

Arctik®

Portfolio

English



• Édition 2024

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.

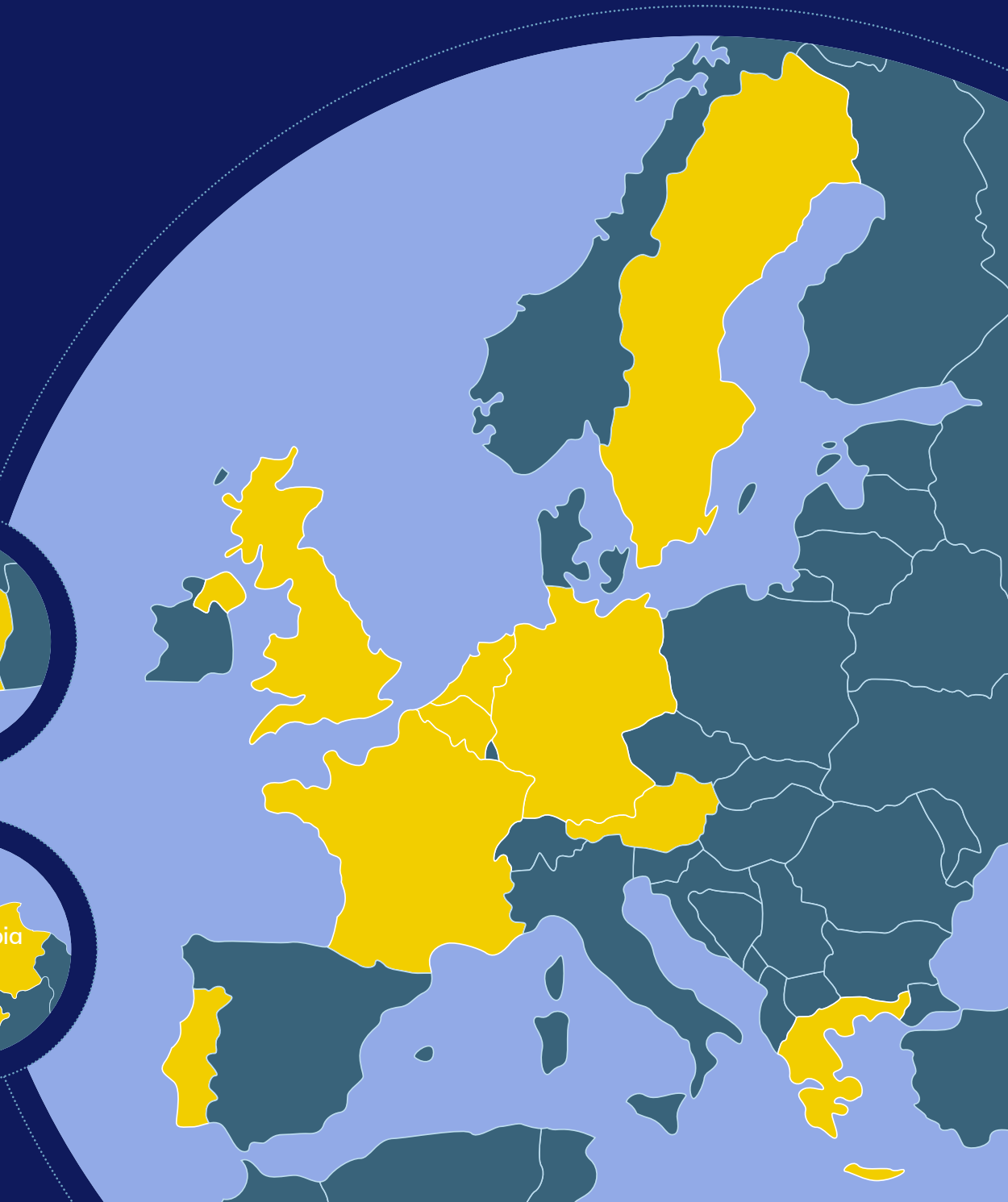
Our team has a strong commitment to **sustainability**. We incorporate sustainable values into operations and consider environmental and social factors in every business decision, while encouraging our partners and clients to **think circular!** Arctik is also registered to obtain the Brussels 'Enterprise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

• Outreach

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



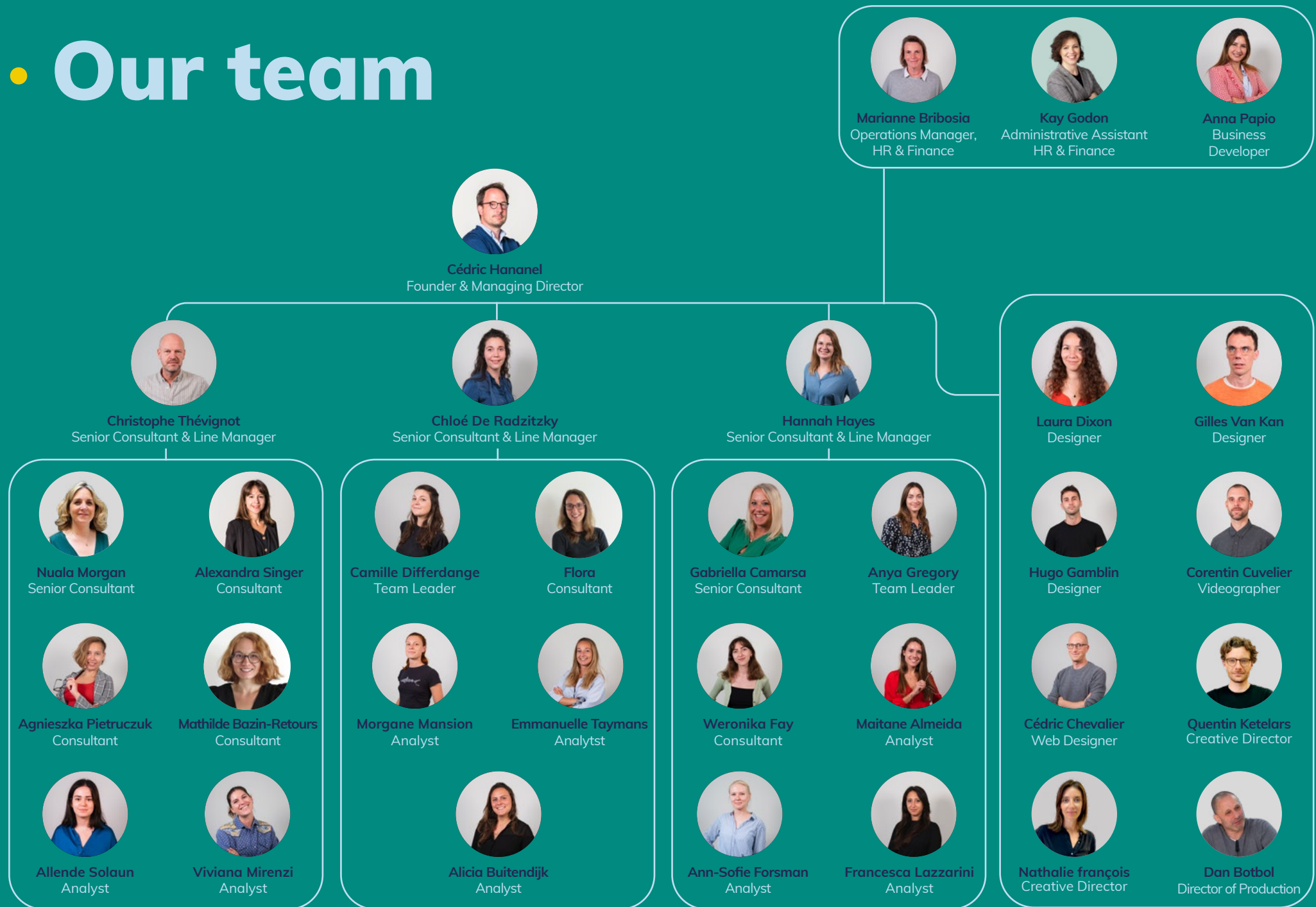
Universities and research centers



ONG, associations and think tanks

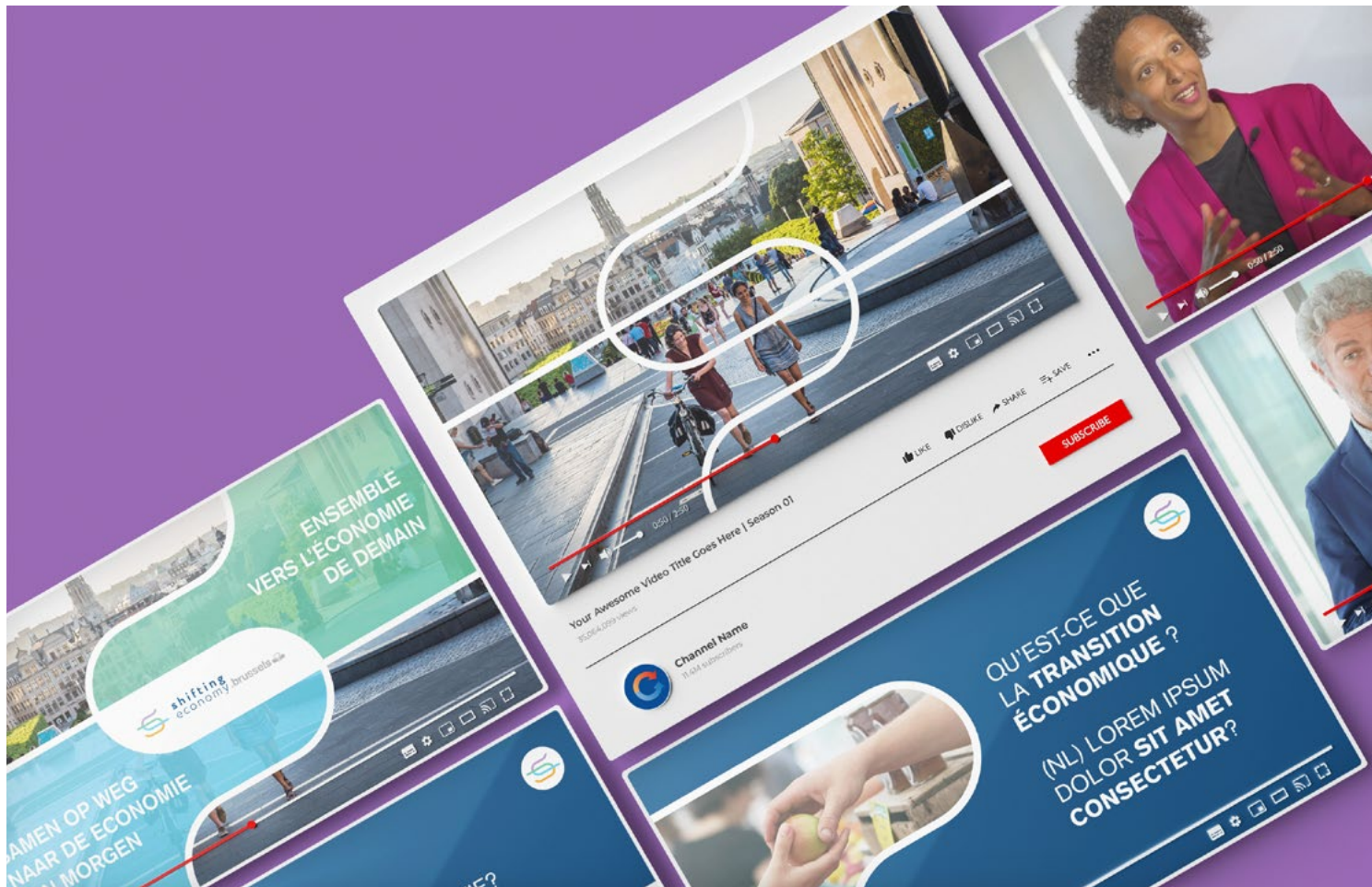


• Our team



• Shifting Economy

The «Stratégie Régionale de Transition Économique 2022-2030» or «Shifting Economy» represents Brussels' approach to providing a sustainable response to environmental and social challenges. This strategy specifically targets the economic players in the Brussels region. In this project, we are partnering up with several Brussels public bodies to communicate effectively on the economic transition. Arctik is responsible for the entirety of the project's communications, from strategy design to the day-to-day management, including the implementation of promotional campaigns at events.



