

Arctik<sup>®</sup>

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.

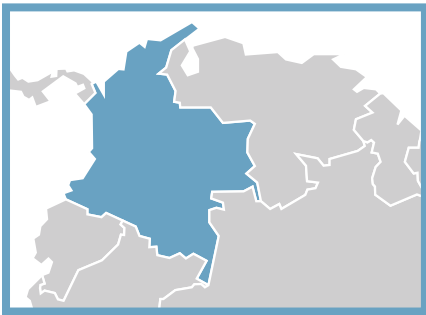
[www.arctik.eu](http://www.arctik.eu)



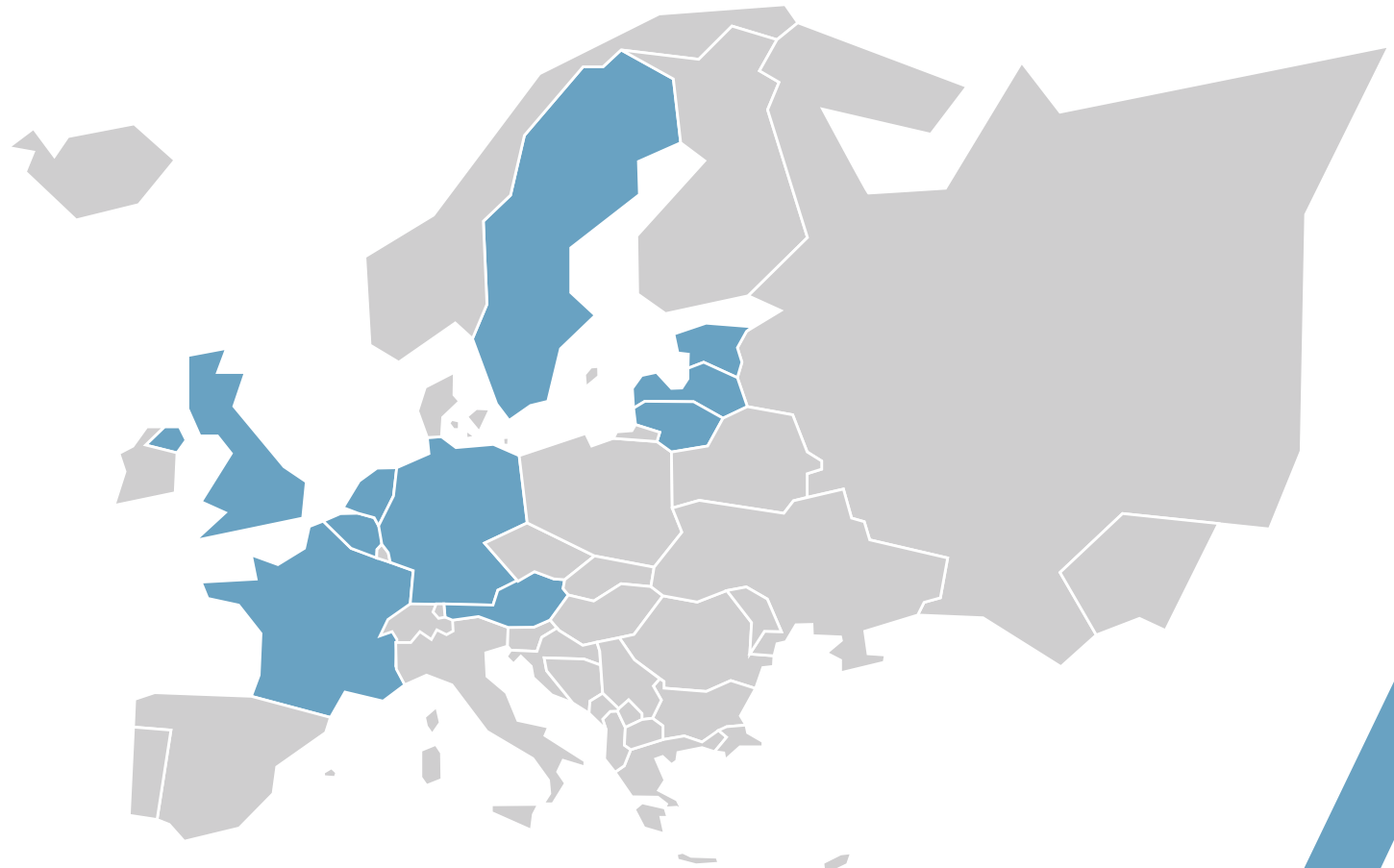
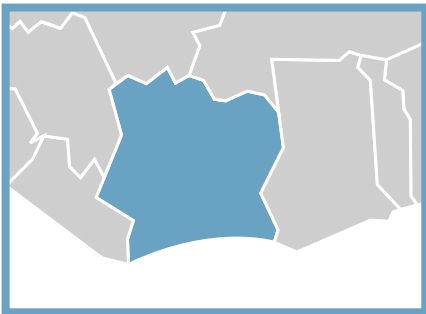
# OUTREACH

- **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



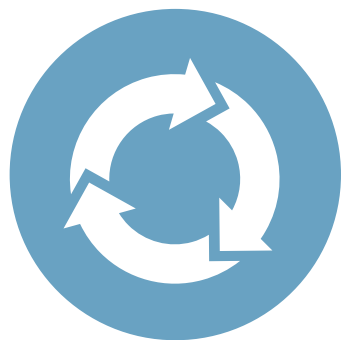
Ivory Coast



# OUR SOLUTIONS



# 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**  
Project manager

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.



**Anna DUNNE**  
Senior communications consultant

Anna is a senior communication consultant, managing communication projects with a focus on European public affairs and sustainability.

Before joining Arctik, Anna was communications adviser at a European trade association representing the technology sectors in engagement with the EU institutions. Prior to this she worked as a senior copywriter at a German communications agency serving corporate clients in the digital and engineering industries. She has also completed a traineeship at the European Parliament's Directorate-General for Internal Policy.

