

01 Dokumentation

Vorstellung des Instituts

Wir haben uns für dieses Institut entschieden weil:

- Thema Umwelt interessiert uns
- CD veraltet und bräuchte ein redesign



01 Präsentation

Vorstellung des Instituts / 01 Wer?

Name: Ecologic Institut

- **Ziel:** Die Umweltpolitik in der Europäischen Union und auch International voranzutreiben.
- Das Institut funktioniert wie ein Wissensgarten – Wissen aneignet, weitergibt und für Austausch sorgt (Wissende zusammenbringt).
- Das Ecologic Institut ist in Berlin, Brüssel und Washington DC präsent und wurde in 1995 gegründet.
- Heute arbeiten über 100 Mitarbeiterinnen und Mitarbeiter für das Ecologic Institut. Sie kommen aus über 25 Ländern.
- Das Ecologic Institut ist ein privater, unabhängiger, wissenschaftlicher Think Tank für umweltpolitische Forschung und Analyse. Seit seiner Gründung 1995

01 Präsentation

Vorstellung des Instituts / 01 Wer?

bringt das Institut neue Erkenntnisse und Ideen in die Umweltpolitik ein.

- (Als Denkfabrik – oder auch Thinktank werden Institute bezeichnet, die durch Erforschung, Entwicklung und Bewertung von politischen, sozialen und wirtschaftlichen Konzepten und Strategien Einfluss auf die öffentliche Meinungsbildung nehmen und sie so im Sinne von Politikberatung fördern. Einige Denkfabriken vertreten dabei eine bestimmte politische oder ideologische Linie, die aggressiv beworben wird, um politische Debatten zu beeinflussen.)

01 Präsentation

Vorstellung des Instituts / 02 Tätigkeitsbereich:

- **Das Ecologic Institut bietet unabhängige Expertenberatung zu umweltpolitischen Entwicklungen in der EU, nachhaltigem Boden- und Wassermanagement, Klimaschutz und Anpassung an den Klimawandel, wirtschaftlicher Bewertung der biologischen Vielfalt und Ökosystemdienstleistungen**. Das Ecologic Institut war als Koordinator oder Partnerinstitution an zahlreichen RP6 und RP7 Projekten sowie an nationalen Forschungsprojekten und Serviceverträgen für die Europäische Kommission und andere Sponsoren beteiligt. Zu den aktuellen und jüngsten Projekten des Ecologic Instituts, die sich mit nachhaltigen Landmanagement-, Bodenschutz- und Bodendegradationsprozessen befassen, gehören unter anderem: RECARÉ, SmartSOIL, LEDDRA, PICCMAT, GLOBALANDS (Global Land Use and Sustainability), EUSOIL (Bewertung von Bodenschutzmaßnahmen), ökonomische Bewertung von Bodenökosystemfunktionen und ökosystembasierte Ansätze zur Anpassung und Minderung des Klimawandels.

01 Präsentation

Vorstellung des Instituts / 02 Tätigkeitsbereich:

- Ergebnisse zu generieren, die gesellschaftlich und politisch relevant sind. Ihre Forschungsleistung besteht darin, Lösungen für aktuelle Problemlagen zu finden
- Das Ecologic Institut verfügt über langjährige Erfahrung in der Koordination von nationalen und europäischen Forschungsprojekten. Derzeit koordiniert das Ecologic Institut eines von sieben KLIMZUG-Projekten, die vom Bundesministerium für Bildung und Forschung (BMBF) und sechs EU-Forschungsprojekten gefördert werden.
- Die **Wissenschaftlerinnen und Wissenschaftler** im Ecologic Institut **veröffentlichen** jedes Jahr **zahlreiche Beiträge** in referierten sowie nicht-referierten Zeitschriften. Hinzu kommt die Publikation von Monographien in angesehenen Wissenschaftsverlagen, die umfassende Darstellungen zu verschiedenen aktuellen Problemen aus den Themen- schwerpunkten des Ecologic Instituts bieten.

01 Präsentation

Vorstellung des Instituts / 04 Finanzierung:

- Das Ecologic Institut finanziert sich als **privates, gemeinnütziges Institut** durch Projekte. **Geldgeber** sind u.a. die **Europäische Kommission**, das Europäische **Parlament**, das **Bundesumweltministerium**, das **Bundesforschungsministerium**, das **Umweltbundesamt** sowie diverse **Stiftungen**.

01 Präsentation

Vorstellung des Instituts / 03 Zielpublikum:

- **Politische Persönlichkeiten** und **Gremien**, andere **ForscherInnen**
- **Sponsoren**, die Geld einbringen.
- **Die breite Öffentlichkeit** (zu Bildungszwecken über Youtube und Facebook)
- **Studenten**: sehr aktiv an Universitäten, um ihre Forschungsprojekte vorzustellen, einige Mitglieder des Instituts haben Lehraufträge an mehreren Universitäten. Wissenschaftler des Ecologic Instituts teilen ihr Wissen durch Lehraufträge. (Johns Hopkins University (USA), Braunschweig University of Technology (TU Braunschweig), Bremen University of Applied Sciences, University of Tübingen, University of Strathclyde (UK))

01 Präsentation

Vorstellung des Instituts / Wichtigste:

- Ziel: Umweltpolitik anzutreiben
- Das Institut hat eine langjährige Erfahrung in der Koordination von internationalen / europäischen Forschungsprojekten.
- Wissen aneignet & weitergibt —> führt so zu Austausch von Wissen & führt zu so zu neuen Erkenntnissen.
- Das Institut ist ein privater unabhängiger wissenschaftlicher ThinkTank.
- Die Forschungsleistung des Unternehmens besteht vor allem darin, Lösungen für aktuelle Problemlagen zu finden.

01 Präsentation

Kritik / Verbesserungsvorschläge:

01 Logo veraltet



01 Präsentation

Kritik / Verbesserungsvorschläge:

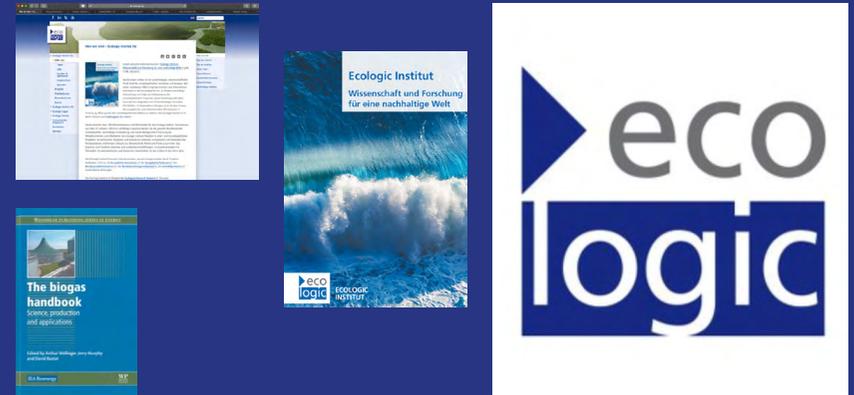
• 03 Website ist unübersichtlich / Als Unwissender ist es schwierig an die richtige Informationen zu kommen. Die Seite ist zudem auch miserabel in der responsive Variante ausgeführt.



01 Präsentation

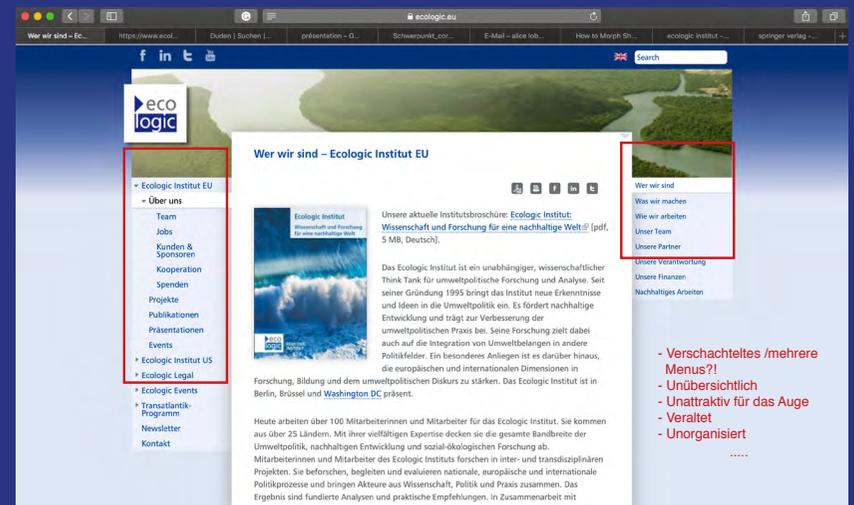
Kritik / Verbesserungsvorschläge:

• 02 Bild / Farb und Typowelt sind veraltet und für das Auge nicht attraktiv. Das Ganze wirkt in seinem ästhetischen Auftreten, wie ein Erscheinungsbild aus den 00er Jahren.



01 Präsentation

Kritik / Verbesserungsvorschläge:



- Verschachteltes /mehrere Menus?!
- Unübersichtlich
- Unattraktiv für das Auge
- Veraltet
- Unorganisiert

01 Präsentation

Kritik / Verbesserungsvorschläge:

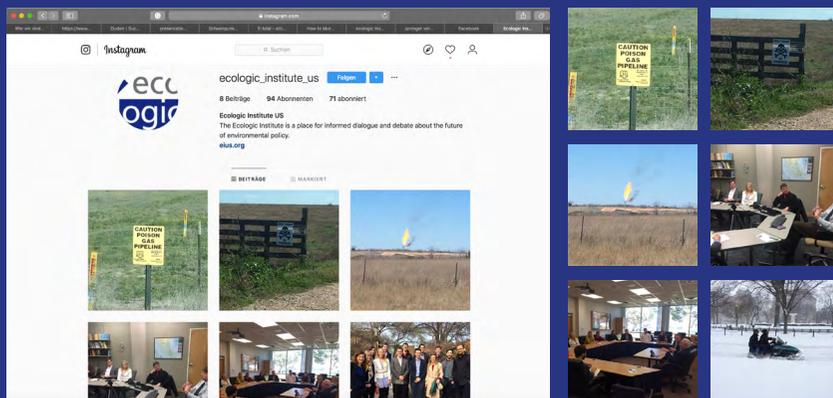


- 01* Darstellung ist eingeschränkt
- Nicht genug Raum um zu navigieren (Mit Finger fast nicht navigierbar)
- Ungläsicher Inhalt
- Hilfe? Kunde kommt nicht mehr draus
- 02* Einzelne Funktionen funktionieren nicht -> Wird daher unansich.

01 Präsentation

Kritik / Verbesserungsvorschläge:

Instagram: Ungenügendes Auftreten, schlechte Bilder (nichtssagend, schlechte Qualität), unregelmäßiges teilen von Beiträgen und Meinung/ Interessensansagen fehlen komplett.



01 Präsentation

Kritik / Verbesserungsvorschläge:

- 04 Ungenügendes Auftreten auf Socialmedia Kanälen.
- Facebook:** nicht genug präsent, uneinheitliche Kommunikation, langweiliges Auftreten, sowie ästhetisch komplett differente Bildwelten (Video).



- Alle Videos haben eine verschiedene Ästhetik.
- Auf Facebook sind sie nicht genügend aktiv und bieten nicht viele Veranstaltungen an.

01 Präsentation

Kritik / Verbesserungsvorschläge:

- 05 Die Produkte welche das Institut anbieten, sind nicht einheitlich gestaltet. Als Beispiel ihre Publikationen. Auch wenn verschiedene Verleger vertreten sind, sollte das Design eine gewisse Wiedererkennbarkeit aufweisen. (Gestalterische Sprache entwickeln.)



01 Präsentation

Was macht Sinn?:

Zielgruppen

- **Politische Persönlichkeiten**
- **Die breite Öffentlichkeit**
- **Sponsoren**

- Kommunizieren auf Facebook / Instagram
- Gute Website
- Einheitliche gute Bildschirm Präsentationen (Vortrag / Veranstaltung)
- Video

- **Studenten**

- Informationen Studiengang
- Informationen Forschungsprojekte
- Informationen Flyer die auf GUTE Website verleitet
- Website

ForscherInnen

- Publikationen / Zeitschriften
- Events —> gut Bewerben

Gestalterische Instrumente die es neu braucht.

01 BASIC

- Neues Logo / Zeichen (der Namen ist gut und muss nicht verändert werden.)
- Bild / Farb / Pattern Ausdruck
- Typografie / Sprache

02 ANWENDUNGEN, DIE SINN MACHEN

- Website
- Präsentation / Template
- Infografik Mood
- Buchreihe
- Facebook / Instagram Mood
- Flyer Anwendung
- Evt. Animation / Video

Ecologic Institut

Konkurrenzanalyse:

Ecologic Institut gehört wieder zu den 7 besten Umwelt Think Tanks weltweit. (Top Environment Policy Think Tanks Table 18)* Jetzt fragen wir frage uns natürlich, wie die 7 anderen Think Thanks aussehen/auftreten.

Top Environment Policy Think Tanks Table 18	
1. Potsdam Institute for Climate Impact Research (PIK) (Germany)	
2. Stockholm Environment Institute (SEI) (Sweden)	
3. World Resources Institute (WRI) (United States)	
4. Center for Climate and Energy Solutions (C2ES) (United States)	
5. Third Generation Environmentalism E3G (United Kingdom)	
6. Worldwatch Institute (United States)	
7. Ecologic Institute (Germany)	

Konkurrenzanalyse:

Die Think Thanks, die wir in ihrem äusseren Auftreten besser gefunden haben, haben wir mit einem roten-punkt markiert. Wir finden, dass die Logos dynamischer und einprägsamer wirken als das von Ecologic Institut. Auch wirken die dazugehörigen Websites aufgeräumter und dadurch automatisch seriöser als die von unserem Think Tank (siehe Beispiel SEI).

Konkurrenzanalyse:

bekannteste think tank

Ungefähr 116'000 Ergebnisse (0.97 Sekunden)

Die zehn wichtigsten Think Tanks der Welt

1. Brookings Institution (USA) ...
2. Chatham House (Großbritannien) ...
3. Carnegie Endowment for International Peace (USA) ...
4. Center for Strategic and International Studies (USA) ...
5. Bruegel (Belgien) ...
6. Stockholm International Peace Research Institute (SIPRI) (Schweden) ...
7. RAND Corporation (USA) ...
8. Council on Foreign Relations (USA)

Weitere Einträge...

Auch gesucht haben wir nach den zehn wichtigsten Think Thanks der Welt. Diese wirken fast schon zu seriös (siehe Bilder) für ein ökologisch denkendes Think Thank. Die Corporates haben uns nämlich stark an die Asthetik von Banken erinnert. Wir denken, dass es wichtig ist, dass unser Institut, seriös aber auch ansprechend rüber kommt. Das Thema Nachhaltigkeit be-treft uns nämlich alle und soll deswegen auch für alle zugänglich sein und

auf keinen Fall abschrecken oder zu steril wirken. **Unser Motto:** Wir wollen Menschen begeistern und sie animieren uns zuzuhören / mitzumachen. Die Schwierigkeit besteht nun jetzt ein CD zu entwickeln, welches sowohl Forscher /innen, Politiker, Gremien, Stiftungen, Universitäten (Studenten) und Menschen die sich für das Thema einfach so interessieren abzuholen.

1.10 2019 Wichtige Punkte

Fragen:

- 01-Was ist die Kern Aussage / Funktion unseres Instituts?
- 02-Was wollen wir inszenieren? / Fokus setzen? / Was ist wichtig?
- 03-Wo positionieren wir uns?
- 04-Was kann man NUR bei uns?
- 05-Wie kann ich Inhalte / Kern Aussage verständlich, einfach und spannender darstellen?
- 06- Was können wir machen, damit sich mehr Leute für das Unternehmen interessieren?
 - Aufmerksamkeit erregen –?

Ideen:

-Logo - Label - Funktion / Güter Siegel / Untergeordnete Funktionen, Verschachtelung, hierarchisch / Zusammengesetztes Logo – 01 Teil Wissenschaft, 02 Teil Alle, 03 Teil Studenten = zusammen ganzes. Visuell und Thematisch könnte es zu einem Ganzen werden – evt. organisch / technisch wachsend? Animieren?

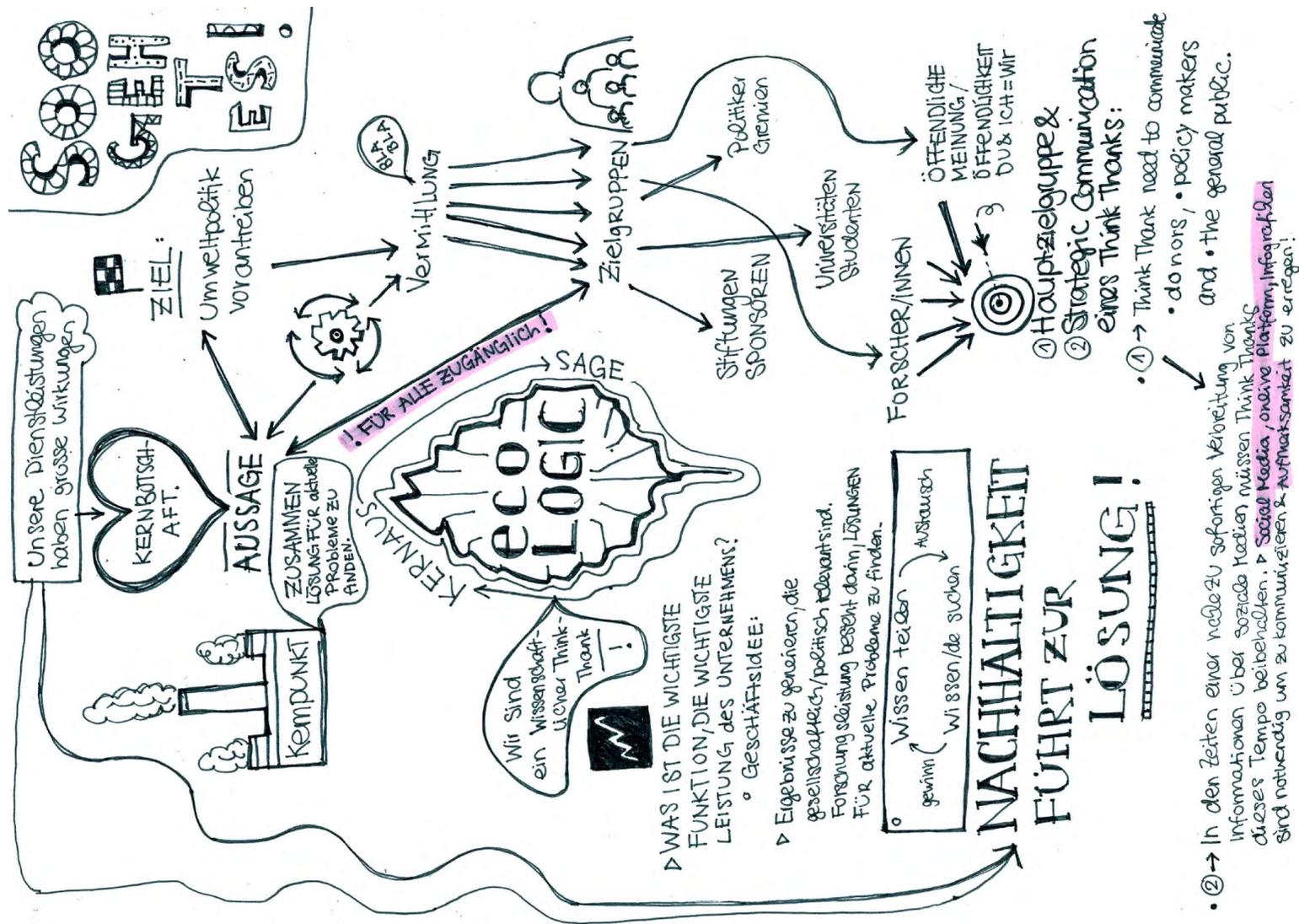
Input:

- Aufpassen nicht zu grüner Kitsch-Bio-Assoziation wird.
- Wie heben wir uns ab, ohne das Ziel zu verpassen?
- ECO = steht für etwas ökologisches / pflanzlich / organisch / nachhaltig / Lösung / Besser / langlebig / Zukunft / Fair / Clean / Gesund / Vertraulich /
- Logic = Logisch / Technisch / Theoretisch / Effizient / Schnell / Organisiert / Zusammenhaltend / Netzwerk Wissenschaftlich / Netzwerk / Intelligent / Seriös /

To Do:

- Auf Mo Position definieren und auf Di mit Konzept anfangen.
- Mit Morgane absprechen / Telefonieren

Skizze: So funktioniert unser Institut:



SWOT Analyse:

Strengths

- Already internationally represented and recognized.
- Good ranking within the international think tanks.
- 148 collaborators, Big organization
- 24 years of experience
- Mostly self financed

Weaknesses

- Old CD that makes the whole look unattractive.
- No coherent B2C communication.
- Weak understanding of the management of social media.
- Website confusing and unclear, non-responsive.