Languages

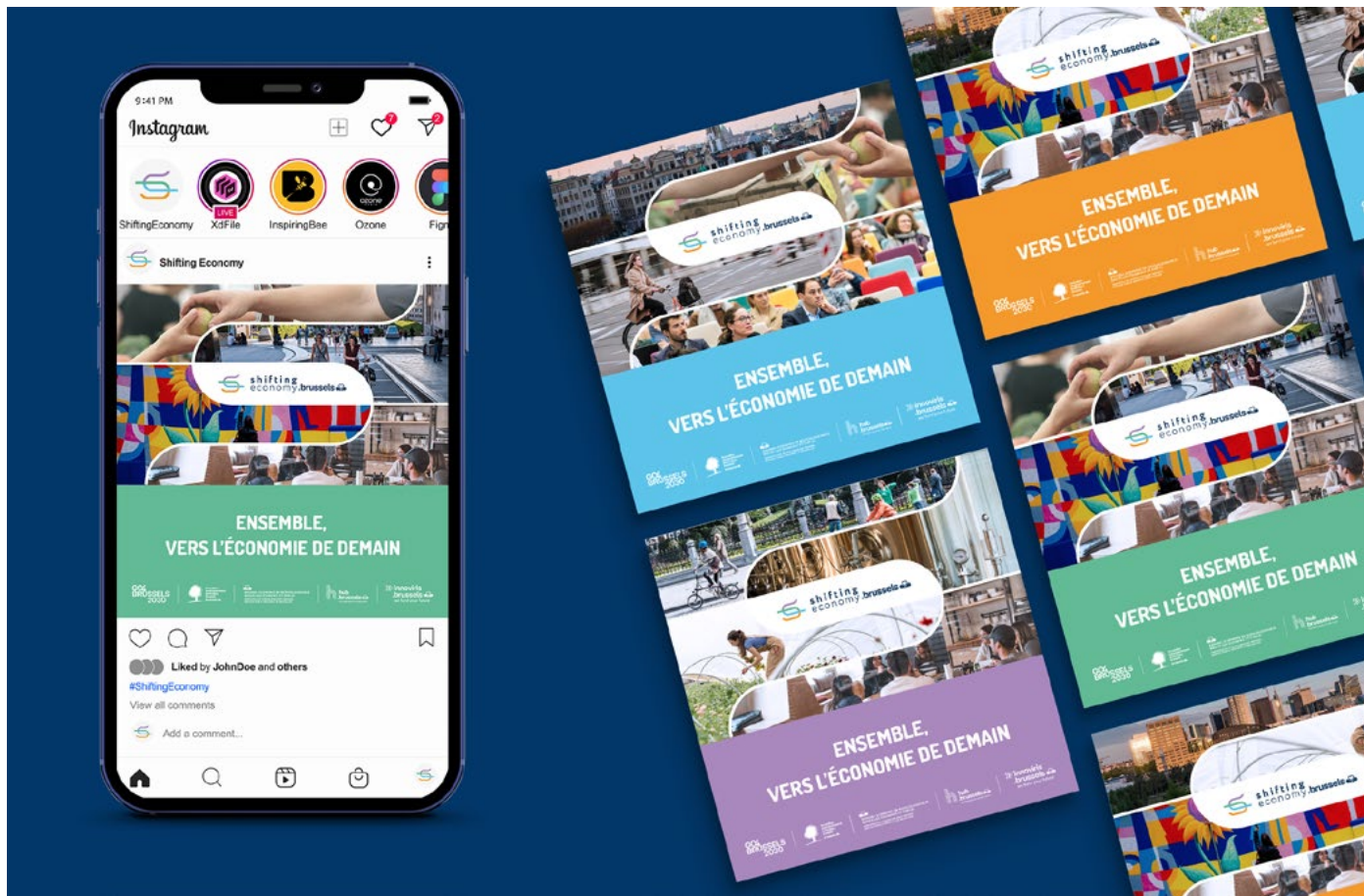
French/Dutch

Client

Bruxelles Environnement
& Bruxelles Economie Emploi

2022-2024

shiftingeconomy.brussels



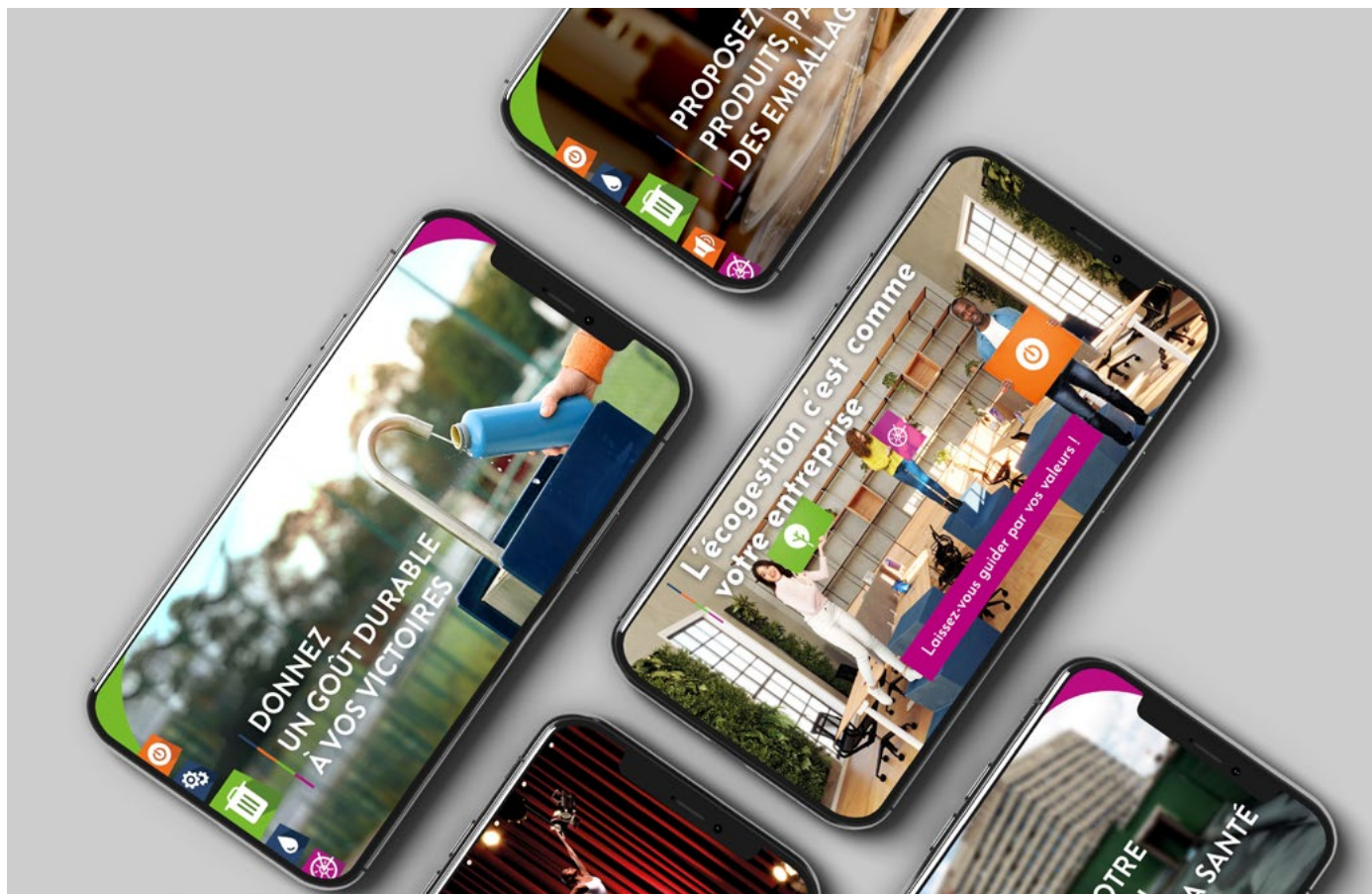
Our Work

- Production of a visual identity and brand image for the project, design of the project's public website
- Communication strategy
- Organisation of Shifting Economy Weeks (2021, 2022, 2023)
- Writing monthly newsletter and web articles
- Liaising with the local and national press (sponsored articles, press conferences),
- Social networking and sponsorship campaigns (Facebook, LinkedIn).



• 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

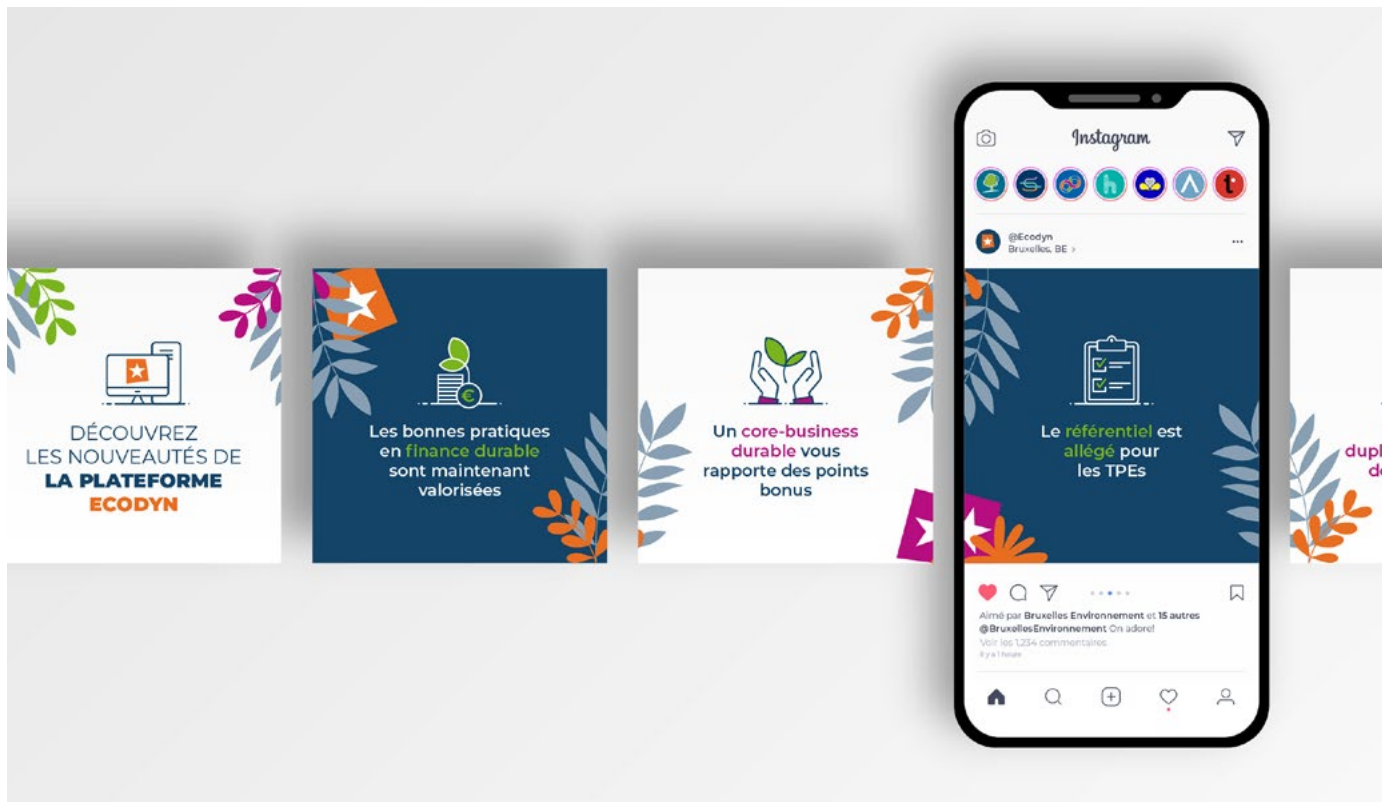
French/Dutch

Client

Bruxelles Environnement

2018-2024

ecodyn.brussels



Our work

- Web design
- Communication strategy
- Animated videos
- Production of content for social networks
- Printing of communication materials
- Events
- Videos
- Press releases





• Ecodyn certification ceremony

Each year, the Label Entreprise Écodynamique organises a ceremony to honour the companies awarded the label the previous year. This accomplishment illustrates Arctik's ability to organise dynamic events that stimulate networking between participants, in particular through the use of a matchmaking platform.