Anna holds a BA in European Studies from Trinity College Dublin and an MA in EU Governance from the University of Tübingen. She is a native English speaker, is fluent in German, and speaks some French and Spanish.





## **Nicolas BAYGERT**

### **Communication strategist**

Nicolas is working as an external consultant for ARCTIK, providing strategic advice on political communication and Public affairs.

Nicolas teaches at Sciences Po Paris, CELSA, the Université Libre de Bruxelles (ULB) and at the Institute for Higher Social Communication Studies (IHECS), where he leads PROTAGORAS, a Think Tank dedicated to political and public communication.

Nicolas Baygert holds a PhD in Information and Communication at CELSA (Paris IV-Sorbonne) and at the Université Catholique de Louvain (UCL).



## **Camille DIFFERDANGE**

### **Communication consultant**

Camille Differdange joined Arctik in 2019 as a Junior Communication Consultant. She takes part of various Belgian and EU projects, with a focus on social media and event planning. She also coordinates all the graphic requests coming to Arctik.

Camille holds a Master degree in Corporate Communication and Marketing from Université Libre de Bruxelles. Her major research topic was the Environmental Communication.



## **Chloé DE RADZITZKY**

### **Communication consultant**

Chloé is a communication enthusiast!

She joined Arctik as a communication consultant. She executes stakeholders' engagement strategies on circular economy, resource efficiency and innovation projects.

Chloé holds an MSc in Middle East Politics from the School of Oriental and African Studies, University of London. She is fluent in French and has a good command of English.







## **Galadrièle GOLDBERG**

### **Graphic designer**

Galadriel joined Arctik as an in-house graphic designer in 2020.

She works hand in hand with the rest of the creative team to produce neat and creative visuals for print and web design, enriching the visual identities and communication objectives of the company.

Before joining the team, she has worked as an Art director, graphic designer, and program officer in Shanghai, Budapest, and Brussels. Galadriel holds an MA in Art Direction and a Bachelor's Degree in graphic design (ESAG Penninghen, Paris). She is fluent in French and English and speaks some Mandarin.



## **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.



## **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.





**Quentin KETELAERS**  
Creative director



**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.



**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...



**SHOWCASES**



# 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.

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Date: 2019

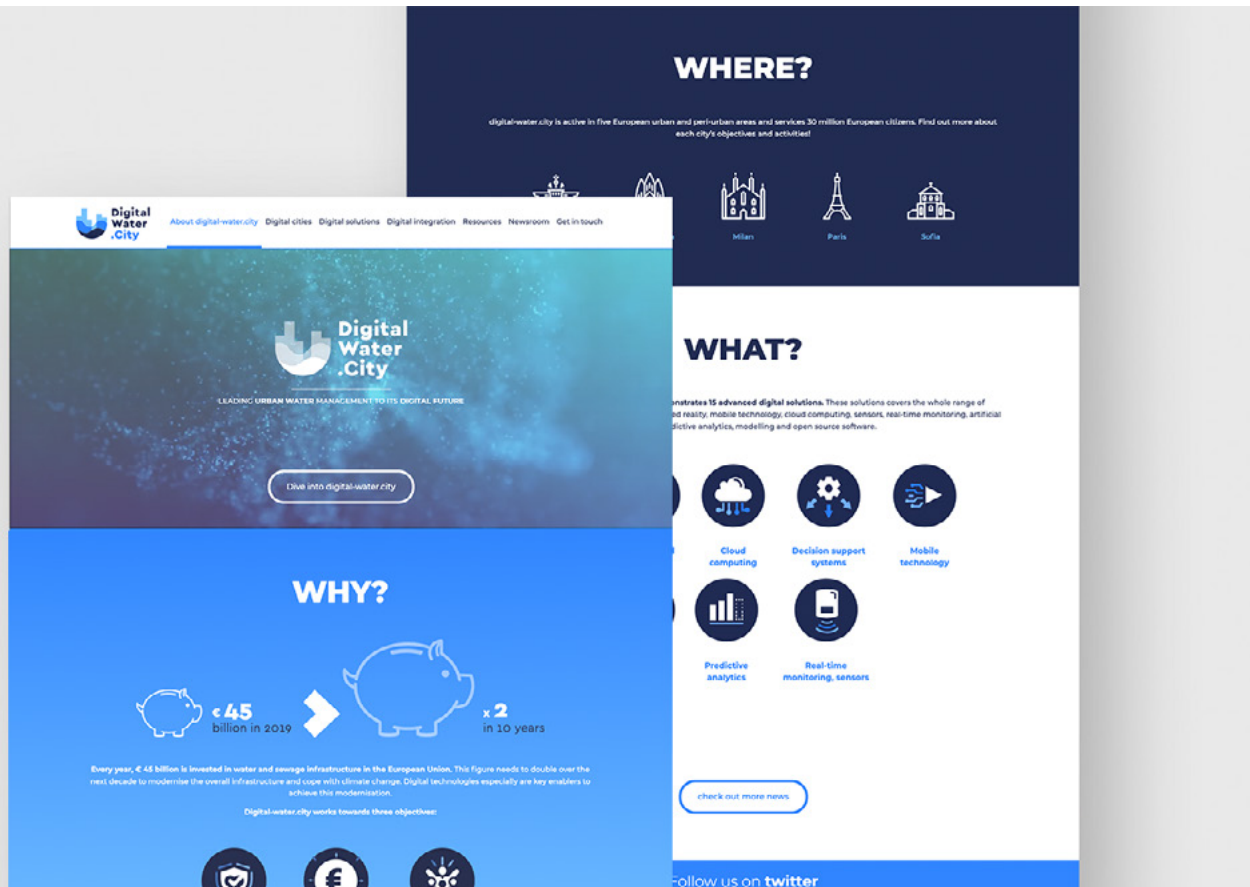
[www.circulareconomybook.brussels](http://www.circulareconomybook.brussels)



- > 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)

# 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

[www.digital-water.city](http://www.digital-water.city)



# digital-water.city has a new website!

Dive into the digital future of  
urban water management.