Opportunities

- Catching up on social media usage before all other think tanks do would allow to address a younger audience with privileged access and gain recognition.
- New CD would make the whole institute friendlier to non-initiated people.
- Clear editorial line would make the books recognizable and contribute to overall recognition within and beyond the scientific scene.

Threats

- A few other well-ranked think tanks seem to be in advance regarding their appearance and communication skills.
- Being less attractive to the audience means less funding. -> Risk of losing financial support over other think tanks that look more professional or up to date. (Although funding seems to be mostly self-made).

Ausgangslage Aufgabenstellung:

Ecologic Institute

Ist ein Wissenschaftlicher Think Thank.

*Ihr Ziel ist es, die Umweltpolitik
voran zu treiben.*

*Ihre Forschungsleistungen bestehen darin,
Lösungen für aktuelle Probleme zu finden.*

*Sie wollen für eine bessere Welt
kämpfen und als Wissenschaftlicher
Think Thank Einfluss auf die öffentliche
Meinung der Leute nehmen.*

*Ihr Motto ist: Nachhaltigkeit
führt uns zur Lösung.
Beispiele, Projekte und Lösungsansätze
zeigen sie uns fleissig vor.*

Vorbereitende Fragen

> Was ist die wichtigste Funktion, die wichtigste Leistung des Unternehmens? > Geschäftsidee

Ereignisse zu generieren, die gesellschaftlich / politisch relevant sind. Sie teilen und suchen Wissen und generieren so einen aktiven Austausch und Wissensgewinn.

> Welches sind die Anspruchsgruppen?

- Policy makers
- Donors
- And the general public

> Was erwarten diese Anspruchsgruppen?

Lösungsansätze / Projekte / Konzepte, welche neue Möglichkeiten bieten um Nachhaltiger leben zu können.

> Was soll bei der Anspruchsgruppe ausgelöst werden?

Die Dienstleistungen die der Think Thank bietet, sollen als grosse Wirkungen / Bewirkungsmöglichkeiten angesehen werden. Das Gefühl man engagiere siech für etwas gutes (Mitarbeitende), man investiere Geld für etwas das die Welt verändern / retten könnte (Stiftungen) und man habe die richtige Einstellung bezüglich der Umwelt (general public) sind essenziell.

> Was wird der Anspruchsgruppe versprochen?

> Markenversprechen

Nachhaltigkeit kann die Welt verbessern.

Ausgangslage Aufgabenstellung:

In an age of nearly instant information dissemination via social media, think tanks have to keep this pace. Active blogging, social media use, online interactive forums, and infographics are examples of ways to do this. Once a think tank has garnered this kind of attention, they also raise their donor profile. When funding becomes an issue, the burden falls heavily upon the public image of the institution; this strategic communication of the goods and services a think tank can offer is an important way of maintaining necessary funding. These communication strategies are the vehicles in delivering research results, and thus are crucial in generating an impact on the policymaking community.

Textquelle: https://repository.upenn.edu/cgi/viewcontent.cgi?article=1017&context=think_tanks

Briefing

Das CD sowie das Verhalten von Ecologic Institute ist veraltet.

Um in den modernen Zeiten als Think Tank überleben zu können sind Anpassungen notwendig.

Die Führung von Think Tanks muss sich ändern. Der Wunsch nach einem wissenschaftlichen Leiter einer Denkfabrik, in dem das Motto lautete: «Erforsche es, schreibe es, und sie werden es finden», gilt nicht mehr. Think Tanks brauchen heute nicht nur Wissenschaftler, sondern auch Manager. In einer Welt der Informationsforschung, in der der Wettbewerb um Ideen und Einflussnahme intensiv ist, müssen Denkfabriken den Wert demonstrieren, den sie für den öffentlichen Diskurs und die öffentliche Politik haben. Der Wettbewerb, den Think Tanks heute haben, lässt einige Geldgeber zu dem Schluss kommen, dass die Produkte und Dienstleistungen von Think Tanks, die die von ihnen gewünschte «große Wirkung» haben, diejenigen sind, die sie finanzieren möchten.

Idee/Verbesserungskonzept für Ecologic Institute

> Wir wollen Ecologic Institute bei den Besten Think Tanks weltweit beibehalten. Um diesem Ziel gerecht zu werden, muss Ecologic Institute seine Message klarer vertreten. Es gilt also die Nachhaltigkeit der Welt als die einzig Lösung für eine Sorgenfreie Zukunft zu präsentieren. Die Dienstleistungen die das Institut erbringt, sollen der Menschheit Hoffnung und den Glauben um eine grössere Wirkung für eine bessere Welt vermitteln. Die Mitarbeiter sprechen auch auf diese Kommunikationsstrategie an, da sie das Gefühl vermittelt bekommen, sich für etwas gutes und essenzielles einzusetzen.

> Redesign:

Das CD von Ecologic Institute muss völlig neu entwickelt werden. Es muss sowohl moderner wie auch individueller konzipiert werden.

> Kommunikation gegen aussen:

Ecological Institute muss viel präsenter auf den Social Media Kanälen werden. Es muss eine kommunikative und motivierende Bildwelt kreiert werden, (Izzy Magazine ist ein gutes Beispiel. > Account mit Bildern, Video und grafischen Beiträgen, die immer visuell zusammengehören und so ein einheitliches Bild für Izzy Magazine bilden.

• Nach diesem Prinzip müssen wir einen Mood und kommunikations Groove entwickeln.

Recherche Logos mit gleichem Namen:



Analyse:

Ces nombreux exemples démontrent que le nom ecologic est très populaire et utilisé dans de nombreux domaines allant de l'insecticide aux couches pour enfant ou au solutions de jardinage. De plus, de nombreuses entités utilisent déjà la séparation du mot eco-logic pour mettre en valeur deux aspects différents de leurs marques, à savoir l'écologie et l'aspect logique, solution, raison.

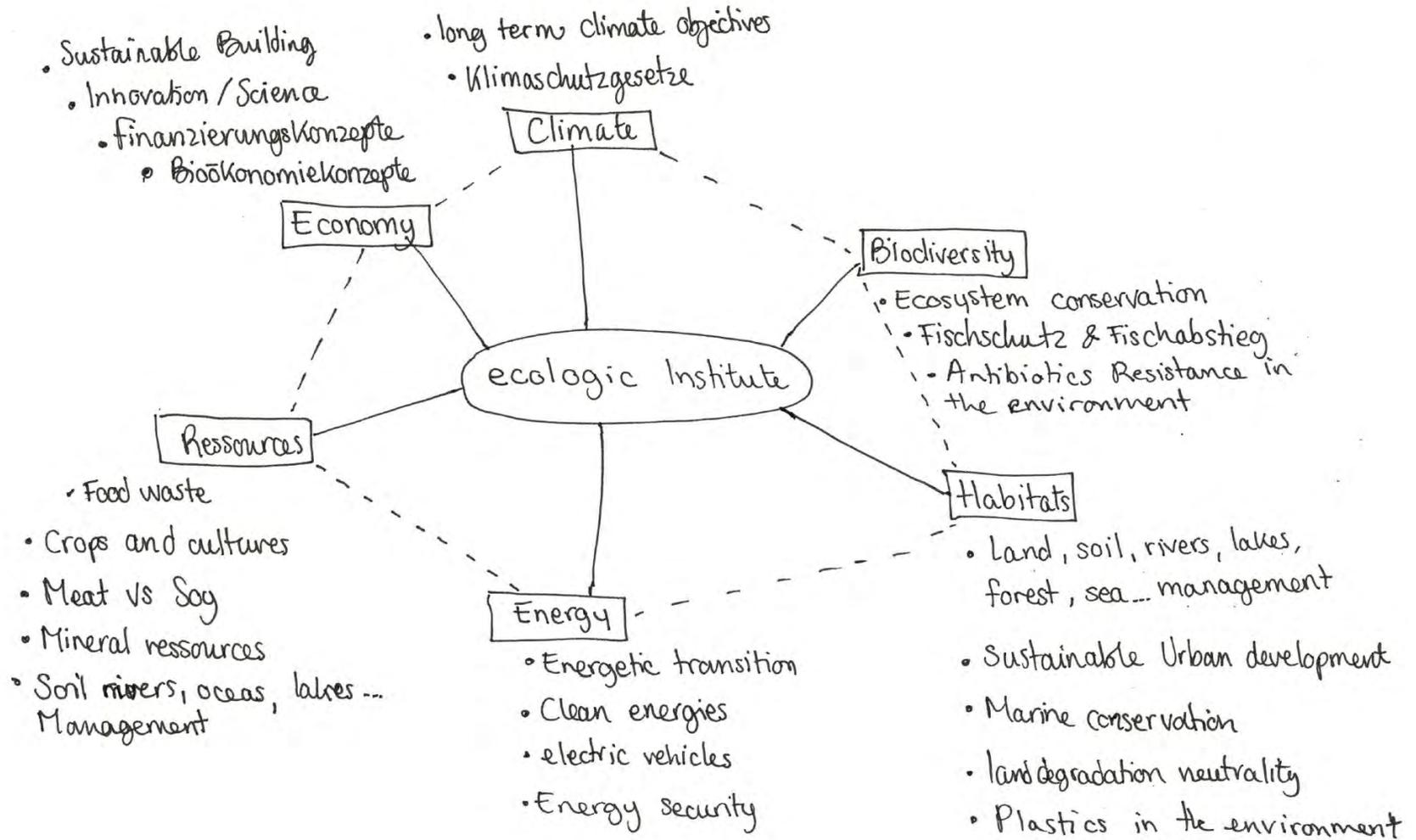
Couleur:

Le vert étant très populaire dans le domaine, l'utiliser reviendrait à se fondre dans la masse. Il est donc important de choisir une autre couleur tout en s'éloignant peut-être du bleu actuel, trop froid, logique et impersonnel.

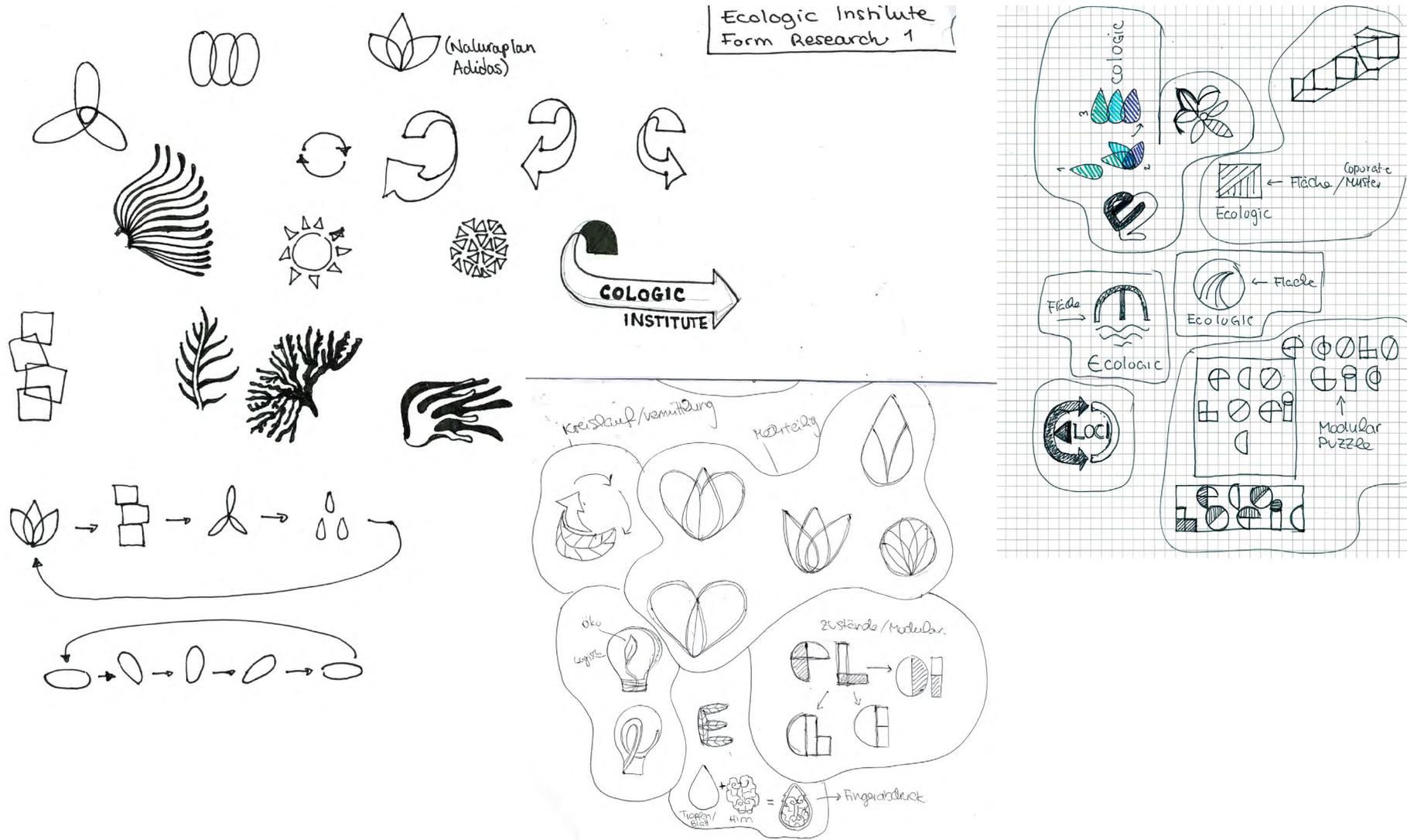
Recherche Logos zum Thema:



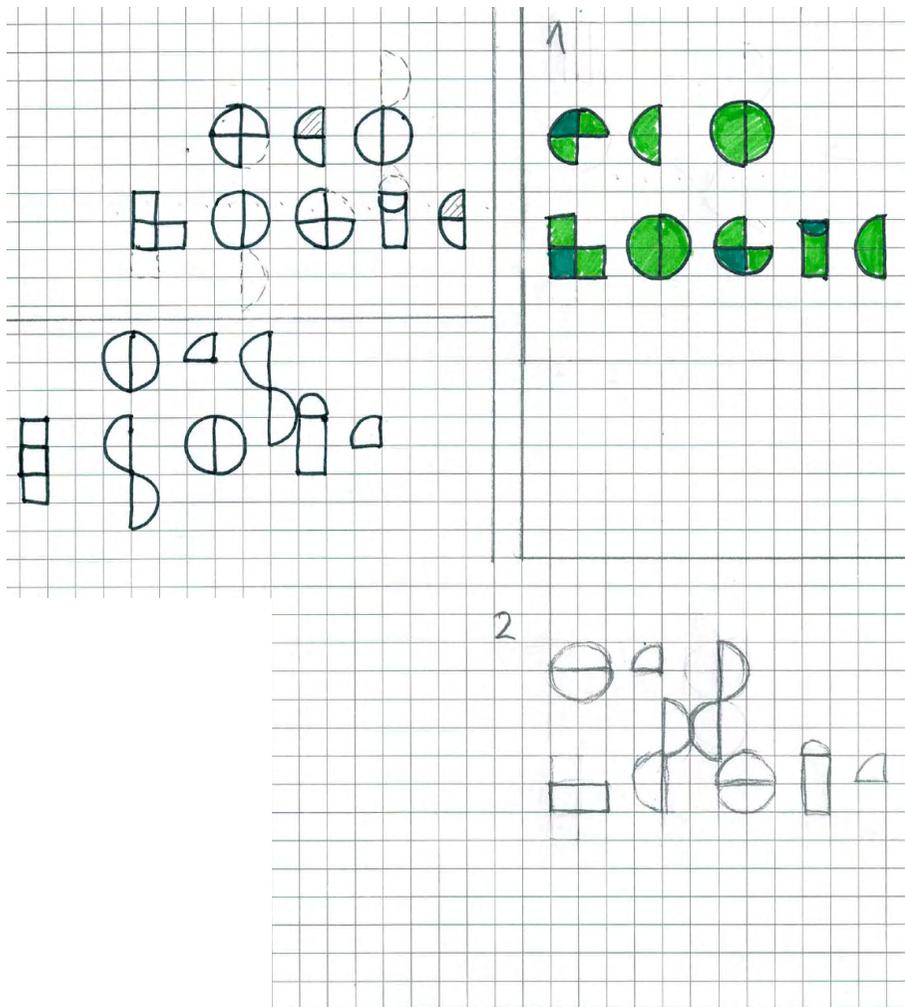
Thematik des Instituts:



Erste Skizzen / Suche nach Form



Erste Skizzen / Suche nach Form



Recherche gutes CD zum Thema:



WAGENINGEN
UNIVERSITY & RESEARCH

100years
1918 — 2018

Education & Programmes Research & Results Value Creation & Cooperation

Home About Wageningen 100 years Wageningen University & Research

100years

1918 — 2018

Wageningen University & Research is 100 years old. We marked this joyous occasion with over eighty events and activities that took place from 9 March to 9 November 2018. Relive our centennial by reading the comprehensive review and be inspired by 100 years of Wageningen Wisdom & Wonder once more!