Format

Event

Languages

French/Dutch

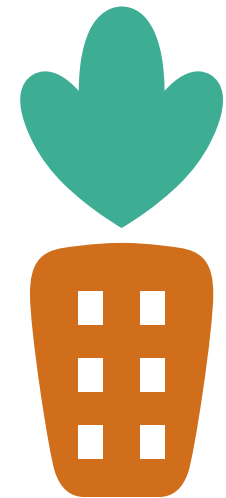
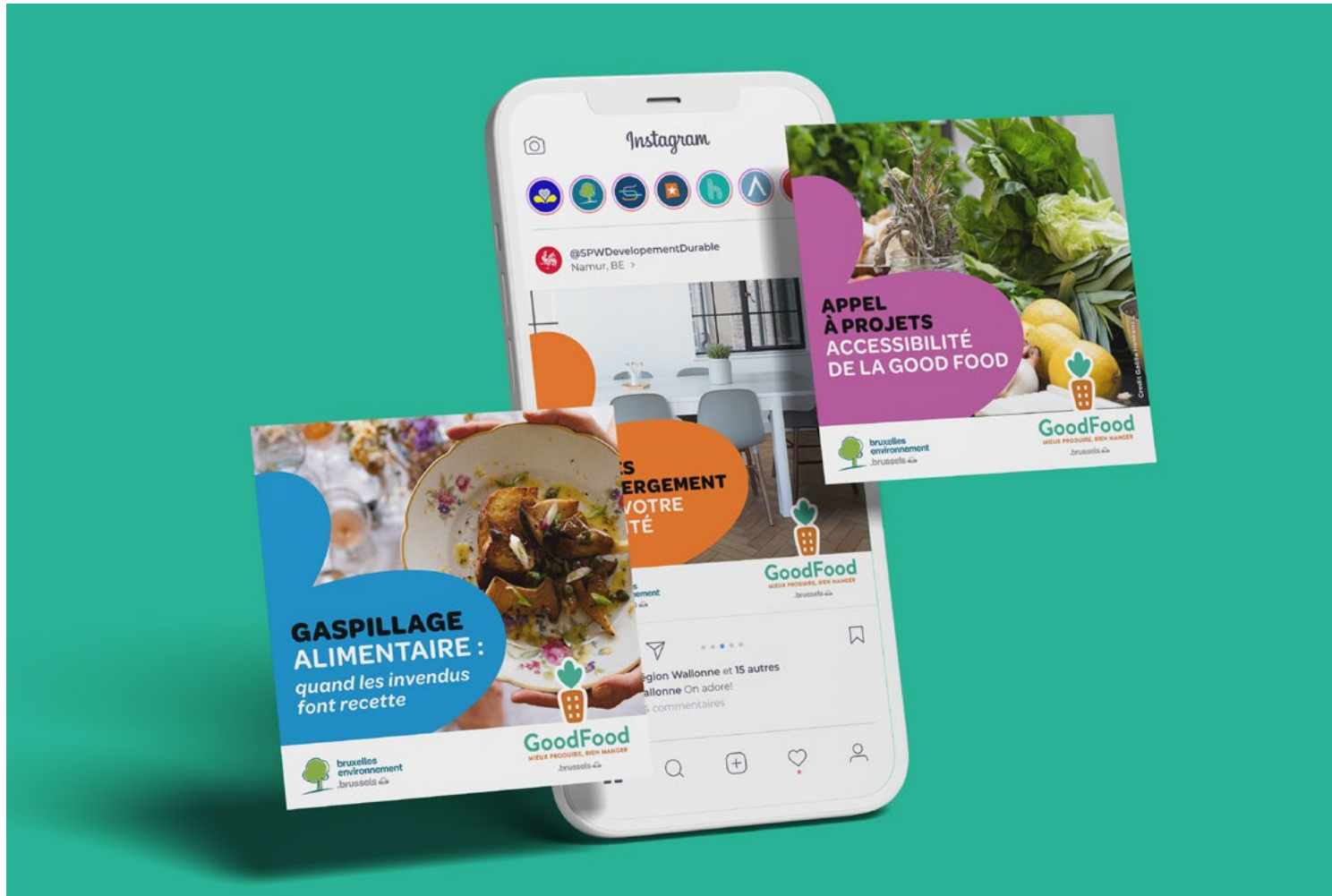
Date

2024



• 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

Our work

- Communication strategy
- Event organisation
- Articles and newsletters
- Creation of communication toolkits
- Videos
- Graphic design





• Advertising Good Food

As part of this project, Arctik designed a series of three videos to promote the Good Food offer to Brussels' citizens. To achieve this, the agency's consultants drew up a script, supervised auditions and organised a day's filming in the studio with a professional actor.

Format

1920x1080

Duration

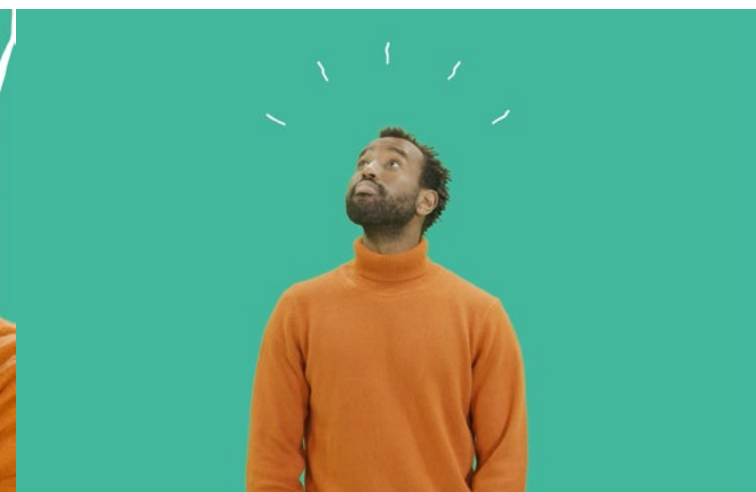
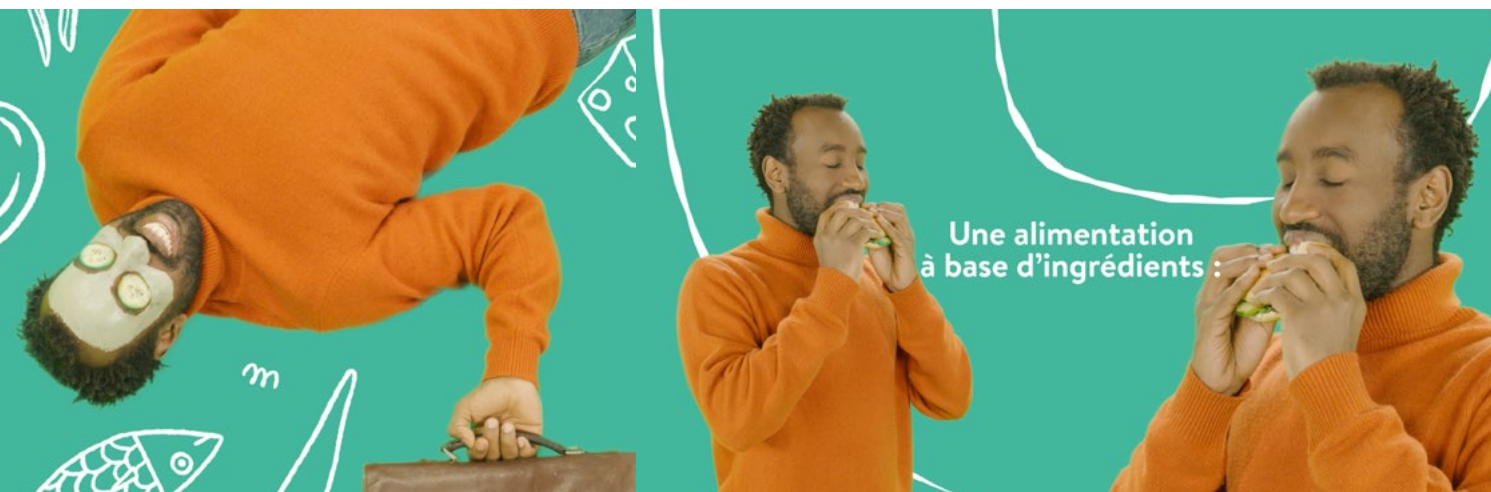
2min30

Languages

French/Dutch

Date

2023



• PGRD

As part of this contract, Artik was asked to carry out a number of tasks, including writing and designing brochures, writing web pages for the Brussels Environment website and press releases, and creating computer graphics.



Languages

French/Dutch

Client

Bruxelles Environnement

2018-2024

environnement.brussels



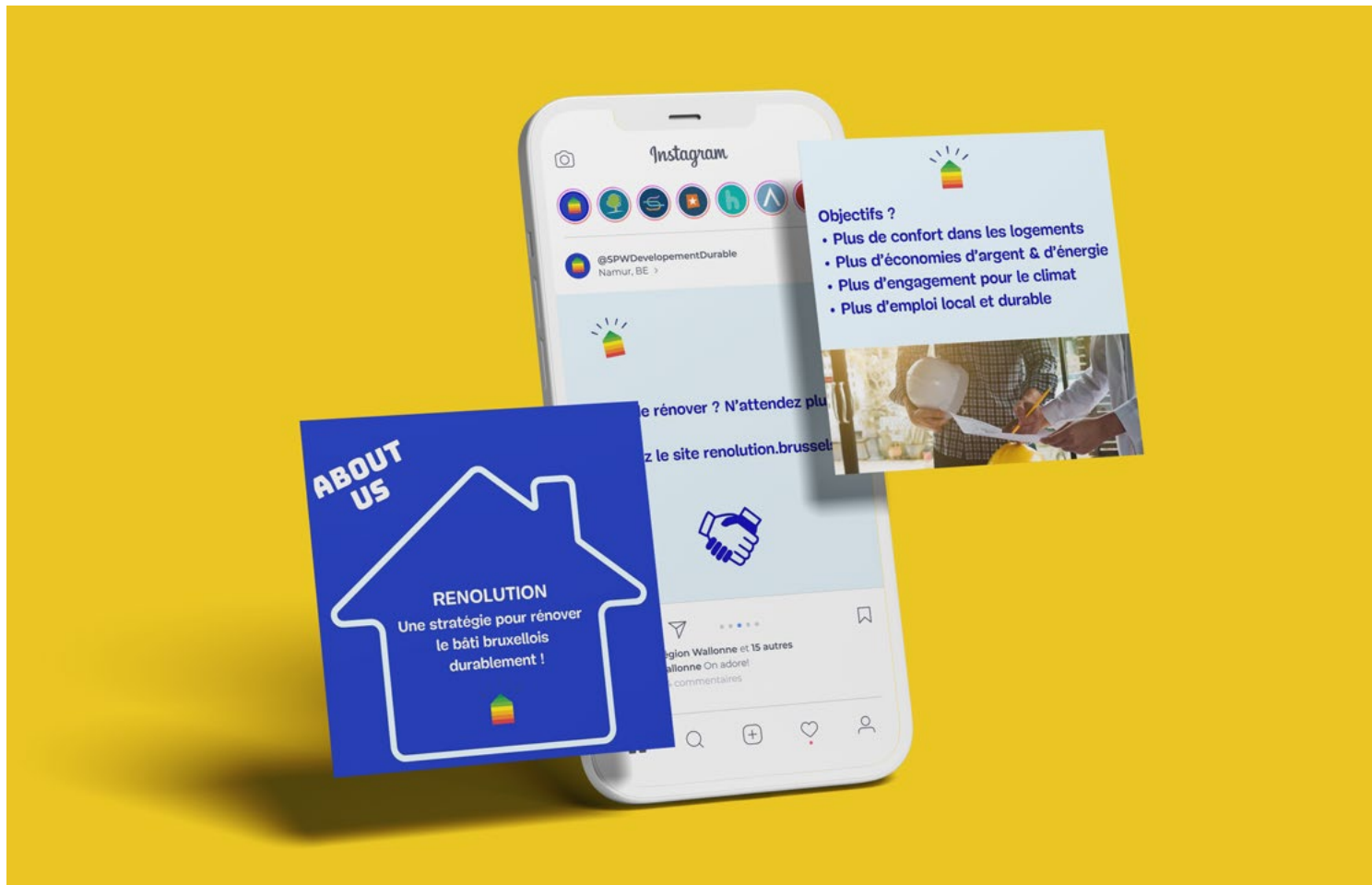
Our Work

- Production of content for social networks
- Printing of communication materials
- Videos
- Layout of communication brochures
- Creation of computer graphics
- Writing brochures and press releases
- Writing web content



