



Food for Biodiversity

Campaign 2024

We are a boutique consultancy, focused on sustainability.

Sustainability strategy consulting

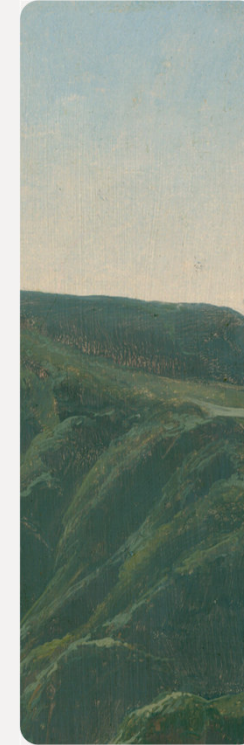
- Sustainability strategy
- Materiality analysis
- External sustainability management
- Climate strategy and assessment
- Sustainability reporting
- Stakeholder analysis

Communication for sustainability projects

- Communication strategy
- Social Media
- Press
- Political communication
- Event
- Editorial Design
- Video

We provide consulting and agency services in the areas of strategy and communication.

We are a member of sustainable natives eG (sn). With this high-level expert network we implement particularly extensive or special projects.



facts & figures

- ↳ founded 2016
- ↳ team of 12 people
- ↳ 23 projects in 2023 alone



Big or small: We support companies, NGOs and projects that make the world a better place!



More than LEDs & flowering meadows:

If sustainability including biodiversity are not part of your *core business*, you are not fit for the future.

Sustainability is leaving small departments and niche corners.



Campaign
Food for
Biodiversity
The concept

Target Group

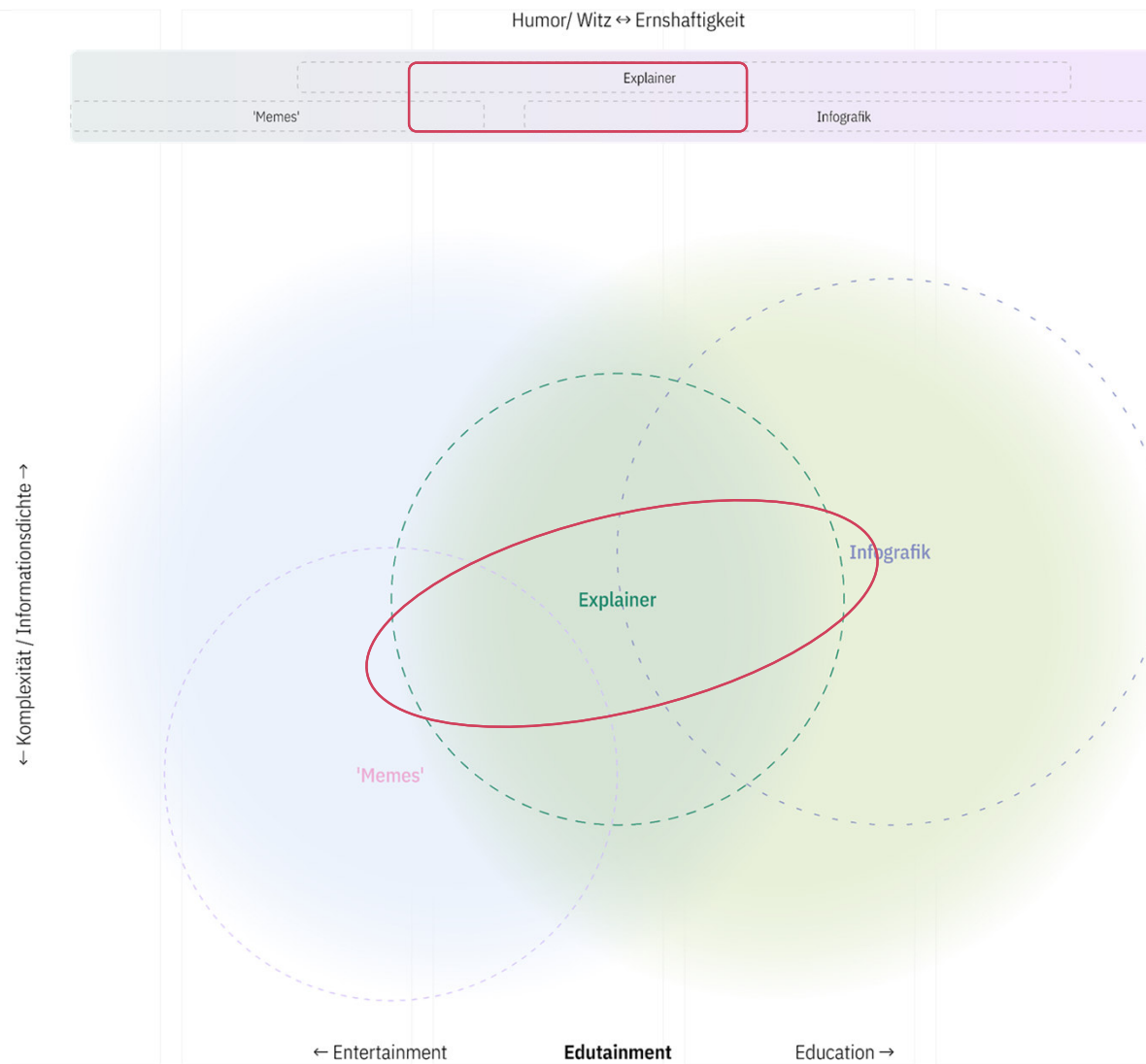
Millennials (25-40)

- *LOHAS*
(Lifestyle of Health and Sustainability)
- *LOVOS*
(Lifestyle of Voluntary Simplicity)

What defines millennials?

- **Critical thinking** and questioning things
- **Tech- and internet-savvy** lifestyle
- **Individualistic**, value personal development
- 60 % of millennials care about **reducing impacts on the environment** and **engaging in environmental protection** (*„The Deloitte Global 2022 Gen Z & Millennial Survey“*)

Content Type



Concept Art



Concept Art: Butterfly on a job search



Concept Art: Bird going apartment hunting



The background features a hand-drawn diagram on a light-colored surface. It consists of two large, roughly circular nodes. The left node contains several smaller, faint circular shapes and arrows pointing in various directions. The right node also contains smaller circular shapes and arrows, with some lines connecting the two nodes. The overall appearance is that of a conceptual or flow diagram.

Final format



You can
taste biodiversity.

Options to communicate

High impact

Messaging / Logo/link to the website appears on product packaging

Messaging / Logo/link to the website is integrated in own advertising campaigns (store, flyers, social media, website etc.)

Videos are shared **once** on **multiple** social media channels, including personal channels.

Videos are shared **multiple times** on **multiple** social media channel, including personal channels..

Videos are shared **once** on **one** social media channel.

Videos are shared **multiple times** on **one** social media channel.

Low impact

Best Practices to communicate biodiversity

Collaboration wins!

— *People & nature*

— *Companies & NGOs*

1. Content matters
2. Specific examples
3. Striking Images and Videos
4. Keep it simple
5. Storytelling
6. Make it personal (Local, personal, tailored to target groups)
7. Interactivity
8. Goals and Calls to action
9. Emotions