

Portfolio

Premium Advertising

October 2021

REVOLVE is dedicated to communicating sustainability, with a focus on **water, energy, ecosystems, mobility, and the circular economy**. We provide communication support to EU-funded projects and we work closely with strategic partners to advance their sustainability projects. REVOLVE brings fresh perspectives and creative solutions to improve your outreach and to increase your impact.

This portfolio showcases a sample of our best advertising work.



Branding

Visual identity, graphic design, photography, messaging, video-making, and print materials.



Performance

Reporting activities (KPIs and target monitoring), social media and online marketing control, and multi-channel analytics & monitoring.



Strategy

Audience and target definition, stakeholder networks, editorial line definition, multi-channel digital strategy, and media relations.



Digital

Digital campaigning, SEO, SEM, web development, UX/UI design, digital publishing, marketing automation, and community management.



Content

Content management, copywriting, and social media management to disseminate your message around the world.

Premium Advertising Old School Print Options

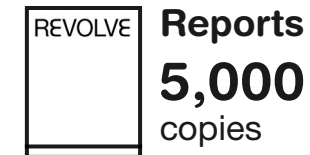
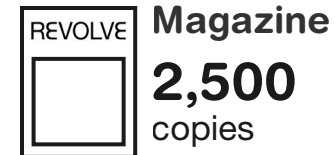
Print is still very much alive and with the advent of digital options and Augmented Reality (AR), it is safe to say that print will see exciting developments in the years ahead. To bridge this transition towards the hybrid world of a more digital-tangible reality, REVOLVE provides old-school advertising options to build upon by creating digital interaction with AR video and other technologies that we can develop to make the experience more immersive and interactive.

AT A GLANCE

REVOLVE is uniquely positioned as a knowledge-broker connecting science and society by communicating sustainability in a simple and elegant way the interrelated themes of sustainability.

We reach the top climate-related events around the world, talk with thought leaders, achieve gender balance and leave a positive impact wherever we go.

Circulation

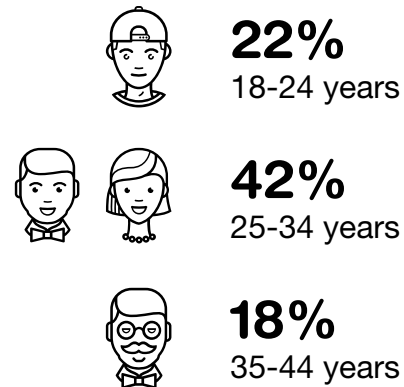


Top Distribution Points

European Commission
DG ENV, DG CLIMA, DG DEVCO,
DG MARE, DG RTD, JRC
Union for the Mediterranean
World Bank
European Investment Bank

Audience

Top Age Ranges



Gender Balance



Top Global Events

EU Sustainable Energy Week
European Green Week
European Mobility Week
Abu Dhabi Sustainability Week
World Water Week
Sustainable Investment Forum
Sustainable Brands

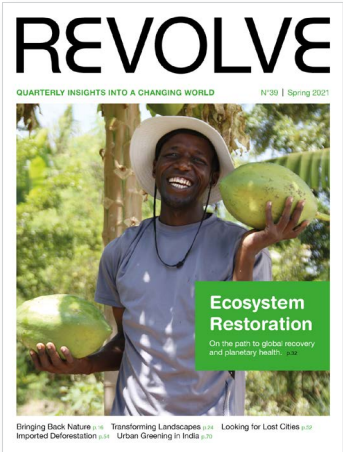
Magazine Highlights

REVOLVE Magazine is an award-winning quarterly publication all about sustainability, featuring editorials, articles, interviews, infographics and a photography section called VIEWS. Each issue of REVOLVE is unique while the quarterly color-coded themes recur with the seasons.

