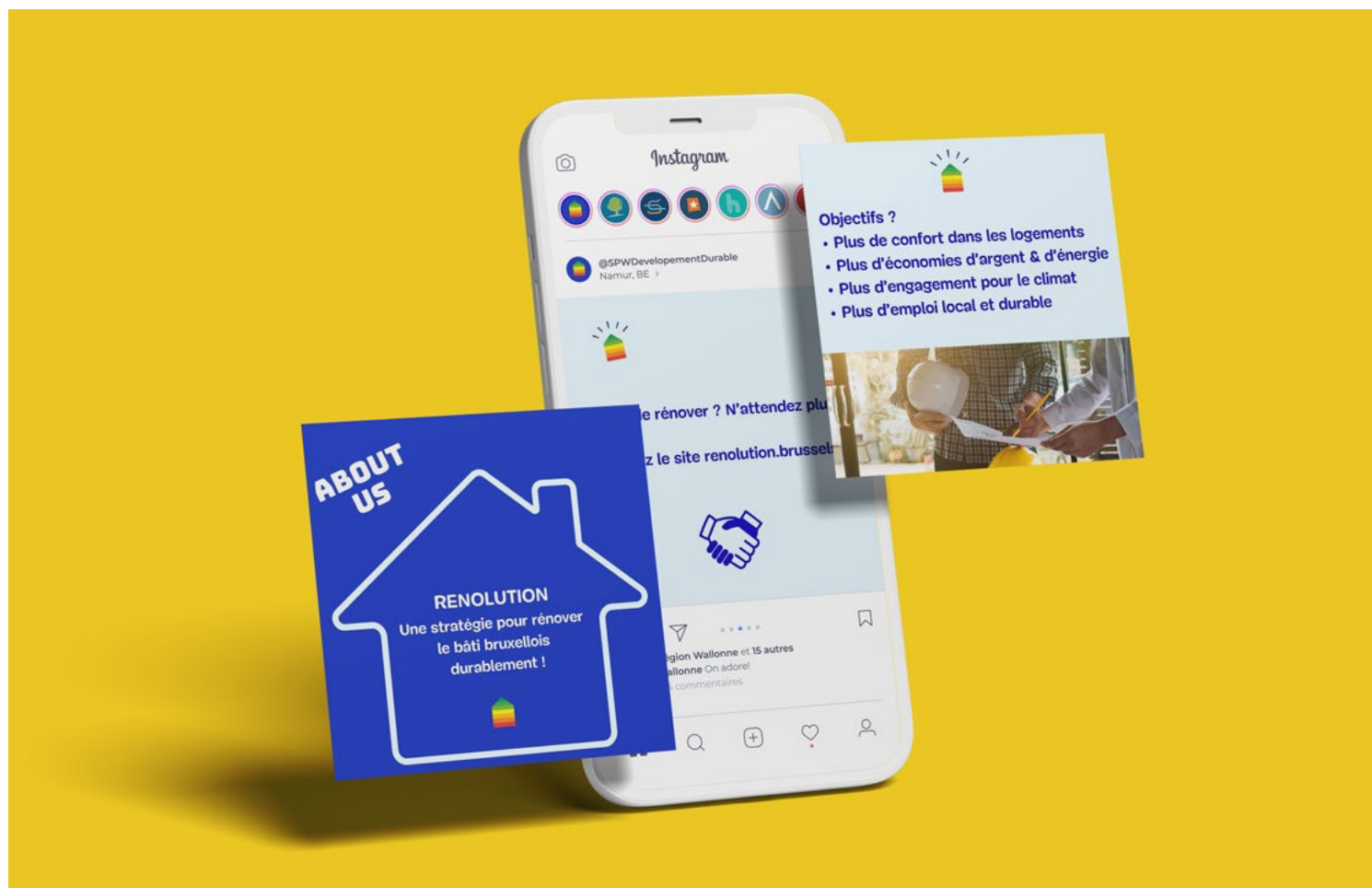
Bruxelles Environnement

2018-2024

ecodyn.brussels

• Renolution

The Brussels renovation strategy (RENOLUTION) sets energy performance targets for housing in Brussels, with the aim of achieving a strong, effective, sustainable and affordable reduction in the environmental impact of the city's housing stock. In this project, communication tasks were distributed between Brussels Environment and external service providers. Arctik is acting as RENOLUTION's community manager, which involves managing the social networks: Facebook, LinkedIn, YouTube and Instagram. Tasks include writing posts, creating visuals and uploading videos.