 digital-water.city has received funding from the European Union's H2020 Research and Innovation Programme under Grant Agreement No. 820954



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



## Leading urban water management to its digital future.

### Objectives:

- the protection of human health
- the increase of performance and return on investment of water infrastructures
- the involvement of citizens in urban water



Health  
Protection



Performance and  
return on investment



Public  
involvement

digital-water.city  
digitalwater\_eu

 digital-water.city has received funding from the European Union's H2020 Research and Innovation Programme under Grant Agreement No. 820954

# 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





# RECEIPT

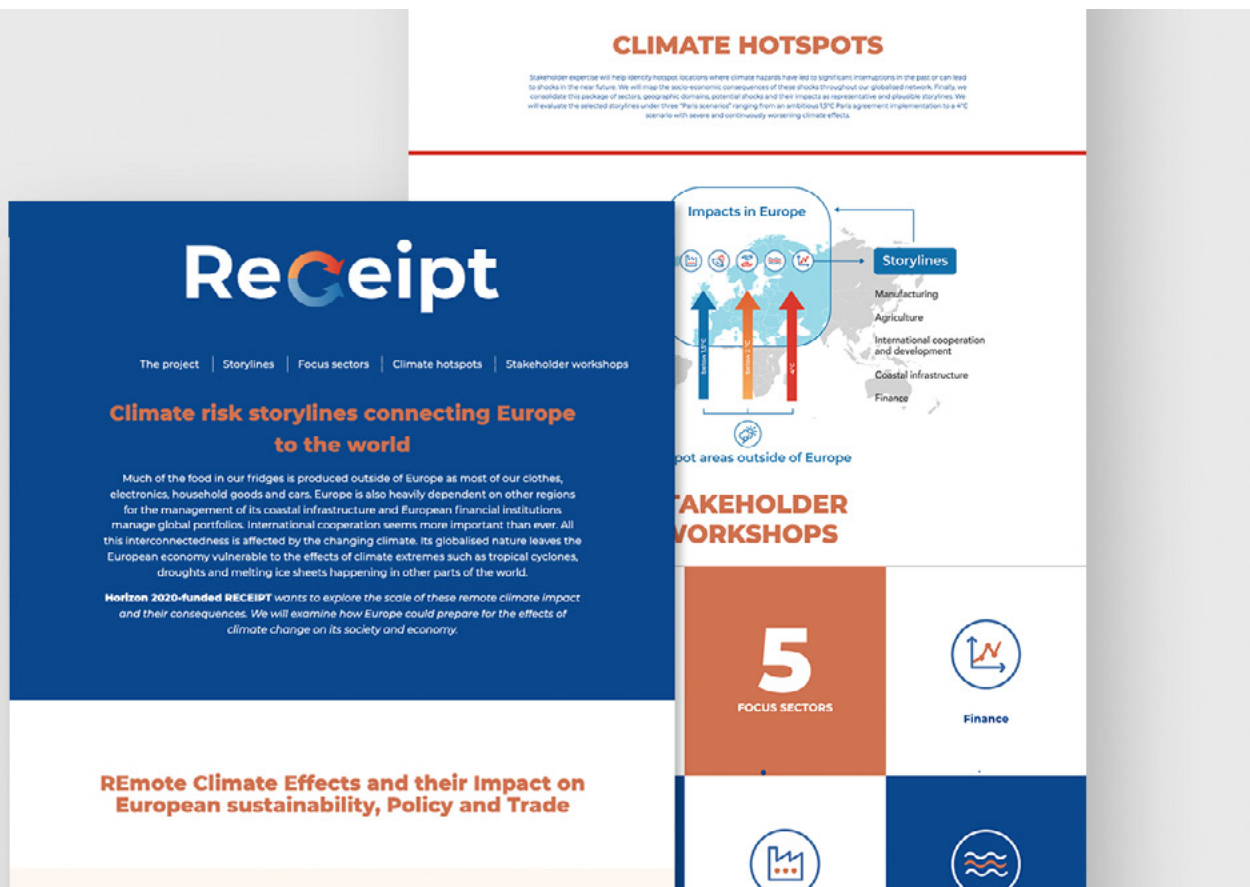
## REmote Climate Effects and their Impact on European sustainability, Policy and Trade

