

Arctik® | technopolis
group 

WHO WE ARE

- > **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, interactivity 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.

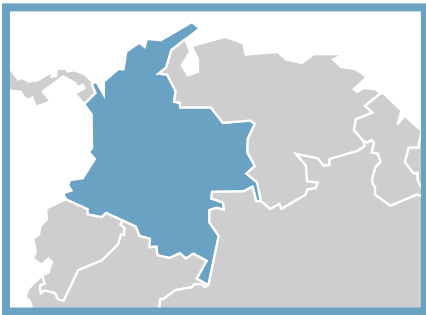
www.arctik.eu



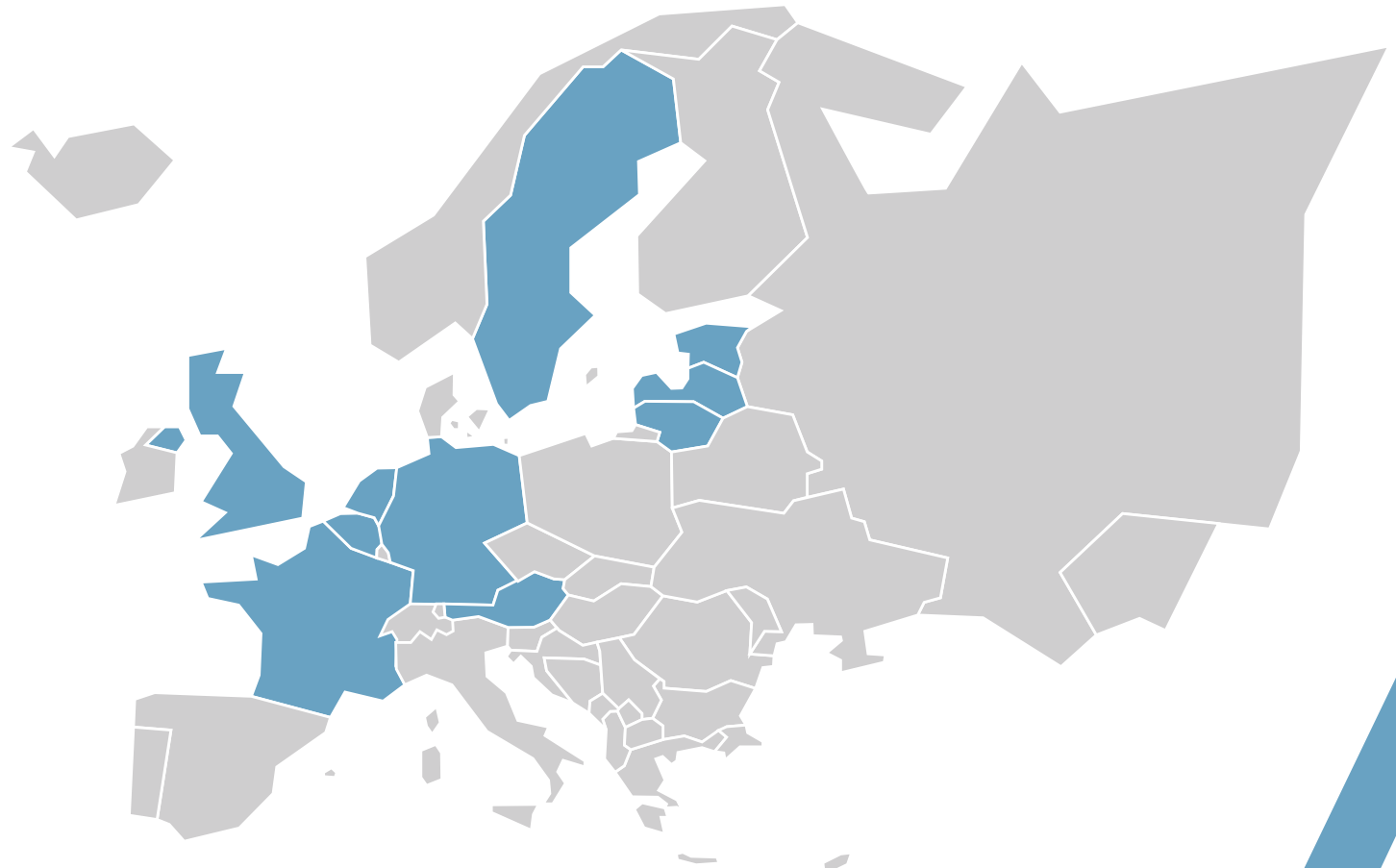
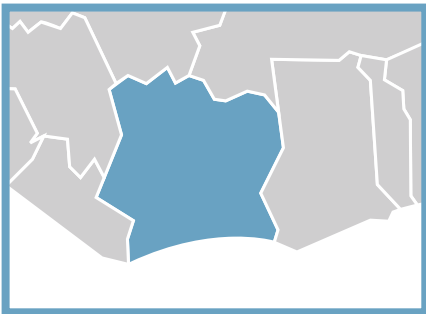
OUTREACH

- > **Arctik**, as part of Technopolis Group is present in more than **10 countries** with 140 consultants originating from +45 countries and speaking +30 languages. This diversity offers a unique perspective on what local-level stakeholders are receptive to.

Colombia



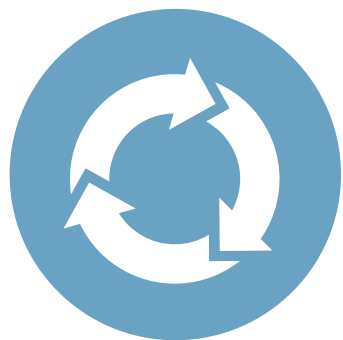
Ivory Coast



OUR SOLUTIONS



OUR EXPERTISE



**Circular
Economy**



**Science &
Innovation**



**Climate
Services**



Entrepreneurship



**Regional
Policy**



CLIENTS & PARTNERS

International organisations



National/Regional organisations



Private organisations



Universities & research centres



Think Tank



OUR TEAM



Cédric HANANEL
Managing director

Cédric is the founder and managing director of Arctik. Since 2011, he is pushing forward sound communication strategies and operational excellence. Specialized in institutional communications and sustainability, Cédric is committed to developing solutions for positive stakeholders' engagement, impact-driven activities, and creativity.

He holds a Master in Sociology from the University of Louvain, and a Master in Sustainable International Development from Brandeis University, Boston. Cédric is also a Technopolis Group Director.



Katrien WITPAS
Senior communications
consultant

Katrien coordinates and implements stakeholder engagement and communication projects for organisations wanting to undertake two-way stakeholder dialogue.

Katrien holds a BA in Linguistics and Literature and an MA in Western Literature from KU Leuven as well as an MA in Critical Theory from the University of Nottingham. She has a native-level command of English and Dutch and speaks some French and German.



Doris PUNDY
Senior communications
consultant

Doris joined Arctik in 2021 as a Senior Communication Consultant. She is leading communication projects as well as the editorial and media activities.

Before joining Arctik, Doris worked as a multimedia journalist, she covered European and international headline stories specialising in digital formats and channels. She worked for several years as a Brussels-based staff journalist for Deutsche Welle.

Doris holds a MA in political Science from the University of Vienna, she is currently enrolled in a master's degree in environmental sciences and management at ULB.



Marianne BRIBOSIA

Operations Manager, HR, and Finances

Marianne joined Arctik as Operations, HR, and Finances Manager in September 2021.

Her previous experience is very diversified as she has been working in the Banking sector for 10 years (including 3 years in the City of London), followed by 12 year in an import & export company as Finance & RH Manager and then 4 years in the Management Team of one of the biggest Belgian construction company as Human Resources & Communication Director.

She studied Business Administration at the university of Liège (Belgium), followed by an MBA in Chicago.

She speaks French and English, and has a good working knowledge of Dutch.



Camille DIFFERDANGE

Communication consultant

Camille joined Arctik in 2019 as a junior communications consultant. She works on various Belgian and European projects, with a focus on digital communication campaigns and events. Before joining Arctik, Camille completed several internships, including one in a government agency working to reduce food waste in Cork (Ireland). Camille holds a Master's degree in Corporate Communication and Marketing from the Université Libre de Bruxelles.