• 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

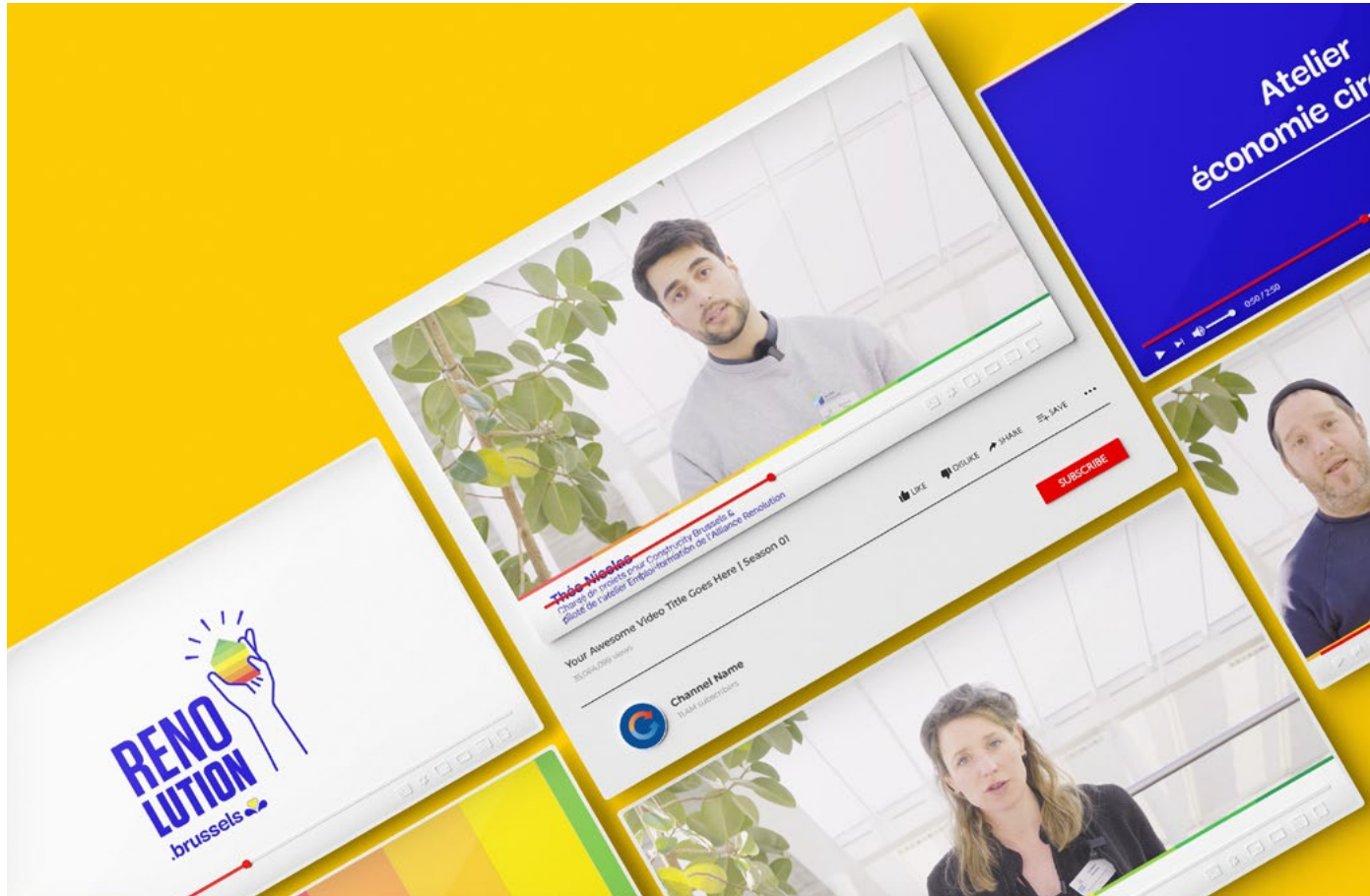
French/Dutch

Client

Bruxelles Environnement

2022-2024

renolution.brussels



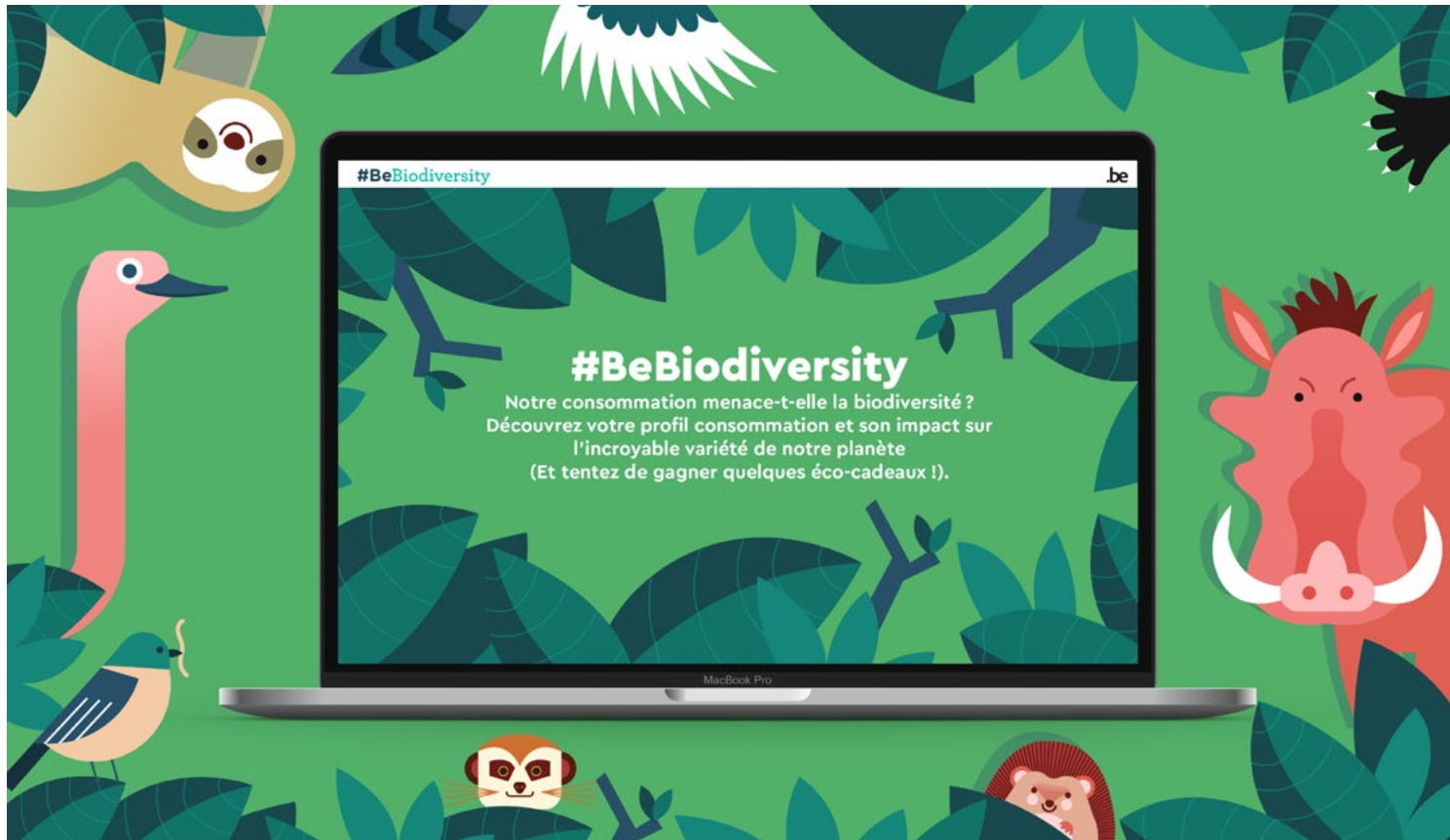
Our Work

- Web Page design and layout
- Videos
- Community management (Facebook, LinkedIn, Instagram, Youtube)



• 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

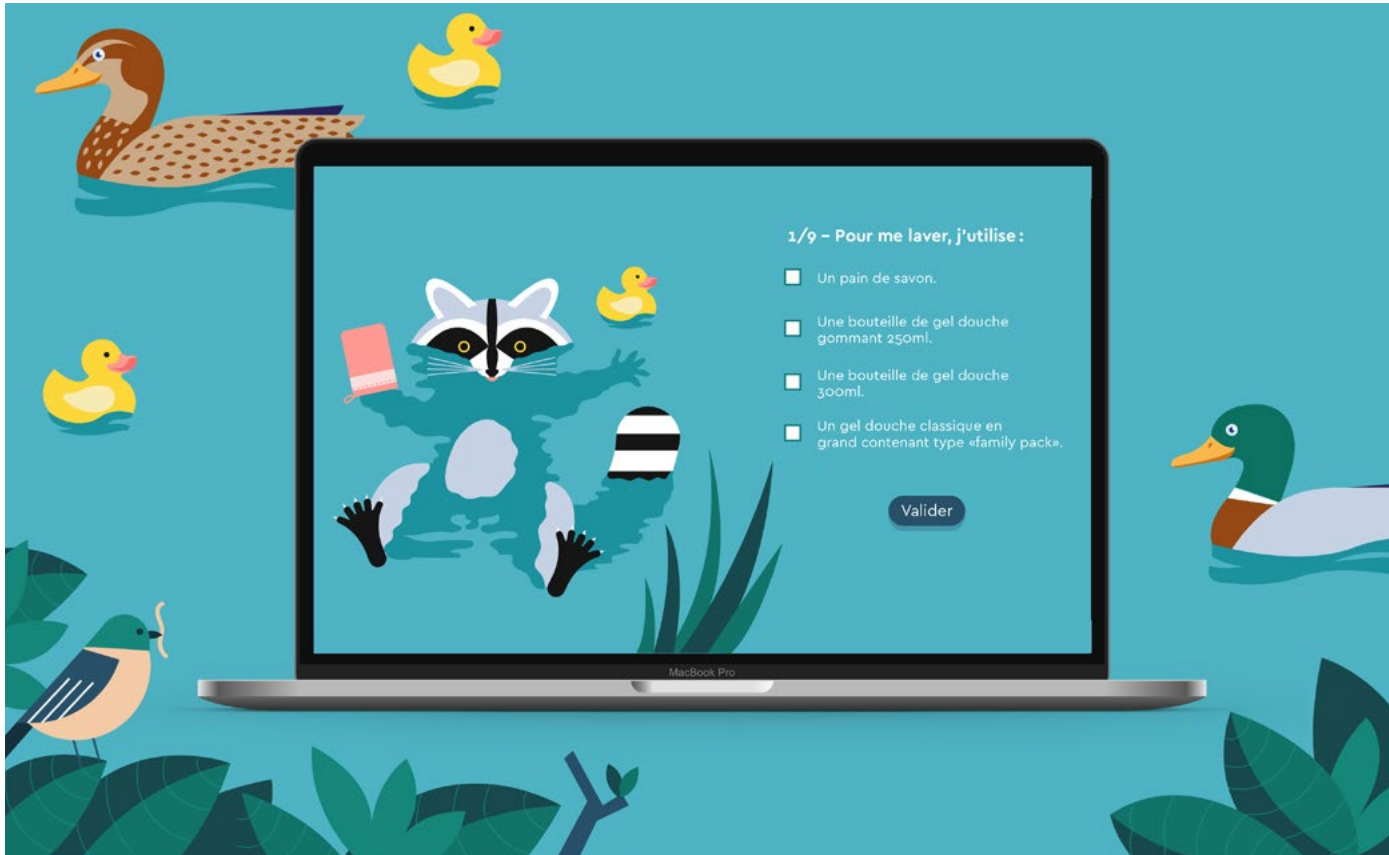
French/Dutch

Clients

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

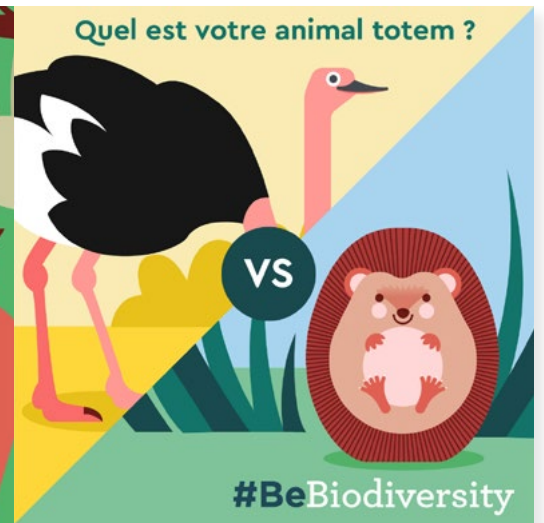
2018-2019

arctik.tech/bebio



Our work

- Content production
- Illustration and web design
- Social networking campaigns
- Public relations and media
- Impact assessment



• 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



• Layout of a brochure

In this example, Arctik demonstrates its expertise in creating an original and elegant layout, while scrupulously respecting the client's pre-existing identity (graphic charter, fonts and colours).