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

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



# Climate risk storylines connecting Europe to the world

ReCeipt

#climatestorylines



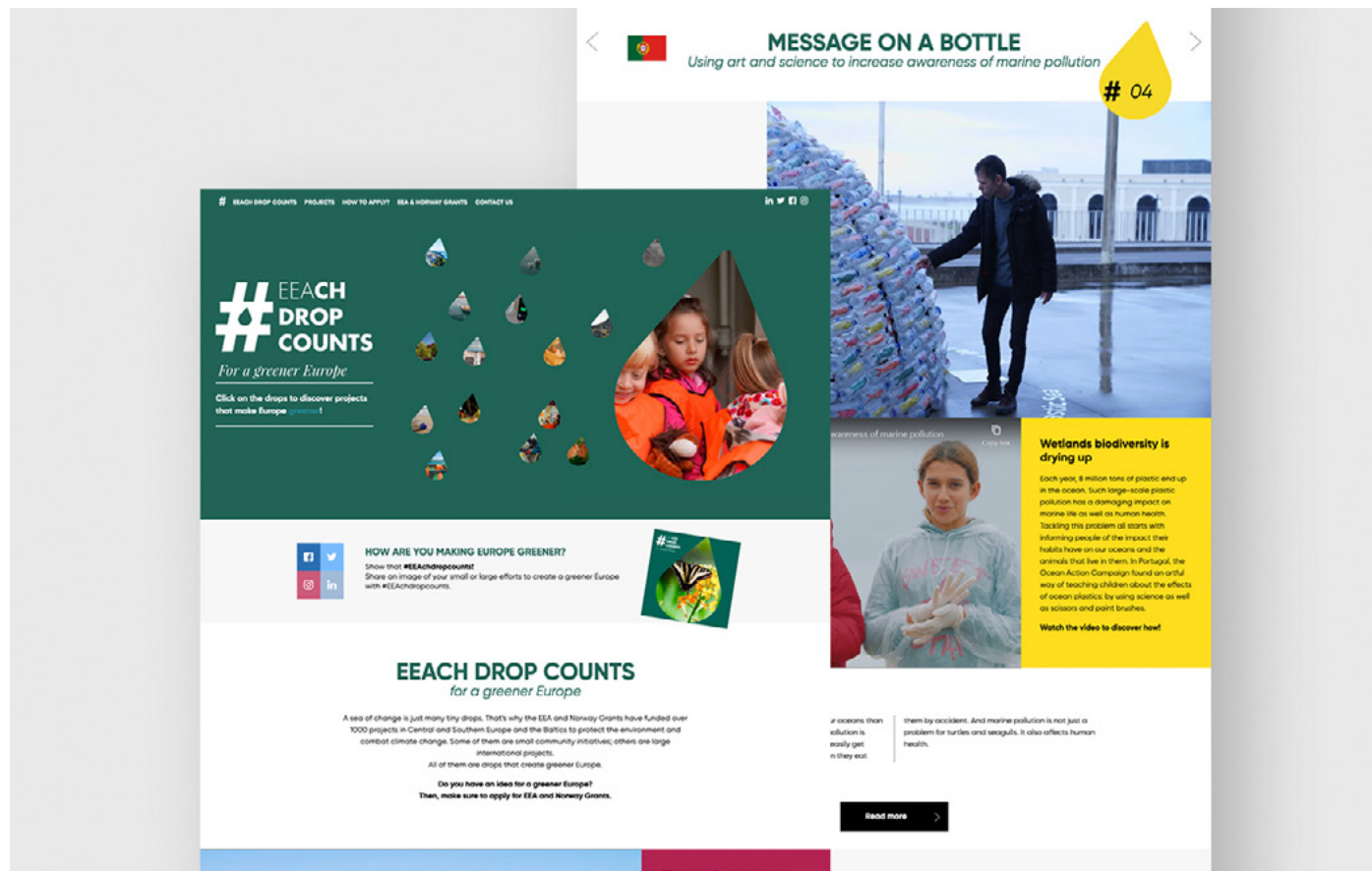
RECEIPT has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 620712

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



# #EEACHDROP COUNT

For a Greener Europe



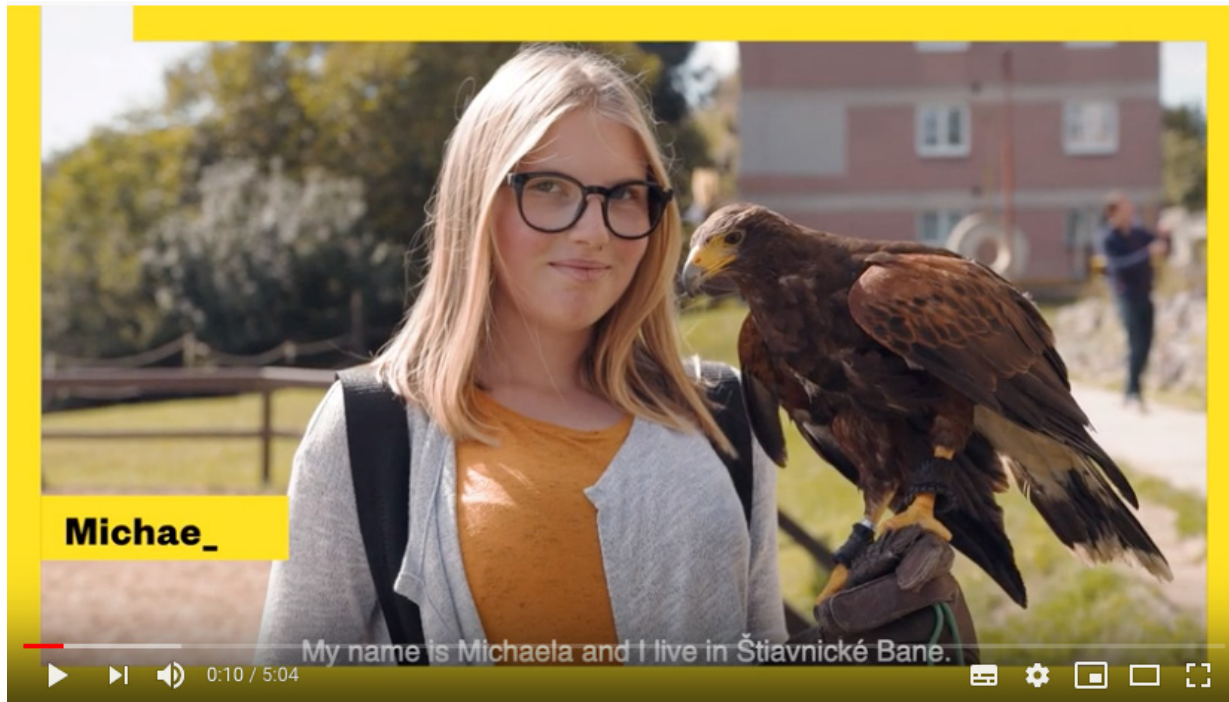
A sea of change is just many tiny drops. That's why the EEA and Norway Grants have funded over 1000 projects in Central and Southern Europe and the Baltics to protect the environment and combat climate change. All of them are drops that create greener Europe.

