

Arctik®

technopolis  
group 

# — About us

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.

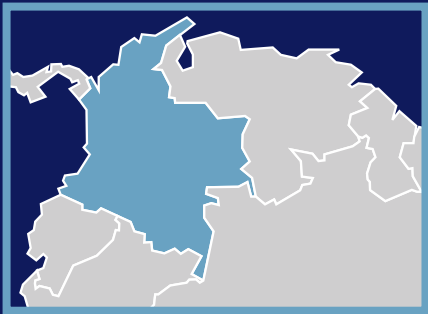


[www.arctik.eu](http://www.arctik.eu)

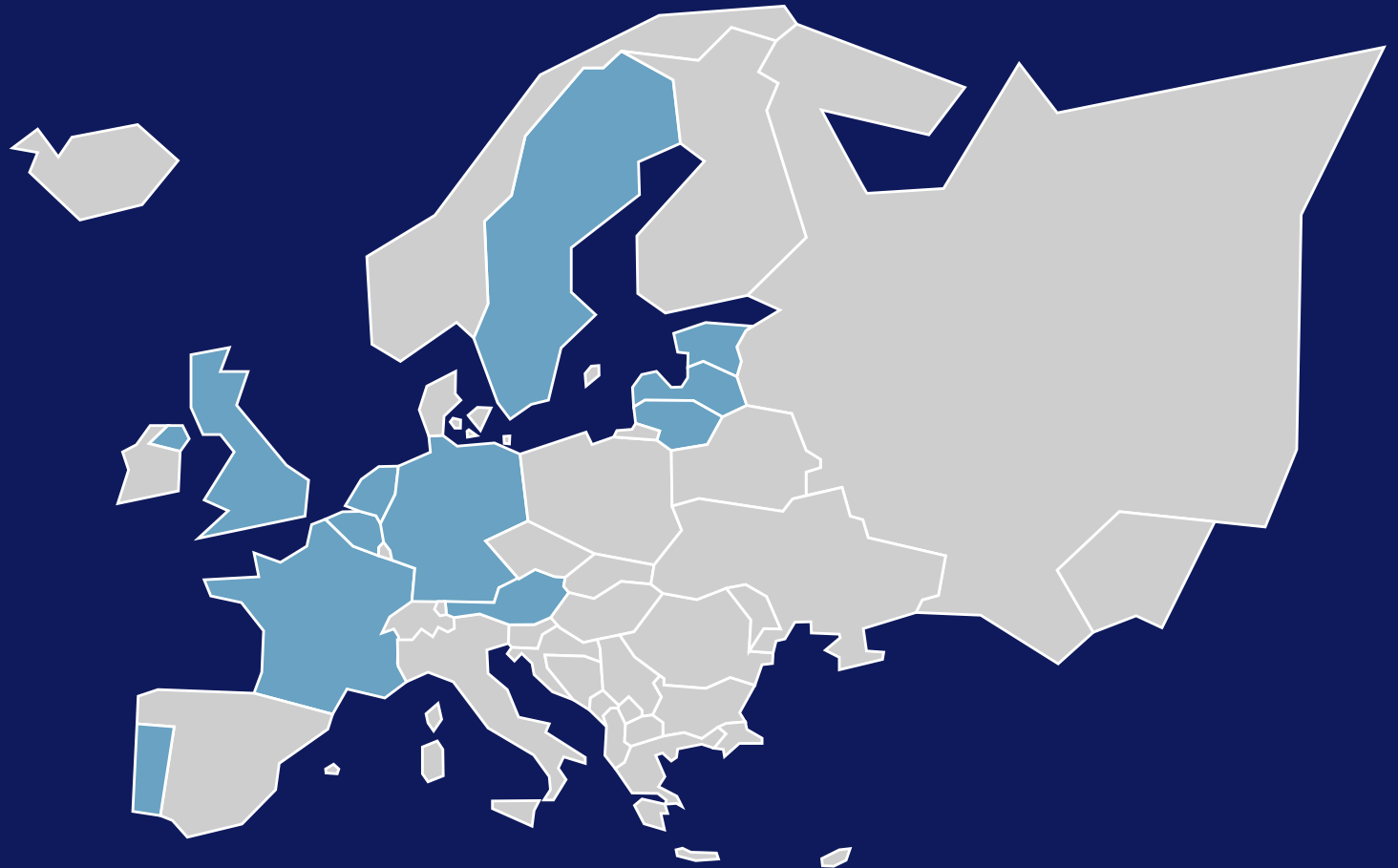
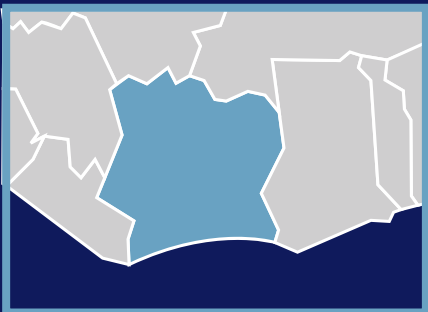
# — Outreach

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.

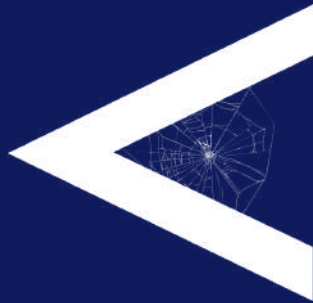
Colombia



Ivory Coast



# — Our solutions



- Strategy
- Messaging and copywriting
- Online and offline engagement
- Events
- Thought-provoking design
- Web services
- Media and visibility
- Data-driven communication and evaluation
- Video and animation
- Knowledge management and Capitalisation

# — Our expertise



- Circular Economy
- Regional Policy
- Entrepreneurship

- Science & Innovation
- Climate Services



# — Clients & partners

## International organisations



## National/Regional organisations



## Private organisations



## Universities & research centres



## NGO / Non Profit / Think Tank



**SHOWCASES**



# — 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 worked on the EU Ecolabel through multiple contracts co-running the EU Ecolabel Helpdesk and contributing to communication campaigns, stakeholder engagement and events.