Winter



Spring



Summer



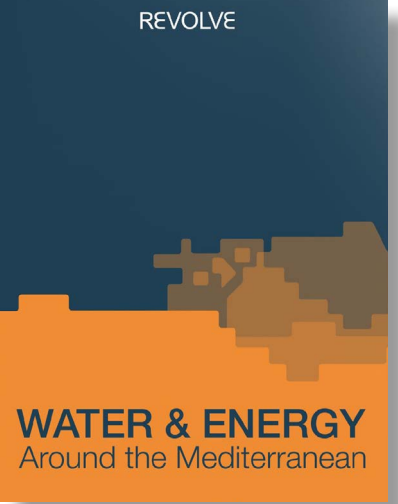
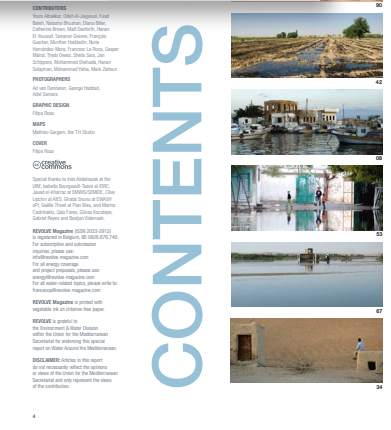
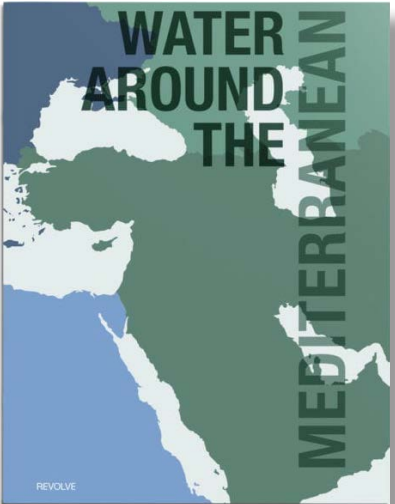
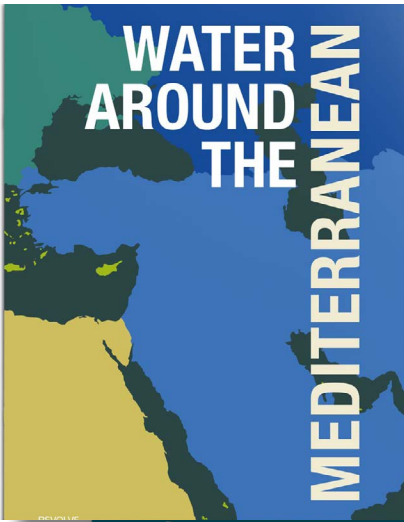
Fall



Report Highlights

The Union for the Mediterranean commissioned REVOLVE to make a special bilingual (Arabic/English) report on Water Around the Mediterranean. The 160-page reports includes contributions from specialists, journalists and policy-makers. The reports were distributed at the tri-annual World Water Forum and won best publication at the Stockholm World Water Week.

WATER AROUND THE MEDITERRANEAN



Report Highlights

REVOLVE has covered sustainability issues in different countries, including Brazil, Tunisia, and Turkey. We have worked with national agencies, ministries, associations, journalists, researchers and more to provide unexpected insights into the respective cultures.

TUNISIA



BRAZIL



TURKEY



Print options

Single page

Clean and to the point, the single page (standalone) acts as a Call to Action for partners to showcase their sustainability campaign or added value to society while keeping in mind the aesthetics of visual messaging.



BOMBARDIER



EDP



GDF / ENGIE

Print options Double page

Standard and classy option, the double page (spread) offers a more tailored approach to content development and product placement without being overly promotional.

CIRCULAR ECONOMY

Building the Circular Economy in Brussels

The traditional linear economic model under pressure. The rapid use of natural resources to produce colossal amounts of waste and is unable to respond to many complex challenges – such as social inequality and climate change. A major solution lies in the circular economy, and the construction sector is building the way there.

The Brussels-Capital Region sees the linear model of resource extraction-production-consumption-waste as unsustainable and considers it has a harmful impact on the environment while making socially highly dependent on increasingly scarce raw materials from outside the capital. Brussels also sees an opportunity to move towards a circular economy, one of recovering, producing, consuming and reusing. Better management of internal flows of goods will make our capital city much less dependent on external resources. A broad approach is needed across all levels of the environment, local economy and employment.

In the circular model, economic growth is no longer inextricably linked to the depletion of raw materials. It is no longer an end in itself, but a means of improving the quality of life.

The Regional Programme for a Circular Economy (RPCE)

The Brussels-Capital Region aims to be a pioneer in Europe and leads why the material management in the construction sector is being transformed. RPCE that brings together the different players in the region. It

RPCE contains concrete actions that need to be implemented, as well as mechanisms to make it evolve over time. Three ministers and 13 partner boards are managing the plan in close cooperation with the private sector, working both bottom-up and top-down.

Local companies and independent entrepreneurs are also invited to submit 'circular' projects on an annual basis. Under the title **Be circular, be Brussels**, these initiatives count on financial support and guidance. And the results so far are promising: in the construction sector, Brussels' policy-makers see a lot of potential in other players of the circular economy. Since the start of the RPCE, no less than 21 'circular' construction sites have been launched. Here, materials are reused within the region, site installers and workforces are trained, buildings are preserved as much as possible and local know-how and jobs are created.