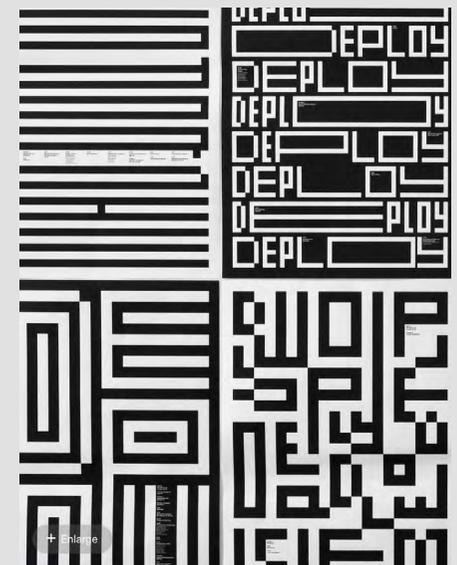
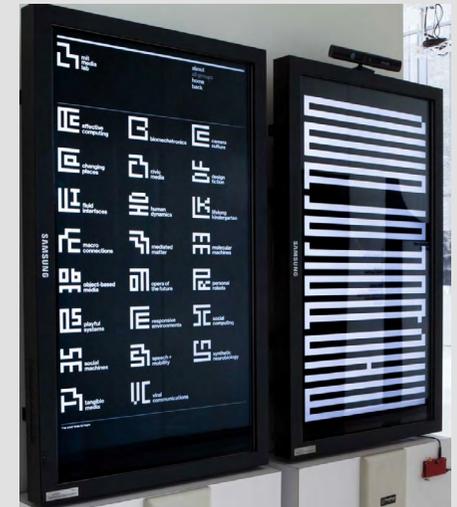
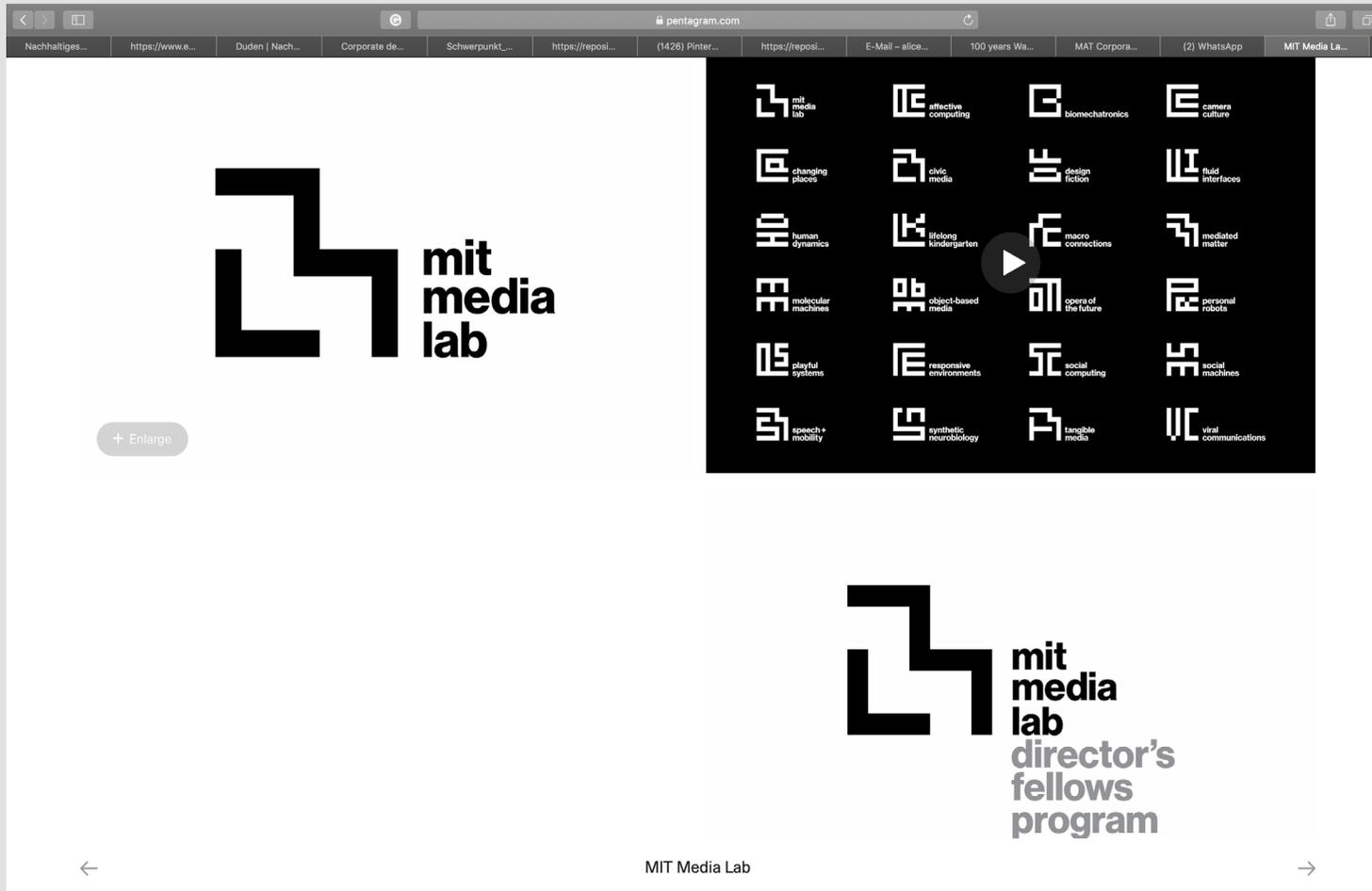


(4 verschiedene Zustände Logo)

Wageningen University

Hat ein sehr ansprechendes CD. Uns gefallen die Modularität und Veränderbarkeit des Logos. Es weist extrem viel Spielraum auf und zeigt auch die verschiedenen Themen des Instituts auf. Trotz des spielerischen Logos wirkt das CD sehr seriös, da es sonst eher schlicht und sachlich gestaltet wurde.

Recherche veränderbares CD :



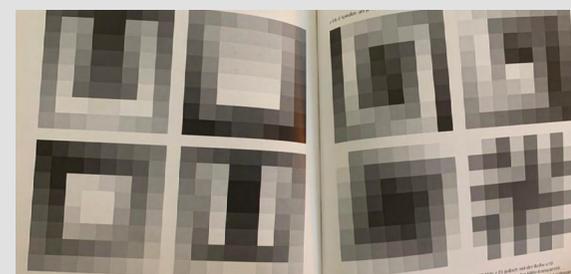
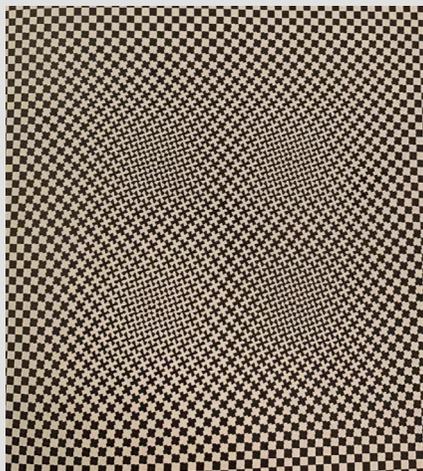
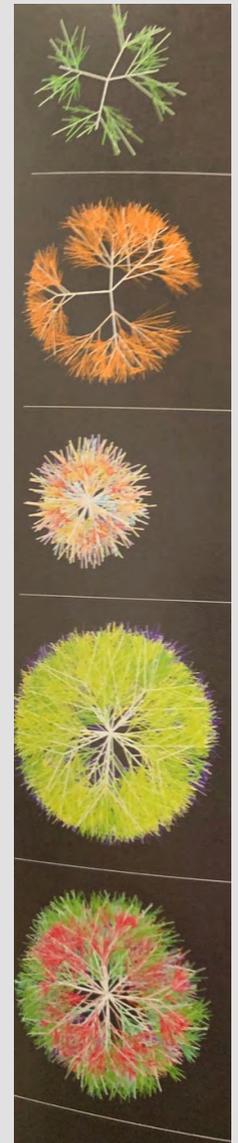
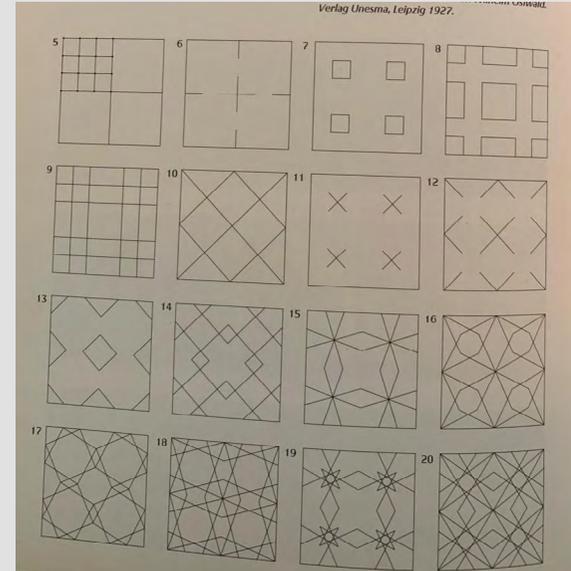
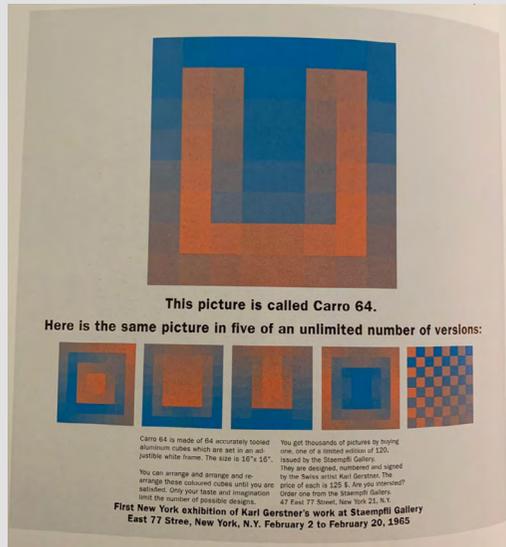
MIT Media Lab:

Auch dieses CD gefällt uns wegen seiner Veränderbarkeit extrem gut. Dieses CD wirkt technischer als das organische Logo von Wageningen University (vorheriges Beispiel)

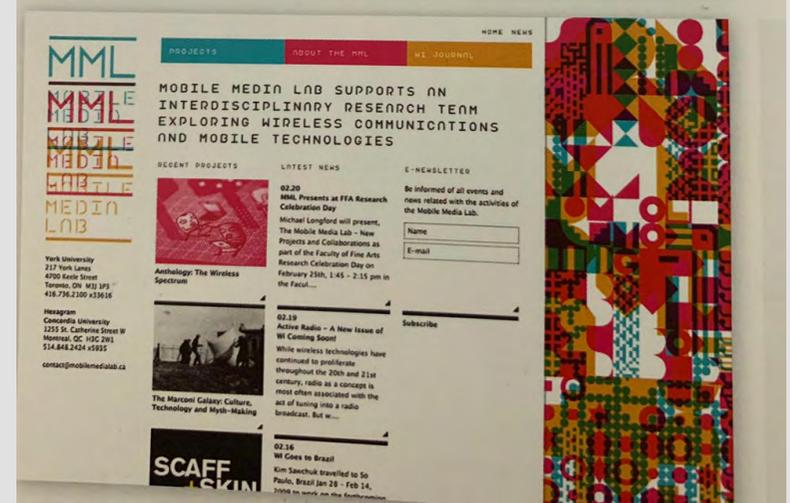
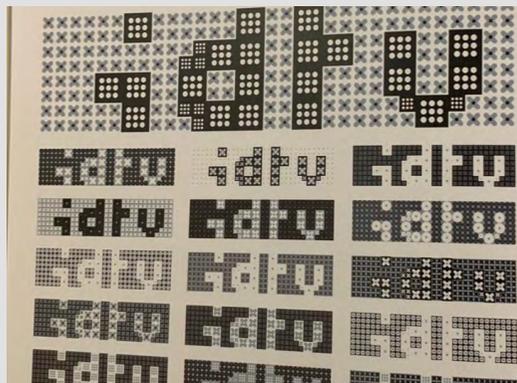
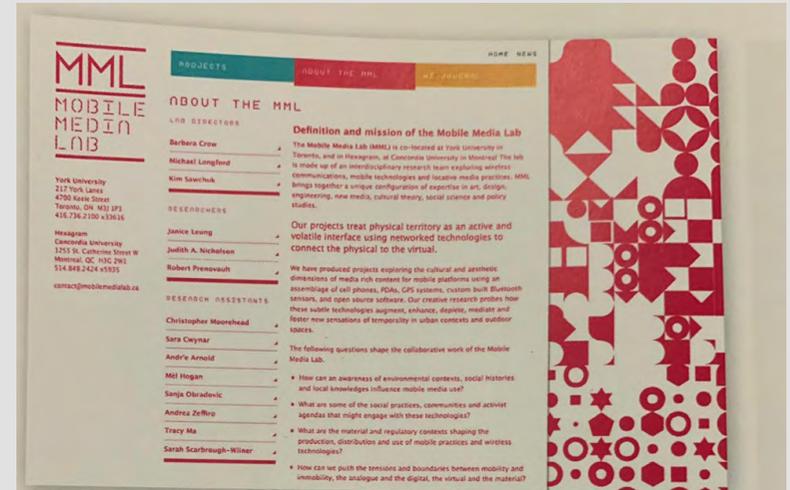
Name:

Ecologic Institut ist sowohl ein organischer, wie auch ein technischer Name. **Eco = organisch / logic = technisch**

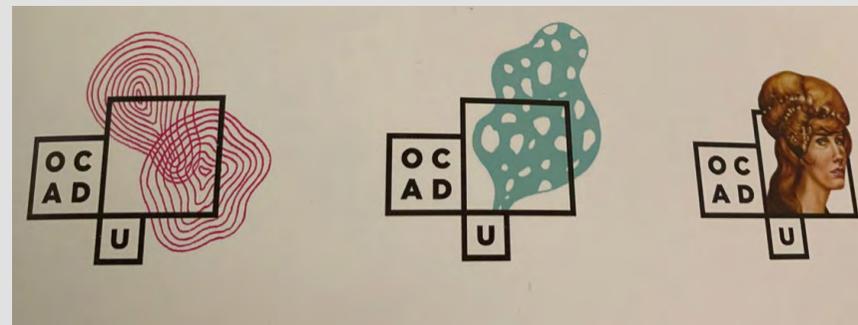
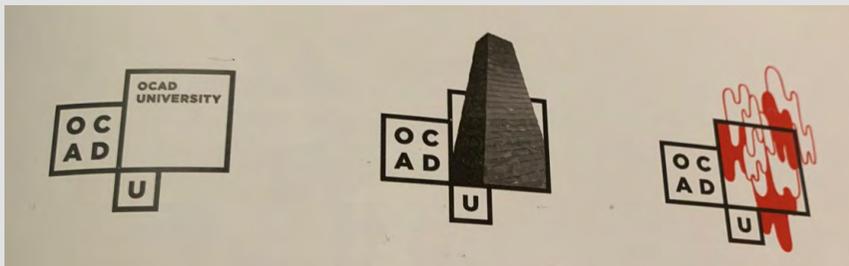
Suche nach guten CD Systemen:



Suche nach guten CD Systemen:



Suche nach guten CD Systemen:



Suche nach guten CD Systemen:



Re-branding – ecological institute

Suche nach neuen Namen:

Emergence
New World
Go logical
Aware
Elysium
Butterfly Effect
Visible Change
Recological
Postmodernity
Reckon
Actually

Future
The Future Institute
Clean future
cleanological

Überblick:

> Welches sind die Anspruchsgruppen?

- Policy makers
- Donors
- the general public
- Studenten, Wissenschaftler

> Kernmessage & Umgang

- Nachhaltigkeit führt zur Lösung
- Die Kernaussage muss klar kommuniziert werden, damit der Interessent auch sofort weiß um was es geht.

> Was erwarten diese Anspruchsgruppen?

Lösungsansätze / Projekte / Konzepte, welche neue Möglichkeiten bieten um Nachhaltiger leben zu können.

> Was soll bei der Anspruchsgruppe ausgelöst werden?

Die Dienstleistungen die der Think Thank bietet, sollen als grosse Wirkungen / Bewirkungsmöglichkeiten angesehen werden. Das Gefühl man engagiere siech für etwas gutes (Mitarbeitende), man investiere Geld für etwas das die Welt verändern / retten könnte (Stiftungen) und man habe die richtige Einstellung bezüglich der Umwelt (general public) sind essenziell.

> Was wird der Anspruchsgruppe versprochen?

> Markenversprechen

Nachhaltigkeit kann die Welt verbessern.

> Kommunikation gegen aussen:

- Kommunikation nach Interessenten / Zielgruppe

(Idee) Beispiel Web: 01 — I am curious about ecological development I am interested in shorter articles that deliver important facts. I like the content to be playful and interactive.

02 — I am involved in politics or economy

I need straight facts and figures that get to the point.

I want my content to be digest and quickly understandable to be able to implement what I've learned in my work.

03 — I am involved in research and/ or specific studies

I need all the facts and the research behind it to support my own

research or academic work.

I need the full-length articles to be able to cite them properly in my own essays.