Client: EEA Grants - Norway Grants,  
Financial Mechanism Office

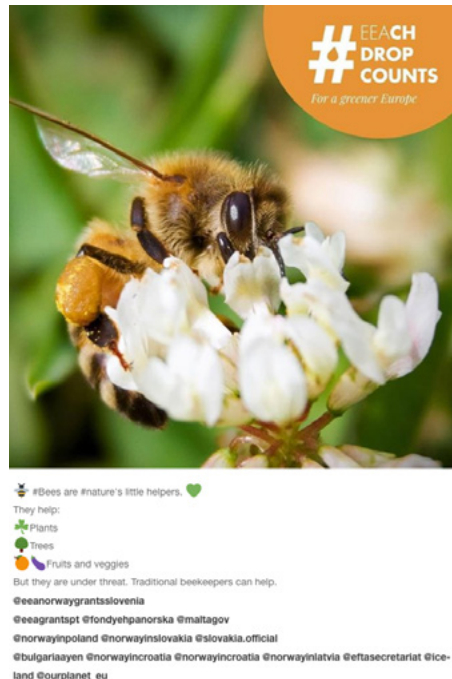
Date: 2019

[www.eeagrants.org](http://www.eeagrants.org)





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



# 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.

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Client: EASME

Duration: 2016 – 2019

[www.resourceefficient.eu](http://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

# IMPREX




## ~ Stories ~

IMPREX 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

IMPREX helps Sara to assess the possibility of compound events in 'current' and 'future' climate conditions.






### Averting threats to hydropower production

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



### Optimised long-term decision-making

Mike improves harbor sediment management with the support of IMPREX.




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#### ural sector

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#### 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  
water sector




#### VASSILIS

Head of Water  
Managing Commit-  
tee, Peloponnese valley,  
Greece



#### MARIEKE

Water Strategy  
Advisor,  
Province of Brabant,  
The Netherlands

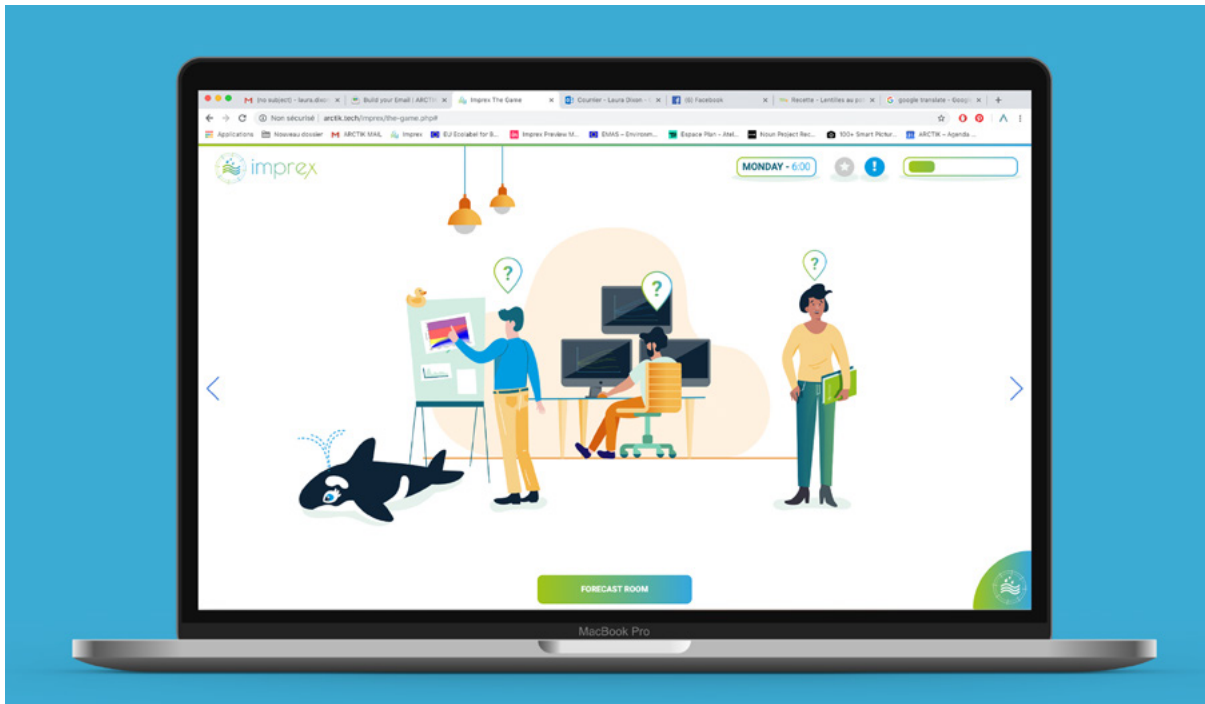


#### SARA

Manager,  
Water treatment  
plants, Spain

IMPREX 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  
Duration: 2015 – 2019  
[www.imprex.eu](http://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





# 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.

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Client: European Commission  
DG Research & Innovation

Duration: 2015 – 2018

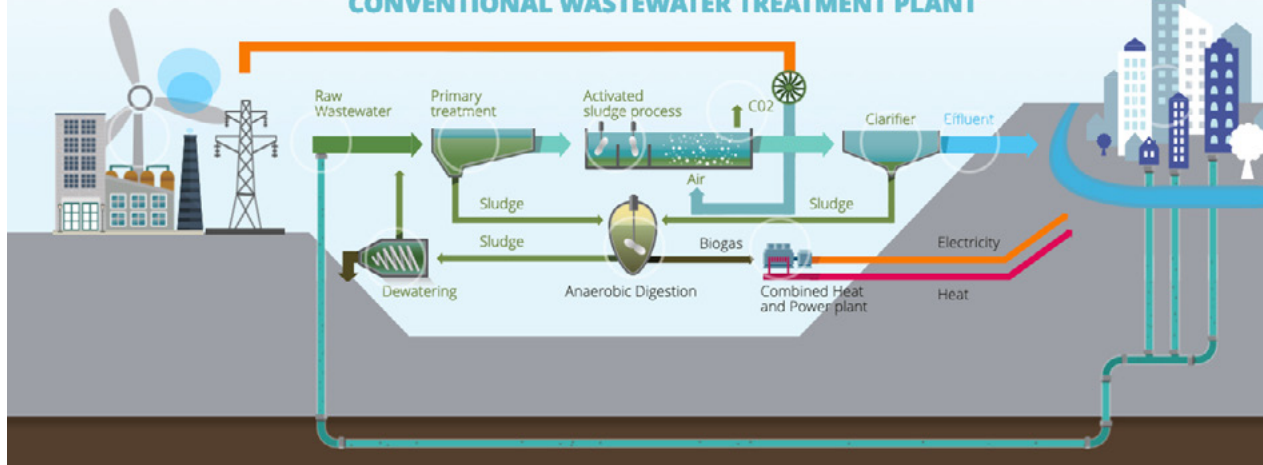
[www.Powerstep.eu](http://www.Powerstep.eu)



Why should we care about wastewater?