**Client:**  
European Commission  
- DG Environment

**2017-2023**  
**(Several contracts)**  
**[ecolabel.eu](http://www.ecolabel.eu)**





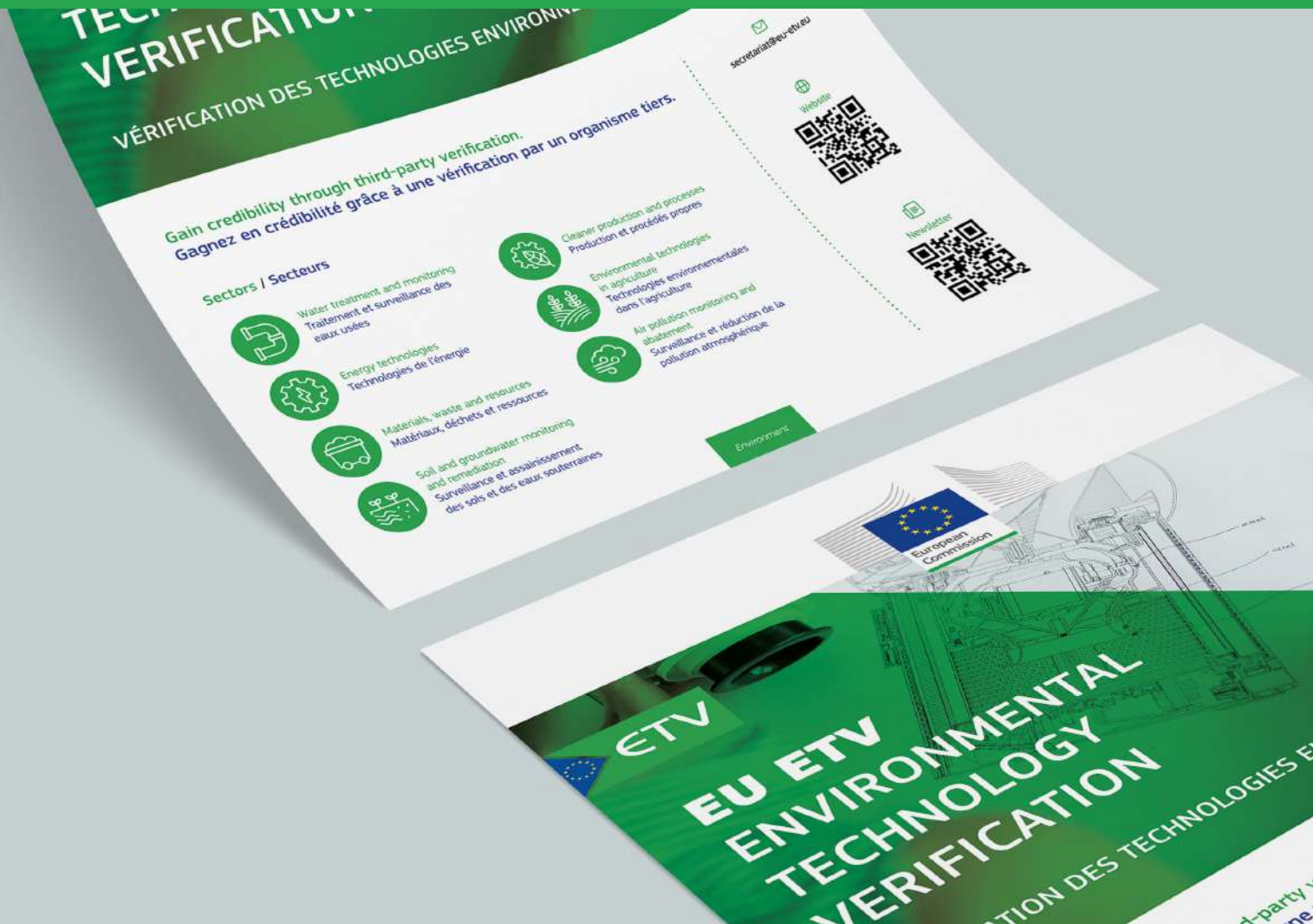
- Communication activities
- Drafting of content
- Events
- Helpdesk
- Website



# — EU ETV (Environmental Technology Verification)

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.



**Client:**  
European Commission  
- DG Environment

**2020-2022**  
[https://ec.europa.eu/environment/ecoap/etv\\_en](https://ec.europa.eu/environment/ecoap/etv_en)





- Communication strategy
- Website
- Editorial work
- Events dissemination and stakeholder engagement
- Testimonial and animated videos
- Design work
- Client relations with the European Commission