Languages

French/Dutch

Client

Bruxelles Environnement

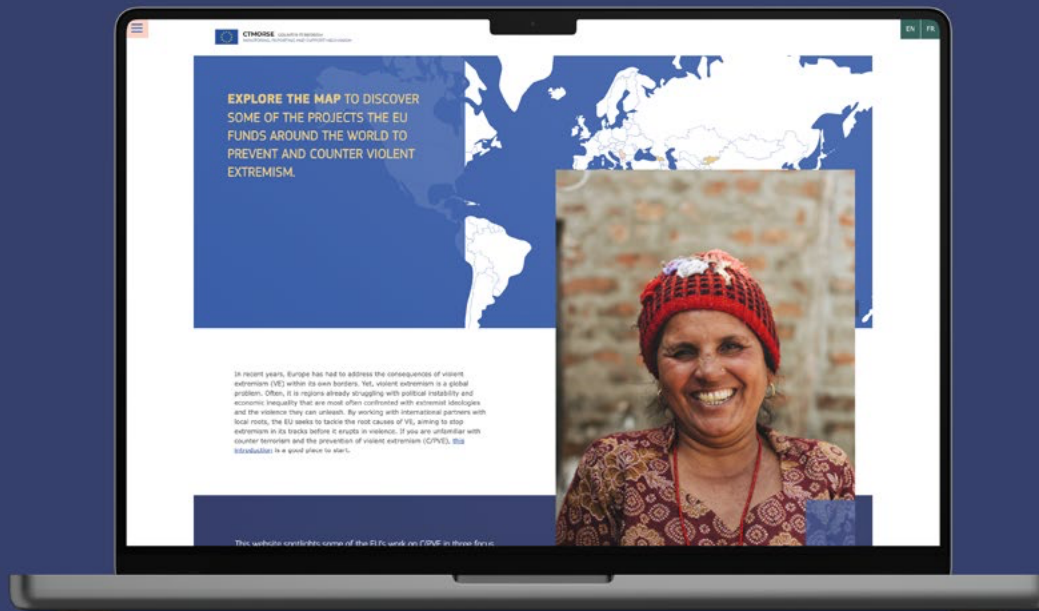
2022-2024

renolution.brussels

• CT MORSE II

Counter- Terrorism Monitoring, Reporting and Support Mechanism

As part of the Counterterrorism Monitoring, Reporting, and Support Mechanism project, a brochure and web portal were produced to showcase the EU's efforts in addressing violent extremism outside its borders. The materials developed by Arctik highlight how the EU works to prevent terrorism, strengthen security, and raise public awareness of the complex factors driving support for and recruitment into extremist groups, with a particular focus on fostering empathy for at-risk youth vulnerable to radicalisation.



Language

English

Client

RUSI - Royal United Services Institute

2020-2021

pcvestories.ct-morse.eu

• #EEACHDROP COUNT

A sea of change is just many tiny drops. That's why the EEA and Norway Grants have funded over 1000 projects in Central and Southern Europe and the Baltics to protect the environment and combat climate change. All of them are drops that create greener Europe.