Her mother tongue is French, but she is fluent in English and has some knowledge of Dutch.



Chloé DE RADZITZKY

Communication consultant

Chloé joined the team in September 2018 as a communication consultant. She works on various Belgian and European projects, mainly revolving around themes of circular economy, environment and climate change. Chloé's specialties are the elaboration and implementation of digital communication campaigns, as well as the evaluation of communication strategies.

Prior to this, she worked for a year as a Communication Assistant at Fluxys. She was involved in both internal and external communication projects. It provided her with experience in event planning and project coordination. She has also been an intern at Le Vif l'Express and at the European Institute for Research on Mediterranean and Euro-Arab Cooperation (MEDEA).



Anya GREGORY
Communication
Consultant

Anya is currently leading the communication and project management on EU Environmental Technology Verification (ETV) and European Open Science Cloud. She is also working Arctic's business development.

Previously, Anya managed the communications, dissemination and advocacy of EU-funded projects SHERPA, NOVATERRA, Business4Change and EntreCompEdu for the European Business Summit Network.

Anya studied the intersection of migration and urban planning in her master's degree in Social & Cultural Anthropology at the KU Leuven. Her most recent publication was on the Ethics of Smart Cities. Anya holds a BA degree in Humanistic Studies & Romance languages from McGill University in Montreal.



Coralie VERHAEGEN
Communication
Consultant

Coralie graduated with a Master of Marine and Lacustrine Science and Management, a joint-university degree held by the VUB, UGent and UAntwerpen. She is passionate about sustainability, the climate crisis and biodiversity.

During her education, Coralie has participated in projects both in Belgium and abroad on water and sanitation, green growth and sustainability. She also conducted an internship in a Peruvian NGO where she assisted with their research and marine conservation projects, coordinated workshops with local fishermen and created outreach material.

She has lived in South America and speaks French, English, Dutch and Spanish.



Hannah HAYES
Communication
consultant

Hannah manages communication projects with a focus on European public affairs and sustainability.

Having worked in several countries, Hannah has developed an international profile. Before joining Arctic, Hannah has worked for four years as a Project Manager at ICF Next where her focus was on delivering integrated campaigns. She has also worked in Vietnam.

Hannah received an Advanced Master's degree in Creativity & Marketing from Solvay Brussels School – Economics & Management and a BA in Graphic Design from the University of Bournemouth. She is fluent in Norwegian and English.



Alexandra SINGER

Communication Consultant

Alexandra joined Arctik as a communication consultant in September 2021.

She has experience as an editor, copywriter and content strategist for public campaigns and initiatives linked to, among other EU policy areas, migration, climate resilience and international cooperation. As a result, she is proficient in treating – and translating – complex policy developments in a way that is accurate, concise and accessible.

Alexandra has a B.A. in Politics from Brandeis University (USA), an MSc in Philosophy and Public Policy from LSE (UK) and a Research Master from KU Leuven (Belgium).

She is fluent in English and French, conversational in Italian, and optimistic about learning Dutch.



Déborah LOZANO

Communication consultant

Déborah joined the team in 2020 as a Communication consultant. She is mainly working on the EU Green Week, Brussels' Region Programme on Circular economy and transition (BeCircular) and the Label Entreprise Eco-Dynamique.

Before joining Arctik, Déborah worked as a Communications Officer at Water Europe where she oversaw the organisation's online presence and supported the overall communication. This experience provided her strategic communication skills.

She has also been an intern at CEN CENELEC and at BIE. Déborah holds a MA in Political Communication and International Affairs from ECS Brussels and a BA in Applied Communication from IHECS.

She speaks French, Spanish and English.



Laura Empl

Communication consultant

Laura joined Arctik in April 2021 as an intern. She is currently doing her Master's in European Public Affairs at Maastricht University. She also holds a double-degree Bachelor in Public Governance across Borders from the University of Twente and Westfälische Wilhelms-Universität Münster. Having lived and worked in several countries Laura speaks German, English, French and Dutch.



Laura DIXON
Graphic designer
/ illustrator

Laura is Arctik's in-house graphic designer and illustrator. She has brought to Arctik a creative vibe when joining us in 2016!

She is working closely with the creative directors and the rest of our team to design strategic materials in line with the communication objectives. She is in charge of producing visuals for print, web, and animated video.

Laura holds a master in visual and graphic communication (La Cambre). She speaks French and English.



Gilles VAN KAN
Graphic Designer

Gilles holds a Masters degree in Plastic, Visual and Spatial Arts from ENSAV La Cambre in Brussels.

Over the last ten years, he has expressed his graphic and conceptual creativity through various collaborations including corporate, agency and freelance work which have allowed him to work on a wide range of printed and digital media.

He joined the Arctik team in April 2021.



Cédric CHEVALIER
Web developer

Cédric works as Arctik's in-house web developer. He has over 10 years of experience in the web and printing industry.

Continuously balanced between the worlds of print and web, his expertise lies between the roles of graphic designer and web-developer. A bridging expertise that is very much appreciated by Arctik's team and our clients! Cédric is freelance.

Web Designer / Dev. Front-End / Graphic designer Wordpress, Drupal, Campaign monitor, SEO...



Quentin KETELAERS

Creative director

Quentin is Arctik creative director.

He is in charge of all visual production, including, print and web design, video production, digital media, Apps etc. He has also worked as computer graphist for The Royal Institute of Natural Sciences in Brussels. He earned a Bachelor in computer graphics from the Haute Ecole Albert Jacquard in Namur (Belgium). Quentin speaks French and has a good command of English.



Nathalie FRANCOIS

Creative director

Quentin and Nathalie work as a creative duo, they are Arctik creative directors! Identifying the latest trends, they collaborate with designers, copywriters, and IT team to create a vision for our clients. They oversee the visual process, develop creative concepts and are in charge of visual production, including, print, web design, video production, digital media, Apps etc.



Mariana CADENAS

Web-documentary director /
journalist / content producer

Mariana is a visual storyteller, trying to understand the World through human connections.

