

# DNS

OUR EXPERIENCE  
*and our campaigns*



ENVIRONMENT



BUSINESS



LIFESTYLES



OPEN SOCIETY



RIGHTS



AND MUCH MORE



## ENVIRONMENT

### *Values*

- Supporting recycling
- Supporting environmental policies
- Promoting and protecting the natural environment
- Promoting energy efficiency
- Fighting environmental damage
- Raising awareness concerning our ecological footprint and renewable energies



## ENVIRONMENT

Supporting recycling

### ***Nespresso***

Capsules recycling.

**Project by Sidièse**

### ***Recylum***

Lighting solutions recycling.

**Project by Sidièse**

### ***European recycling week***

Belgian campaign.

**Project by Revolve Media**

### ***FareShare / ASDA***

Campaign to highlight food waste and to communicate value of new initiative.

**Project by Creative Concern**

### ***Azzeralospreco***

Social media campaign against food waste.

**Project by Silverback**



## ENVIRONMENT

Supporting environmental policies

### ***Mairie de Paris***

Promotion of sustainable innovations.

**Project by Sidièse**

### ***fairkehr magazine***

Magazine on sustainable transport issues.

**Project by tippingpoints**

### ***Istanbul Policy Center – Actor's Map of Turkey's Climate Politics***

Book Design.

**Project by Myra**

### ***Heinrich Böll Stiftung – Nuclear Fairy Tale: Global and Local Risks and Perspectives***

Report/Design.

**Project by Myra**

### ***Manchester: A certain future***

A city consortium designed to raise awareness, communicate and take action on climate change.

**Project by Creative Concern**

### ***Green Economy States General 2013 & 2014***

Twitter campaign.

**Project by Silverback**

### ***National Conference on Parks***

Communication strategy, biodiversity and green economy.

**Project by Silverback**



## ENVIRONMENT

Promoting and protecting the natural environment

### ***FSC®***

Corporate communication.

**Project by Sidièse**

### ***International year of biodiversity***

Walloon campaign.

**Project by Revolve Media**

### ***Lunt Foundation***

Helping farmers to a sustainable agricultural path.

**Project by Revolve Media**

### ***Forestry Commission***

**Project by Creative Concern**

### ***Woodland Trust***

**Project by Creative Concern**

### ***Doctors for The Environment – Persistant Polluters Symposium***

Symposium identity and communication materials.

**Project by Myra**



## ENVIRONMENT

Promoting energy efficiency

### ***Kopf an***

Federal campaign for sustainable transport.

**Project by tippingpoints**

### ***Stadt Offenburg***

City campaign for sustainable transport.

**Project by tippingpoints**

### ***Point P***

Roadshow for professionals.

**Project by Sidièse**

### ***Digital energy tour***

Communication, start up projects on smart grid.

**Project by Silverback**

### ***RhOME for denCity***

Communication for Solar Decathlon Europe 2014 contest.

**Project by Silverback**

### ***Get Me Toasty campaign***

A public campaign to promote insulation and energy efficiency in the home.

**Project by Creative Concern**

### ***EST***

Working at a national level to communicate energy efficiency to households and business.

**Project by Creative Concern**

### ***Rexel – Raising awareness on sustainable habits***

**Project by Sidièse**

### ***Heinrich Böll Stiftung – Intelligent Energy Conference***

Posters and communication material.

**Project by Myra**

### ***Istanbul Water Tribunal***

Symposium identity and communication materials.

**Project by Myra**



## ENVIRONMENT

Fighting environmental damage

### ***Supranational Justice Court against environmental damage***

Campaign.

**Project by Silverback**

### ***I Pazzi siete voi***

Multimedia campaign and storytelling strategy against nuclear power.

**Project by Silverback**

### ***Plan Air 7 Climat***

Promotion.

**Project by Revolve Media**

### ***Eden Rivers Trust***

Campaign to engage audiences to Save the Eden – a multi-channel, river improvement project.

**Project by Creative Concern**

### ***Clean Air Now***

Advertising campaign delivered with UK NGOs to highlight urban air pollution.