Format

A4 brochure, 56 pages

Language

English

Date of publication

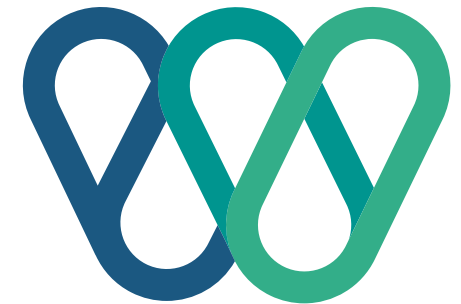
2023

[View the full brochure](#)



• 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

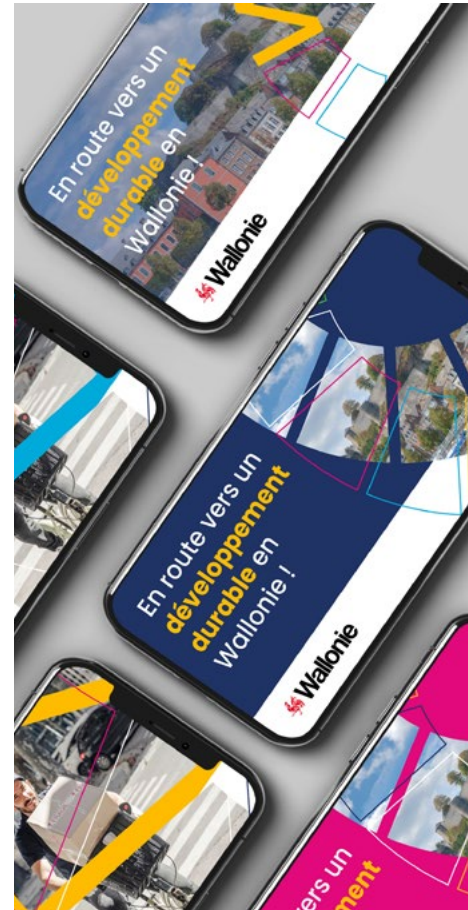
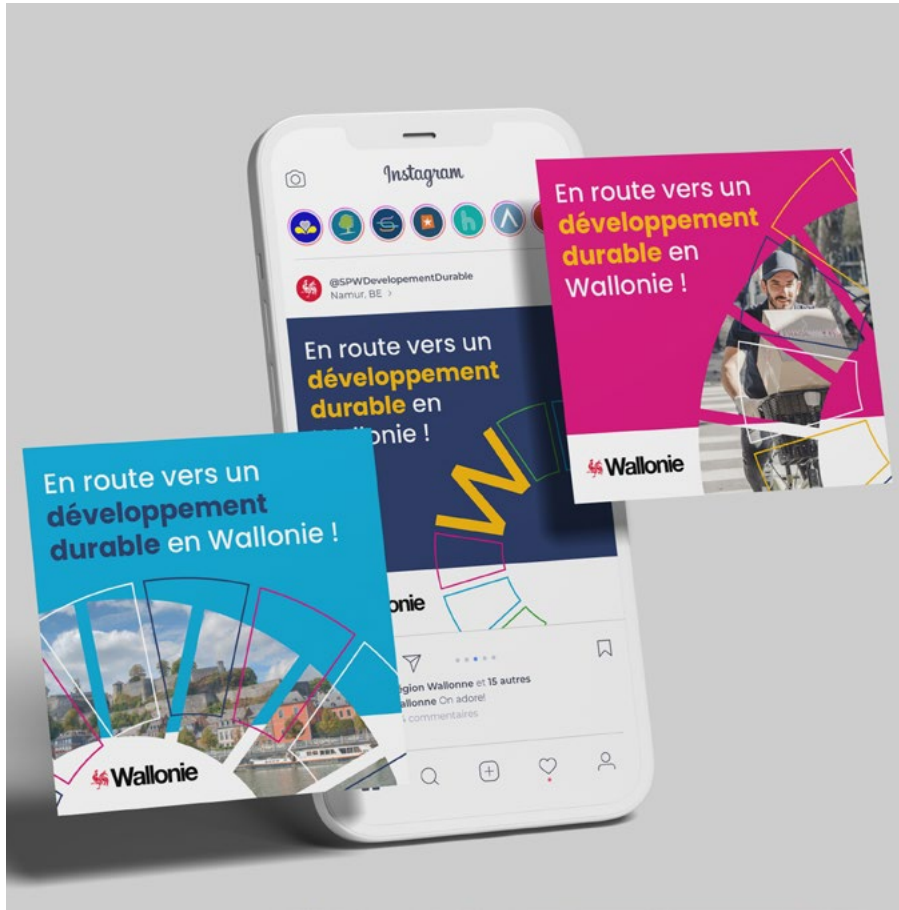
French

Client

Public service of Wallonia

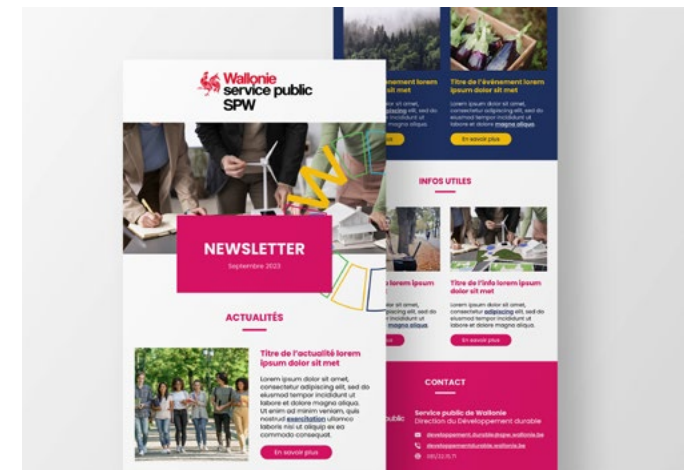
2021-2024

economiecirculaire.wallonie.be



Our work

- Creation of a graphic charter for the Circular Wallonia project, as well as for SPW's Sustainable Development Department
- Redesign of various websites
- Creation of computer graphics
- Writing articles
- Communication evaluation
- SEO audit and training



• 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. Arctick 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

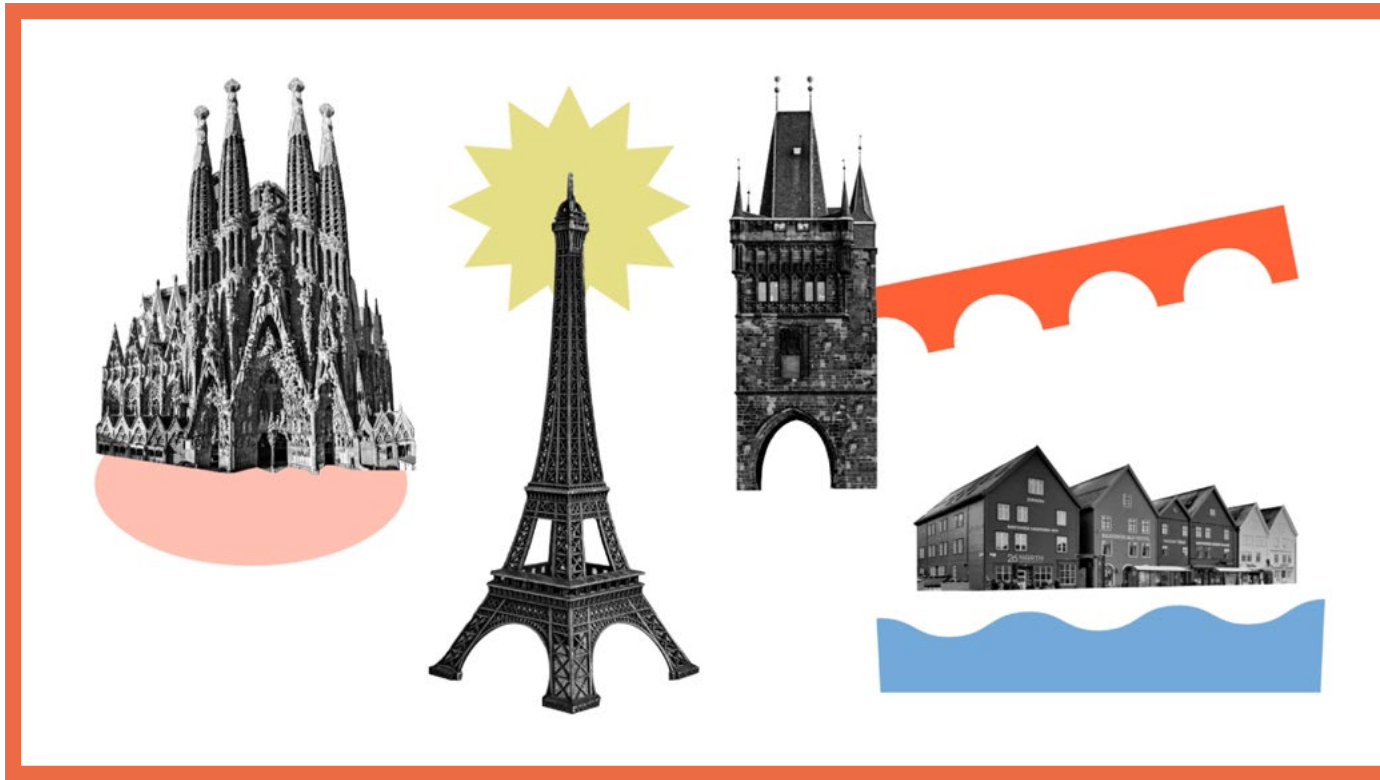
English

Client

Horizon Europe

2022 - 2026

impetus4change.eu



• Animation videos

In this example, Arctik utilised a blend of collages and illustrations to create a video for presenting the project, showcasing the array of styles that the company's creative teams can bring to the table.

Format

1920x1080

Duration

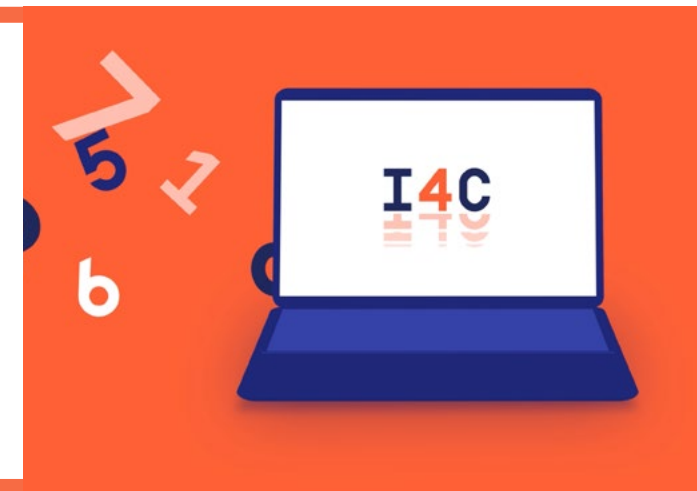
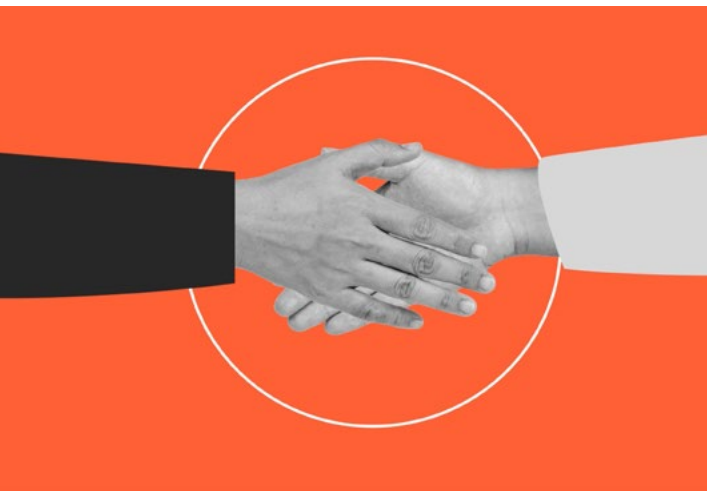
1min