Click here to upgrade your city

### CONVENTIONAL WASTEWATER TREATMENT PLANT



- > 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

# EU ECOLABEL

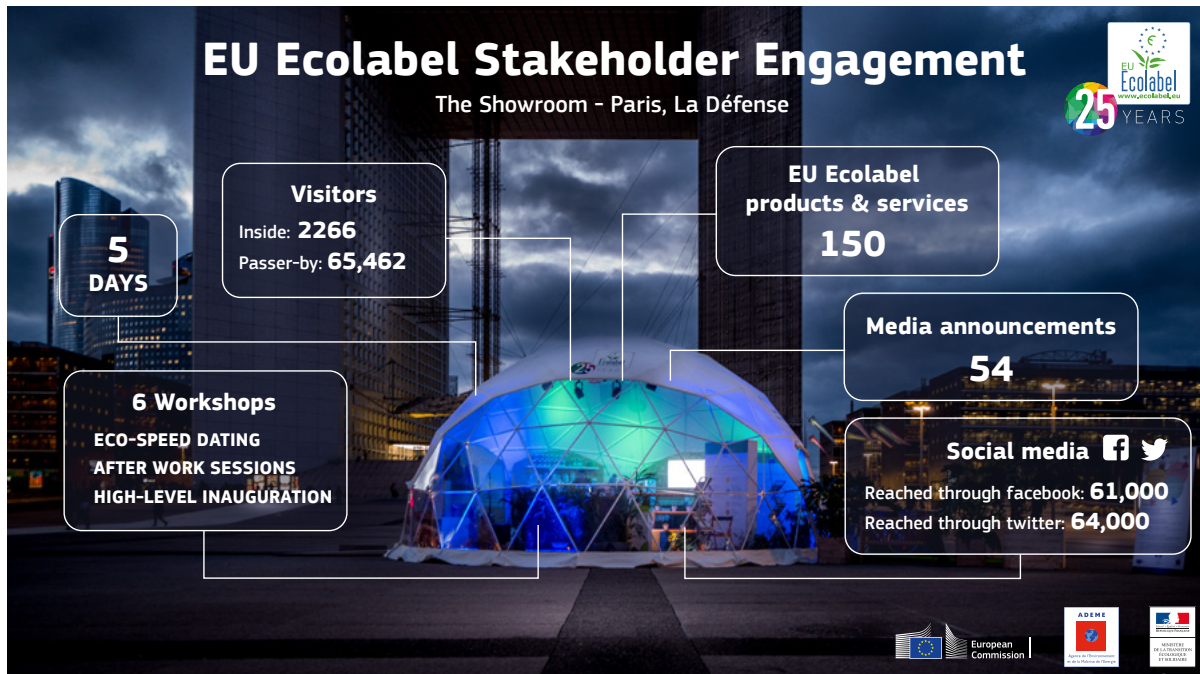


EU Ecolabel helps customers identify products with a voluntary label promoting environmental excellence which can be trusted.

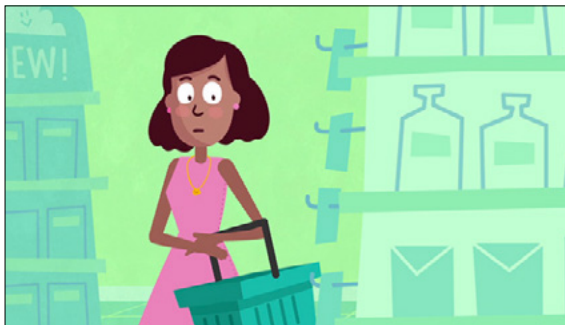
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Client: European Commission  
DG Environnement  
Duration: 2017 – 2018  
[www.ecolabel.eu](http://www.ecolabel.eu)





- > 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



# 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

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Client: Region Bruxelles-Capitale

Duration: 2016 – 2020

[www.circulareconomy.brussels](http://www.circulareconomy.brussels)