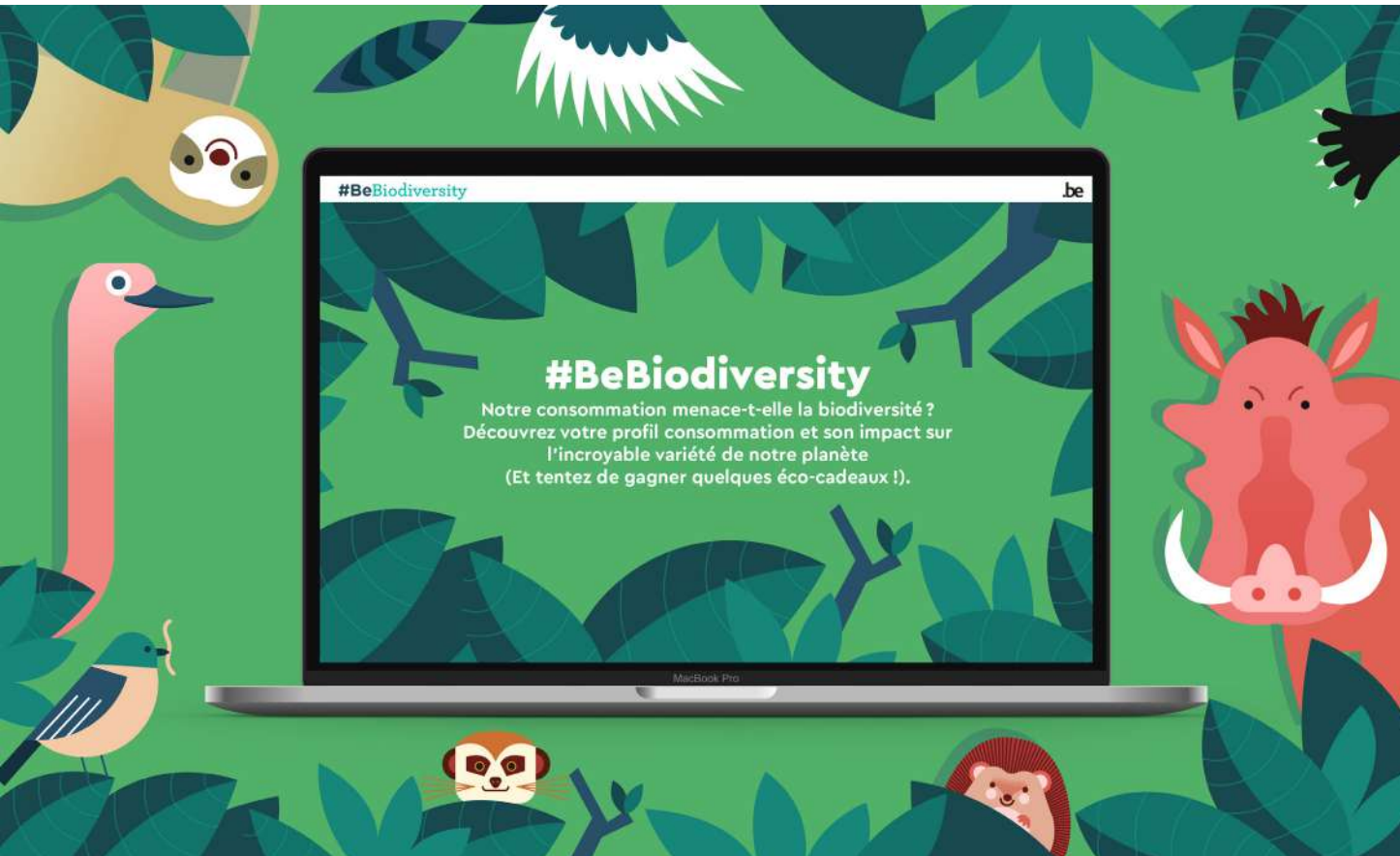
As video journalist she worked in broadcast television for Public and Cable Networks in Latin America. Mariana is specialized in designing production plans, field production and postproduction with knowledge of camera operating and shooting with both film and video equipment.

She is a DocNomad in Europe with a completed Erasmus Master in Documentary. She is fluent in English and Spanish.

SHOWCASES



BE Biodiversity

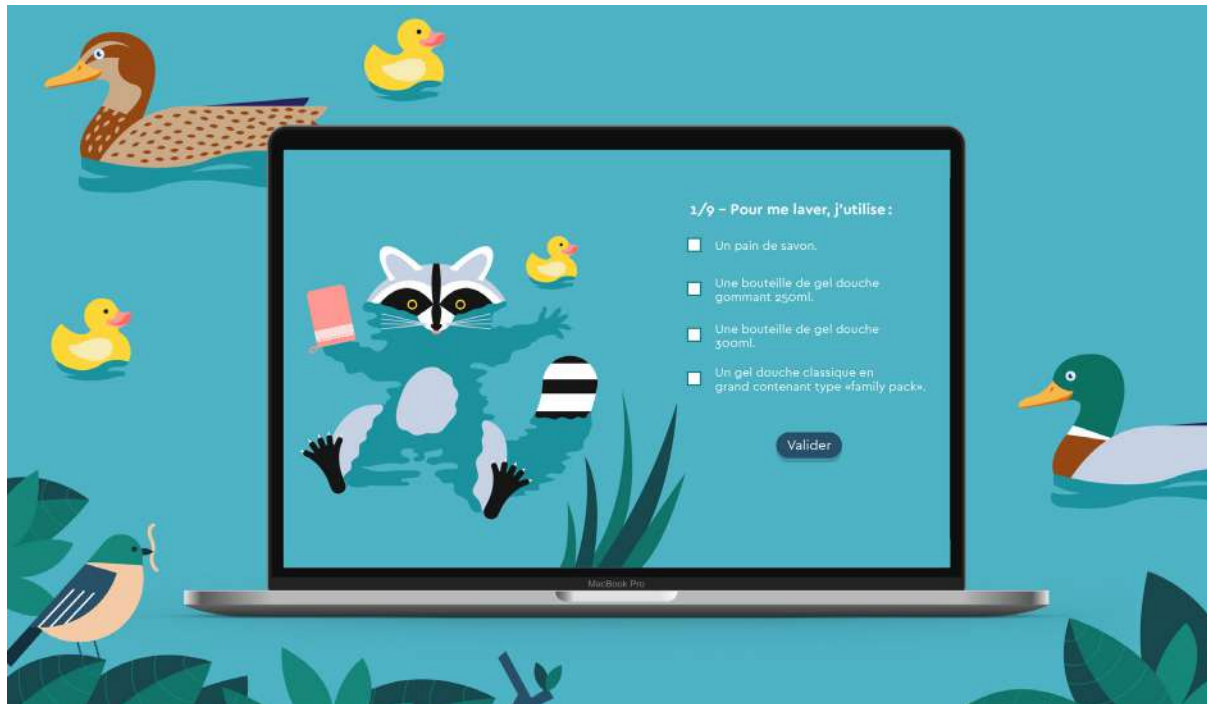


SPF developed an educational survey to raise awareness among citizens highlighting the link between particular aspects of biodiversity and their daily consumer actions.

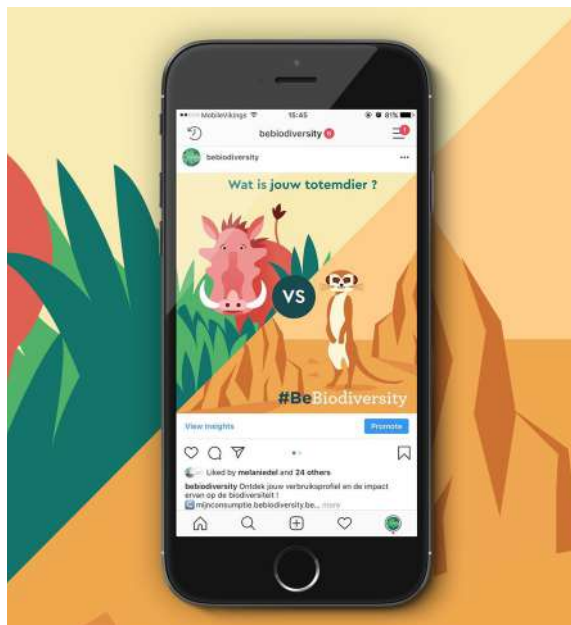
Client: SPF Public health, food chain safety and environment. Multilateral and Strategic Affairs Services.

Date: 2018 – 2019
arctik.tech/bebio





- > Assistance in writing the questionnaire
- > Creation of the platform design
- > Collection of consumption profile data for recording, analysis and presentation
- > Design of a digital marketing strategy
- > Implementation and follow-up of this campaign
- > Deployment of public relations actions
- > Impact evaluation



BECIRCULAR



The Brussels Regional Program for a Circular Economy has 3 objectives:

- Transform environmental objectives into economic opportunities.
- Relocate the economy to Brussels
- Create local jobs

Client: Region Bruxelles-Capitale

Date: 2016 – 2020

www.circulareconomy.brussels





- > Visual identity and branding
- > Webdesign
- > Design communication strategy
- > Organise annual conference and awards ceremony
- > Dissemination of good practices and policy change
- > Local businesses collaboration (3R, new business models, construction)
- > Draft monthly articles for newsletter and web
- > Support media relations with local and national press (sponsored articles, press tour)
- > Social media engagement Video productions and animation, photography
- > Relation with Regional –city counterparts – for benchmarking of good practices



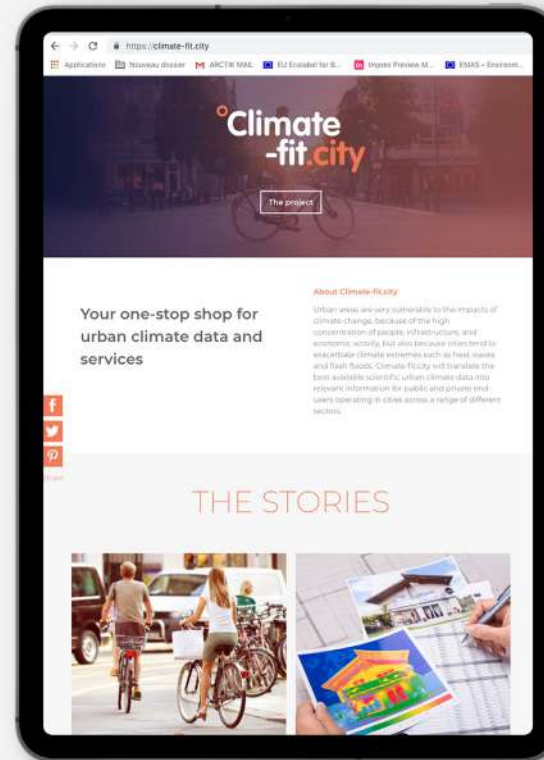
Climate Fit City



CLIMATE-FIT aims to encourage a market uptake of urban climate services in Europe. The goal is to establish a European-wide service that will translate scientific urban climate data to better anticipate and cope with climate change effects.