Language

English

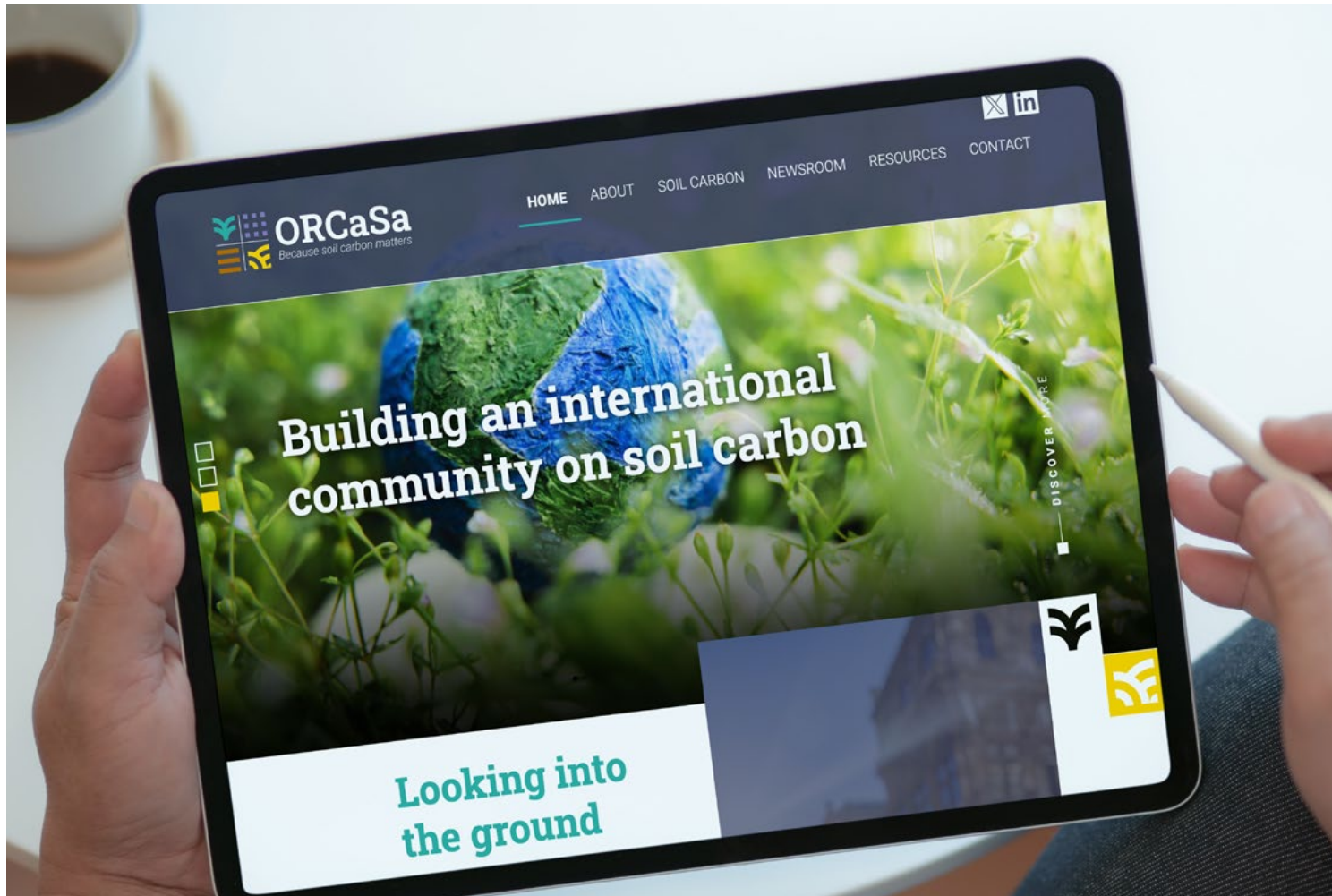
Date

2023



• 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. Arctik's mission is to build ORCaSa's (Operationalising the International Research Cooperation on Soil Carbon) communication strategy, and to design and implement the various communication actions (campaigns on the Twitter and LinkedIn social networks, website, organisation of events, a world café, etc.) required to promote the project.



Language

English

Client

ORCaSa

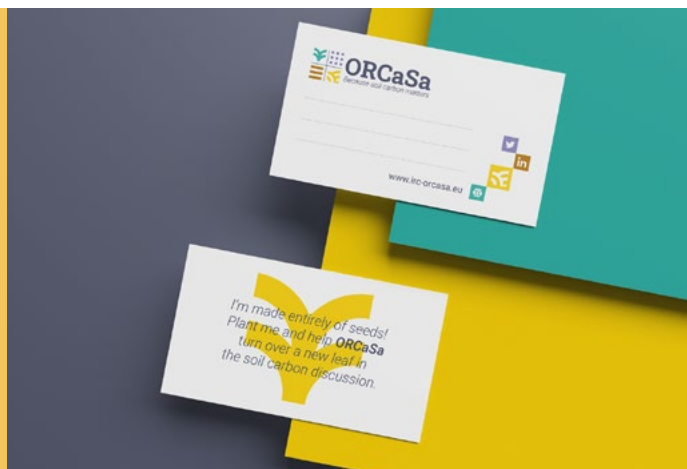
2022-2025

irc-orcasa.eu



Our Work

- Visual identity (logo, colour palette, fonts, etc.)
- Creation of personalised pictograms
- Business cards
- PowerPoint and Word presentation templates
- Posts and banners for social media
- Newsletter
- Flyer and leaflet
- Event branding (roll-ups, posters, badges, goodies, programmes, etc.)
- Website



• Flyer

This example shows Arctik's ability to create an attractive flyer, following a precise graphic charter (fonts, colours, etc.).

Format

Flyer

Language

English

Publication date

2023



• 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 responsible for managing the outreach and dissemination activities of the project.