**Project by Creative Concern**

### ***Nature Association – Hasankeyf Campaign***

**Project by Myra**

### ***Doctors for The Environment Association – Persistent Polluters Symposium***

Posters and communication materials.

**Project by Myra**

### ***La Poste***

Carbon neutrality.

**Project by Sidièse**

### ***ADEME***

**Project by Sidièse**

### ***EWWR***

**Project by Sidièse**



## ENVIRONMENT

Raising awareness concerning our ecological footprint and renewable energies

### **EcoCities**

A university and private sector partnership highlighting the urgency of climate change and the actions required.

**Project by Creative Concern**

### **Climate Smart Cities Low carbon futures**

An international research project to communicate the actions at a city level required to dramatically reduce carbon emissions.

**Project by Creative Concern**

### **Eurostar – Tread lightly campaign**

**Project by Sidièse**

### **Domestic water use and water footprint**

Scientific report and infographics.

**Project by Silverback**

### **SOS Rinnovabili**

Campaign to support renewable energy sector.

**Project by Silverback**

### **Klingelt's**

Campaign visualising CO<sub>2</sub> emissions.

**Project by tippingpoints**

### **Zusammen ist es Klimaschutz**

Federal climate protection campaign.

**Project by tippingpoints**

### **Eczacıbaşı VİTRA: Sustainable Office Program**

Internal campaign.

**Project by Myra**

### **Open Society Foundation – Turkey's CO<sub>2</sub> Oscilation**

Report design.

**Project by Myra**

### **Elbil Danmark**

EV programme for SMVs.

**Project by Goodvertising**





BUSINESS

*Values*

- Stressing companies' accountability for social and environmental impacts



## BUSINESS

Stressing companies' accountability for social and environmental impacts

### **TURKCELL – Sustainability Report**

**Project by Myra**

### **Eczacıbaşı VİTRA – Sustainable Offices**

Internal communication campaign.

**Project by Myra**

### **Danone – NatuR'Evolution Nestlé**

Chocolate – CSV campaign.

**Project by Sidièse**

### **Guérlain**

Promoting sustainable development.

**Project by Sidièse**

### **ASDA**

Working with a major supermarket retailer to communicate green values to customers and stakeholders.

**Project by Creative Concern**

### **ENWORKS**

Campaign to encourage business resource efficiency. Digital, advertising and concepts.

**Project by Creative Concern**

### **VELUX**

Strategy framework for the Polish market.

**Project by Goodvertising**

### **EXKi**

Reuse, Reduce, Recycle communication support.

**Project by Revolve Media**

### **ResilieNtWEB**

Resilience support programme.

**Project by Revolve Media**

### **Pierre Bleue Belge Natural ornamental stones**

**Project by Revolve Media**



## LIFESTYLES

### *Values*

Raising awareness about what we eat ●

Promoting alternative mobility modes like cycling or walking ●

Promoting sustainable tourism ●

● Encouraging healthy lifestyles

● Raising awareness on ethical products (Fairtrade etc.)



## LIFESTYLES

Raising awareness about what we eat

### ***Real Food Wythenshawe***

Community engagement in urban areas on food cookery, local growing and food poverty.

**Project by Creative Concern**

### ***Kellogg's***

Working with the private and public sector to launch a food poverty awareness week to tackle myths on this complex issue.

**Project by Creative Concern**

### ***Bio-Spitzenköche***

Promoting ecological food.

**Project by tippingpoints**

### ***Elior***

Healthy food in canteens for youngsters.

**Project by Sidièse**

### ***Semaine de promotion del'agriculture biologique***

Organic food promotion.

**Project by Revolve Media**



## LIFESTYLES

Push alternative mobility modes  
like cycling or walking

### ***Like it bike it***

Video competition for young people.

**Project by tippingpoints**

### ***RadNETZ Baden Württemberg***

Communicating sustainable transport strategies.

**Project by tippingpoints**

### ***Sustrans***

National campaigns to promote safe routes  
to school, the national cycling network  
and its walking and cycling strategy.

**Project by Creative Concern**

### ***Brompton Bicycle***

Promotion/marketing of folding bikes in urban areas.

**Project by Creative Concern**

### ***ATOS***

MyCar in-house promotion campaign.