Client: European Commission
DG Research & Innovation

Date: 2017 - 2019
climate-fit.city

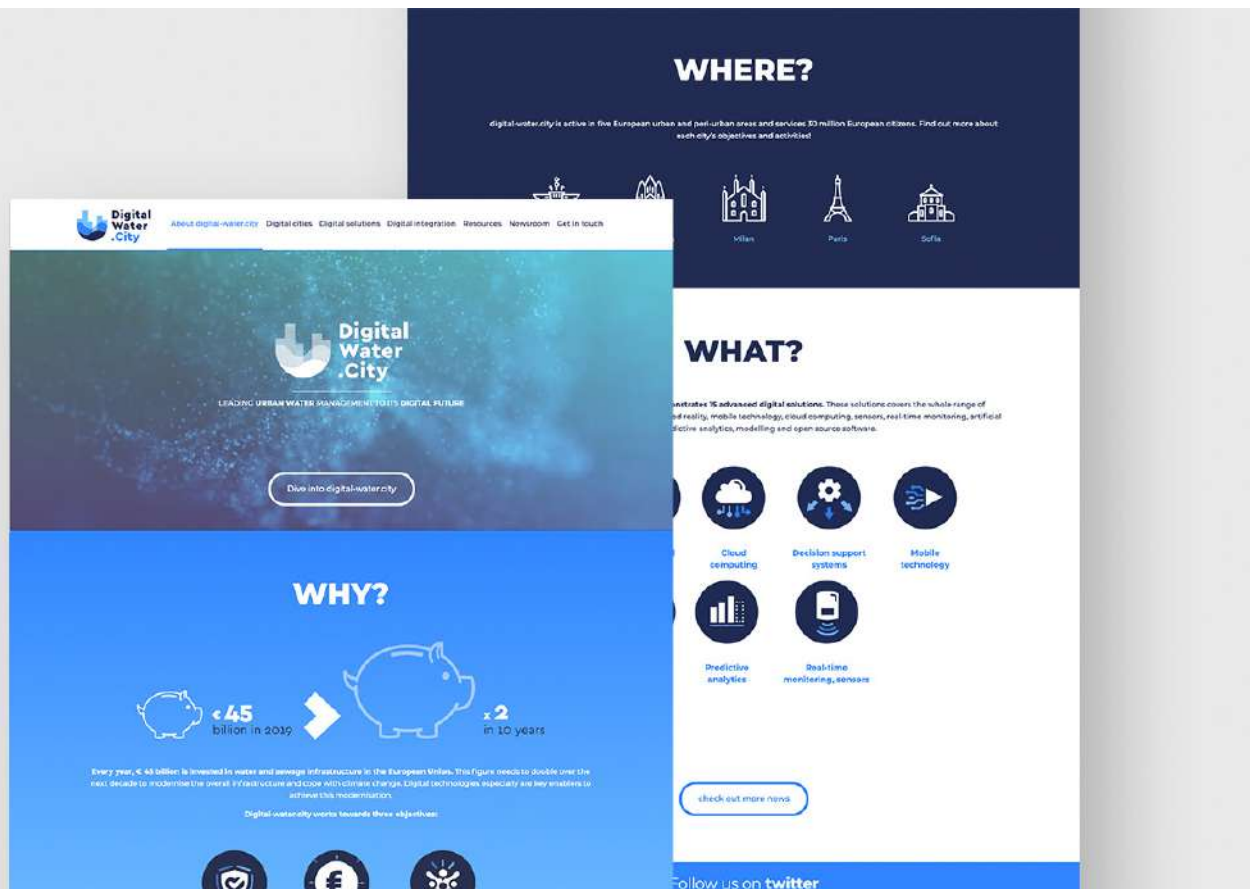


- > Visual identity
- > Layouts
- > Webdesign
- > Social Media Management
- > Videos & Motion Design
- > Promotion of the project at events and workshops
- > Conference organisation



Digital Water City

Leading urban water management to its digital future



European cities face major challenges to achieve sustainable management of urban water systems. With the potential of data and smart digital technologies, Digital-Water.City's main goal is to boost the integrated management of water systems in five major European cities.

Client: EASME

Date: 2019 - 2022

www.digital-water.city



- > Communication and dissemination strategy
- > Visual identity and communication kit
- > Website development and content creation
- > Social media management
- > Video productions