PolarRES

Exploring future polar climates

Language

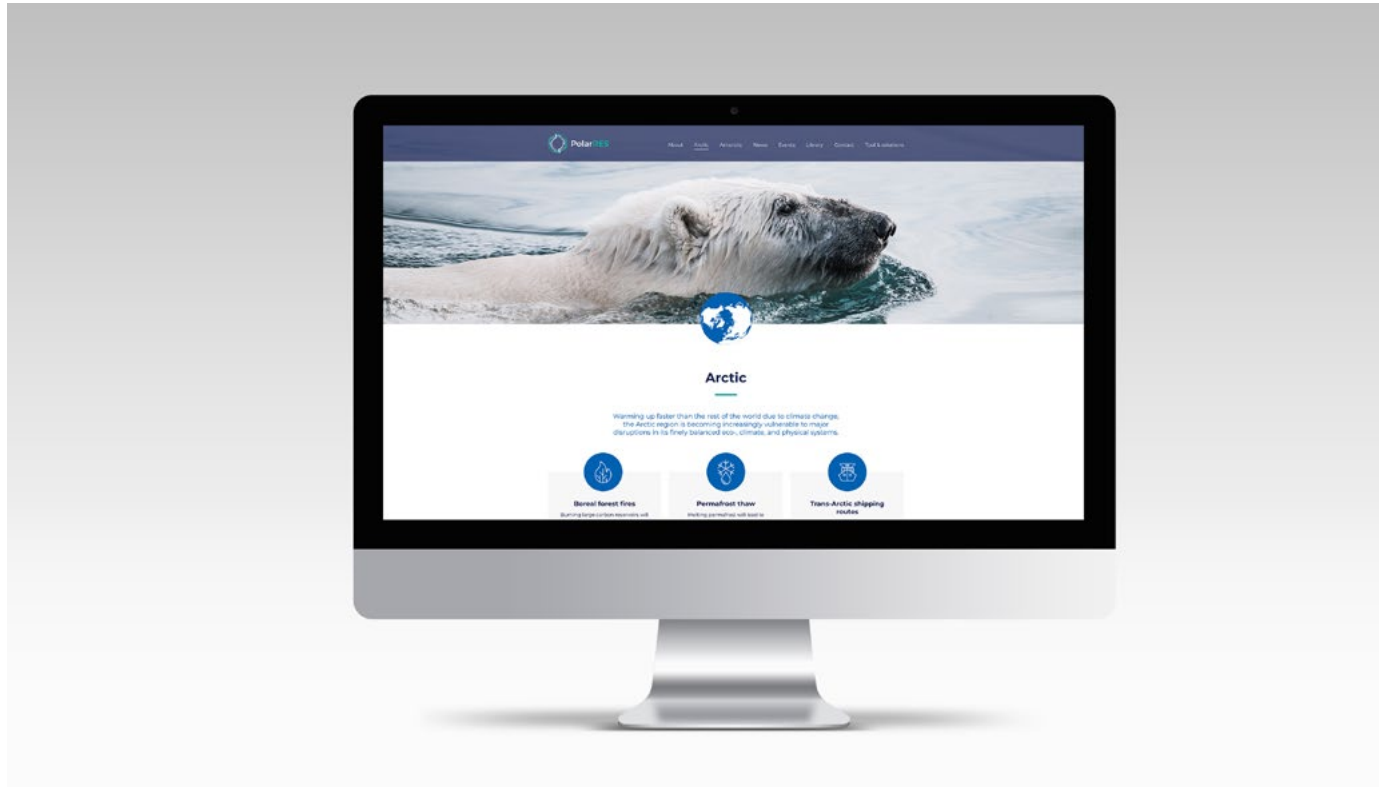
English

Client

Horizon Europe

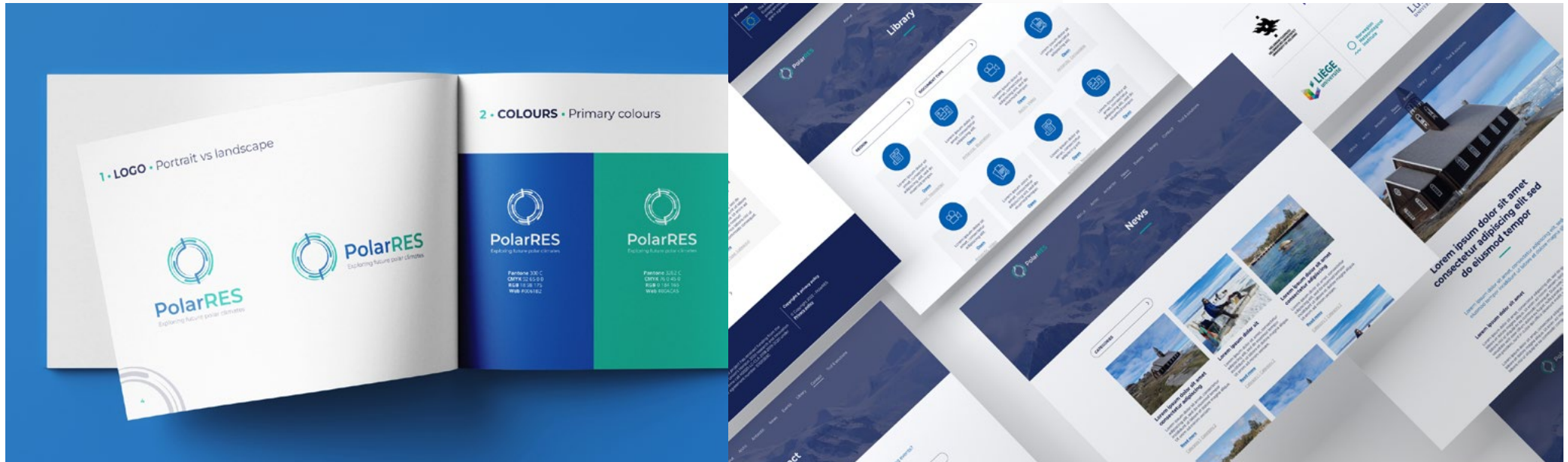
2021-2025

polarres.eu



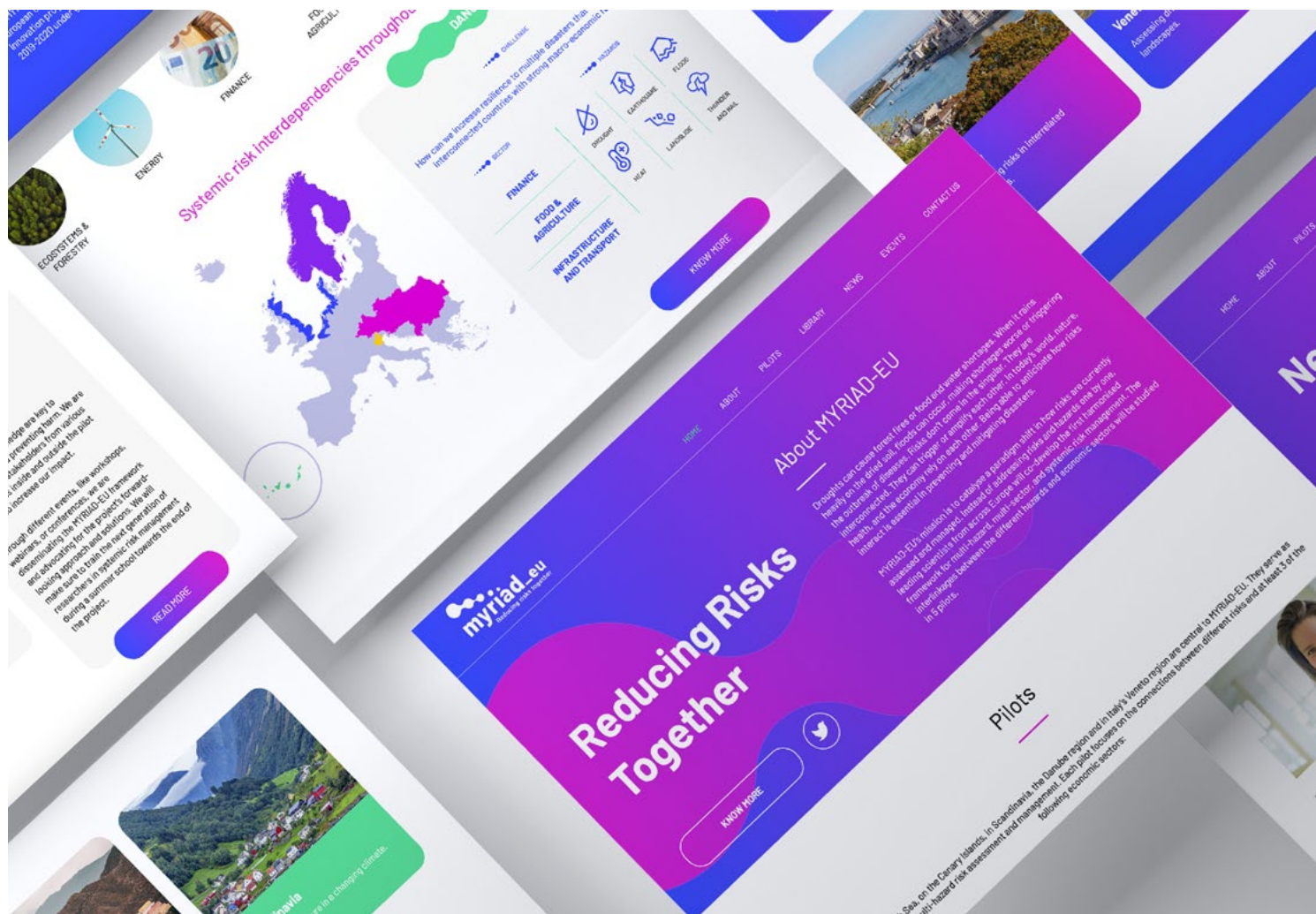
Our Work

- Visual identity and brand image
- Communication campaigns
- Website
- Events and awareness campaigns
- Content Production



• 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

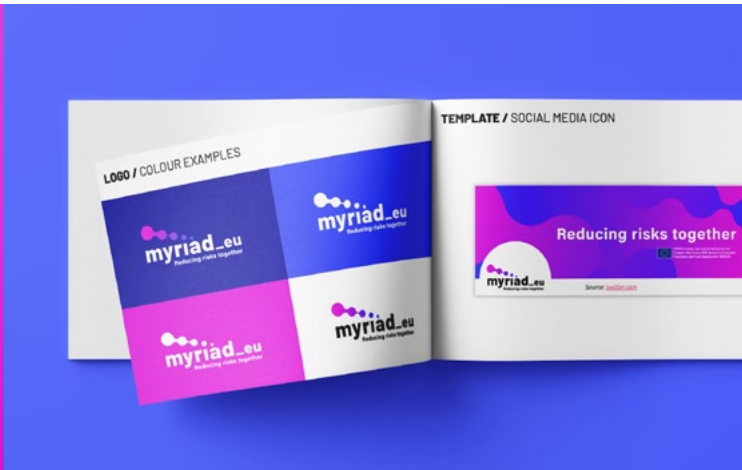
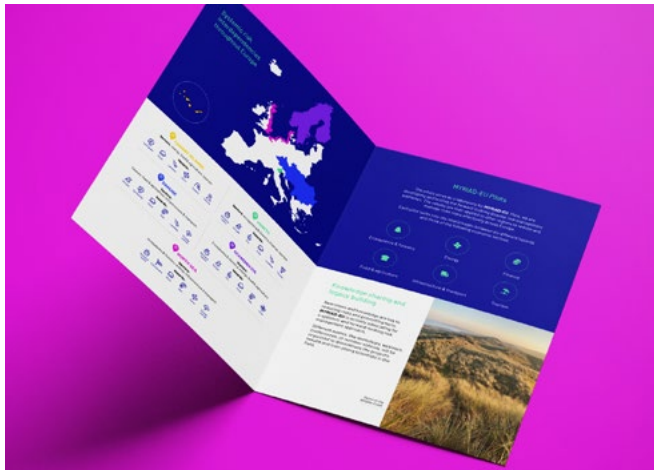
English

Client

Horizon 2020

2021-2025

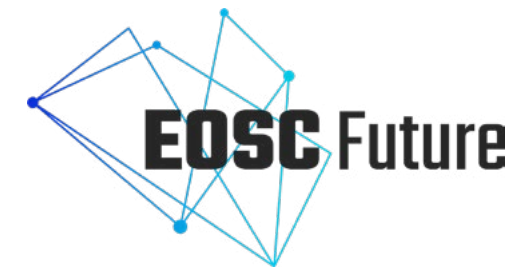
myriadproject.eu



- Graphic Identity
- Brand Guidelines
- Website
- Social media management
- Videos
- Content development
- Print material
- Content development
- Events and workshops

• 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

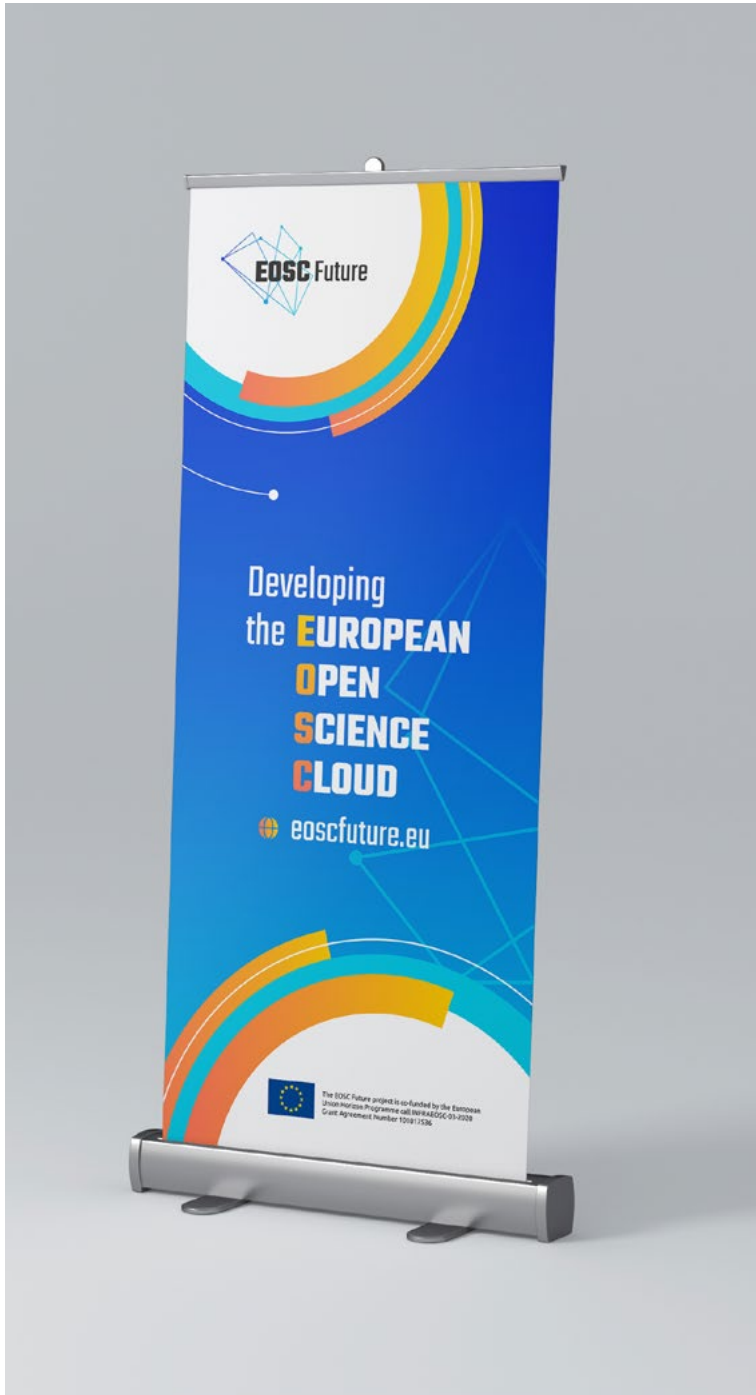
English

Client

Horizon 2020

2021-2023

eoscfuture.eu



Our work

- Visual identity
- Website content development and updating
- Social media management
- Editorial creation and content strategy
- Drafting and dissemination of news items
- Print materials
- Events and workshops
- Development of a card game



• 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.



Languages

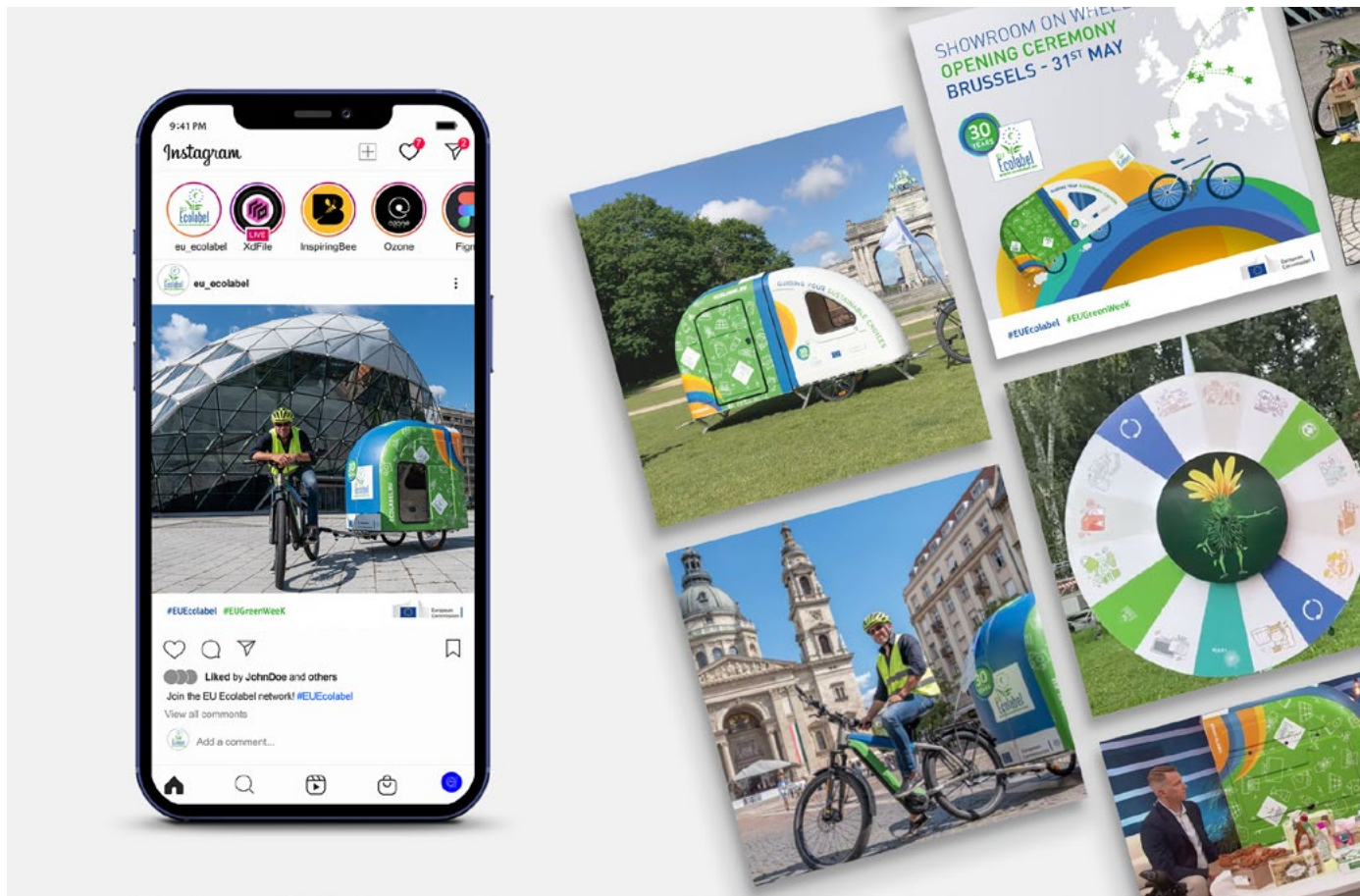
24 languages

Client

European Commission
– DG Environment

2017-2024
(Several contracts)

ecolabel.eu



• Showroom on Wheels

For the past three years, Arctik has been organising EU Ecolabel showrooms in various European capitals, including Brussels, Paris and Berlin. In 2022, to mark the 30th anniversary of the label, Arctik is rethinking the concept by making it mobile with the «Showroom on Wheels».