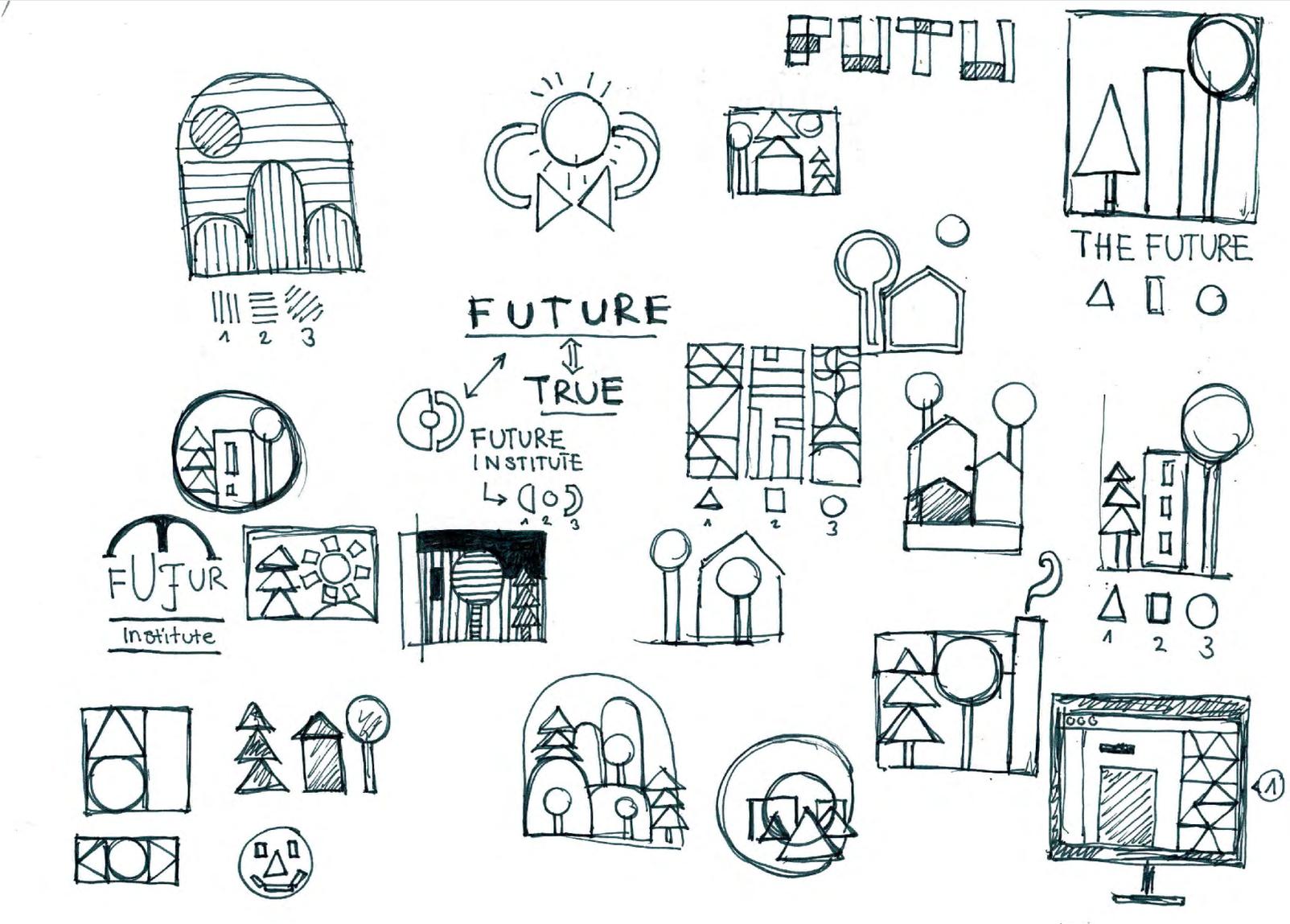
- Wir wollen die Kommunikation nach Zielgruppen einteilen, damit man schneller zu Informationen kommt. Wir denken, dass dies sehr wichtig für das Institut ist, da es sehr breit arbeitet und man nur mit viel Aufwand an die richtige Informationen kommt.

• **Social Media:** Bis jetzt war das Institute auf den Social Media Kanälen praktisch inaktiv. Nun soll sich dies ändern. Wir wollen Aufmerksamkeit erregen und aktiv mit der Welt kommunizieren.

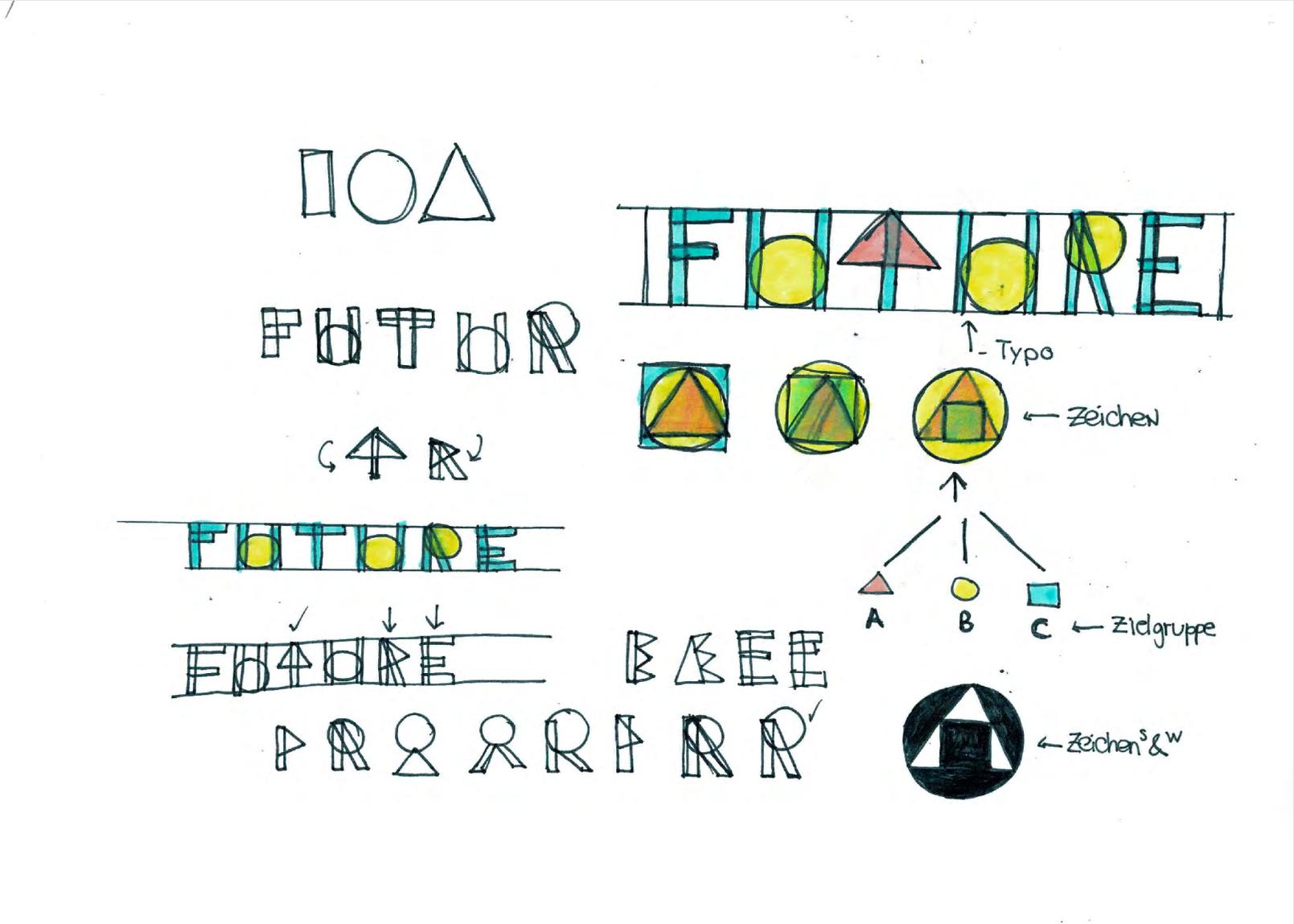
> Renaming:

Es muss ein neuer Name her. Der Name Ecologic Institut passt zwar, existiert aber leider schon viel zu oft. Wir haben uns für den Namen: The Future Institute entschieden. Dieser Name wird nur 1x verwendet und bringt schon vom Namen her, frische in das verstaubte CD.

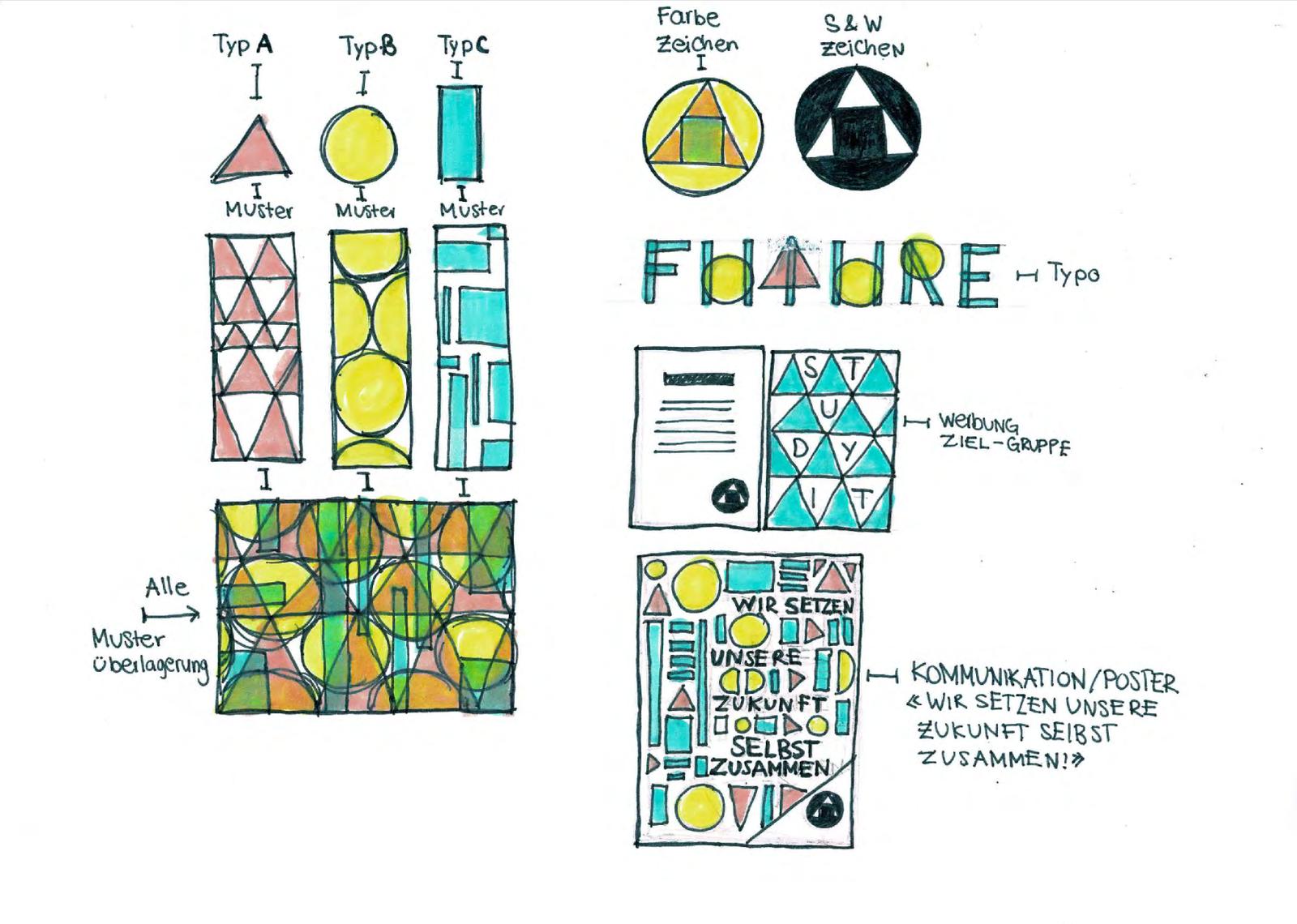
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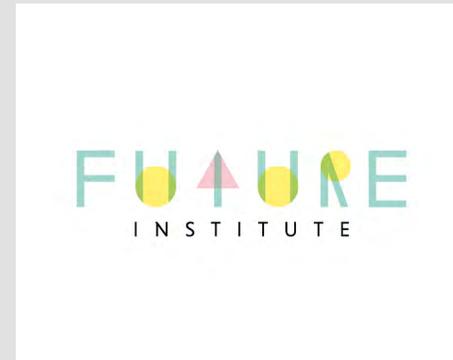
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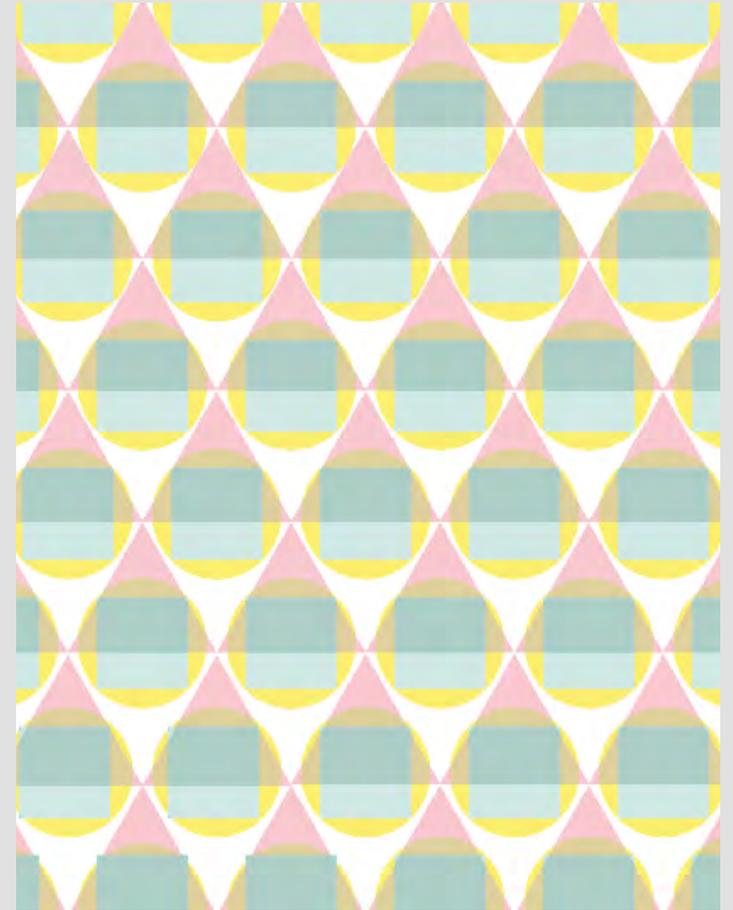
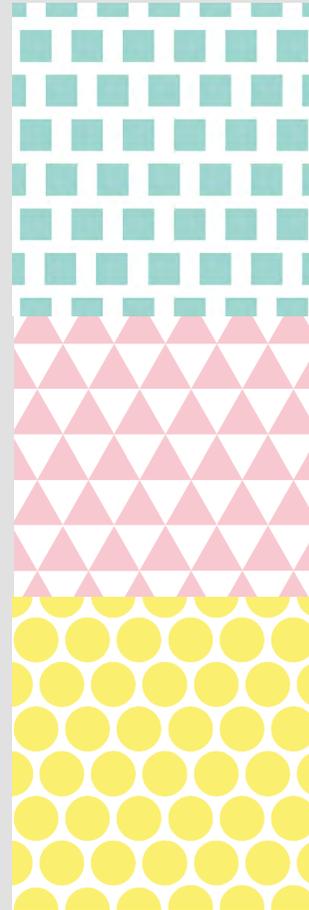


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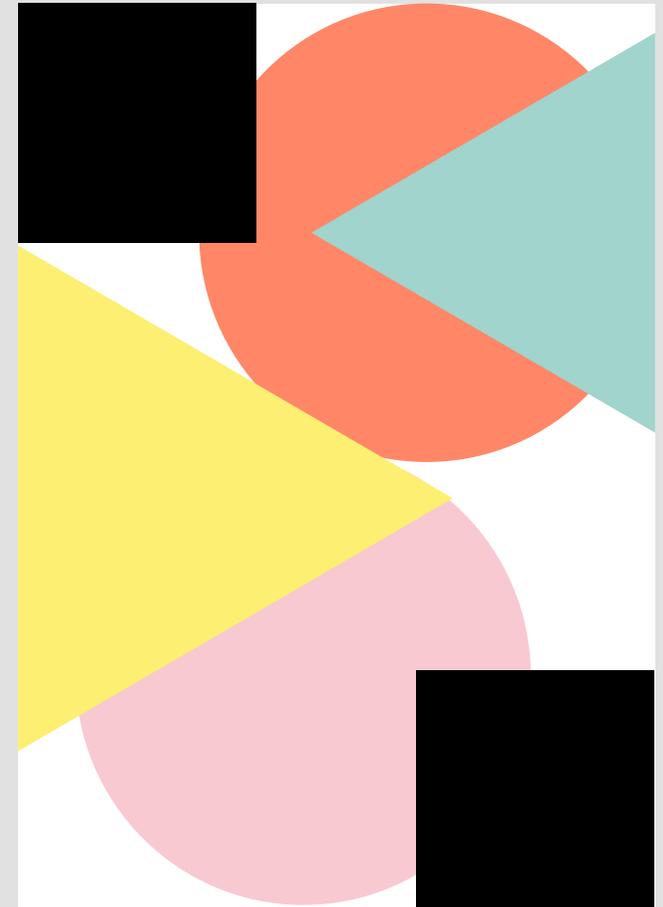
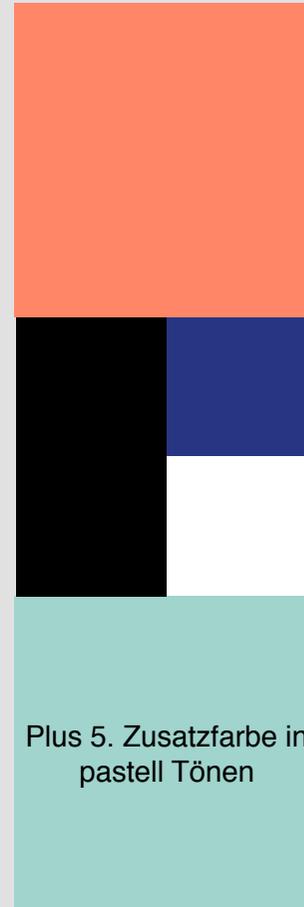


Entwerfen Logo:

FUTURE
INSTITUTE

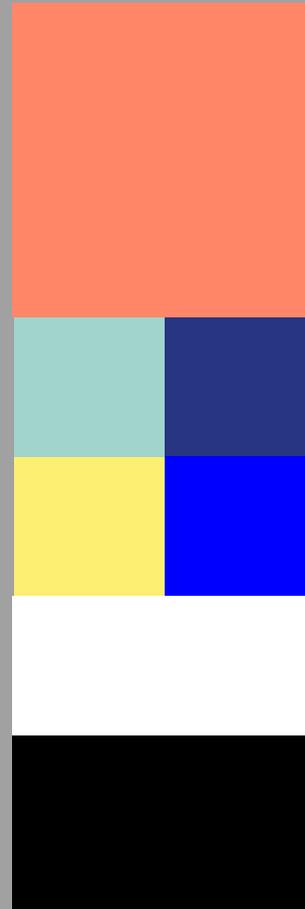


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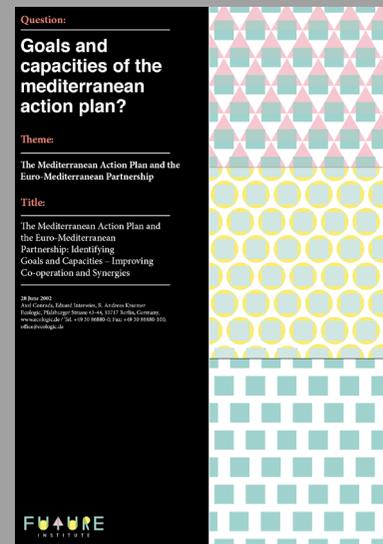
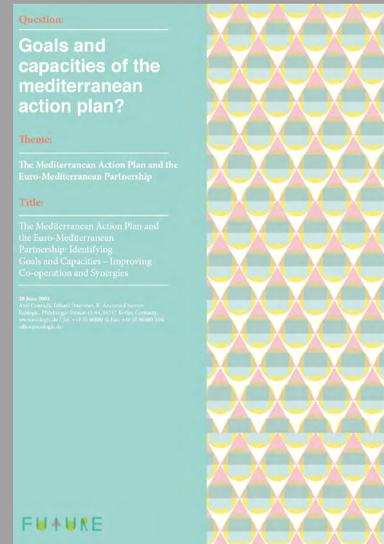
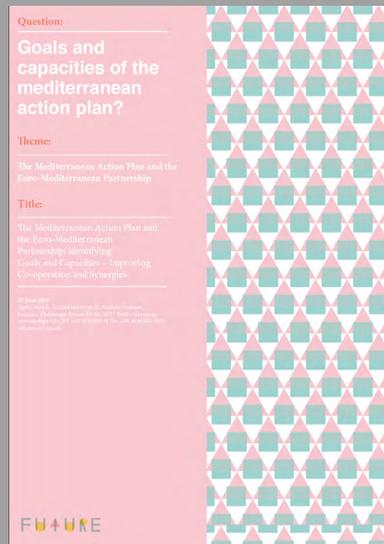
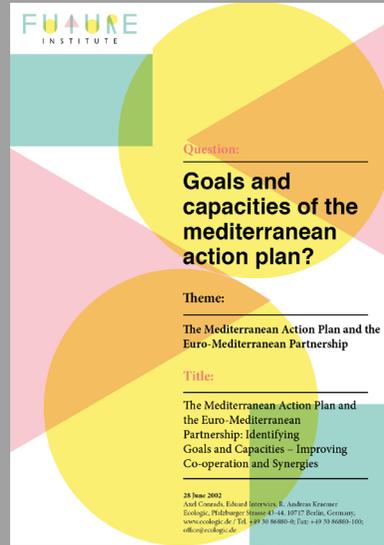
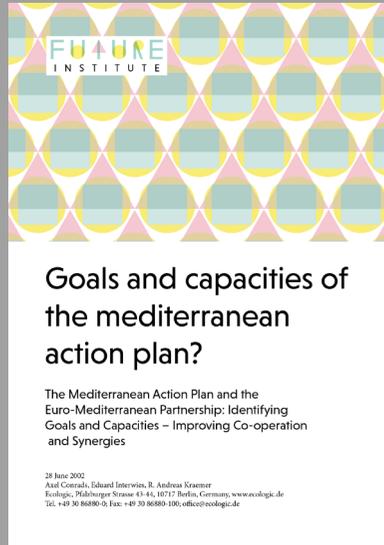


Entwerfen Logo:

The Future
I N S T I T U T E



Entwerfen: Pdf Cover



Entwerfen: Pdf Cover nach Themen

Question:

Goals and capacities of the mediterranean action plan?

Title:

The Mediterranean Action Plan and the Euro-Mediterranean Partnership: Identifying Goals and Capacities – Improving Co-operation and Synergies

28 June 2002
Axel Conrads, Eduard Interwies, R. Andreas Kraemer
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www.ecologic.de / Tel. +49 30 86880-0; Fax: +49 30 86880-100;
office@ecologic.de

Theme:

Energie- und Umweltgovernance in der Arktis



Question:

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Version: Light — Summary

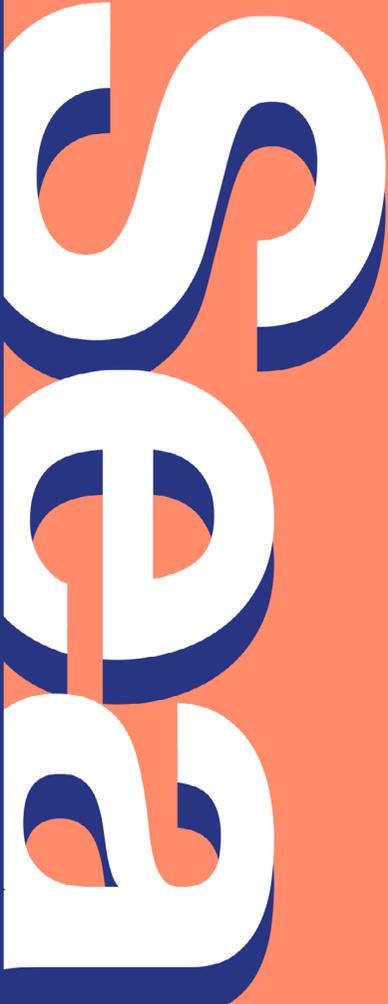
Content:

- > Executive Summary
- > MAP II strives
- > Conclusion

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Theme:

The Mediterranean Action Plan and the Euro-Mediterranean Partnership



Entwerfen: Pdf vereinfachte Informationen.

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Theme:

The Mediterranean Action Plan and the Euro-Mediterranean Partnership



Title:

The Mediterranean Action Plan and the Euro-Mediterranean Partnership: Identifying Goals and Capacities – Improving Co-operation and Synergies

Executive Summary:

This study by Ecologic was conducted with the support of the United Nations Environment Programme's Mediterranean Action Plan (MAP), and the French Ministry of Environment and the Plan Bleu Regional Activity Centre (PRAC). Based on consultation of the 12th Ordinary Meeting of the MAP Contracting Parties in Monaco on 14-17 November 2001, it explores the possibilities for co-operation and synergies between MAP and the Euro-Mediterranean Partnership (EMP). The study was undertaken in parallel to the preparations of the Euro-Mediterranean Conference of Ministers of Environment in February 2002 with a view to integrating environmental policy concerns into different EMP sector policies. The report:

- Describes the programmatic development and operational scope of the MAP, including its legal instruments and institutions.
- Examines the degree to which environmental protection requirements are integrated into declarations and policies of the EMP.
- Provides depth with a view to parallel activities through case studies in the field of:
 - Trade (establishment of a Mediterranean Free Trade Zone).
 - Information and statistics (statistics, indicators, etc.).
 - Coastal zone management (land-use based measures, tourism, biological diversity).
 - Water management.
 - Marine activities and their attendant pollution.
- Presents a number of options and proposals for enhancing synergies between MAP and the EMP.

In summary, we find that MAP and the EMP have different purposes, structures and areas of institutional development but share sustainable development as the overall goal of regional policy co-ordination. MAP is a

relatively mature, diversified system involving (almost) all countries in the Mediterranean basin in a partnership of (friendly) equals and focuses on sustainable development from an originally environmental background. MAP has a number of offices and centres throughout the region, and a range of activities beyond environmental policy in a traditional sense. The EMP is younger, originally concerned against a background of external relations and security and covers a number of sectors – especially in the economic and financial area, focussing on trade, industry, energy, transport, and telecommunications, all of which are highly relevant for environmental protection and sustainable development – in an overall framework of proximity policy. The EMP is a politically and financially stronger, central in Brussels rather than the Mediterranean basin, and driven by the EU and its Member States. MAP and the EMP are overlapping in their goals and activities, including common focus on unsustainable trends in the region, but co-operation is not in a wide range of possible strategies.

Options for enhancing co-operation are identified on two levels: MAP can contribute more expertise (and existing networks) on the level of policy planning, and in the integration of environmental protection requirements into other policies. This would require the establishing of joint MAP-EMP work processes for achieving common goals. Coordinated activities would also avoid a duplication of work. Further options are those of the Blue Plan Act in assessing the sustainability impact of Trade Liberalisation, address an environmental policy integration in the Mediterranean Commission for Sustainable Development (MCSO) as a Mediterranean political forum and the development of a Mediterranean Strategy for Sustainable Development by the MCSO. Short and Medium-term Priority Environmental Action Programme

05 — THEMES — The Mediterranean Action Plan and the Euro-Mediterranean Partnership

Conclusion:

The way forward seems to be: clear both Mediterranean initiatives, albeit coming from quite different backgrounds, external relations and security than environmental protection; the others endorse the same core post for the future policies and the future of the Mediterranean region: sustainable development.

Parallel structures in goals and activities seem to be abundant. Nevertheless, co-operation has been very limited until today, with both sides finding a need of sustainable development being established throughout the region. Concentrating forces by combining capacities and thus improving synergies therefore, seems to be the way to go. The structure of such co-operation has been tried but by extension and cross-sectoral solutions. Euro-Med as the more comprehensive and powerful process. Both with regard to political commitment and with regard to funds, that are made available to it, would certainly continue to serve the Euro-Mediterranean Partnership including the environmental agenda as defined with the SMAP.

The role to be played by MAP in this process would be marked by the Options that have been pointed out, which refers to two different fields:

1. Contribution of capacities for policy implementation and monitoring (Options 2, 3, 4, 6, 7, 10).
 2. Contribution of regional expertise for policy planning and being instrumental to the integration of environmental and sustainable policies into the Euro-Mediterranean process (Options 1, 8, 9, 11, 12).
- Regarding the contribution of capacities for implementation and monitoring, MAP would contribute capacities to implement common policy goals from case to case, where a selected partner which is committed to carry out a certain task for Euro-Med. This has been set out in the four documents, especially the mechanism of MEDA. MAP therefore, cannot do this, but being involved in a prime access to environmental and sustainability policies of the Partnership. Its capacities will always be in competition with the operational skills of other players also capable to contribute to the process. The general consent of the European Commission, to the best of what the "environmental market" has to offer, is not to be compromised. Therefore, it cannot be emphasized enough that MAP institutions – in the Contracting Parties in their 12th Meeting as the MAP steering body, MEDA

the operative body managing day-to-day business, and the Centre representing MAP expertise – need to accommodate the fact that co-operation will only take place if MAP offers at a superior quality what the Euro-Med process requires. Capacities that do not meet the requirements of the Partnership and that have not been upgraded to sufficiently match expectations in terms of quality and operational institutions may not be expected to be included into a co-operation by Euro-Med institutions. MAP needs to be able to offer well-functioning projects, tangible results and clear-cut, "user-friendly", applicable advice.

However, Options 3 to 8 and 10 illustrate also activities that should be done on EMP institutions with a view to capacity building in the region which, at present, appear to be the key constraint to putting in place the SMAP. The EMP institution need to:

1. Identify all capacities existing around the Mediterranean.
2. Explore their potential, and
3. Identify guidelines and needs required in order to turn a potential player into a competent partner or leader with regard to other the collection of data, the implementation of projects, or the provision of assistance and know-how concerning the implementation of policies.

Such considerations certainly need to include MAP institutions, which have been carrying out work in the realm of environmental protection and sustainable development over years, in a region which otherwise has little such capacities to offer. As pointed out in Options 3 to 8, the European Commission needs to enter into dialogue with the Centre – as well as other potential players in the region – aimed at building up necessary capacities. A basis for entering such negotiations would be laid if Euro-MAP would involve the leading independent evaluation studies as to what has been set out in the four documents, especially the mechanism of MEDA, MAP therefore, cannot do this, but being involved in a prime access to environmental and sustainability policies of the Partnership. Its capacities will always be in competition with the operational skills of other players also capable to contribute to the process. The general consent of the European Commission, to the best of what the "environmental market" has to offer, is not to be compromised. Therefore, it cannot be emphasized enough that MAP institutions – in the Contracting Parties in their 12th Meeting as the MAP steering body, MEDA

05 — THEMES — The Mediterranean Action Plan and the Euro-Mediterranean Partnership

Executive Summary:

(SMAP) Correspondents and MAP National Focal Points could be engaged. However, as far as EMP funds are involved, final decisions will be taken within the EMP structures.

Secondly, MAP can contribute existing capacities for policy implementation and indicator monitoring. While the EMP has the administrative and financial capacities to set up ambitious programmes in the field of environmental protection and sustainable development, it lacks own capacities as well as partners for the implementation of its programmes. MAP institutions have the potential to become such partners, building up a co-operation for the joint implementation of EMP programmes – decided under the participation of MAP as pointed out above – with Euro additional

synergistic effects. Examples are: the expansion of current co-operation on indicators, strengthening the Priority Action Programme (PAC) for trade in limited coastal zone management, joining activities on pollution from marine activities, or the building up of the capacity of MAP institutions as a think-tank backing up the activities of the EMP through capacity building in the Mediterranean region. To this end, MAP institutions following an independent evaluation of existing capacities would need to focus on the development of operational capacities and building up expertise in practical support for the implementation of programmes and policies. The European Commission, acting for the EMP, should develop its dialogue with MAP to explore capacity building options.

MAP II strives:

«To ensure sustainable management of natural marine and land resources and to integrate the environment in social and economic development, and land-use policies».

focal areas of the new agenda are:

- > Integrated coastal area management including preserving biological diversity.
- > The observation of trends and the formulation of sustainability strategies.
- > national and local capacity building.
- > the conservation and sustainable management of cultural heritage sites in the region.

The old MAP focus of:

- > assessment, prevention and elimination of marine pollution
- thus became one objective among many others.

Policy goals of MAP II and its enclosed Priority Fields of Activities can be attributed to the following four objectives of an integrated and sustainable policy:

- > Enhancement of knowledge and research
- > Assessment, prevention and reduction of pollution
- > Integrated sustainable planning and policing
- > Public information and participation

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Conclusion:

main working group and a dialogue – chaired by the EMP – with third or external to exchange information, jointly define policy goals, and explore capacities to avoid duplication of work. The MCSO, as an informed and interested Mediterranean body would be mandated with the formulation of a comprehensive Mediterranean Strategy for Sustainable Development, and, beyond, the role of an open platform forum to critically discuss integration policies in the region and thus enhance success, transparency and provide guidance with view to environmental and sustainability goals.

> To see the full report click here:

05 — THEMES — The Mediterranean Action Plan and the Euro-Mediterranean Partnership

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Question:

Goals and capacities of the mediterranean action plan?

Theme:

The Mediterranean Action Plan and the Euro-Mediterranean Partnership

Title:

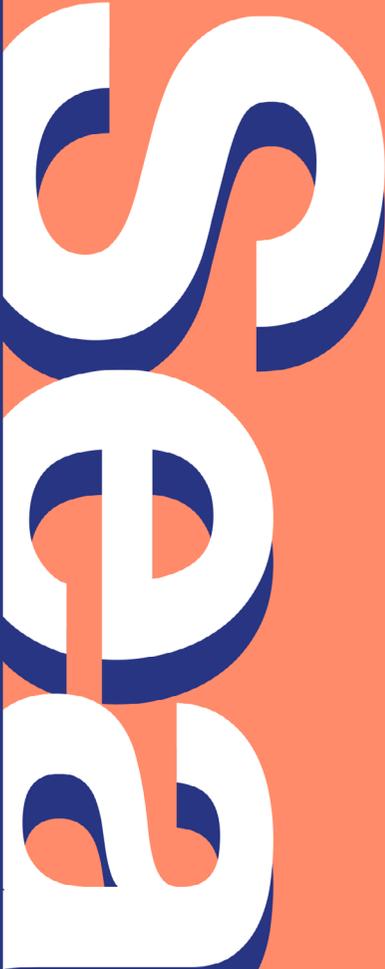
The Mediterranean Action Plan and the Euro-Mediterranean Partnership: Identifying Goals and Capacities – Improving Co-operation and Synergies

Version: Light — Summary

Content:

- > Executive Summary
- > MAP II strives
- > Conclusion

28 June 2002
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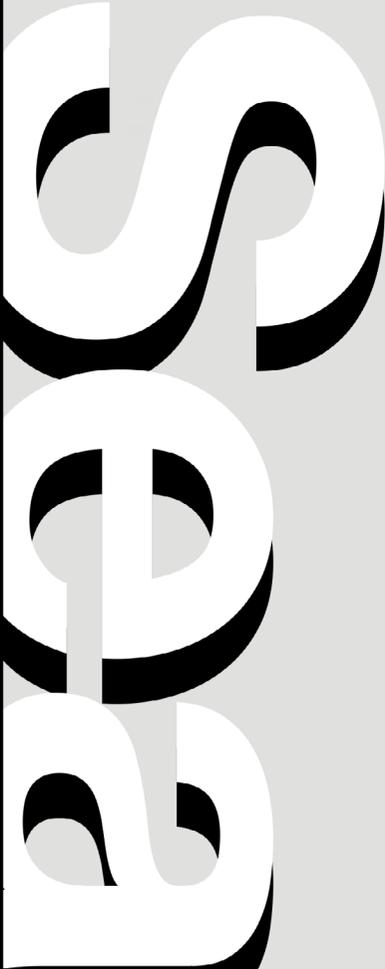
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Version: Full — Report

Content:

- > Executive Summary
- > Background
- > The Mediterranean Action Plan (MAP)
- > The Euro-Mediterranean partnership
- > Sectorial synergies — options for improvement
- > Cross-sectorial synergies — options for improvement
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- > Bibliography

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- > MAP II strives
- > Conclusion

20 June 2002
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Question:

WHAT CAN WE DO AGAINST GLOBAL WARMING?

?



Question:

WHAT CAN WE DO AGAINST GLOBAL WARMING?