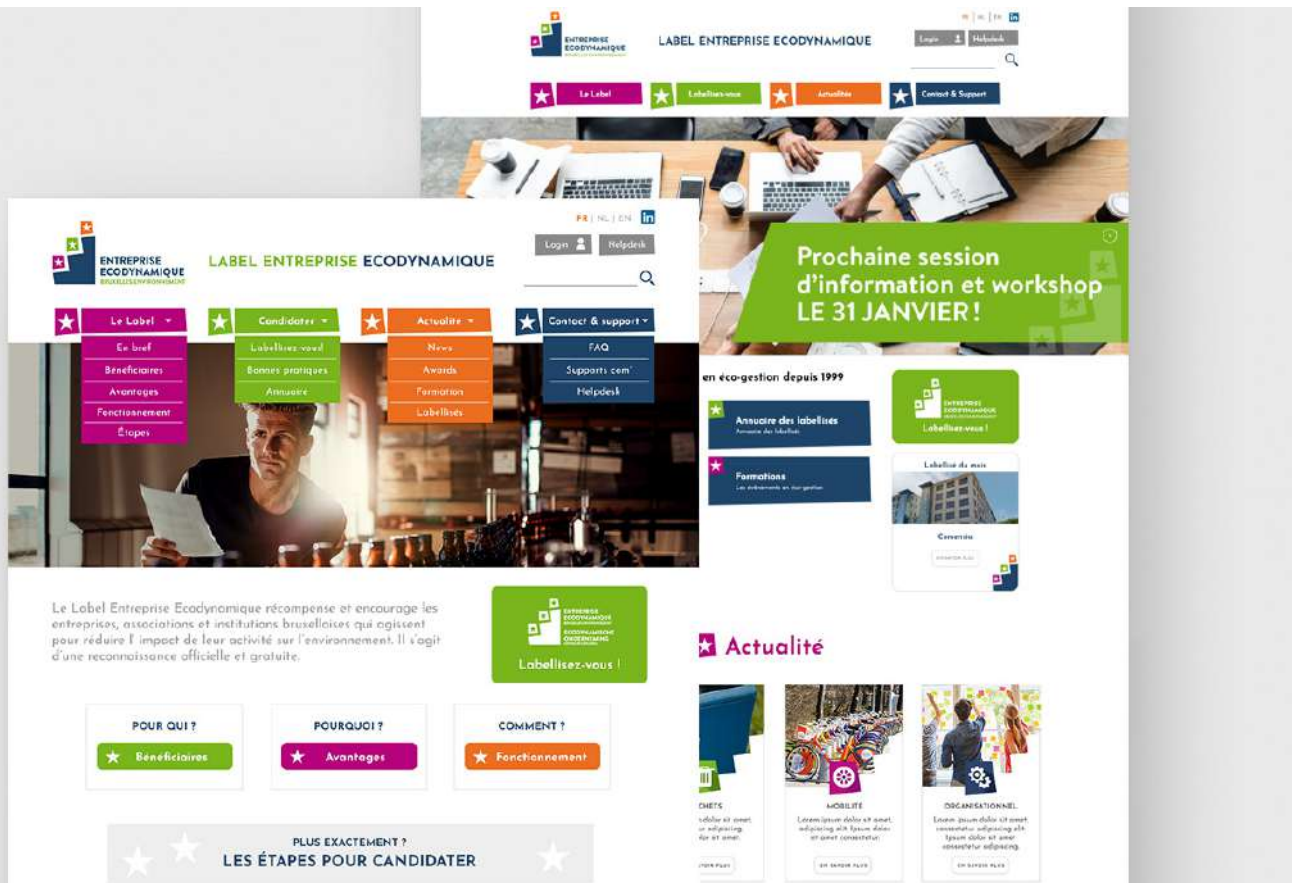
ECODYNAMIC ORGANISATION LABEL

The Ecodynamic Enterprise Label is an official and free accreditation. It rewards and encourages companies, non-profit organisations and institutions in the public or private sector in Brussels that take action to reduce the impact of their activity on the environment.

Client: Label Entreprise Ecodynamique

Date: 2018 – 2020

www.ecodyn.brussels



LE MANAGEMENT ENVIRONNEMENTAL, ÇA RAPPORTE QUOI?

Bénéfices et réalisations concrètes



Conférence & débat | Cérémonie de Labellisation | Networking cocktail

- > Creative direction
- > Digital campaign
- > Video production
- > Newsletters
- > webdesign and development
- > Metrics and demographics

LE LABEL ENTREPRISE ECODYNAMIQUE DÉVOILE SON **NOUVEAU SITE WEB!**



DÉCOUVREZ LES NOUVEAUX LABELLISÉS **ENTREPRISE ECODYNAMIQUE !**

Labellisez-vous !



Eco-innovation Action Plan



The Eco-innovation Action Plan aims to promote eco-innovation, moving the EU beyond green technologies and fostering a comprehensive range of eco-innovative processes, products and services.

Client: European Commission,
DG Environment

Date: 2012 - 2016

ec.europa.eu/environment/ecoap

- > Editorial board
- > Infographics
- > Social media
- > Events

L'Économie circulaire en Région de Bruxelles-Capitale



The book “L'Économie circulaire en Région de Bruxelles-Capitale” provides a state of play of the Brussels-Capital Region’s progress as a Circular Economy pioneering city.

Date: 2019

www.circulareconomybook.brussels



- > Book creation from A to Z
- > Content creation in English, French and Dutch
- > Tailor-made layout
- > Infographics
- > Picture selection and custom photography
- > Webdesign
- > Digital marketing, social media advertising
- > Media relations and press conference organisation
- > Project management (coordinating with suppliers and partners for translation, printing and sales)

#EEACHDROP COUNT

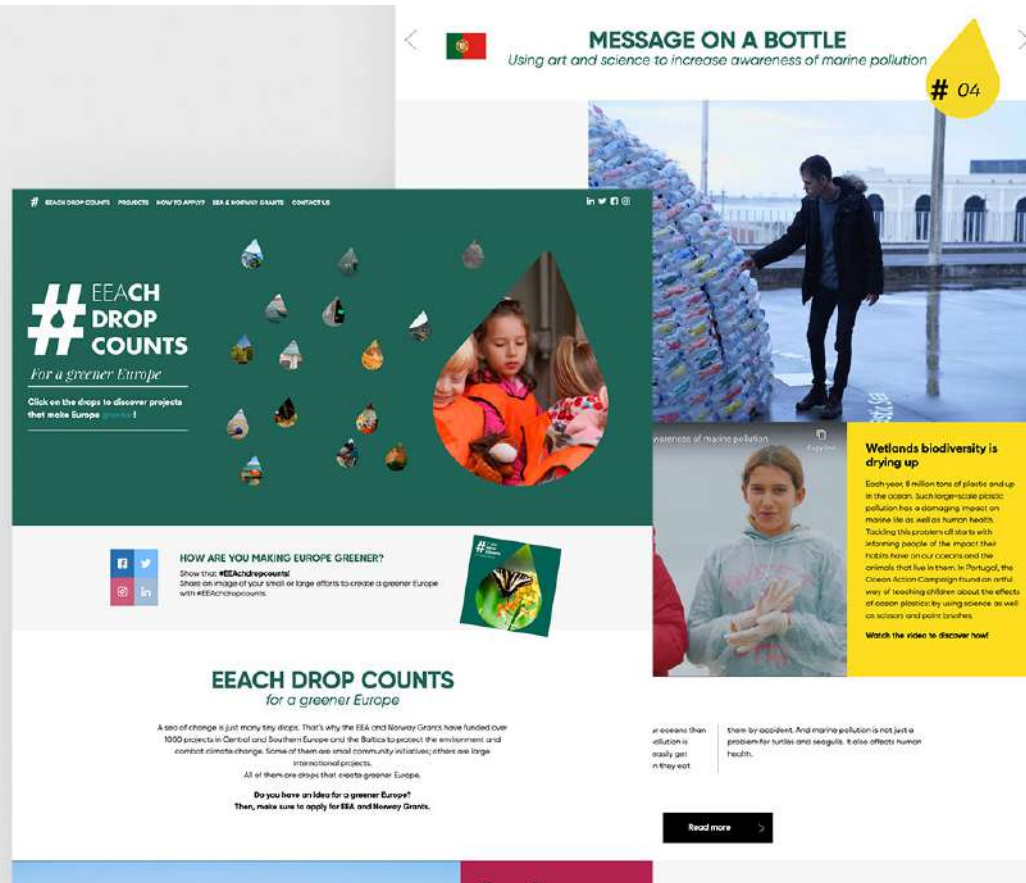
For a Greener Europe

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.

Client: EEA Grants - Norway Grants,
Financial Mechanism Office

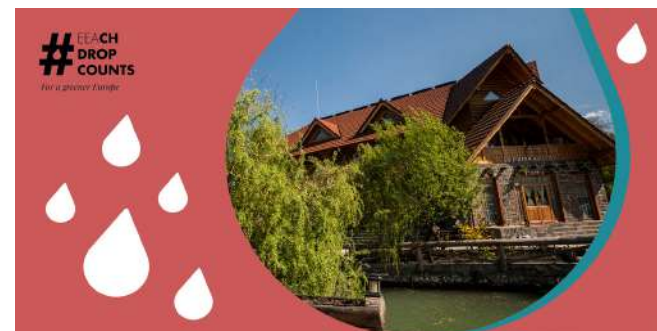
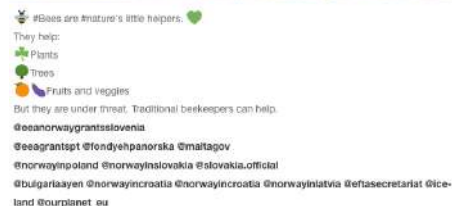
Date: 2019- 2020

www.eeagrants.org





- > Digital Campaign Branding
- > Campaign Website
- > Communication Strategy
- > Social Media Management
- > Videos & Motion Design
- > Stakeholder Engagement



THE EUROPEAN ENVIRONMENT - STATE AND OUTLOOK 2020

- Expert conference facilitations
- Video productions
- Creative designs & Print materials
- Communication support

Client: European Environment Agency
Date: 2019-2020



European Resource Efficiency Knowledge Centre EREK



**EFFICIENCY IS AN
OPEN **RE** SOURCE**

*Be part of the European Resource
Efficiency Knowledge Centre*

EREK provides European SMEs with practical information, advice and support on how to improve their resource efficiency in a cost-effective manner.