The circular economy strives for a more sustainable alternative – one that maximizes resource efficiency, improved resource efficiency can be achieved through maintenance, reuse, and remanufacturing, and through **upcycling materials or products** into new materials or products with a higher quality or value. A good example is the **Brick Bank**, a bank of bricks and architectural details that forms urban wood

and windows – also simply known as waste from construction and renovation projects in Brussels – to build new greenhouses.

New business models, more sustainable jobs

Companies that do not extend the life of their products will be able to pick up and convert previously used products, returning the parts to production cycle and not new raw materials will be produced. Companies will be able to provide products as a service, and include extra benefits such as maintenance, repair, leasing and

take-back schemes. Or they will share materials, labor and buildings. Two of Brussels' construction projects, **Deezer** and **Quality** have managed to harness and site installers optimally and efficiently in this way.

New models for strategic partnership cooperation are emerging in which companies and entrepreneurs must be better with other players, for example, architects and contractors work together in so-called building teams from the design phase.

The circular economy also has positive effects on employment. The construction sector is struggling with the projected turnover, a shortage of skilled workers and social dumping. In the

future, trainees, students and job-seekers will have much better chances of finding and keeping high-quality jobs. Examples include sharing up-cycled materials prior to demolition, dismantling materials, preparing them for reuse, reversible design processes, and the manufacturing of new products with recovered materials.

Downcycling
Materials are reused but decrease in value.

Upcycling
Materials are recovered and increase in value.

BRUSSELS-CAPITAL REGION

SPONSORED SECTION

REVOLVE 2019 REVOLVE | 53

CIRCULAR ECONOMY

Buildings As Material Banks (BAMB)

Buildings As Material Banks (BAMB) is a project within the European Horizon 2020 programme, which promoted this new way of building and working in the construction sector. Starting in 2015 and ending in February 2019, BAMB was coordinated by Brussels Environment. Six pilot projects tested the materials passports, reversible building design and circular building assessment tools that were developed during BAMB. This generated insights about policies and opportunities for developing new business models. Brussels continued 2 of the 6 BAMB pilots.

The RPCE plan promotes a radically new vision and approach to Brussels' building stock. Rather than demolishing them too quickly, we can see buildings as material banks, or huge material stockpiles. Maintenance and repair, reuse, overhaul and transformation are carried out for as long as possible. Building professionals and policymakers know at any moment which materials are located where within the Brussels territory. They use inventories and material passports for this purpose. Each design is adaptable and reversible; the materials are easy to dismantle and

move. All this keeps construction and demolition waste – and the use of raw materials – to a minimum.

Build Reversible In Conception (BRIC)

The BRIC building is built, deconstructed and reconstructed entirely by young trainees of the EPF Training Center in Brussels. It was designed as

a materials bank and will have three different functions in three years' time. The concept is flexible, adaptable and reversible; the materials are easy to assemble and disassemble.

The first version, BRIC 1, was a 70m² office. More than 180 students participated in setting up and dismantling this version of this building over the course of the year.

The second version, BRIC 2, is a 1300m² trading space is under construction and will be finished in June 2019. And in 2020, BRIC will be transformed one last time.

The fact that this is a sustainable way of building is obvious. In the dismantling of BRIC 1, only 5,000 kg of waste was generated, a lot less than what was expected. And there's more good news: if each version of this building were to last 20 years, the greenhouse gas emissions from the reuse of materials could be reduced by 95%.

Tools for professionals

These smart sustainability tools, together with the growing number of circular sites and buildings, prove that the new vision is taking a firm foothold in Brussels.

The Circular Retrofit (CRL)

CRL has 8 student modules on the variety campus of the Vrije Universiteit Brussel in Etterbeek. Instead of demolishing the original 1980s building as planned, they were converted. It wasn't just any renovation: the VUB Architects' Engineering research group tested new circular renovation solutions, together with industrial business partners. For the partitions and ceilings, for instance, they developed reversible solutions based on existing products.

In terms of costs, reversible construction turned out to be a more cost-effective initial investment. This is not however recovered if you take into account the much longer life cycle of the building and the necessary transformations. In the long run, reversible construction is therefore cost-efficient.

BRUSSELS-CAPITAL REGION

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BRUSSELS ENVIROMENT

DECARB EUROPE

Electric Vehicles Are Superstars for Decarbonizing Europe

WRITER: DIEGO GARCIA CARVALHO

A series of signals from different states holds a lot of promise for the need for an acceleration in the decarbonization of the European economy in order to comply with the 2015 Paris Agreement: the UK government and the European Parliament announced a climate emergency last year; the European Commission is proposing to raise the 2030 GHG emissions reduction targets, and NGOs continue to advocate for more ambitious decarbonization targets.