# — 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.



**Mining  
the  
FUTURE®**  
COMPETITION

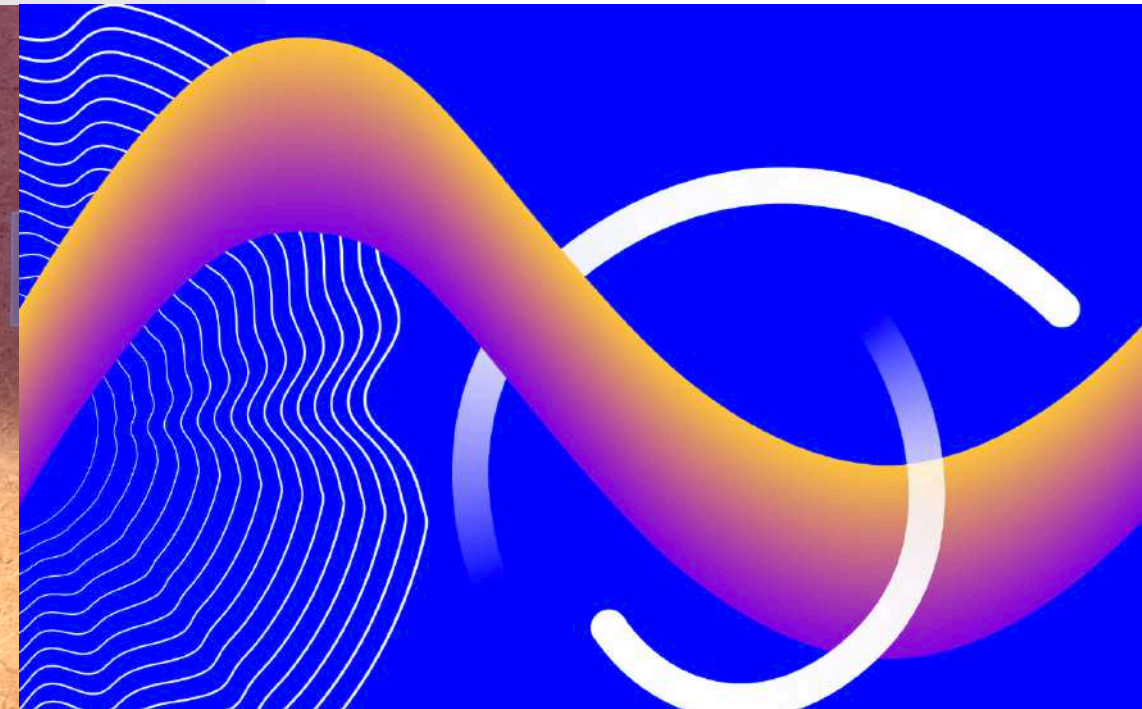
**Client:**  
CERN

**2020-2022**  
[miningthefuture.  
web.cern.ch](https://miningthefuture.web.cern.ch)





- Graphic Identity
- Website
- Social media management
- Animated Videos
- Content development
- Print material
- Content development
- Event



# — Ecodynamic organisation label

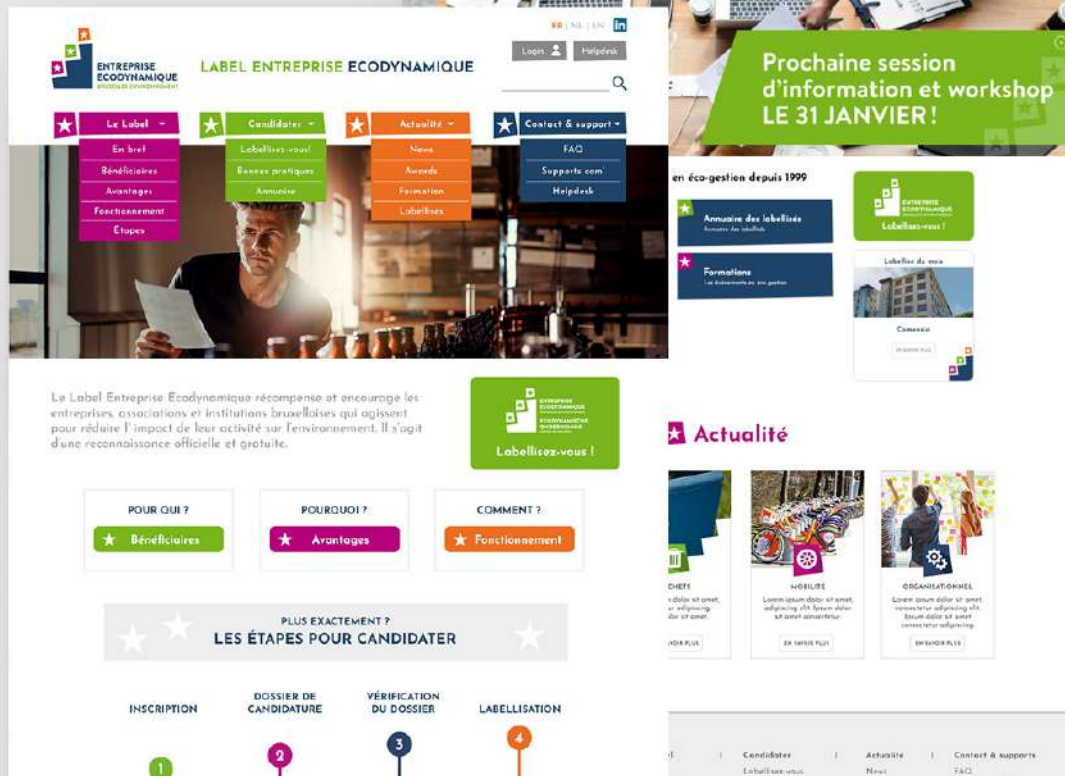
The Ecodynamic Enterprise Label is an official and free accreditation. It rewards and encourages companies, non-profit organisations and institutions in the public or private sector in Brussels that take action to reduce the impact of their activity on the environment.



**Client:**  
Label Entreprise  
Ecodynamique

**2018-2022**  
**ecodyn.brussels**





- Webdesign
- Communication strategy
- Animated Video
- Social media content
- Print material
- Events
- Videos