**Project by Sidièse**

### ***iDVroom***

Car-sharing campaign.

**Project by Sidièse**

### ***Bicycling Safety Campaign***

For the Municipality of Frederiksberg.

**Project by Goodvertising**



## LIFESTYLES

Promoting sustainable tourism

### ***Verträglich Reisen***

Magazine on sustainable transport.

**Project by tippingpoints**

### ***UNESCO***

Development of an international sustainable tourism  
online toolkit for World Heritage managers.

**Project by Creative Concern**

### ***Wadden Sea***

**Project by Creative Concern**

### ***Brussels green***

Promoting all sustainable assets of Brussels.

**Project by Revolve Media**

### ***Les Forêts d'Ardenne***

Promoting the national forest patrimonium.

**Project by Revolve Media**



## LIFESTYLES

Encouraging healthy lifestyles

### ***Mustela***

Atopic dermatitis awareness.

**Project by Sidièse**

### ***Ligue contre le cancer***

Calendar.

**Project by Sidièse**

### ***Active Life Association***

Identity and publication designs.

**Project by Myra**

### ***NHS***

Series of campaigns for the NHS on hygiene, data sharing and hospital branding.

**Project by Creative Concern**

### ***Tobacco Free Futures***

Campaign targeted at MPs, working with young people to secure legislative change on tobacco packaging.

**Project by Creative Concern**



## LIFESTYLES

Raising awareness on ethical products  
(Fairtrade etc.)

### ***Vandana Shiva in Italy***

Communication strategy, Expo 2015.

**Project by Silverback**

### ***Aiab – Italian organic food and agriculture***

Press office, media relation.

**Project by Silverback**

### ***HENKEL – Le Chat Eco-efficacité***

**Project by Sidièse**

### ***Lush***

Working with Lush to promote the Lush Prize  
as part of their fight against animal testing.

**Project by Creative Concern**

### ***Co-Operatives Fortnight***

National campaign to promote the co-operative business  
model and engage local co-ops.

**Project by Creative Concern**

### ***IPC – Developing Social Impact Markets in Turkey***

Report design.

**Project by Myra**

### ***Heinrich Böll Stiftung – Slow Trade Sound Farming***

Book design.

**Project by Myra**





## OPEN SOCIETY

### *Values*

- Promoting participation in civil society
- Encouraging open societies, reducing prejudice against immigration
- Reducing racism, sexism and other forms of suppression
- Promoting open communication between nations
- Raising awareness concerning global poverty
- Fighting nationalism
- Encouraging human rights
- Supporting the right to vote – stressing importance of elections
- Encouraging voluntary work for good purpose in civil society
- Promoting local administrations and citizen participation
- Promoting impact of NGOs and civil society for a better future



## OPEN SOCIETY

Promoting participation in civil society

### ***Riparte il futur***

Lobbying campaign for anti-corruption/  
transparency rules for politicians.

**Project by Silverback**

### ***TUSEV – Support and Change***

Campaign on supporting NGO projects.

**Project by Myra**

### ***You Can Foster campaign***

Regional campaign to overcome barriers and myths  
regarding fostering with local authorities.

**Project by Creative Concern**

### ***Involving youth in the right to a place to live***

Powered by a bank.

**Project by Goodvertising**



## OPEN SOCIETY

Encouraging open societies,  
reducing prejudice against immigration

### *Asylum Link*

Story telling, editorial, photography  
and design for regional charity.

**Project by Creative Concern**



## OPEN SOCIETY

Reducing racism, sexism and other forms of suppression

### ***Riverside Diversity***

**Project by Creative Concern**

### ***Salford Foundation***

**Project by Creative Concern**

### ***Min A-kasse***

Unemployment fund, multiple campaigns.

**Project by Goodvertising**

### ***KOC University***

Stop sexual harassment campaign.

**Project by Myra**

### ***Flying Broom: Child Brides Campaign***

**Project by Myra**



## OPEN SOCIETY

Promoting open communication  
between nations

***Cartooning for Peace & History Foundation –  
A Long and Winding Road: History of Turkey –  
EU Relations through Cartoons***

Exhibition and book editorial and design.