Language

English

Client

EEA Grants - Norway Grants, Financial Mechanism Office

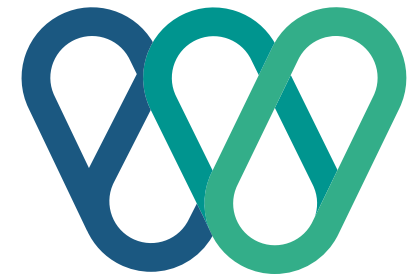
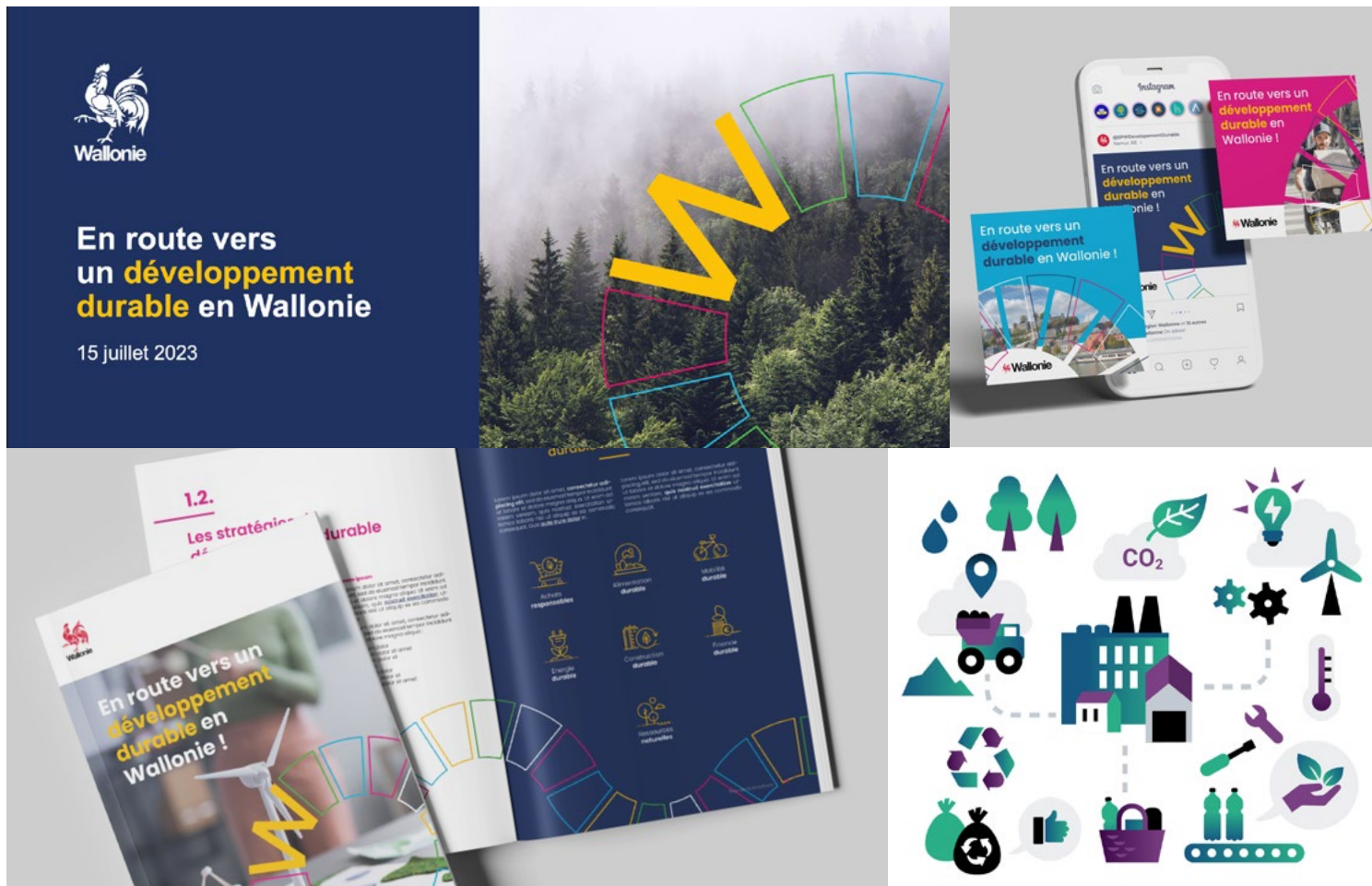
2019-2013

eeagrants.org



• Circular Wallonia

The Circular Wallonia project coordinates the implementation of the circular economy strategy for Wallonia, as voted for by the regional government. It aims to ensure the transition to a resilient, inclusive and carbon-neutral economic model, while promoting innovation, industrial renewal, job creation and environmental protection. Arctik is providing communications support.



Language

French

Client

Public service of Wallonia

2021-2024

economiecirculaire.wallonie.be

• BeBiodiversity

The Directorate General Environment of the Belgian Federal Public Service (SPF) Public Health, Food Chain Safety and Environment works at an international level to preserve biodiversity, in particular for the implementation of the United Nations Millennium Development Goals. In this context, an awareness campaign was launched at the federal level to raise awareness among consumers-citizens and businesses. The aim was for them to choose and produce goods and services that are more respectful of biodiversity in Belgium but also on an international level. With this contract, the SPF wanted to develop a fun and educational survey to continue to raise awareness among corporate citizens, but also to include them by submitting a questionnaire highlighting the link between specific aspects of biodiversity and their daily actions as consumers.



#BeBiodiversity

Languages

French/Dutch

Clients

SPF Public health, food chain safety and environment. Multilateral & Strategic Affairs Services.

2018-2019

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