Client: EASME

Date: 2016 – 2019

www.resourceefficient.eu





EREK European Resource Efficiency Knowledge Centre

WEBINAR

Lessons learned from delivering resource efficiency support programmes to SME's in Europe
Insights from France, Scotland & Estonia

19/03
12:00 – 14:00
CET

European Commission | ADEME
#EREK #ResourceEfficiency

- > Communication strategy
- > Digital marketing, inbound actions, social media presence
- > Promotional materials (animation videos, video interviews, visual identity...)
- > Public relations and synergies (major European events, workshops and conferences)
- > Conferences organisation
- > Direct links with circular economy policies
- > Media relations in EU MS. Coordinated action with local authorities for press tour




EREK European Resource Efficiency Knowledge Centre

ENERGY EFFICIENT HOLIDAYS WITH EREK

European Commission | #EREK #ResourceEfficiency



EREK European Resource Efficiency Knowledge Centre

#ResourceEfficiency
allows your company to
remanufacture success

European Commission | #EREK #ResourceEfficiency

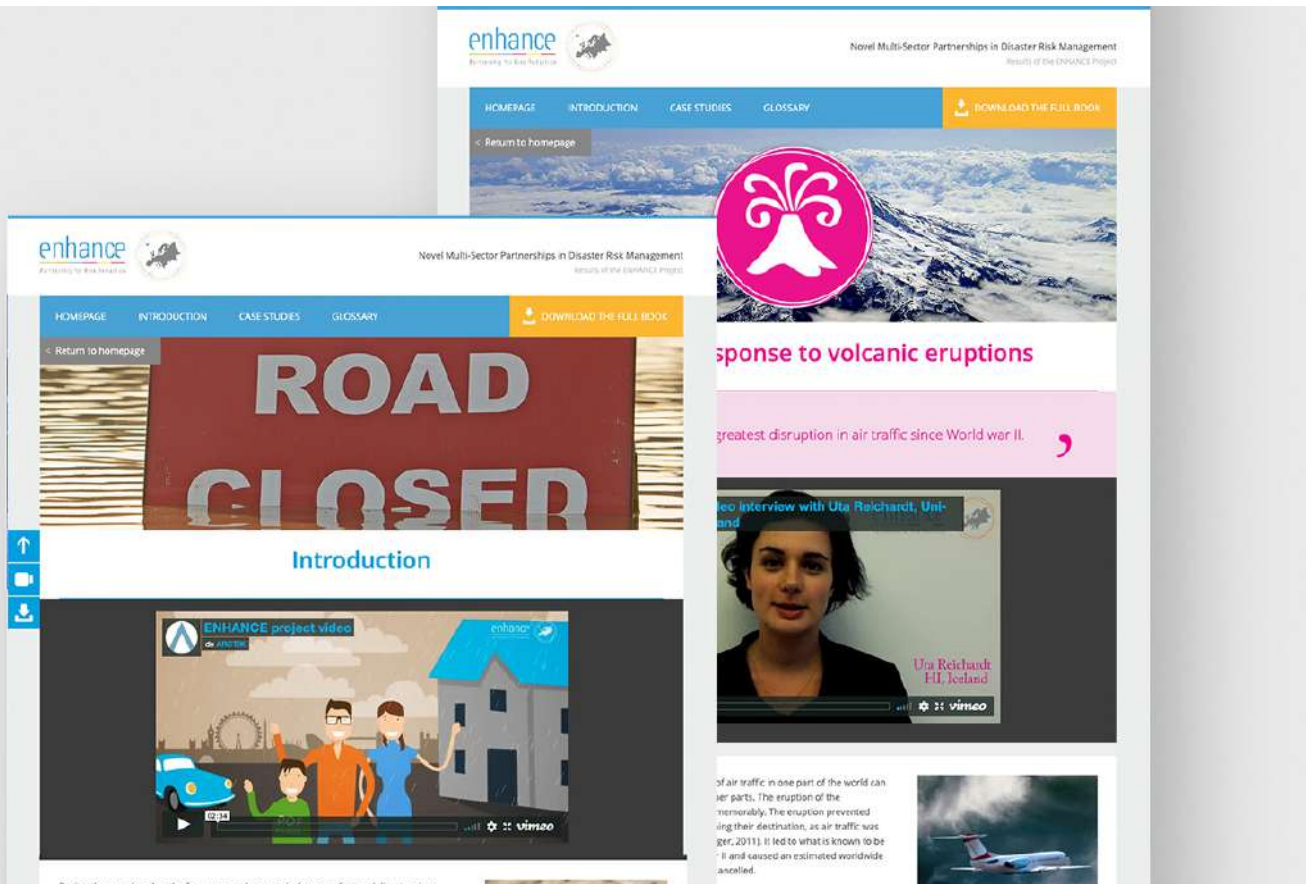
ENHANCE

The ENHANCE project develops and analyses new ways to enhance society's resilience to catastrophic natural hazard impacts (Heat waves, forest fires, flood, drought, storm surge, and volcanic eruptions). The project contributes to the development of new multi-sector partnerships to reduce or redistribute risk.

Client: ENHANCE

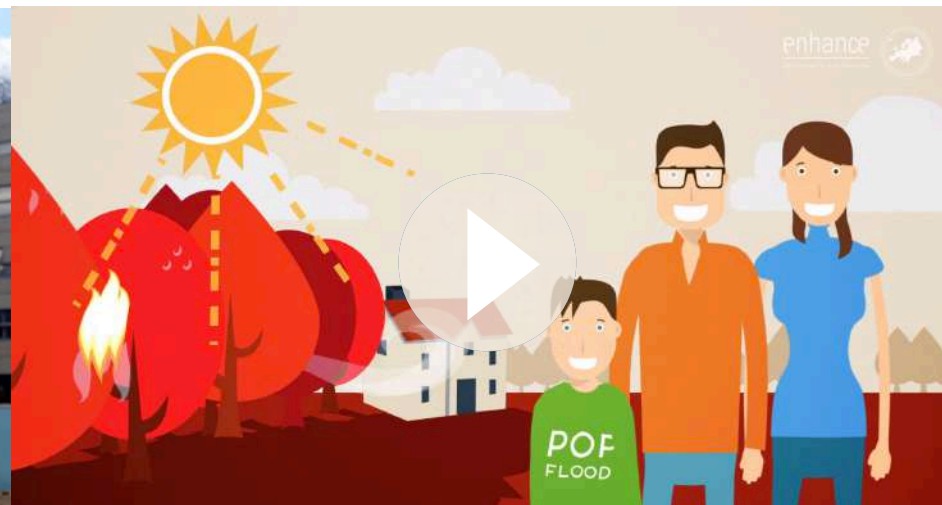
Date: 2012-2016

<http://euaffairs.brussels/enhance/index.php>





- > Visual identity and communication kit
- > Print materials (flyer, policy briefs, media and event materials)
- > Newsletters
- > Video productions
- > Website development and management
- > Event organisation
- > E-learning platform
- > Project's book editing