**Project by Myra**

***AFS TURKEY – Intercultural***

Exhibition and book editorial and design.

**Project by Myra**

***TAV – EU Citizenship and We, The Youth***

Poster design.

**Project by Myra**

***Belediye-IS – Turkey-EU Relations***

Publication series logo.

**Projects by Myra**



## OPEN SOCIETY

Raising awareness concerning global poverty

### ***European week against poverty***

Belgian campaign.

**Project by Revolve Media**

### ***Heinrich Böll Stiftung- Turkey and EU: Agriculture Policies***

Book design.

**Project by Myra**

### ***BGST Publications Water Wars***

Book design.

**Project by Myra**

### ***War on Want***

Key messaging, website development and design  
for global justice charity.

**Project by Creative Concern**

### ***Fundraising for Horn of Africa***

Promotion campaign, Oxfam.

**Project by Silverback**

### ***Xipoti***

Mozambican Sanitation campaign 'It Pays to Share'.

**Project by Goodvertising**



**OPEN SOCIETY**

Fighting nationalism

***TESEV-Hearing Turkey's Armenians:  
Issues, Demands and Policy Recommendations***

Report design.

**Project by Myra**

***Fellow Songs***

Editorial and design of the book on Fellow Songs,  
Turkey's multilingual ballad group.

**Project by Myra**



## OPEN SOCIETY

Encouraging human rights

***Helsinki Citizens' Assembly –  
Claim Your Own Security***

Identity design, awareness campaign.

**Project by Myra**

***History Foundation –  
Human Rights in Textbooks***

Book and poster designs.

**Project by Myra**

***Amnesty International***

Multiple campaigns.

**Project by Goodvertising**

***Coalition Eau – World Toilet Day***

**Project by Sidièse**

***CDFA***

**Project by Creative Concern**





## OPEN SOCIETY

Support the right to vote –  
stress importance of elections

### ***YES campaigns***

Regional campaign to encourage participation in  
a campaign to introduce a congestion charge.

**Projects by Creative Concern**

### ***European election campaign 2015***

European Parliament.

**Projects by Revolve Media**



## OPEN SOCIETY

Encouraging voluntary work for good purpose in civil society

### ***Participation***

A range of campaigns encouraging active participation, volunteering and ambassadors i.e. University of Manchester, Wythenshawe ambassadors.

**Project by Creative Concern**

### ***Colibris***

Tous Candidats.

**Projects by Sidièse**

### ***European voluntary week***

Belgian campaign.

**Projects by Revolve Media**

### ***Nature Association – Extincting Volunteers!***

Campaign.

**Projects by Myra**

### ***ÖSGD – Vocational Coaches***

Campaign.

**Projects by Myra**

### ***Crowd-Searching***

A platform to reconnect people with their lost belongings powered by HipKey.

**Project by Goodvertising**



## OPEN SOCIETY

Promoting local administrations  
and citizen participation

***Helsinki Citizens Assembly –  
Local and Democratic Administrations***

Project identity, infographics and communication materials.

**Projects by Myra**



## OPEN SOCIETY

Promoting impact of NGOs and civil society for a better future

### ***YADA – Reputation of Civil Society***

Awareness campaign.

**Project by Myra**

### ***Global Civics***

Academy identity and poster designs.

**Project by Myra**

### ***History Foundation – Become a History Friend!***

Campaign.

**Project by Myra**

### ***TUSEV – New Approaches in Civil Society***

Symposium identity.

**Project by Myra**



## RIGHTS

### *Values*

Women's Rights: Supporting women's rights, fighting discrimination, enforcing women's right on legislative processes ●

Education Rights: Supporting change in the formal education system, supporting student involvement and fighting against inclusion problems ●

Children's and Youth Rights: Supporting children's and youth rights, promoting inclusion and involvement ●

Worker's Rights: Supporting rights of workers, pressing legislative processes to enhance working conditions ●



## RIGHTS

Women's Rights:  
Supporting women's rights, fighting discrimination,  
enforcing women's right on legislative processes

### ***Women for Women's Rights – We Have Rights***

Posters and educational material designs.

**Project by Myra**

### ***Visual Identity Design***

Publication designs.