? =



WIR SETZEN UNSERE ZUKUNFT SELBST ZUSAMMEN



Project: Fortsetzung des Forums Fischschutz und Fischabstieg

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Entwerfen: Question, Slogan, Project



> 01 Question

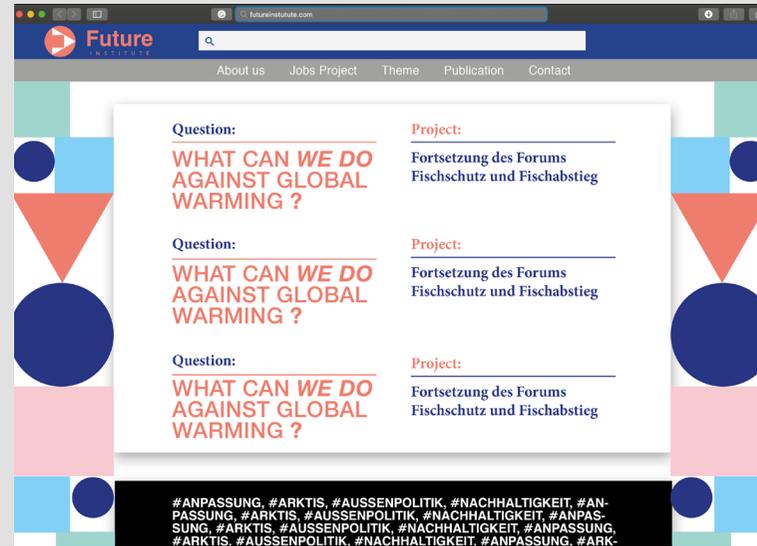
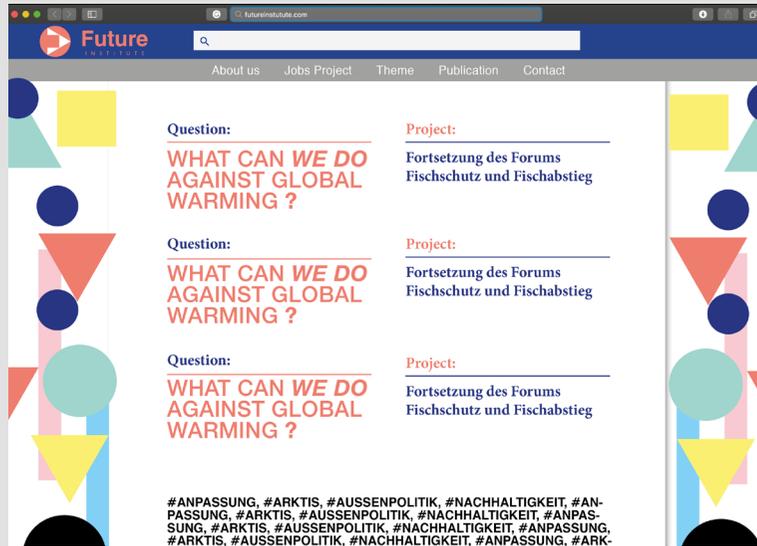


> 01 Slogan

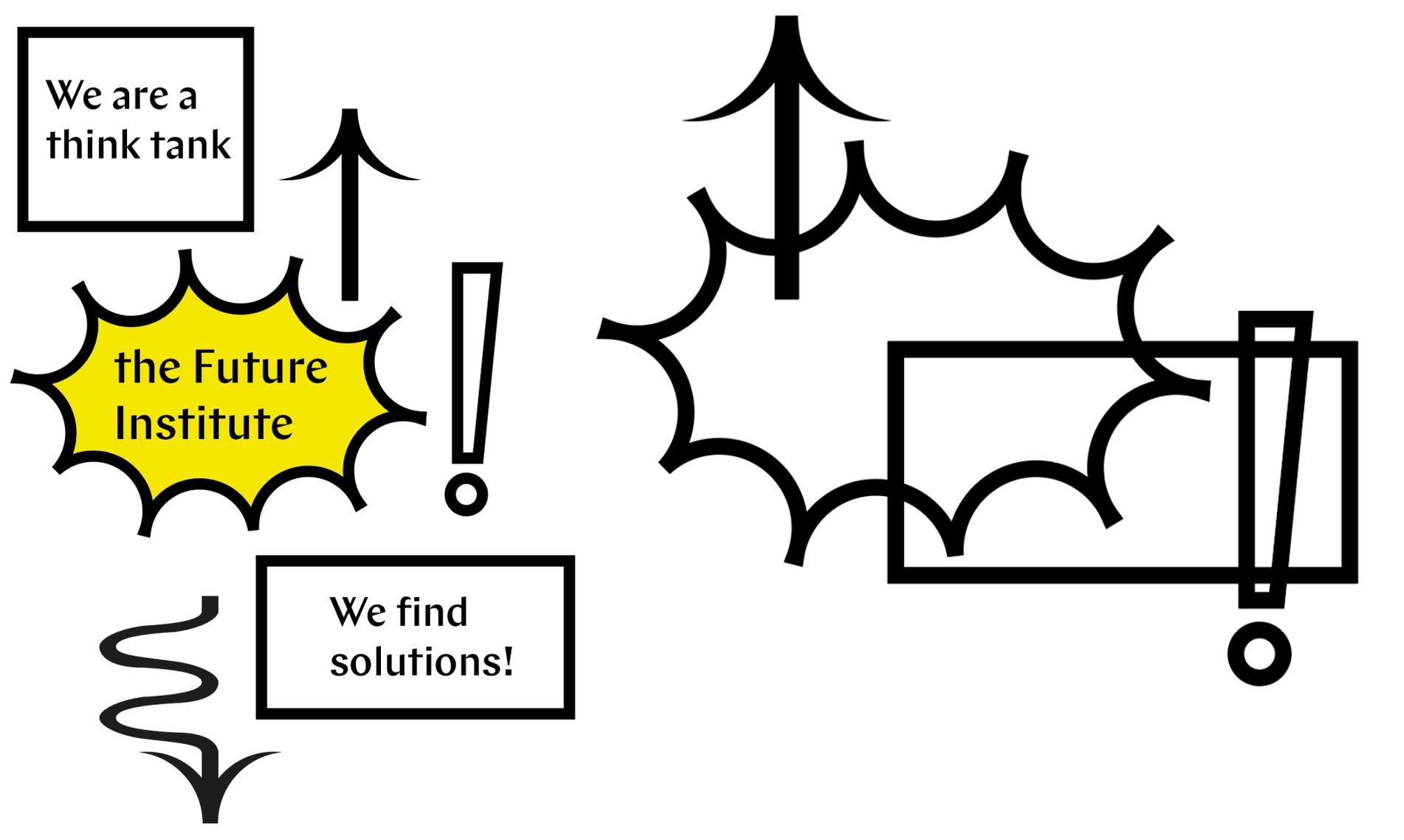


> 01 Slogan + Project

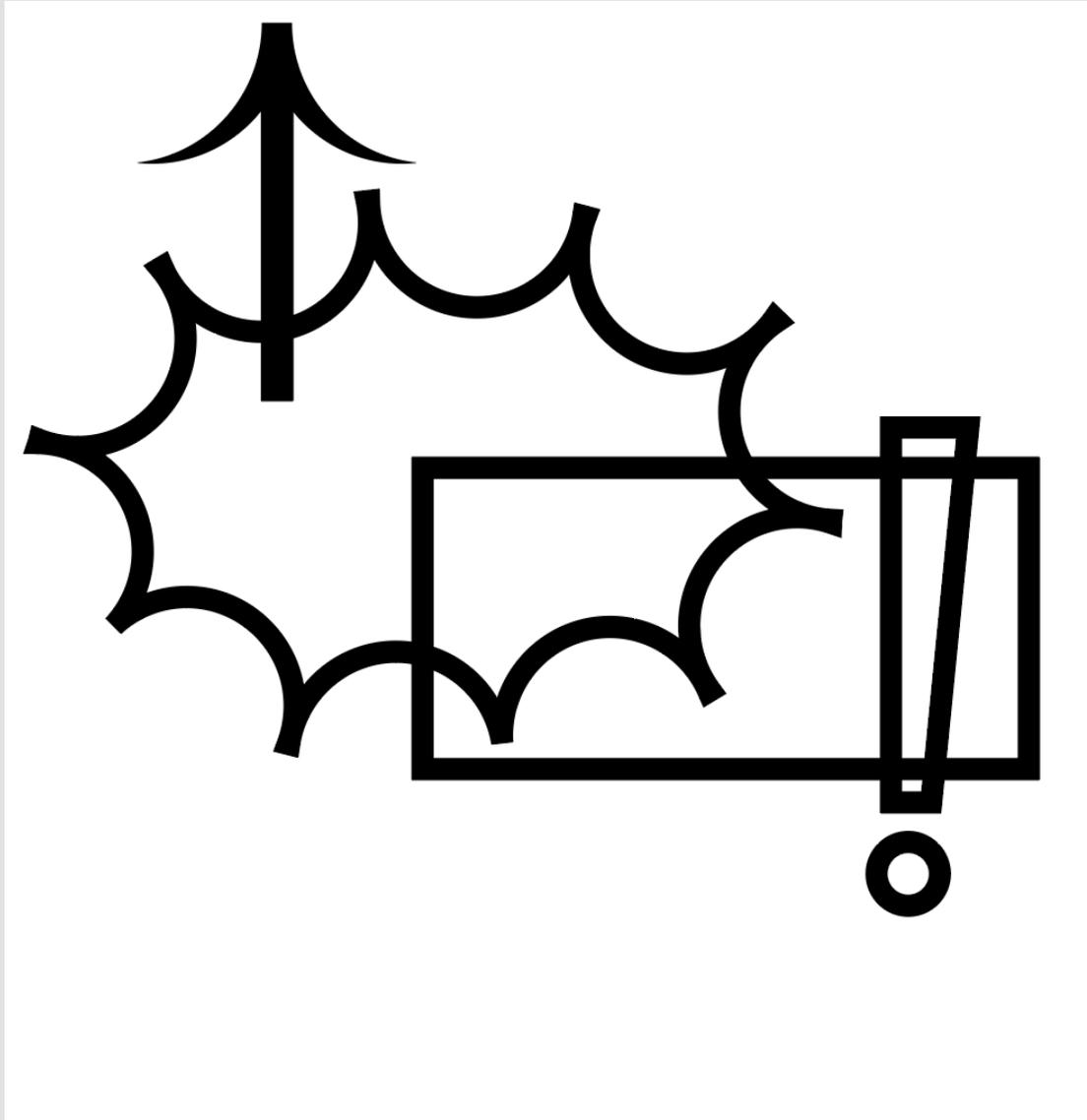
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Entwerfen: Mood 2 Icon



Entwerfen: Mood 2



Sphinx of black quartz, judge my vow.

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The Future Institute

*6th episode of «Knowledge for Future –
The Environment Podcast»*

As Germany is debating the introduction of a national climate law, it can build on the experiences that already exist at many levels. Several fellow EU Member States have already adopted such framework laws, for example, to help them manage the achievement of their climate targets. But what do the existing climate protection framework laws actually look like at European level? This is the question addressed in the sixth episode of the environmental podcast «Knowledge for Future».



Entwerfen: Mood 2

Goals and capacities of the mediterranean action plan?

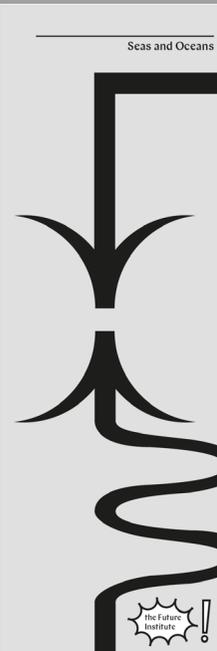
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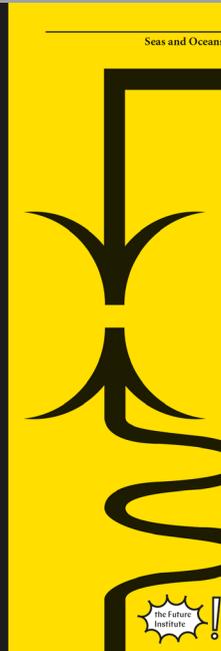


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The Mediterranean Action Plan and the Euro-Mediterranean Partnership: Identifying Goals and Capacities – Improving co-operation and Synergies

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02 — SEAS AND OCEANS — The Mediterranean Action Plan and the Euro-Mediterranean Partnership

Executive Summary:

EMP programmes –decided under the participation of MAP as pointed out above – will have additional synergistic effects. Examples are the expansion of current co-operation on indicators, strengthening the Priority Action Programme RAC for tasks in integrated coastal zone management, joining activities on pollution from marine activities, or the building up of the entity of MAP institutions as a think tank backing up the activities of the EMP through capacity building in the Mediterranean region. To this end, MAP institutions following an independent evaluation of existing capacities would need to focus on the development of operational capacities and on building up expertise in practical support for the implementation of programmes and policies. The European Commission, acting for the EMP, should develop its dialogue with MAP to explore capacity-building options.

«MAP II strives to ensure sustainable management of natural marine and land resources and to integrate the environment in social and economic development, and land-use policies»

local areas of the new agenda are:

- > integrated coastal area management including preserving biological diversity,
- > the observation of trends and the formulation of sustainability strategies,
- > national and local capacity building,
- > the conservation and sustainable management of cultural heritage sites in the region.

The old MAP focus of:

- > assessment, prevention and elimination of marine pollution thus became one objective among many others.

Policy goals of MAP II and its enclosed Priority Fields of Activities can be attributed to the following four objectives of an integrated and sustainable policy:

- > Enhancement of knowledge and research
- > Assessment, prevention and reduction of pollution
- > Integrated sustainable planning and policing
- > Public information and participation

02 — SEAS AND OCEANS — The Mediterranean Action Plan and the Euro-Mediterranean Partnership

Entwerfen: Test Bild Mood 2



the Future Institute

Goals and capacities of the mediterranean action plan?



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Entwerfen: Mood 2 Website

Goals and capacities of the mediterranean action plan?

Soil management in Lebanon, what can Europe learn? →

Fishing methods regulations in and around Europe.
How can we best preserve our marine ressources?



Soil management in Africa, what can Europe learn?

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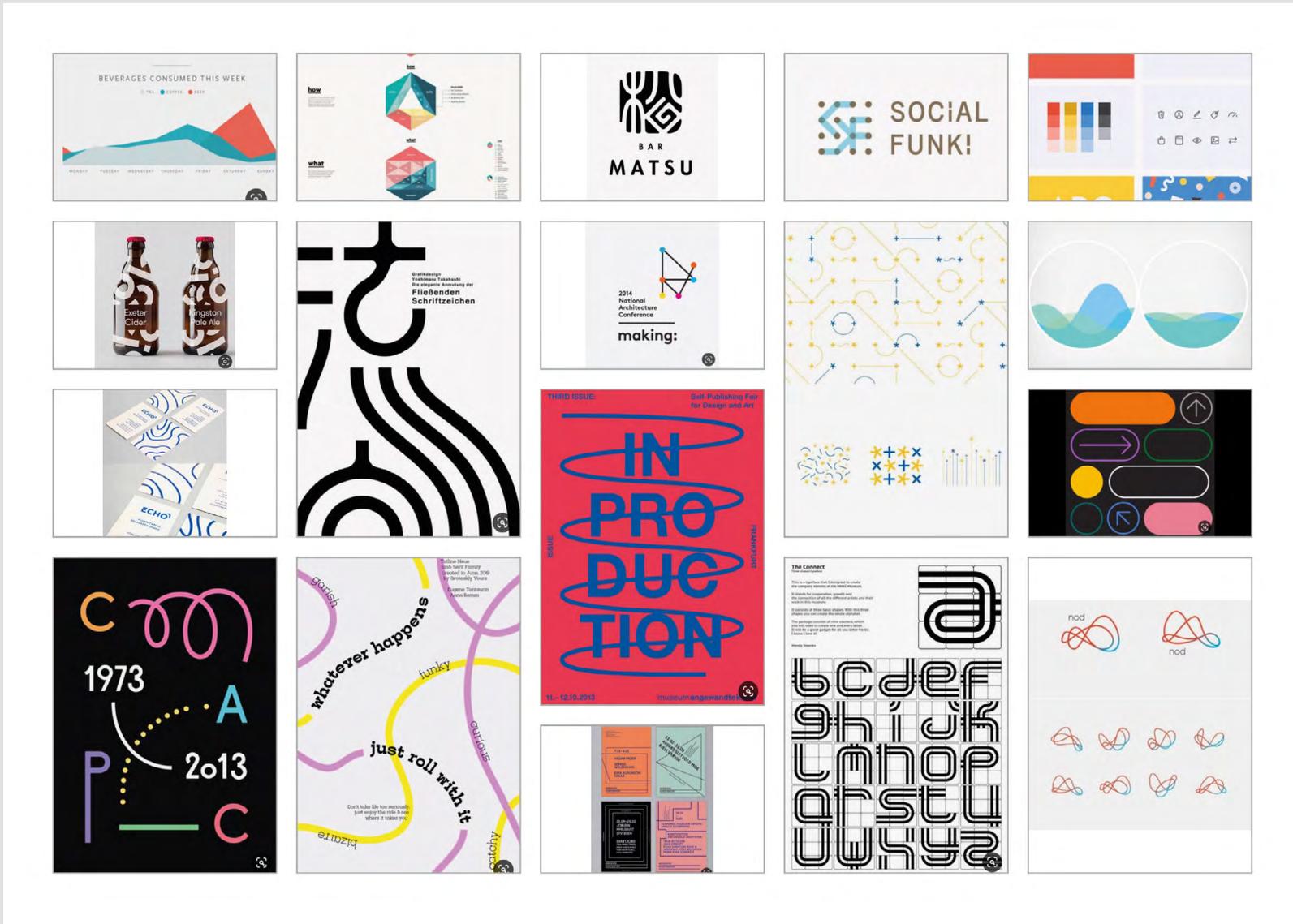
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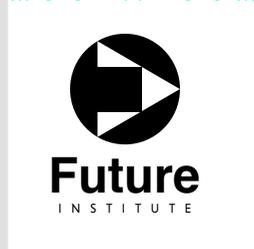
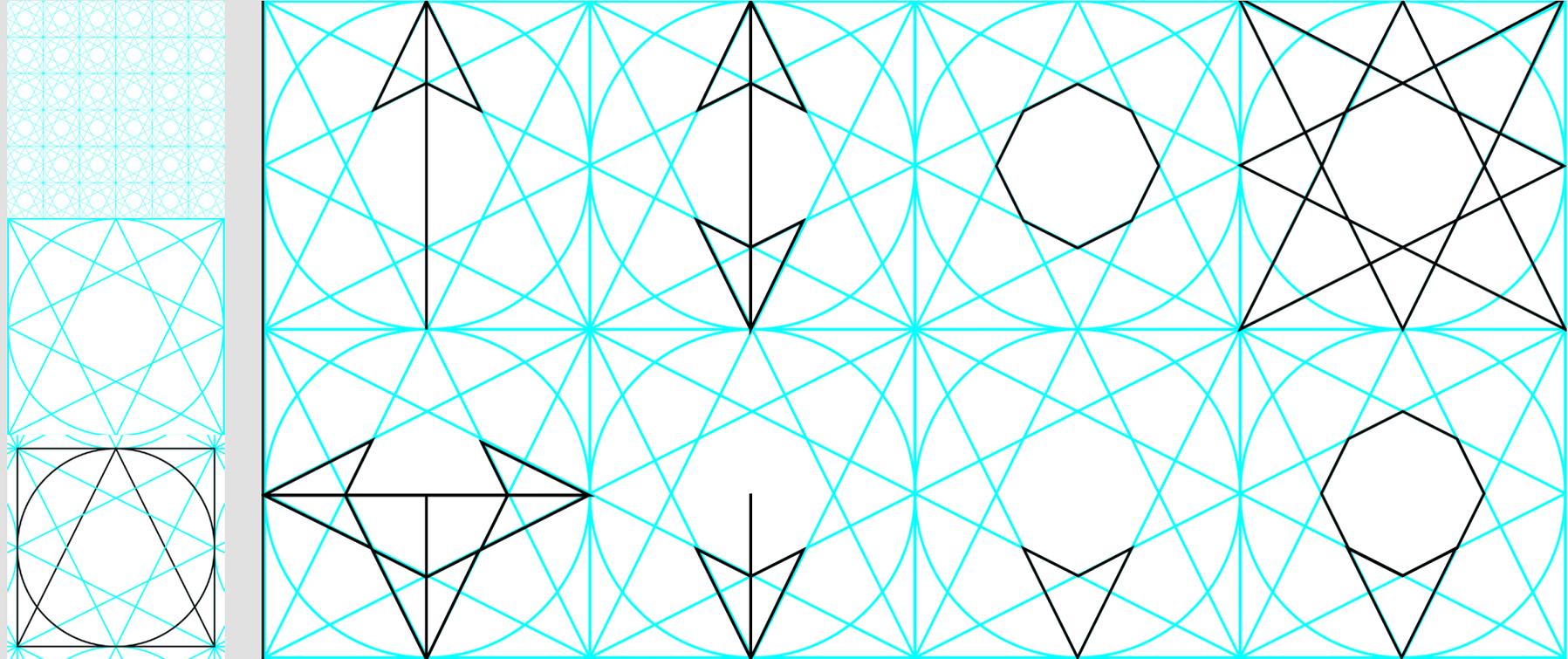
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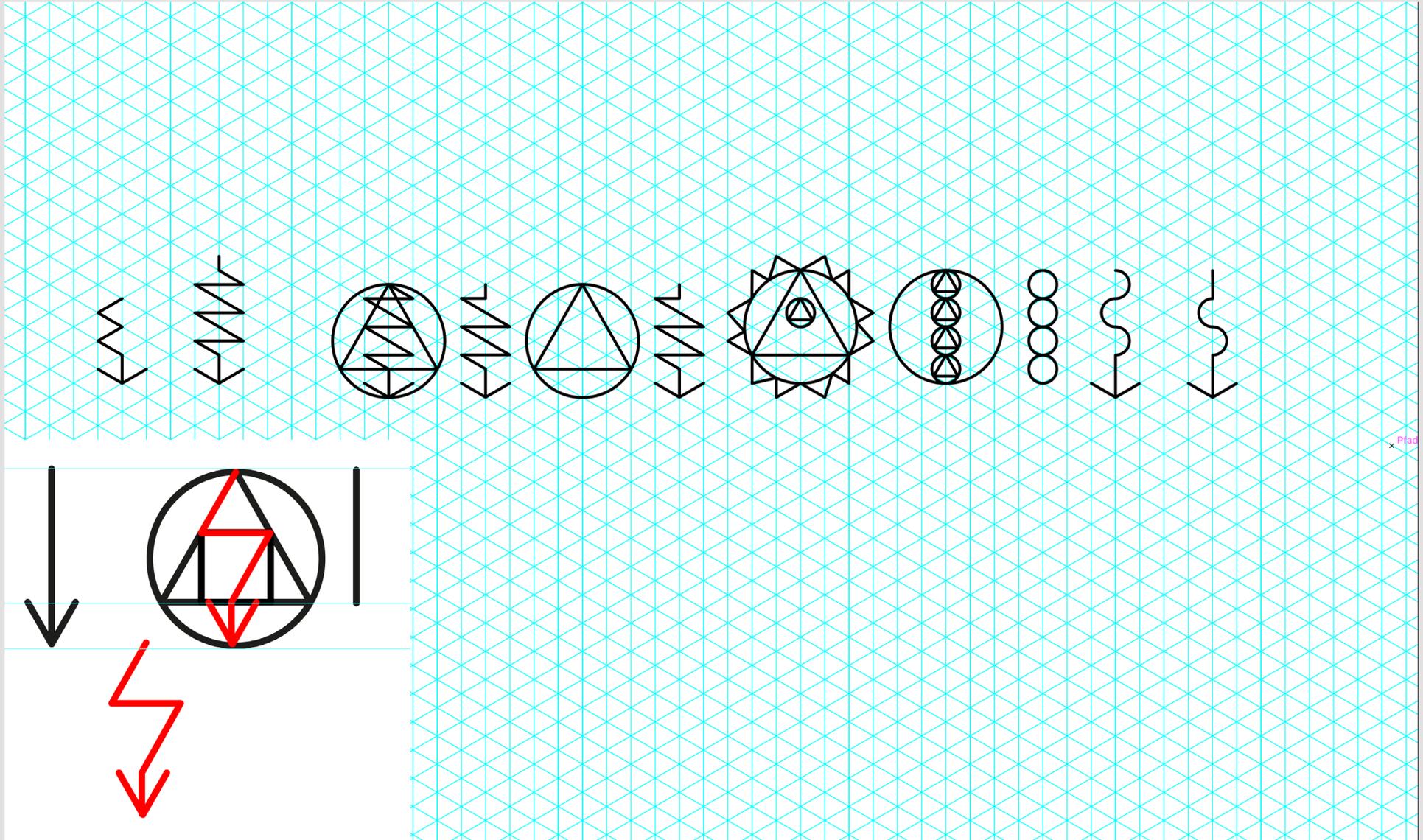
Entwerfen: (Recherche) Mood Navigation