Format

Bicycle-drawn caravan

Date

2022 - 2023



• 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

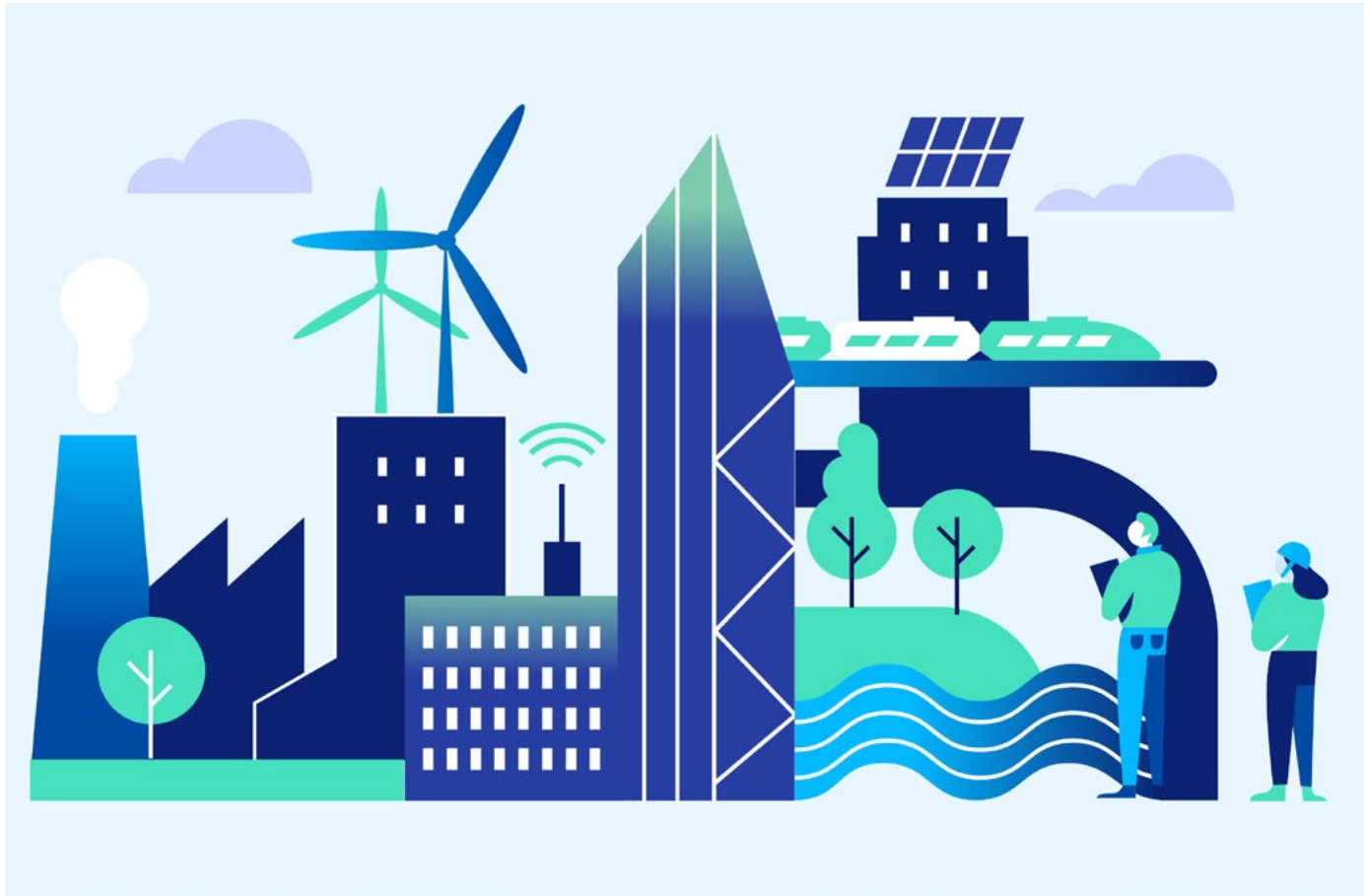
English

Client

European Commission
- DG Grow and EASME

2019-2025

intelligentcitieschallenge.eu



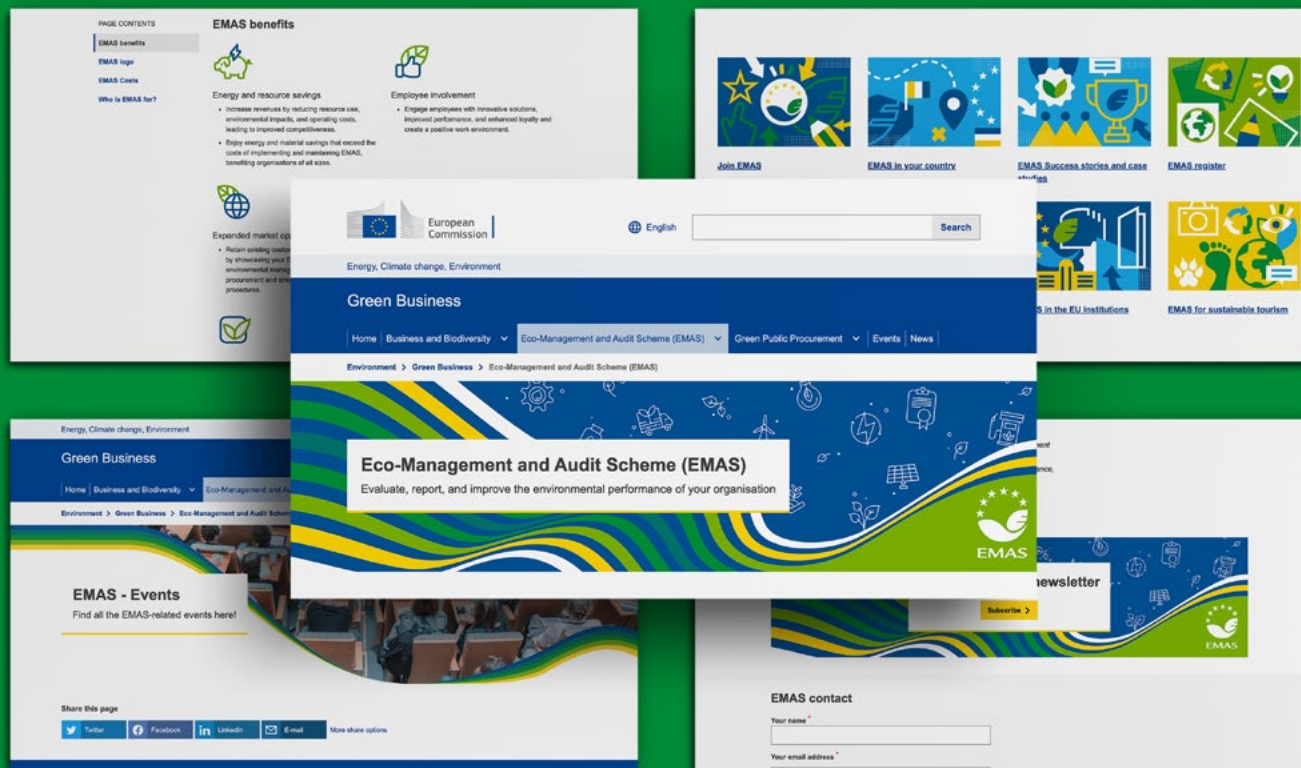
Our work

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



• 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's
- DG Environment

2019-2023

green-business.ec.europa.eu



Our work

- Communications strategy
- Website
- Editorial strategy
- Dissemination and stakeholder events
- Design and graphics
- Relations with Commission clients



• 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.



Languages

24 languages

Client

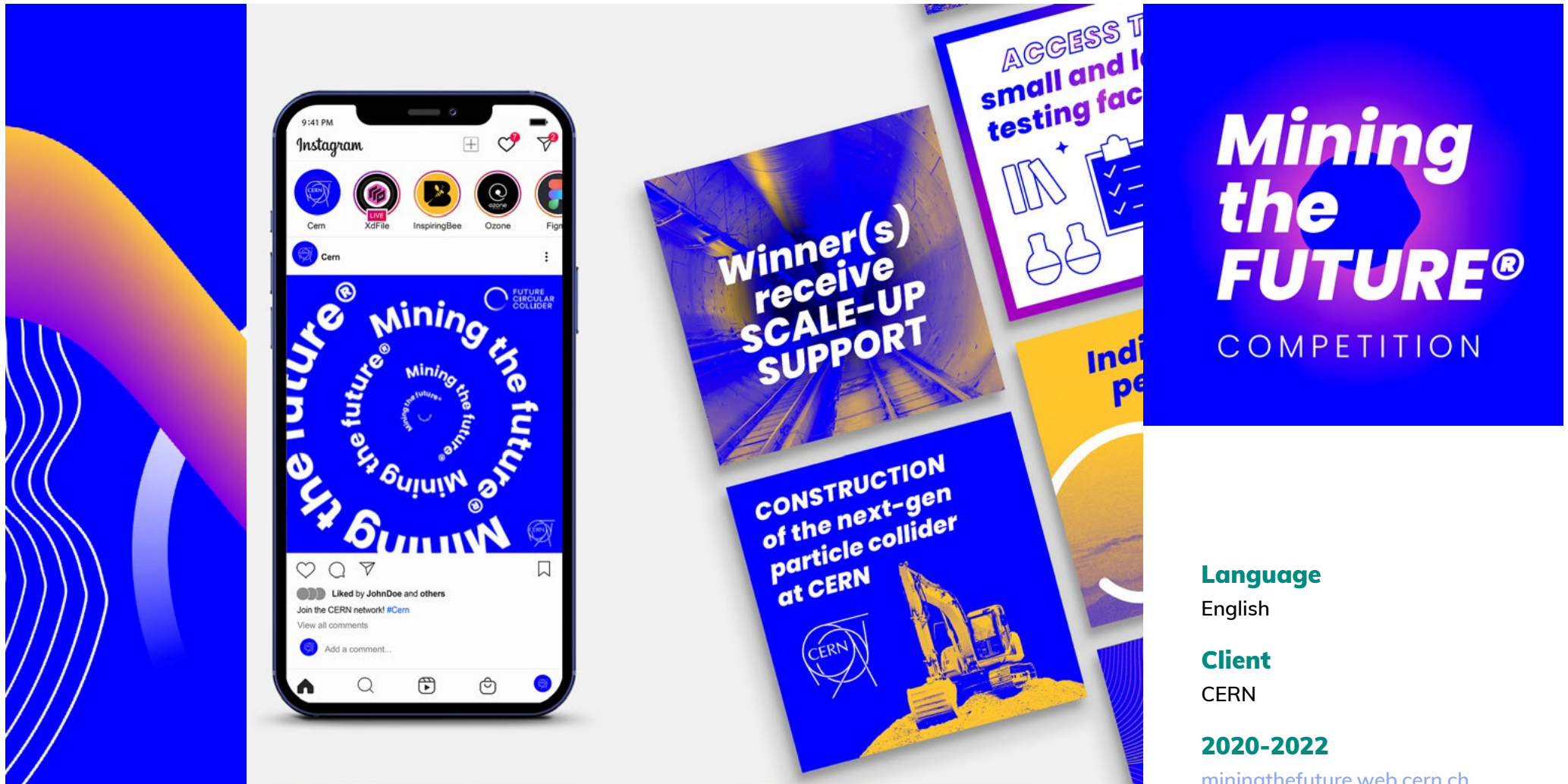
European Commission
- DG Justice & Consumer rights

2021

mycitizenrights.eu

• 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



Our work

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





#OurStories Videos

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.

Format

1020x1080 - 2''30'

Language

English

Date

2023





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