EU ECOLABEL

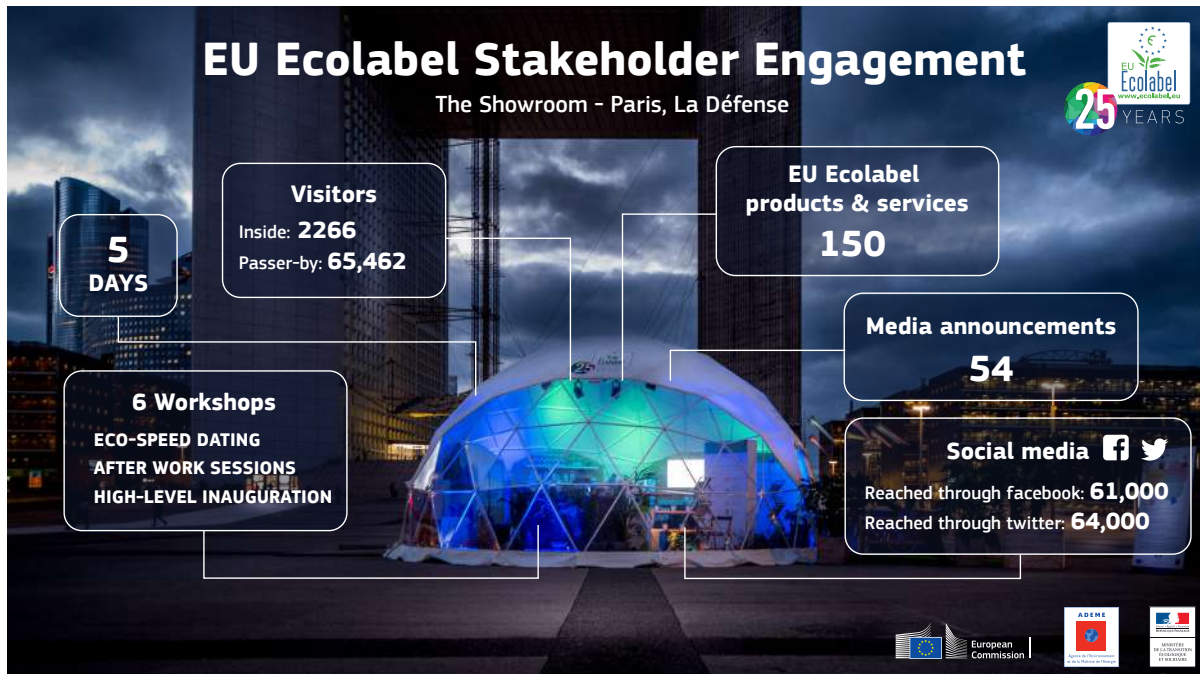


EU Ecolabel helps customers identify products with a voluntary label promoting environmental excellence which can be trusted.

Client: European Commission
DG Environnement

Date: 2017 – 2018

www.ecolabel.eu



- > Develop a communication strategy and practical communication tools
- > Integrative and compelling branding strategy
- > Key messages for different target audiences
- > Variety of targeted communication actions (editorial work, social media and stakeholder engagement)
- > Oversee creative work (video and visuals productions)
- > Media relations
- > Draft press releases and sponsored articles.
- > Design and setup of the EU Ecolabel showroom (Brussels and Paris)
- > Online interactive display on Europa.eu



IMPREX

Agriculture and droughts in Imprex

Stories

IMPRES climate services are improving the management of strategic water resources in Europe through improving the understanding and use of forecasts for extreme hydrological events in a number of sectors – from agriculture to transport. Read our stories.

Investigating compound events

IMPRES helps Saskia to assess the probability of compound events in 'current' and 'future' climate conditions.

Averting threats to hydropower production

Sara improves the operation of hydropower systems with IMPRES climate services.

Optimised long-term decision-making

Mike improves harbor sediment management with the support of IMPRES.

ultural sector

PEDRO
Agricultural Engineer,
Irrigators Association,
Segura River Basin, Spain

SASKIA
Analyst,
Dutch Water Board,
The Netherlands

SOPHIE
Head of Hydrological
Department,
Energy company,
Spain

MIKE
Harbour Manager,
International
version port

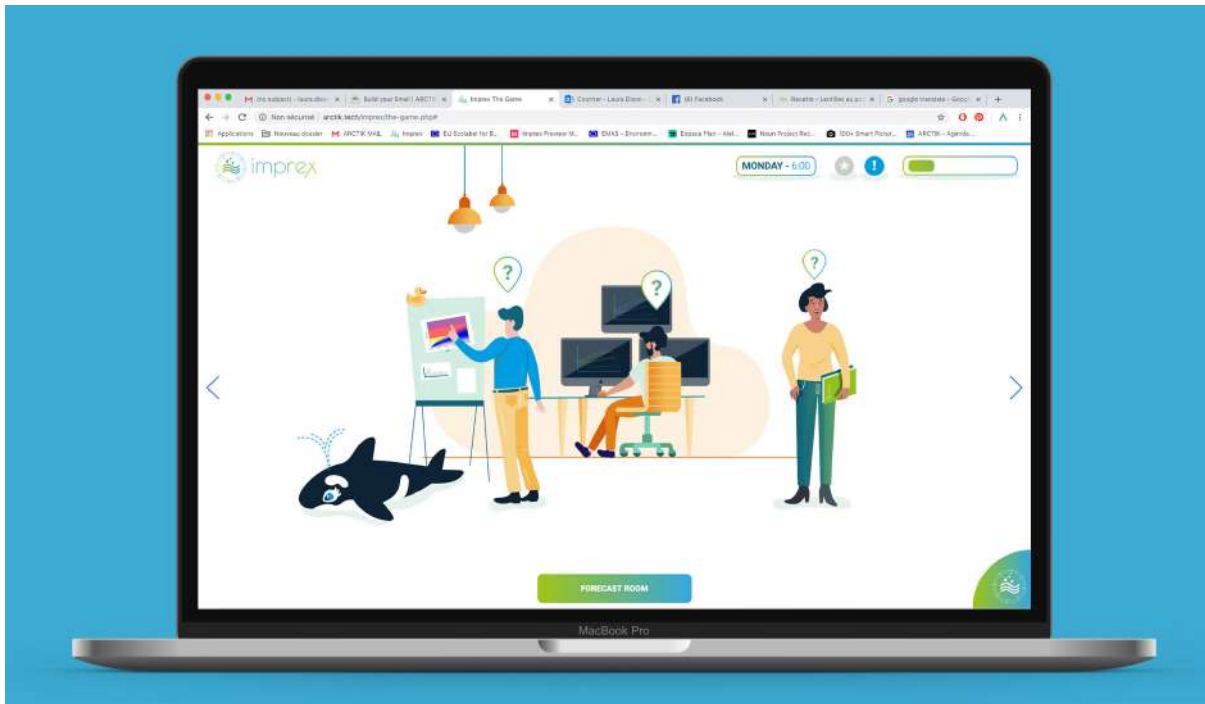
VASSILIS
Head of Water
Managing Commit-
tee, Messone Italy,
Greece

MARIEKE
Water Strategy
Advisor,
Province of Brabant,
The Netherlands

SARA
Manager,
Water treatment
plant, Spain

IMPRES is an interdisciplinary project that is advancing hydro-meteorological forecasting systems for better anticipation on future high impact hydrological extremes.

Client: European Commission
DG Research & Innovation
Date: 2015 – 2019
www.imprex.eu



- > Communication and dissemination plans
- > Visual identity (project logo and website)
- > Print materials (flyer, posters, media and event materials)
- > Direct outreach activities, including media outreach and briefings
- > Promotion of research findings to local authorities (Regions and Cities)
- > Direct links with decision-makers for impact/risk-management modernisation
- > Promotion of the project at events and workshops
- > Social media management
- > Video productions
- > Design of information materials (fact sheets, brochure)
- > Developing a serious game



PGRD



With the growing importance of circular initiatives, the Brussels-Capital Region has updated its waste management strategy, rethinking waste as a valuable resource. The new Plan contains 60 measures aimed at reducing the production of waste and increasing reuse and recycling.

Client: Bruxelles Environnement

Date: 2018-2023

www.environnement.brussels



- > Creation of a website
- > Advice on communication strategy
- > Promotion of the “Zero Waste Exhibition – Business” on social networks (promotional campaign and online presence on the day of the event)
- > Drafting of a brochure on the use of single-use plastic bags
- > Realization of computer graphics
- > Production of a video on the launch event of the Plan.



POWERSTEP



POWERSTEP

YOUR FLUSH, OUR ENERGY

.....