Entwerfen: Versuch Morgans + Alices Bildwelt zusammen zu setzen



Entwerfen: Versuch Morgans + Alices Bildwelt zusammen zu setzen



Entwerfen: Versuch Morgans + Alices Bildwelt zusammen zu setzen

Project: Fortsetzung des Forums Fischschutz und Fischab-

more information under:
> futureinstitute.com

**WIR
SETZEN
UNSERE
ZUKUNFT
SELBST
ZUSAMMEN**



Question: _____

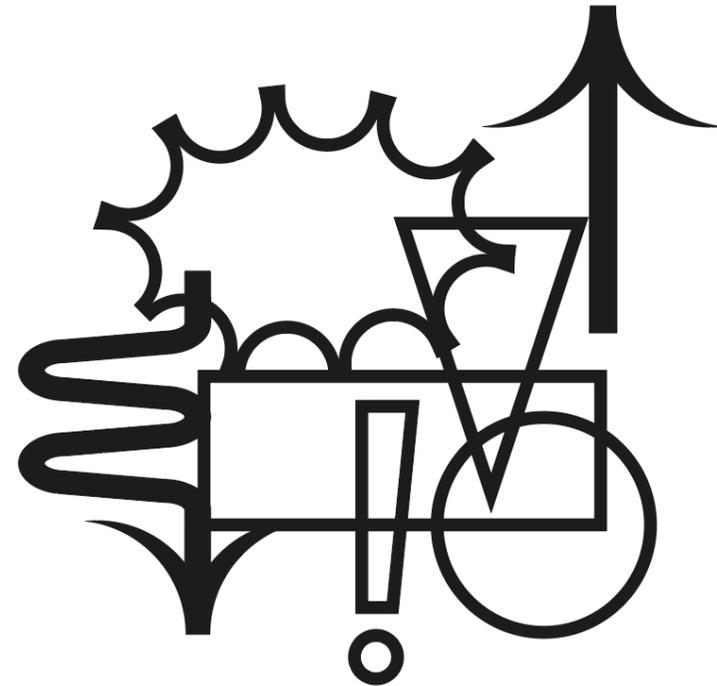
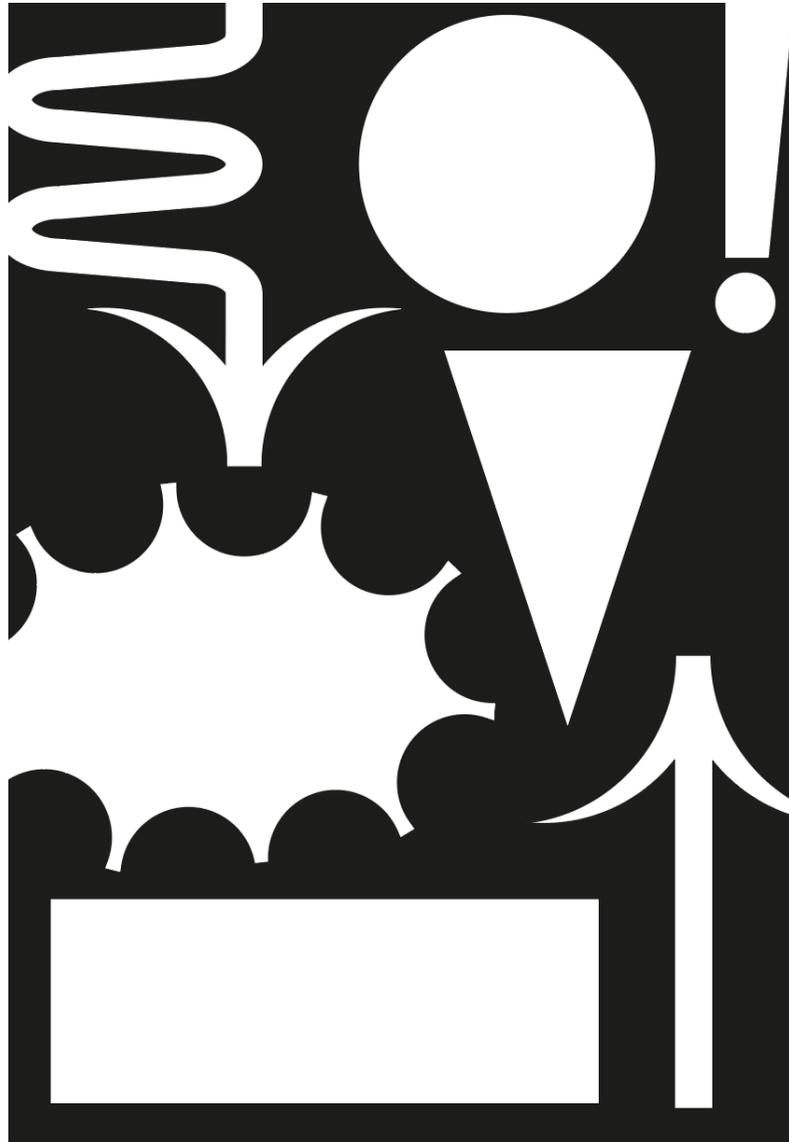
**WHAT CAN
WE DO
AGAINST
GLOBAL
WARMING
?**



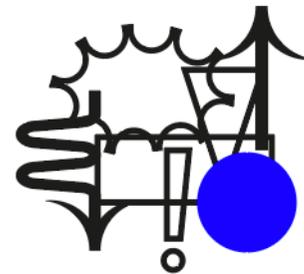
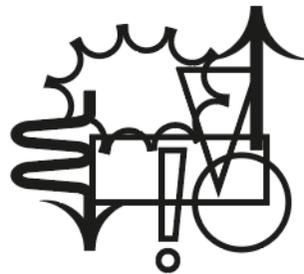
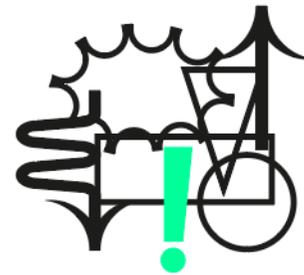
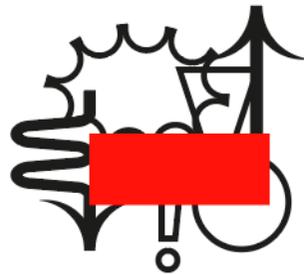
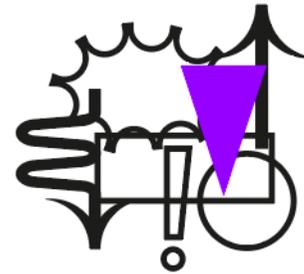
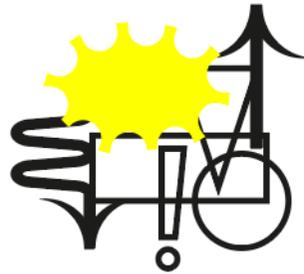
Entwerfen: Versuch Morgans + Alices Bildwelt zusammen zu setzen



Entwerfen: Versuch Morgans + Alices Bildwelt zusammen zu setzen



Entwerfen: Versuch Morgans + Alices Bildwelt zusammen zu setzen



02 Umsetzung

Umsetzung: Typo Wahl

OX OX

Minion + Chap

OX OX

Corona LT + Chap

O X OX

Museo Slab + Chap

OX OX

Niveau Grotesk + Chap

Wasserfall Wasserfall

Dies ist der Titel

Dio. Tem. Itat pa quatem fugiae vel iur aut alis eiusci-
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totatem dunt ad ut eosant eos accatium renihit ations-

Niveau Grotesk + Chap

Titel: Chap Bold

Lauftext: Niveau Grotesk Regular

Charakter / Eckdaten Chap:

Foundry: Schick Toikka

erschienen: 2016

Vertrieb: Kommerziell

Art: sans

Formprinzip: Antiqua humanistisch

Ursprünglich für das Finnish Culture Institute in New York ent-
worfen, würdigt Chap die kontrastreiche Sans-Tradition, ver-
meidet aber direkte Bezüge zu einem bestimmten Design. Im
Gegenteil: seine Konstruktionsweise will Konventionen eher
abstreifen. Die Linienführung bezieht sich im Allgemeinen auf
die eines breiten Federhalters, aber nicht immer auf erwartete
Weise. Es gibt ungewöhnliche Wendungen des Strichs und so-
gar Momente, in denen die Kalligraphie der Geometrie nachgibt.
Chap ist ein Versuch zu zeigen, dass eine Sans mit Kontrast
modern und aktuell sein kann. Sie ist eine Fontfamilie, die sich
in einer Vielzahl von zeitgenössischen Umgebungen zu Hause
fühlt, und doch nicht nur ein modisches Gesicht sein will.

Charakter / Eckdaten Niveau Grotesk:

Styles: 18

Designer: Hannes von Döhren

Year: 2013

Related Typefaces: Niveau Serif

Influenced by classical nineteenth-century faces, the fonts are based
on geometric forms. Because of its straight architecture, Niveau
Grotesk has a «punch» in big sizes but is very legible in smaller sizes
and longer texts—in print or on screen. Niveau Grotesk is equip-
ped for complex, professional typography with alternate letters,
arrows, fractions and an extended character set to support Central
and Eastern European as well as Western European Languages.

Umsetzung: Definition Grid

Logo XL

The Future
INSTITUTE

Logo S

TheFuture
INSTITUTE

Schriften

OX OX | Niveau Grotesk + Chap

Pattern

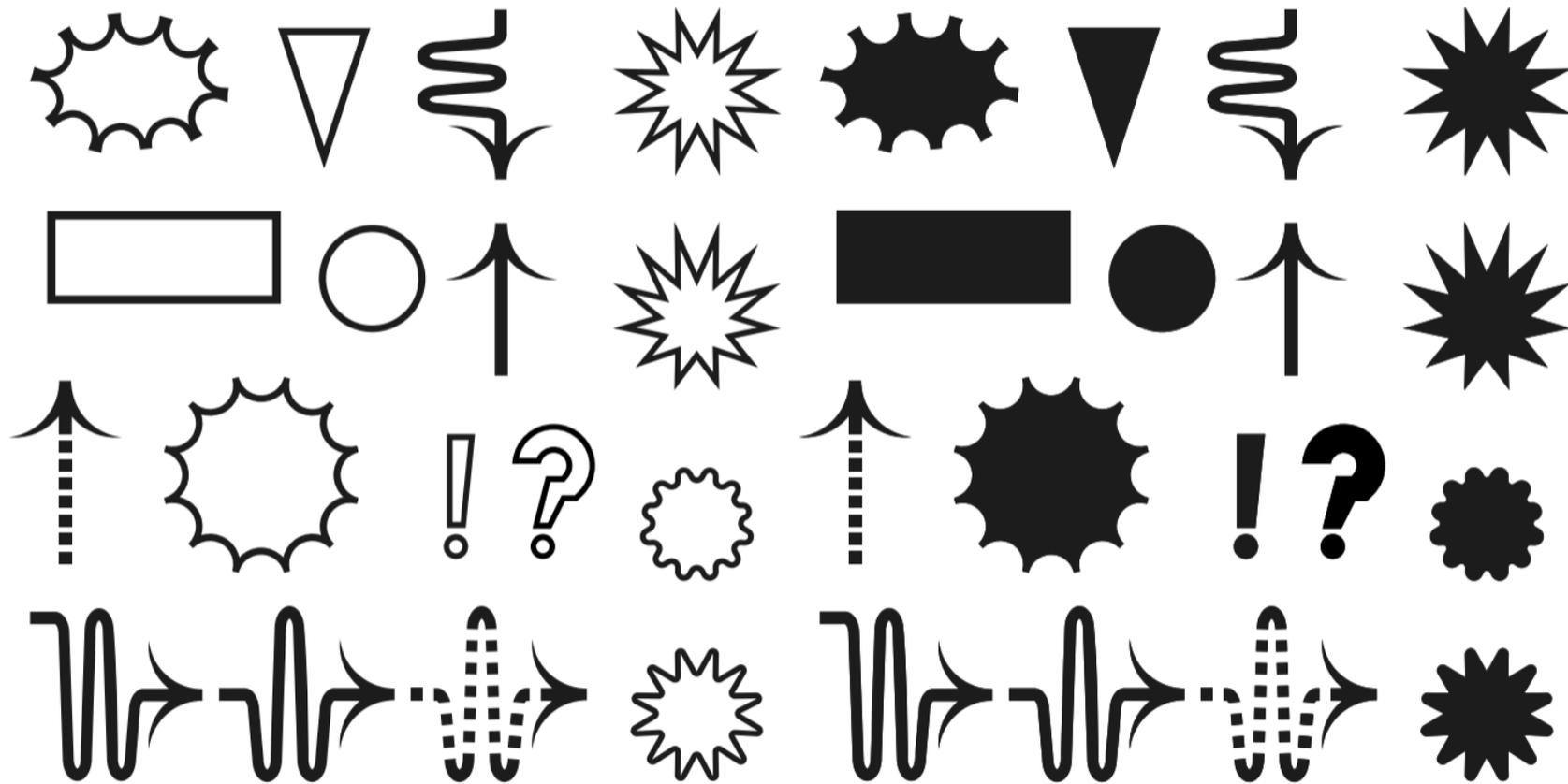
Farben

Schrift-Komposition

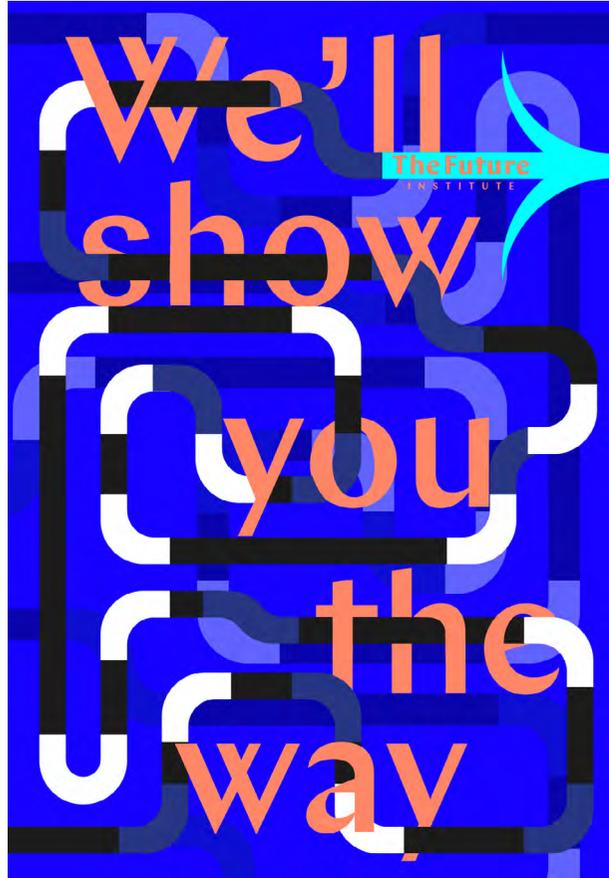
Bildwelt

The Definition Grid is a comprehensive branding specification for 'The Future Institute'. It is organized into several key sections: 1. Logo Variants: Shows the 'Logo XL' (large) and 'Logo S' (small) versions of the brand name. 2. Typography: Specifies the fonts 'Niveau Grotesk' and 'Chap', with examples of the letters 'OX' in a bold, condensed style. 3. Pattern: A collection of geometric and organic shapes, including stars, triangles, circles, and arrows, used as visual motifs. 4. Colors: A color palette featuring orange, black, white, yellow, green, blue, and purple. 5. Schrift-Komposition: Examples of text layout, including a stylized 'We'll show you the way' and a headline 'There are no sushis without fishes...'. 6. Bildwelt: A visual world of images, including ocean waves and a shark's mouth, which aligns with the 'fishes' headline.