# — 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.



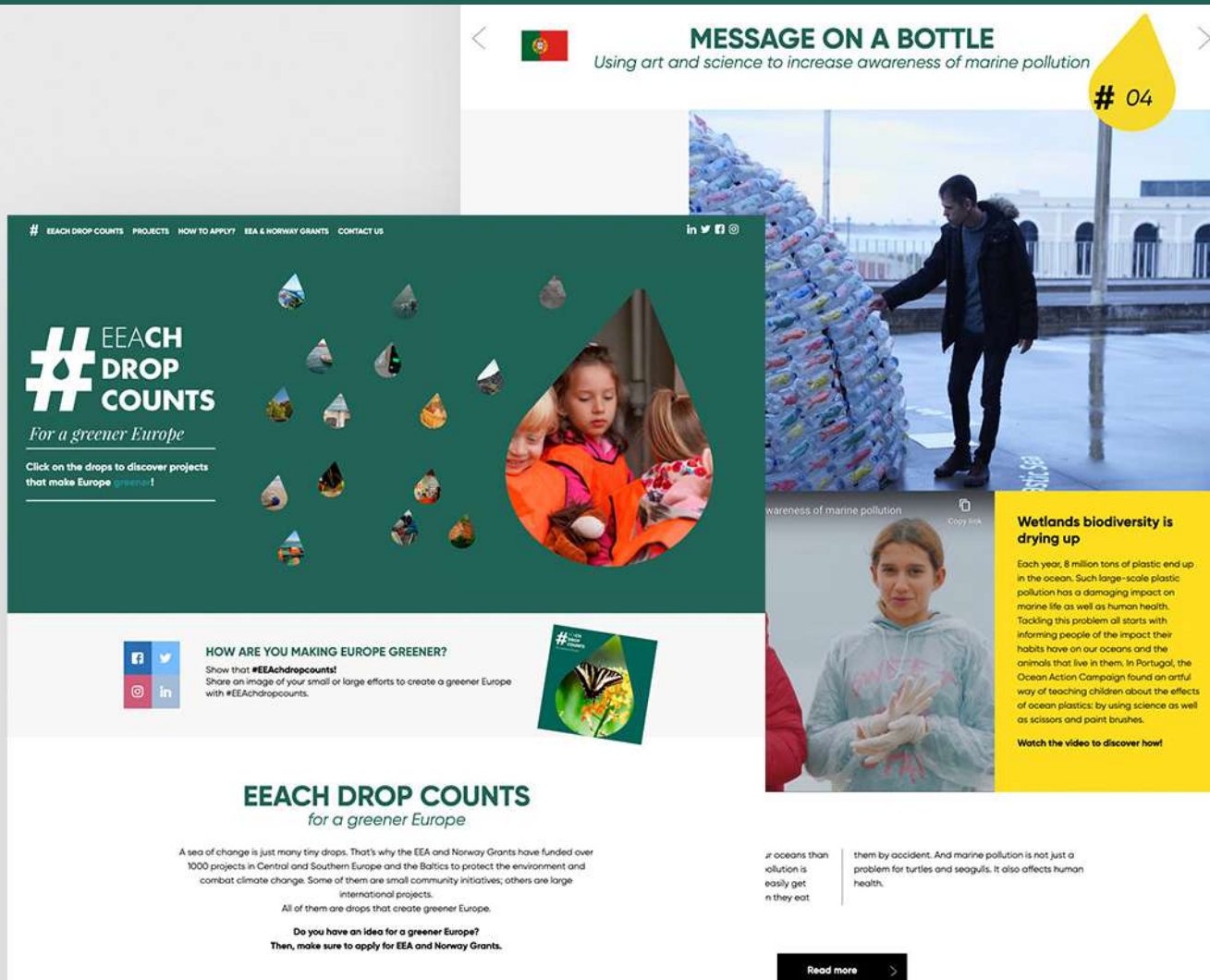
**2019**  
circulareconomybook.  
brussels



- Content creation
- Tailor-made layout
- Infographics
- Picture selection and custom photography
- Webdesign
- Digital marketing, social media advertising
- Media relations and press conference organisation
- Project management

# — #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.



**#EACH  
DROP  
COUNTS**

*For a greener Europe*

**Client:**  
EEA Grants -  
Norway Grants,  
Financial  
Mechanism Office

**2019-2020**  
eeagrants.org





Michae\_

My name is Michaela and I live in Štiavnické Bane.

0:10 / 5:04

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



# — EU Citizenship report

The 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.



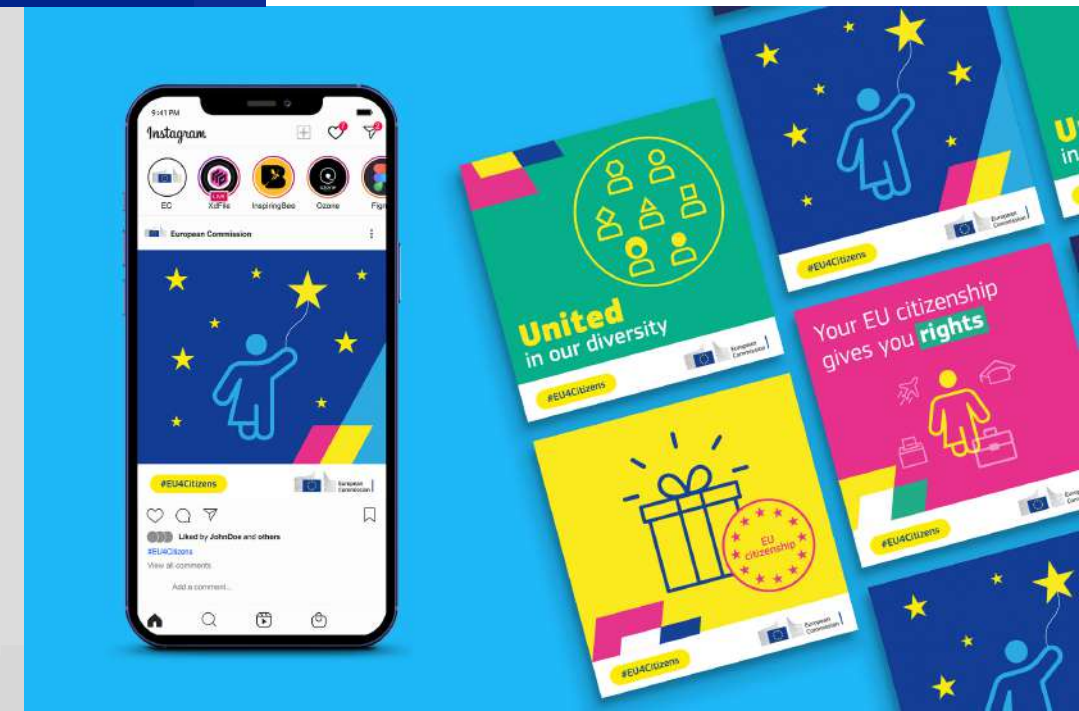
**Client:**  
European  
Commission -  
DG Justice &  
Consumer rights