FULL SCALE DEMONSTRATION OF ENERGY POSITIVE
SEWAGE TREATMENT PLANT CONCEPTS TOWARDS
MARKET PENETRATION

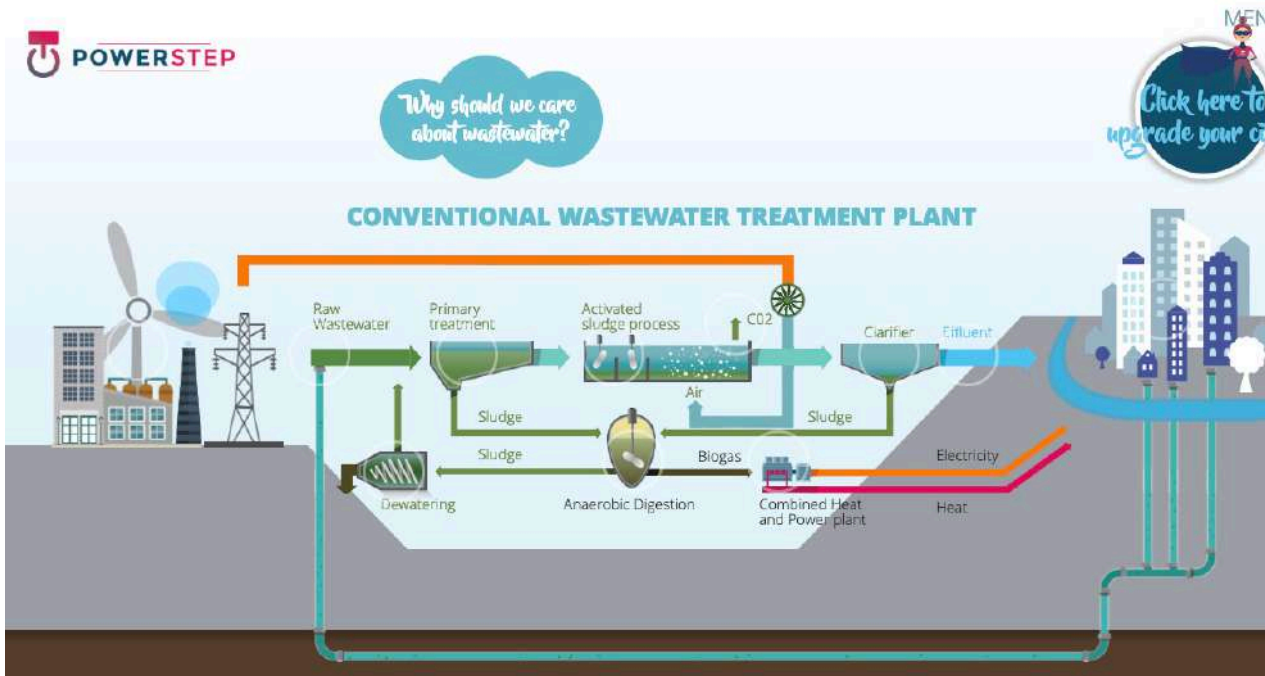
POWERSTEP demonstrates the novel concepts and design treatment schemes of wastewater treatment plants that will be net energy producers.

Client: European Commission
DG Research & Innovation

Date: 2015 – 2018

www.Powerstep.eu



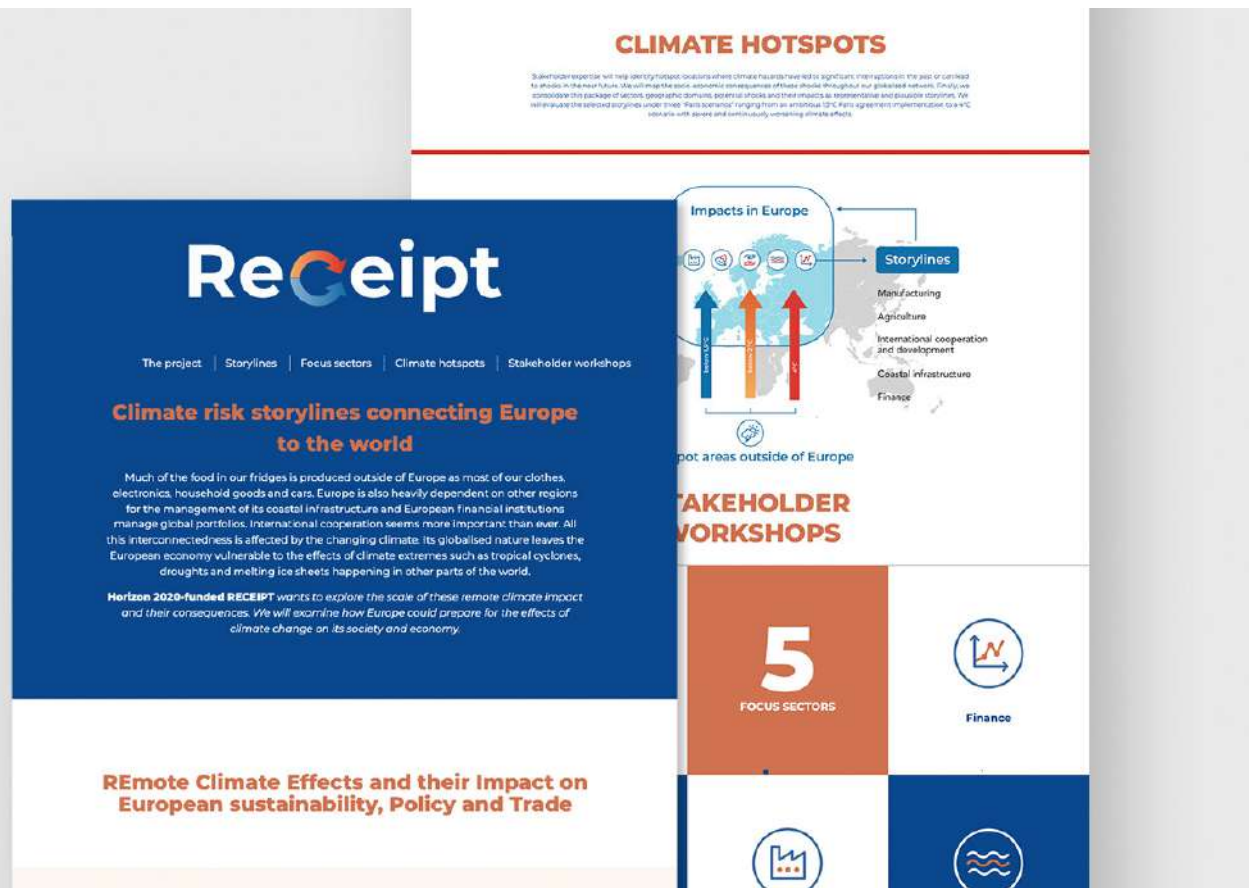


- > Strategy
- > Visual identity and communication kit
- > Print materials (flyer, policy briefs, media and event materials)
- > Public and password protected website & thematic websites
- > Events organisation (4 regional workshops & final workshop)
- > Promotion at events, workshops and summer schools
- > Media outreach, targeting scientific publications and national media
- > Final communication towards selected interest groups
- > Social media management
- > Media campaign (press releases, article placements...)
- > Video productions



RECEIPT

REmote Climate Effects and their Impact on European sustainability, Policy and Trade



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.

Client: EASME

Date: 2019 - 2023

www.climatestorylines.eu

Climate risk storylines connecting Europe to the world

ReCeipt

#climatestorylines



RECEIPT has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 820712

- > Graphic Identity (logo, icons, brand guidelines)
- > Layouts (poster, brochure, roll-up)
- > Website
- > Social Media Management
- > Videos & Motion Design
- > Picture Selection
- > Content development



ASF

Avocats Sans Frontières



Avocats Sans Frontières is an international NGO specialising in the defence of human rights and support for justice.

Client: ASF

Date: 2020 - 2021

www.asf.be



- > Design work
- > Layout of various types of products (brochures, leaflets, flyers)
- > Creative concept (logo)



Blue Bioeconomy Forum



The Blue Bioeconomy Forum was set up in 2018 as a platform for entrepreneurs, researchers, government officials and other stakeholders. Arctik /Technopolis Group supported the European Commission in developing visual tools to facilitate the discussions and interactions between 300 participants.

Client: European Commission - DG for Maritime Affairs and Fisheries

Date: 2019-2020

https://knowledge4policy.ec.europa.eu/organisation/dg-mare-dg-maritime-affairs-fisheries_en

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