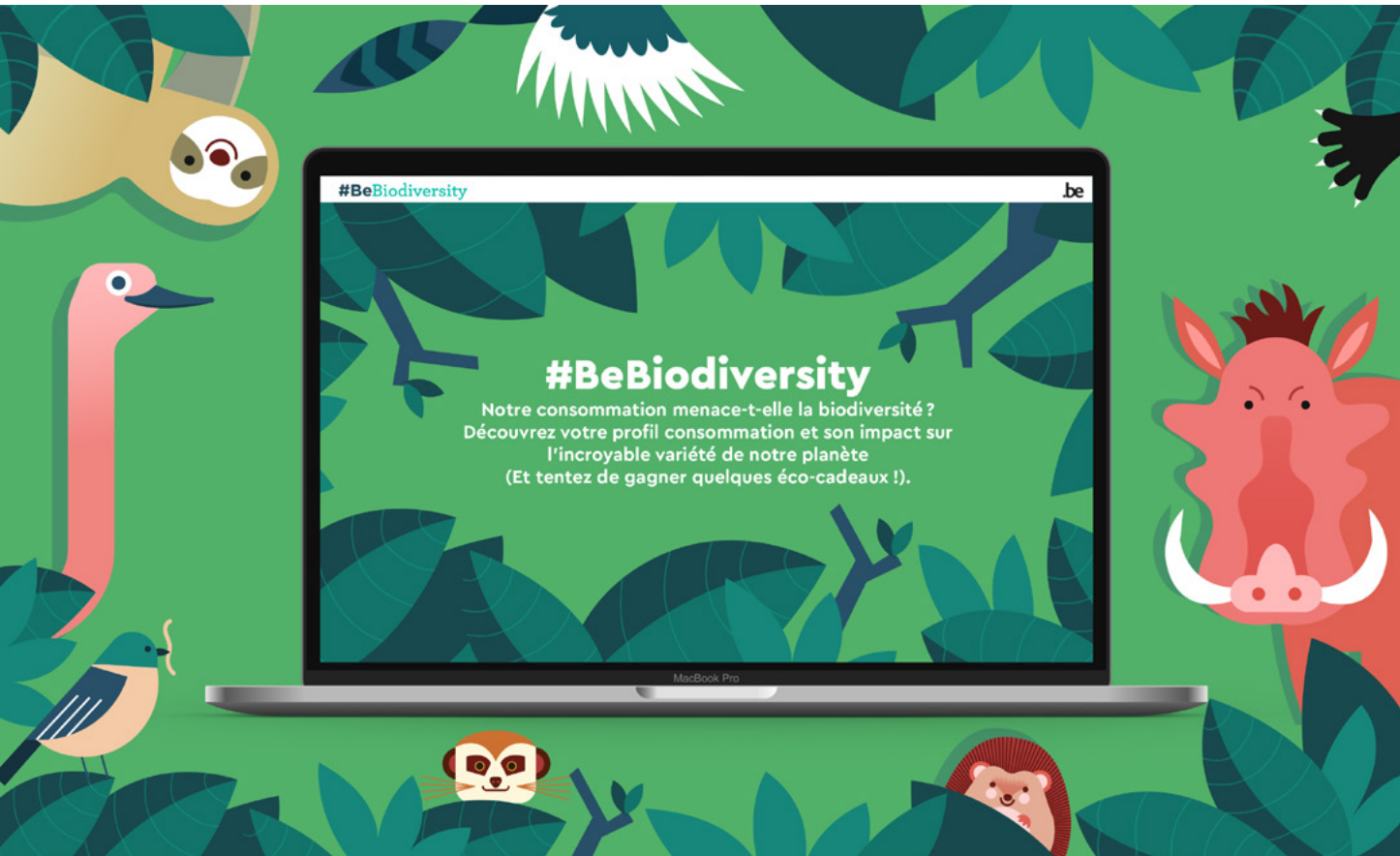




- > Visual identity and branding
- > Webdesign
- > Design communication strategy
- > Organise annual conference and awards ceremony
- > Dissemination of good practices and policy change
- > Local businesses collaboration (3R, new business models, construction)
- > Draft monthly articles for newsletter 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



# BE Biodiversity

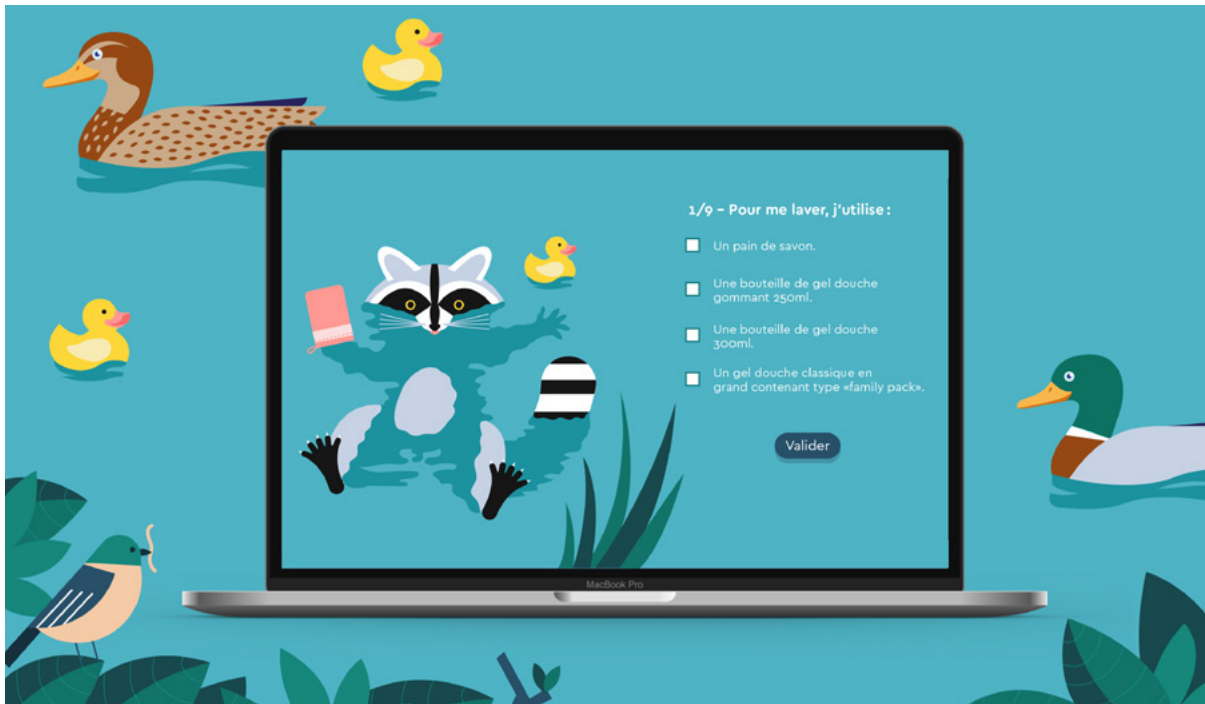


SPF developed an educational survey to raise awareness among citizens highlighting the link between particular aspects of biodiversity and their daily consumer actions.