**2021**  
[mycitizenrights.eu](https://mycitizenrights.eu)



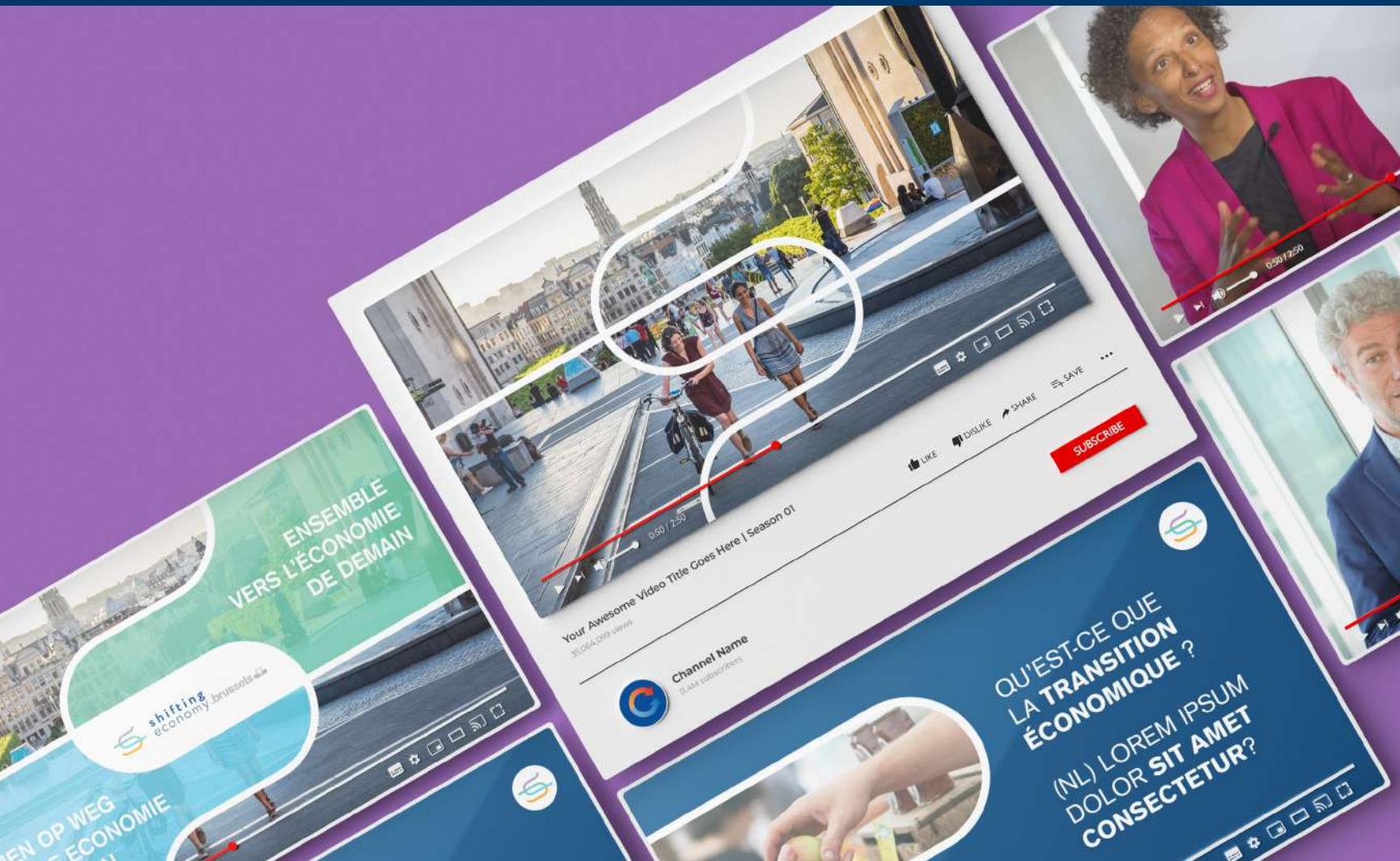


- Design and layout of the report
- Design and layout of the public consultation factsheet
- “mycitizenrights” website
- Social media campaign



# — Shifting Economy

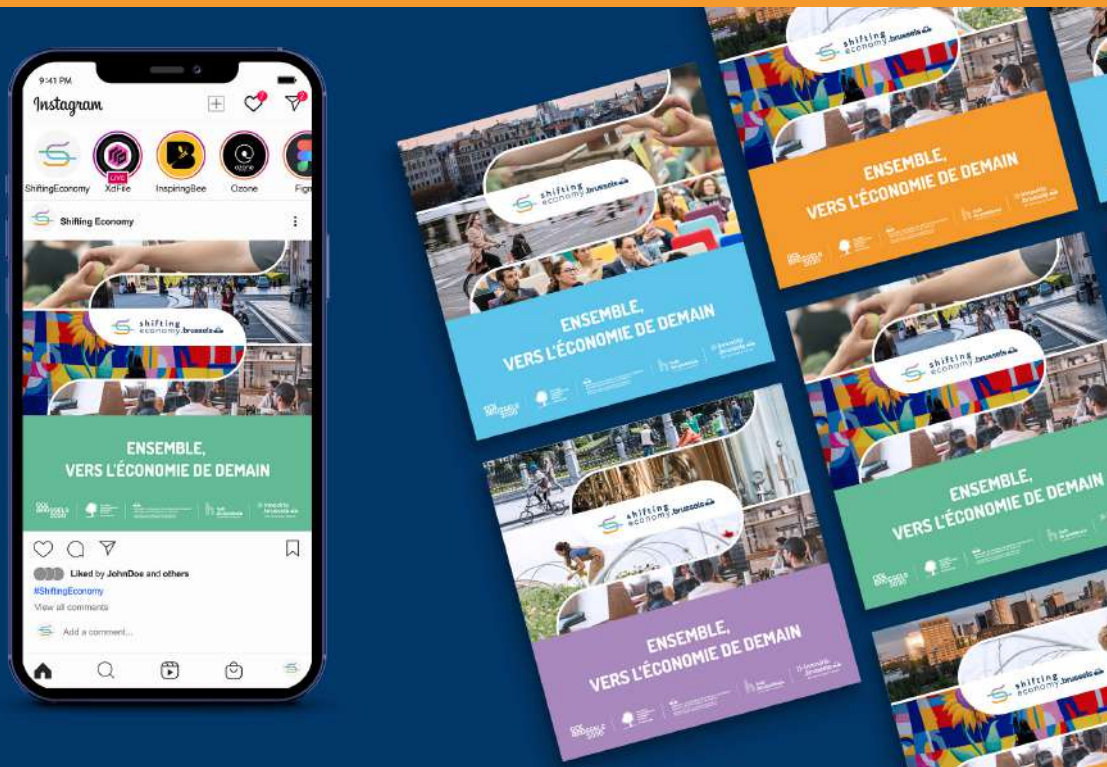
The Regional Economic Transition Strategy 2022-2030 or “Shifting Economy” is the strategy of the Brussels Region which aims to provide a sustainable response to the major environmental and social challenges facing our societies and more particularly the Region and its inhabitants.