**Project by Myra**

### ***Flying Broom Women's Research Association – Film Festival***

Posters and communication materials, publication designs.

**Project by Myra**



## RIGHTS

Education Rights:

Supporting change in the formal education system,  
supporting student involvement and fighting against inclusion problems

***Education Reform Initiative –  
Best Practice in Education***

Posters and symposium materials.

**Project by Myra**

***Critical Thinking***

Education material design.

**Project by Myra**

***ACEV – Girls' Access to Primary Education***

Report design.

**Project by Myra**

***Observation Reports on  
Education Policies***

Report designs.

**Project by Myra**

***UNICEF***

Impact analysis report on girls' education project.

**Project by Myra**



## RIGHTS

Children's and Youth Rights:  
Supporting children's and youth rights,  
promoting inclusion and involvement

### ***Young Life Association***

Identity and publication designs.

**Project by Myra**

### ***Violence at Home Against Children***

Report design.

**Project by Myra**





## RIGHTS

Worker's Rights:

Supporting rights of workers, pressing legislative processes to enhance working conditions

### ***Actor's Union***

Identity design, communication campaign.

**Project by Myra**

### ***National Social Policies Congress – Economy Politics for Social Justice***

Symposium Identity and communication materials.

**Project by Myra**

### ***DİSK – We have the morning!***

Book editorial and design on history of 1st May.

**Project by Myra**

### ***Turkey's Journalists Union-5N1K1S***

Unionisation campaign for journalists.

**Project by Myra**

### ***SİNE-SEN***

Identity design for film industry workers.

**Project by Myra**

### ***Soma Solidarity Network – SOMADA***

Solidarity campaign for miners.

**Project by Myra**

### ***Peltrol-Is-Be Unionised***

Unionisation campaign.

**Project by Myra**



AND MUCH MORE

*Values*

Raising awareness on scientific research ●

Encouraging people to find their right way  
in (vocational) education ●

Building a sense of place ●

● Promoting rural development

● Cultural Heritage: Promoting the notion of cultural  
heritage, protecting the heritage sites



## AND MUCH MORE

Raising awareness on scientific research

### ***Renewbility***

Communicating a federal science project.

**Project by tippingpoints**

### ***Frascati Scienza***

Street games, flash mob for European Researchers' Night.

**Project by Silverback**

### ***Journées Nationales***

Leukaemia.

**Project by Sidièse**



## AND MUCH MORE

Encouraging people to find their right way  
in (vocational) education

### ***Inspired to Aspire***

Film project with young offenders sharing their stories.

**Project by Creative Concern**

### ***Mojo Trust***

Brand and design project for youth employment programme  
to communicate value.

**Project by Creative Concern**

### ***Koç Holding – Vocational Education Project***

Exit strategy, book and short documentary.

**Project by Myra**



## AND MUCH MORE

Building a sense of place

### ***Kinderräume***

Campaign for child-friendly cities.

**Project by tippingpoints**

### ***İstanbul Magazine***

Urban culture magazine.

**Project by Myra**

### ***Place Branding***

Brand development for places and tourism brands to define a sense of place and points of difference i.e. Bridgewater Canal; Manchester brand.

**Project by Creative Concern**



## AND MUCH MORE

Promoting rural development

### ***FARENAIT – protecting biodiversity***

Campaign in Natura 2000 areas.

**Project by Silverback**

### ***Heinrich Böll Stiftung – Rural Development Handbook***

Book design.

**Project by Myra**



## AND MUCH MORE

Cultural Heritage:  
Promoting the notion of cultural heritage,  
protecting the heritage sites

### ***Europa Nostra – İstanbul 2010 Summit***

Campaign and promotional materials design.

**Project by Myra**

### ***Best Practice Exhibition***

Exhibition design.

**Project by Myra**

### ***Heritage in Motion***

Official magazine design.

**Project by Myra**

### ***UNESCO – Turkey's Cultural Heritage Sites***

Exhibition design.

**Project by Myra**

### ***Nature Assosiation – Hasankeyf Campaign***

**Project by Myra**

### ***Antalya City Museum***

Corporate identity design, publication designs,  
communication campaign.

**Project by Myra**