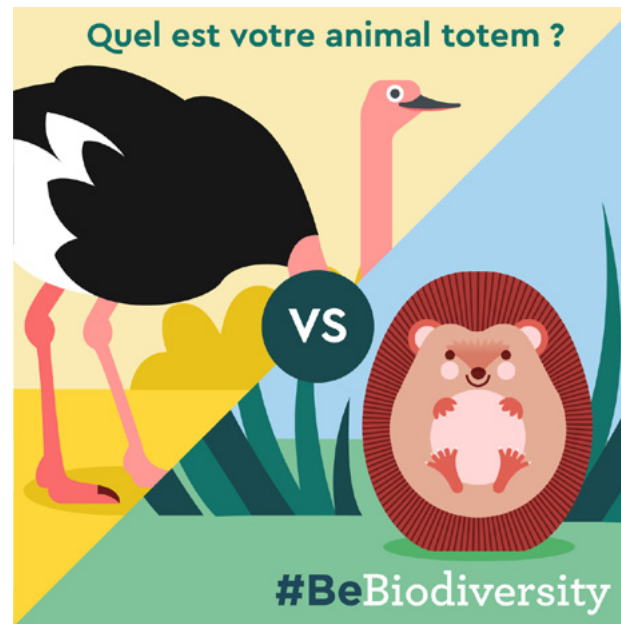
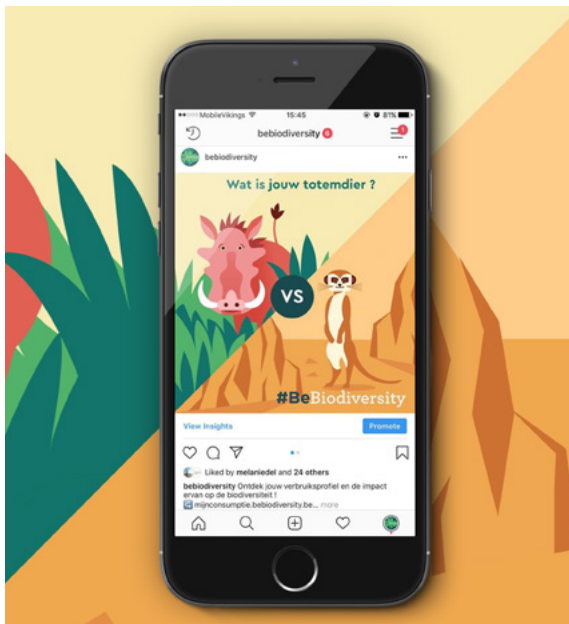
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Client: SPF Public health, food chain safety and environment. Multilateral and Strategic Affairs Services.

Duration: 2018 – 2019  
[arctik.tech/bebio](https://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





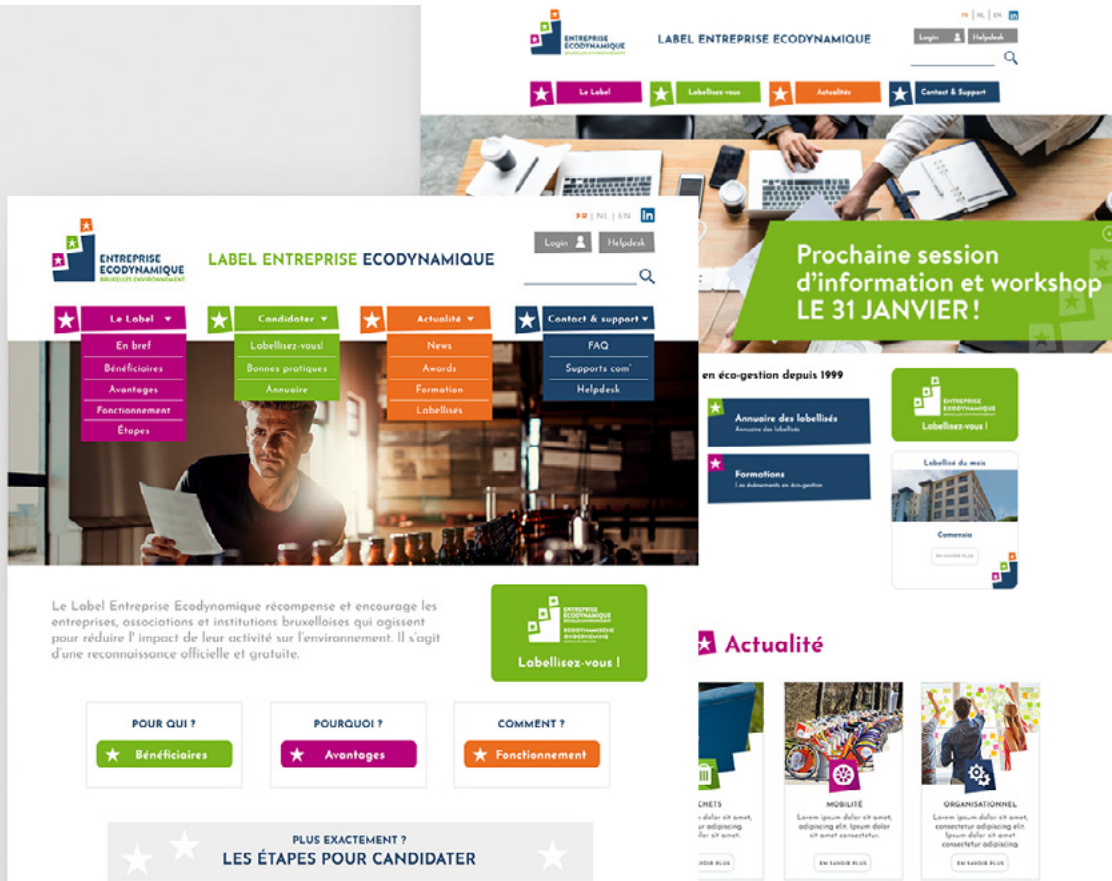
# ECODYNAMIC ORGANISATION LABEL

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

Duration: 2018 – 2020

[www.ecodyn.brussels](http://www.ecodyn.brussels)



# LE MANAGEMENT ENVIRONNEMENTAL, ÇA RAPPORTE QUOI?

Bénéfices et réalisations concrètes



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

Conférence & débat | Cérémonie de Labellisation | Networking cocktail

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



## DÉCOUVREZ LES NOUVEAUX LABELLISÉS **ENTREPRISE ECODYNAMIQUE !**

Labellisez-vous !



# ARCTIK.EU

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