**Client:**  
Bruxelles  
Environnement

**2022-**  
**shiftingeconomy.**  
**brussels**





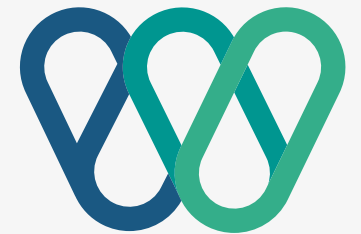
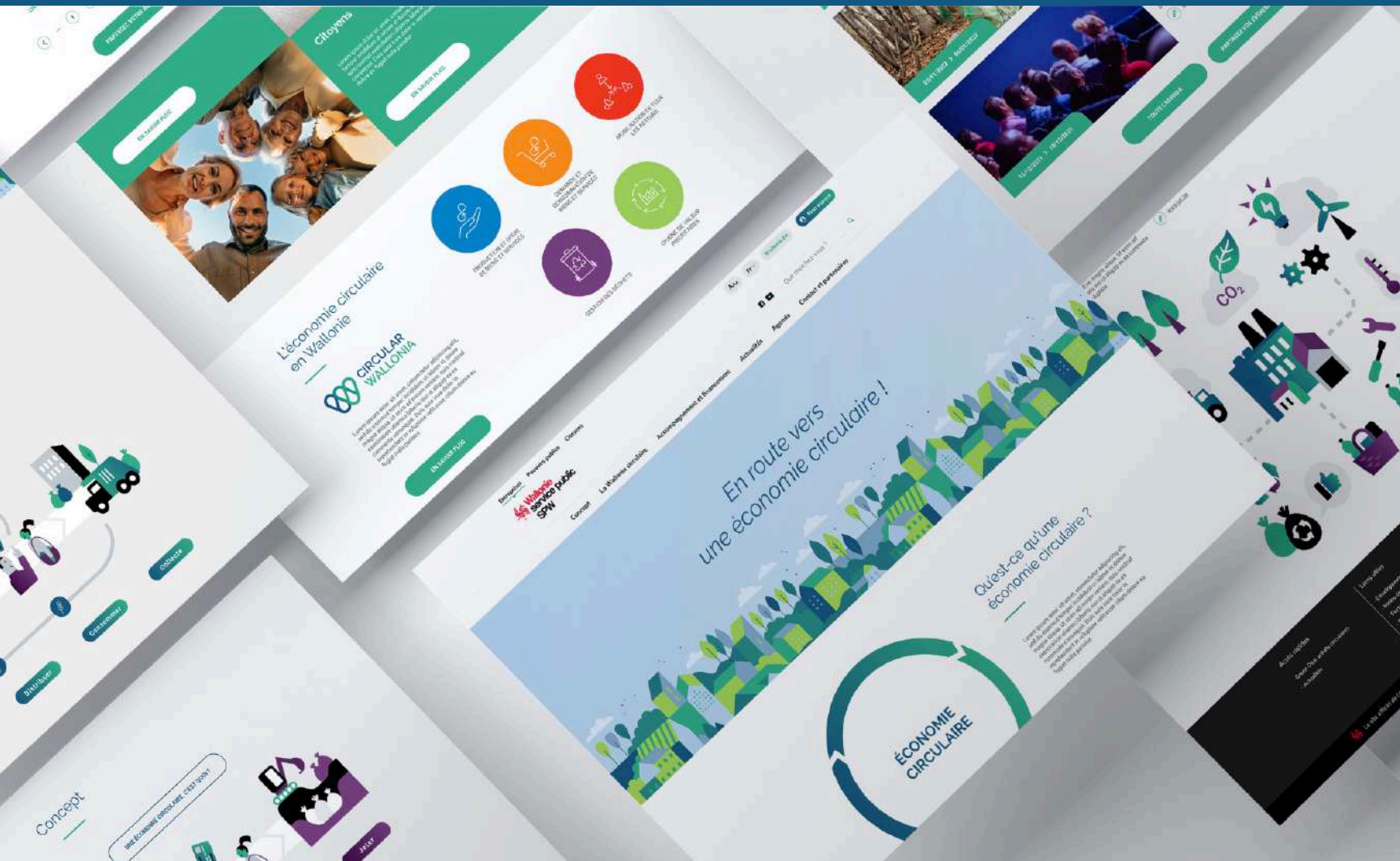
- Visual Identity and Website
- Communication Strategy
- Shifting Economy Weeks
- Monthly Articles
- Social media engagement
- Video productions and animation, photography
- Communication Campaigns





# — Circular Wallonia

The project Circular Wallonia consists in the implementation of the Circular Economy strategy for Wallonia voted by the regional government. Arctik was contracted to support digital communication.