Umsetzung: Icons



Umsetzung: Poster



Umsetzung: Flyer

**There are
no sushis
without
fishes...**



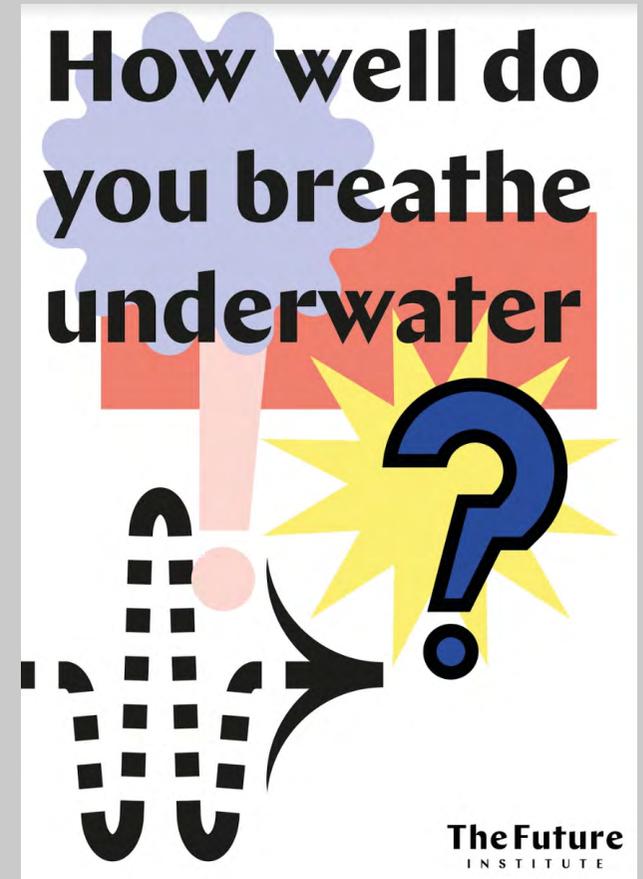
TheFuture
INSTITUTE

**Will your
children see
polar bears
only in
museums?**



TheFuture
INSTITUTE

**How well do
you breathe
underwater**



TheFuture
INSTITUTE

Umsetzung: Buchcover



Umsetzung: Broschüre (Alle)

Question: ←

Goals and capacities of the mediterranean action plan?

Title:

The Mediterranean Action Plan and the Euro-Mediterranean Partnership: Identifying Goals and Capacities – Improving Co-operation and Synergies

Version: Light — Summary

Content:

- > Executive Summary
- > Main focal points
- > Conclusion

18. Juni 2002
 Axel Corvini, Eduard Inverniz, R. Andreas Kriener
 Ecologic, Pfalzburger Strasse 43-44, 10713 Berlin, Germany,
 www.ecologic.de / Tel: +49 30 86880-0, Fax: +49 30 86880-100,
 office@ecologic.de

Theme: →

The Mediterranean Action Plan and the Euro-Mediterranean Partnership

Sea

The Future INSTITUTE

Title:

The Mediterranean Action Plan and the Euro-Mediterranean Partnership: Identifying Goals and Capacities – Improving Co-operation and Synergies

Executive Summary:

The study for Europe was conducted with the support of the United Nations Environment Programme (UNEP), the European Commission, the French Ministry of Environment and the German Ministry of Environment and Nature Conservation. It was funded by the German Federal Government and the German States of Baden-Württemberg, Bavaria, Hesse, Lower Saxony, North Rhine-Westphalia, Rhineland-Palatinate, Saarland, Schleswig-Holstein, Saxony, Saxony-Anhalt, Thuringia, and the German Democratic Republic. The study was conducted by Ecologic, a non-profit environmental organization, in cooperation with the German States of Baden-Württemberg, Bavaria, Hesse, Lower Saxony, North Rhine-Westphalia, Rhineland-Palatinate, Saarland, Schleswig-Holstein, Saxony, Saxony-Anhalt, Thuringia, and the German Democratic Republic.

Visual:

01
Industriealisierung
Seit 1970

02
20er Jahre
Seit 2010

03
Seit 2010

Publikation: Euro-Atlas 4 (2004) – 2004 – 2010
 Die Grafik zeigt die Entwicklung der Industriealisierung in Europa von 1970 bis 2010. Die x-Achse zeigt die Jahre von 1970 bis 2010, die y-Achse die Industriealisierung. Die Kurve zeigt einen Anstieg der Industriealisierung über die Zeit, mit einem deutlichen Sprung um das Jahr 2000. Die Fläche unter der Kurve ist in Blau und Rot schattiert.

Visual:

02
20er Jahre
Seit 2010

03
Seit 2010

Publikation: Euro-Atlas 4 (2004) – 2004 – 2010
 Die Grafik zeigt die Entwicklung der Industriealisierung in Europa von 1970 bis 2010. Die x-Achse zeigt die Jahre von 1970 bis 2010, die y-Achse die Industriealisierung. Die Kurve zeigt einen Anstieg der Industriealisierung über die Zeit, mit einem deutlichen Sprung um das Jahr 2000. Die Fläche unter der Kurve ist in Blau und Rot schattiert.

1.1. Identifying the objectives existing around the Mediterranean Partnership and the MAP:

The study for Europe was conducted with the support of the United Nations Environment Programme (UNEP), the European Commission, the French Ministry of Environment and the German Ministry of Environment and Nature Conservation. It was funded by the German Federal Government and the German States of Baden-Württemberg, Bavaria, Hesse, Lower Saxony, North Rhine-Westphalia, Rhineland-Palatinate, Saarland, Schleswig-Holstein, Saxony, Saxony-Anhalt, Thuringia, and the German Democratic Republic. The study was conducted by Ecologic, a non-profit environmental organization, in cooperation with the German States of Baden-Württemberg, Bavaria, Hesse, Lower Saxony, North Rhine-Westphalia, Rhineland-Palatinate, Saarland, Schleswig-Holstein, Saxony, Saxony-Anhalt, Thuringia, and the German Democratic Republic.

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Main focal points:

- Integrated coastal zone management including preserving biological diversity, the observation of trends, and the formulation of sustainability strategies.
- the conservation and sustainable management of cultural heritage sites in the region.

The old MAP focus of: assessment, prevention and elimination of marine pollution has become one objective among many others.

Policy goals of MAP II and its extended Priority Fields of Activities can be attributed to the following four objectives of an integrated and sustainable policy:

- Assessment, prevention and reduction of pollution
- Integrated sustainable spending
- Public information and participation

Conclusion:

The study for Europe was conducted with the support of the United Nations Environment Programme (UNEP), the European Commission, the French Ministry of Environment and the German Ministry of Environment and Nature Conservation. It was funded by the German Federal Government and the German States of Baden-Württemberg, Bavaria, Hesse, Lower Saxony, North Rhine-Westphalia, Rhineland-Palatinate, Saarland, Schleswig-Holstein, Saxony, Saxony-Anhalt, Thuringia, and the German Democratic Republic. The study was conducted by Ecologic, a non-profit environmental organization, in cooperation with the German States of Baden-Württemberg, Bavaria, Hesse, Lower Saxony, North Rhine-Westphalia, Rhineland-Palatinate, Saarland, Schleswig-Holstein, Saxony, Saxony-Anhalt, Thuringia, and the German Democratic Republic.

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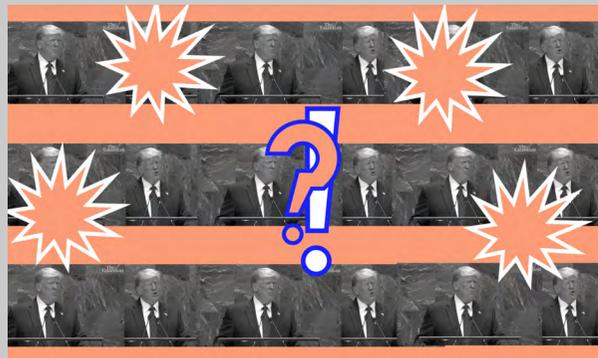
Quellen / Literatures:

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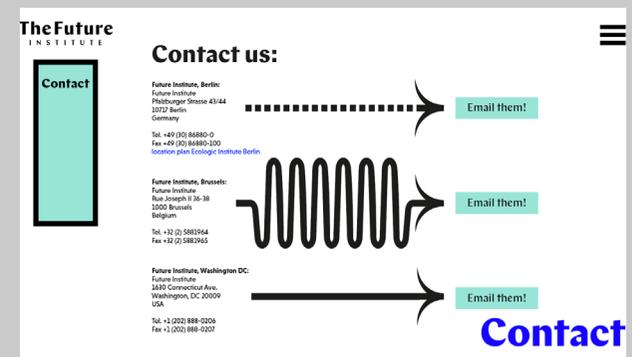
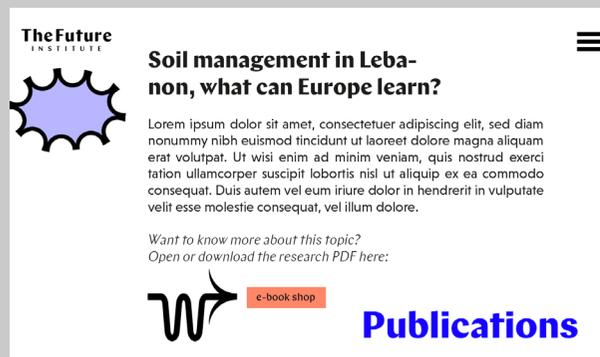
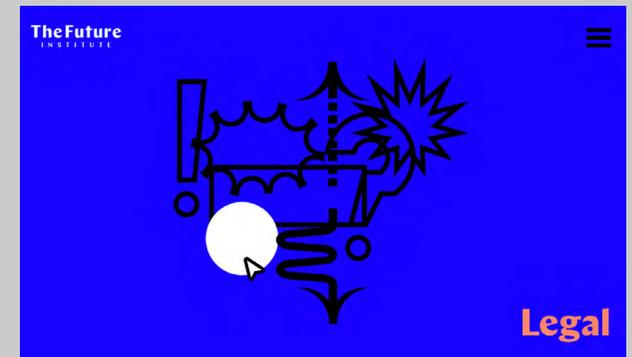
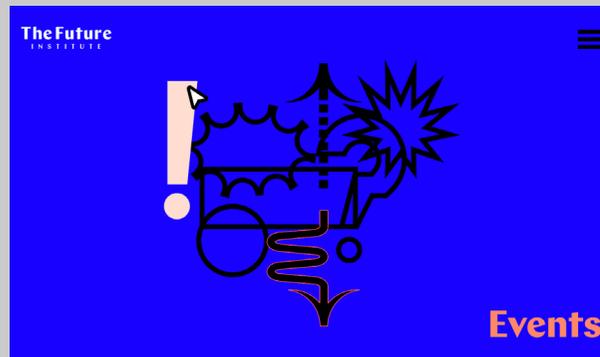
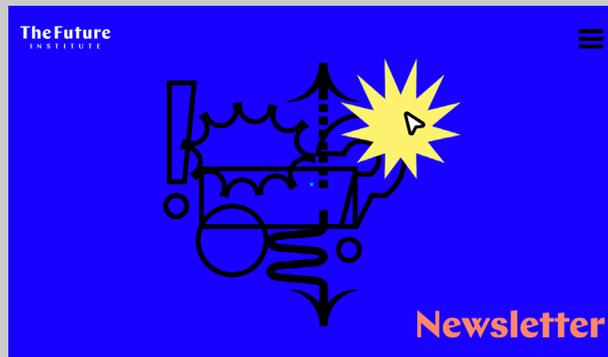
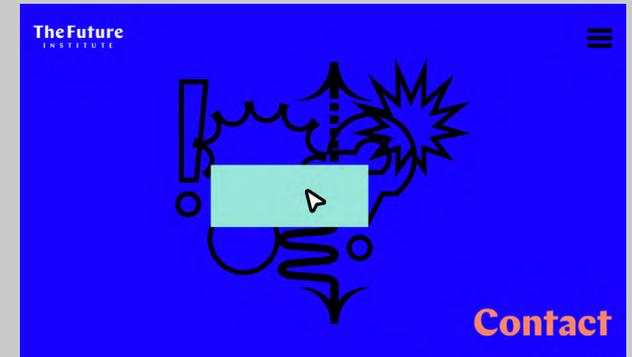
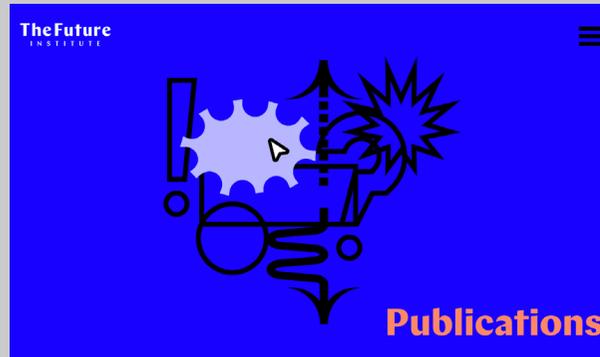
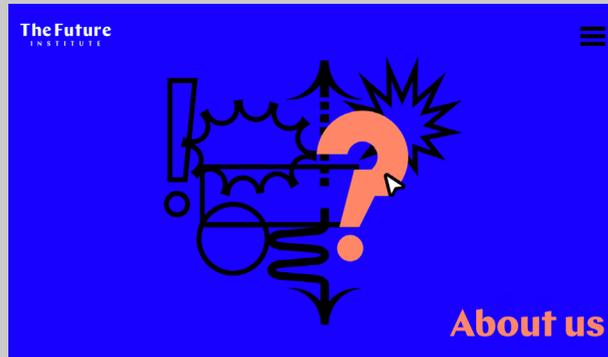
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Umsetzung: Video



Umsetzung: Website



Umsetzung: Website

TheFuture INSTITUTE



- > Who we are
- > What we do
- > How we work
- > Our Staff
- > Our Partners
- > Our Responsibility
- > Our Finances
- > Sustainable Working

Aboutus

TheFuture INSTITUTE



Our Staff

Aboutus

TheFuture INSTITUTE



Our Staff

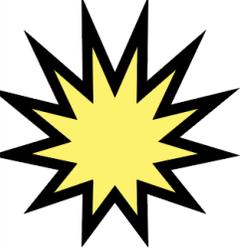
About: Steffie is our youngest scientific collaborator. She's happy all the time and always has a good joke to tell.

Function: Webdesigner

Contact: Steffie@futureinstitute.com

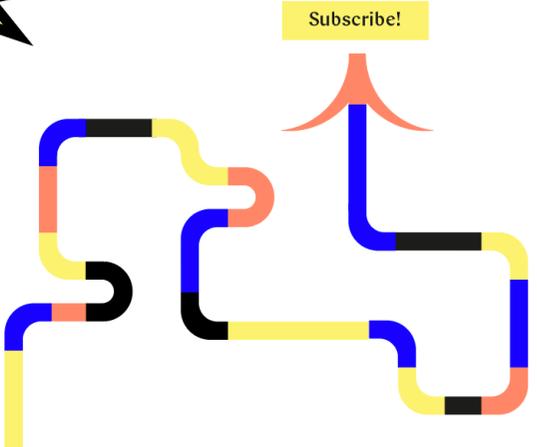
Aboutus

TheFuture INSTITUTE



Our Agenda 2019

Sei immer auf dem neusten Stand. Wir informieren dich gerne über unsere Events, Projekte und neusten Forschungsergebnisse. Aboniere unseren Newsletter und werde ein Mitglied unseres Instituts.



Newsletter

Positionierung:

Positionierungsstatement / Markenstrategie

- Für** Mit wem genau sprechen wir?
> Zielgruppe
- ist** In welchem Markt bewegen wir uns?
Was ist unsere Leistung?
> Markenversprechen
- welches** Was macht uns einzigartig?
Wie und auf welche Weise erbringen wir unsere Leistung?
> Differenzierendes Versprechen
- weil** Welches ist unsere Motivation dabei?
> Begründung

Antworten: Morgne & Alice / Future Institute:

01 Für: • Policy makers • Donors • the general public • Studenten & •Wissenschaftler

02 Ist: Wir sind ein Wissenschaftlicher Thinkthank, der Lösungsansätze / Projekte / Konzepte, und neue Möglichkeiten bietet um nachhaltiger leben zu können.

03 Kernmessage: Nachhaltigkeit führt zur Lösung

04 Welches / Weil: Wir setzen nicht wie unsere Mitstreiter auf ein ökologisches Erscheinungsbild, sondern wir präsentieren uns lieber kritisch im Zusammenhang mit unserer Zukunft.

Der Nachhaltigelebensstil ist längst kein Prestige mehr. Er ist zu einer Frage geworden, eine die uns alle betrifft. Gibt es uns in Zukunft noch?

Unsere Antwort ist: Ja, aber nur wenn wir zusammenhalten. Wir, von Future Institute, wollen uns für die Umwelt einsetzen und somit auch für unsere Zukunft. Wir werben bewusst anders als andere, denn wir wollen nicht als die nervigen Ökofreaks gesehen werden. Wir wollen die Coolen sein, die die unsere Zukunft retten. Wir wollen dich ansprechen! Euch alle! Denn nur zusammen können wir etwas ändern und schlussendlich überleben. Unser Versprechen an dich ist, dass der nachhaltige Lebensstyle und die Zusammenarbeit zwischen Wissenschaftlern uns zur Lösung führen wird.