**Client:**  
Service Public  
de Wallonie

**2021-2024**  
**economiecirculaire**  
**.wallonie.be**



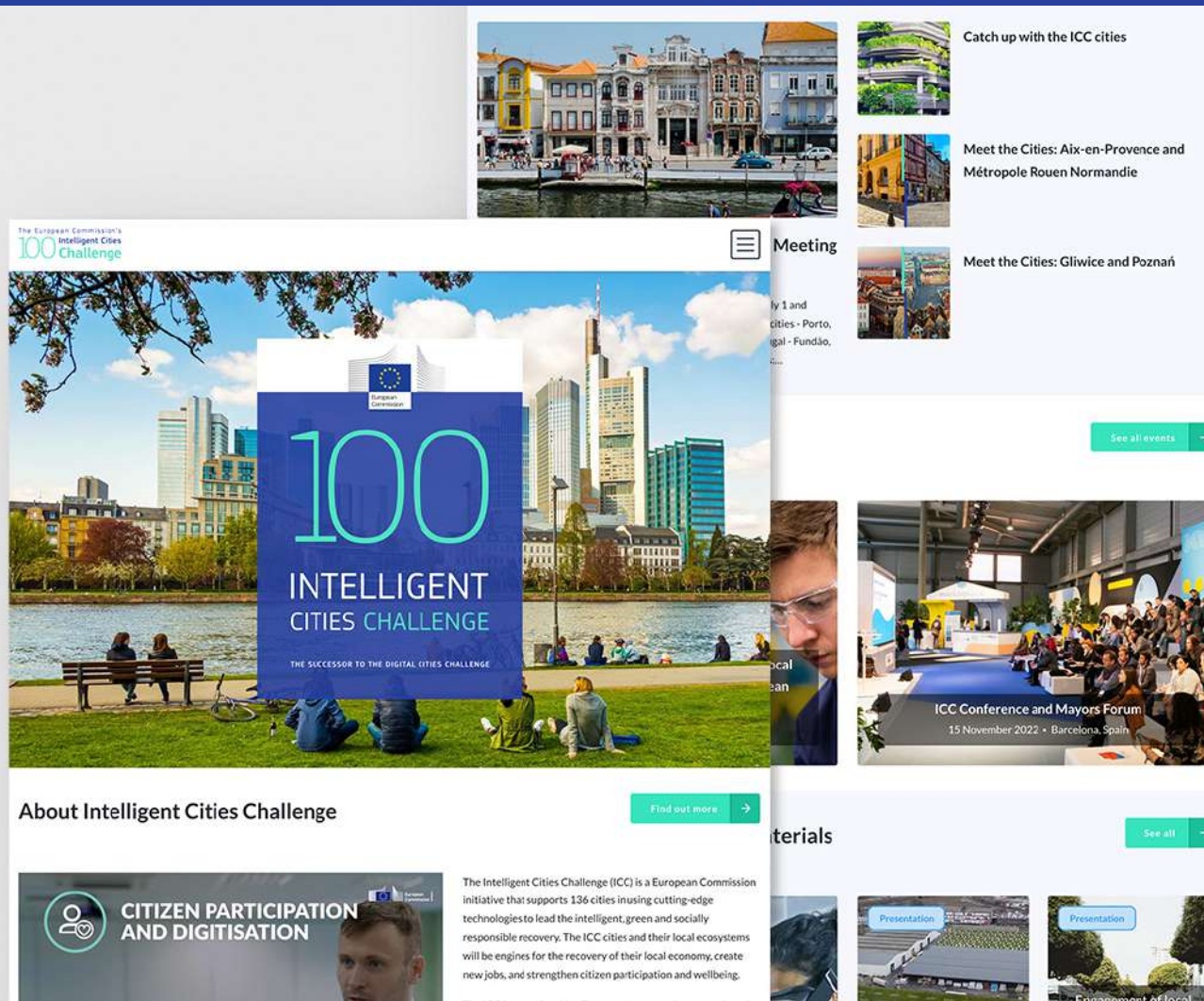
- Content development of the website
- Website management
- Social Media strategy and management
- Search Engine Optimization
- Search Engine Advertising





# — 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.



**Client:**  
European Commission  
- DG Grow and  
EASME

**2019-2022**  
**intelligentcities**  
**challenge.eu**



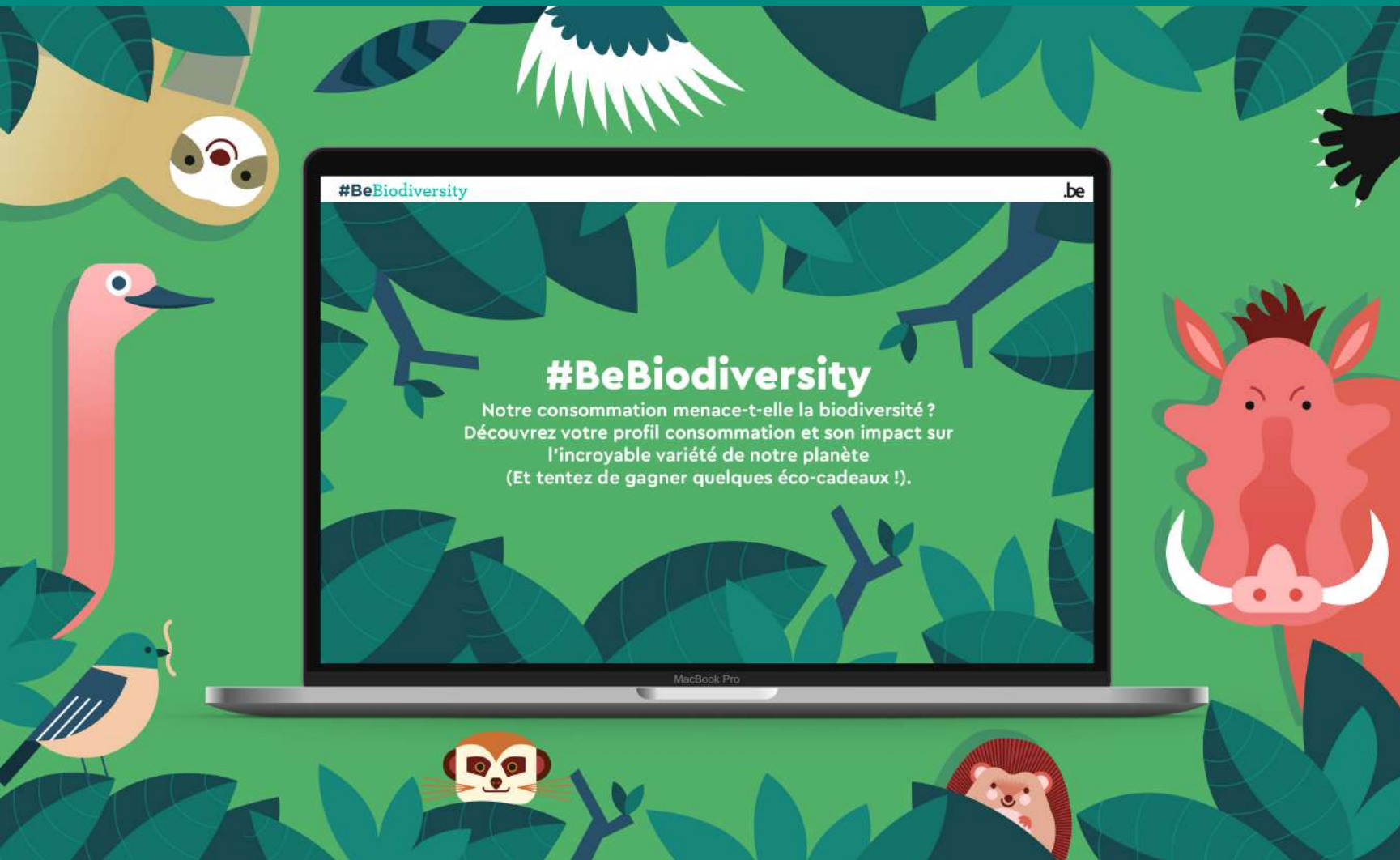


- Project management
- Communication strategy and KPI tracking for impact
- Quality reviews for social media and editorial content
- Client relations with the European Commission



# — BeBiodiversity

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

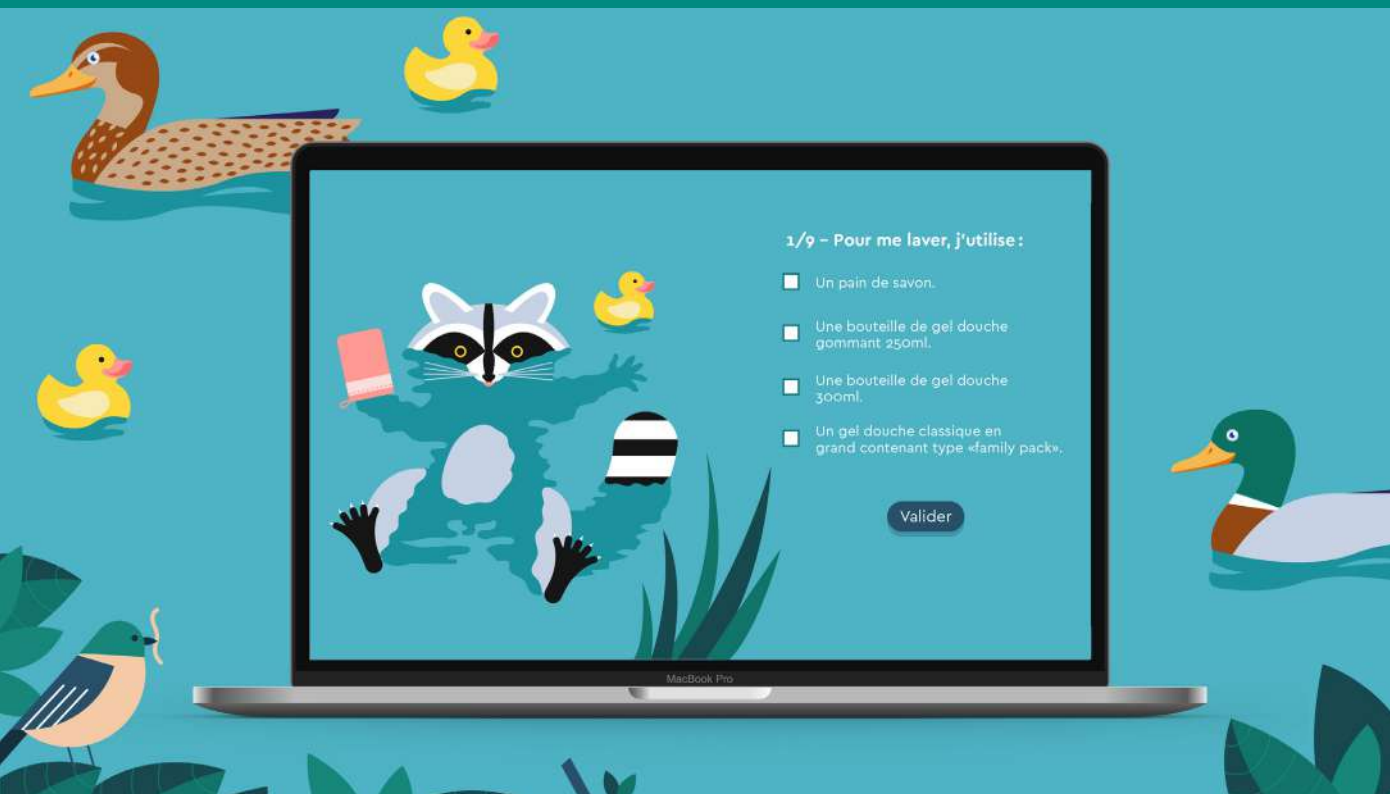


#BeBiodiversity

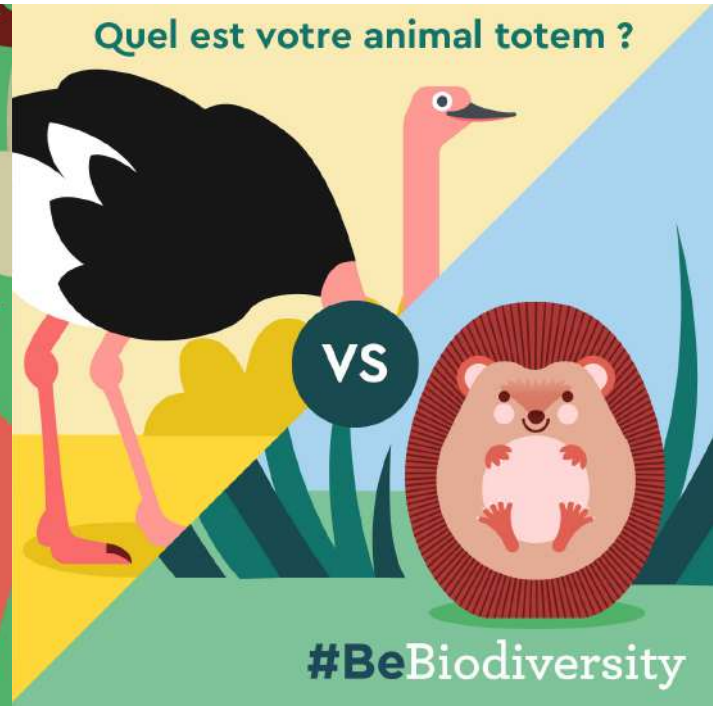
**Client:**

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

**2018-2019**  
[arctik.tech/bebio](https://arctik.tech/bebio)



- Content development
- Illustrations & webdesign
- Social media campaign
- Public relations actions
- Impact evaluation





info@arctik.eu | @Arctik\_eu  
+32 (0) 2 648 58 81

**[www.arctik.eu](http://www.arctik.eu)**