Road transport, which accounted for 20% of CO₂ emissions in 2015, is ready to make a significant contribution to the effort through increased use of electric vehicles (EVs) that emit three times less CO₂ than conventional engine vehicles, when measured from 'well-to-wheel'. The replacement of fossil fuel vehicles by EVs can also occur quite rapidly considering the relatively short lifetime of cars.

In addition to generating much lower CO₂ emissions and improving urban air quality through zero-pollution emissions, EVs are currently the best available road mobility technology because:

- They are between 2.5 and 5 times more energy efficient than other technologies
- The total cost of ownership is typically lower than a conventional car
- They offer short-time storage capacity to both the electricity grid and end users ('vehicle-to-home' or 'vehicle-to-building')

EVs are also occurring naturally in existing residential buildings, and EVs depicting the benefits of urban public charging points for consumers without access to off-street parking.

The most recent intermodal car models have an autonomy of about 450 km, more than enough for everyday use. Most early adopters already have an off-street parking space to install a charge, either at home or at their workplace. An increase in the density of EV charging infrastructure is required to remove concerns about longer journeys. Therefore, the European Commission proposes to have 150kW chargers installed every 60 km along the Core European Road Network. This will ensure all European countries provide enough infrastructure for EVs.

For EV users living in residential buildings with off-street parking, including the 'Right-to-Plug' in national regulation will be a positive step. By so doing, a resident who wishes to install a charging point in the parking area of his building will only need to provide prior notification to the building community as a prerequisite for such an installation.

Since two thirds of cars in Europe are parked overnight in public areas (on street and car parks), the deployment of public charging infrastructure is crucial to encourage the shift to electric vehicles. For this purpose, it will be used to have public tenders awarded before 2020 to install wireless charging points in at least 20% of public parking spaces. Cities will spearhead wireless charging with enthusiasm since it will avoid the proliferation of charging points. Consumers also support wireless: no need to worry about cables or apps; the vehicle will manage the charging process by itself - in other words: 'Park & Forget'.

A swift implementation of these proposals for identification of road transport will definitely yield the path to decarbonization for the European economy.

CO₂ emissions of EVs are 3 times less than combustion engines

Road transport accounts for 20% of CO₂ emissions in the EU (2015)

Complete benefits of full EVs only realized if the "Right Infrastructure" exists

Installation of 150kW chargers along highways (e.g. every 60 km along Core European Road Network)

Easy installation of chargers in existing residential buildings ("Right to Plug" in national regulation)

Deployment of urban public charging points (wireless charging points in public parking places)

European Copper Institute
DECARB EUROPE
Electric Vehicles

Copper plays an increasing role in the development of electrified transportation and the integration of energy storage.

Learn how copper is essential for our future on pp. 52-55.

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DECARB EUROPE

Copper: ESSENTIAL FOR OUR FUTURE

For more information on copper uses and applications, visit copperalliance.org @copperalliance

SMART POWER CONSUMERS AND ENERGY
ARTIFICIAL INTELLIGENCE
AI-POWERED COMPUTING
5G NETWORKS
AUTONOMOUS DRIVEN VEHICLES

Technology

Critical materials for smart power are connected to each other and working more efficiently.

Infrastructure

Infrastructure relies on copper because of its reliability, efficiency and performance. Copper's properties are critical to a range of activities including infrastructure, energy transmission and efficient transport.

Manufacturing

Copper is essential for manufacturing factories that help green resources working.

Food Chain

Copper not only helps farmers produce more food, it also helps protect food for longer periods of time.

Medical Devices

Copper alloy components are essential to drive life-saving progress and to improve the quality of life for patients.

RECYCLING ELECTRICAL AND ELECTRONIC EQUIPMENT (WEEE)
WATER SUPPLY NETWORKS
REFRIGERATION SYSTEMS
HEALTHCARE EQUIPMENT

MINERALS AND METALS form the backbone of the modern world. To make what you rely on, you can find copper and materials everywhere you look in your community. Healthcare workers, transportation providers, education and for crucial functions, such as electronic devices, electricity delivery and storage, transportation, communication and safe drinking water.

From mines and smelters/fabricators through to fabricators, the copper industry is committed to providing the raw material and the finished products to assist society through its challenge.

These smart sustainability tools, together with the growing number of circular sites and buildings, prove that the new vision is taking a firm foothold in Brussels.

BRUSSELS ENVIRONMENT

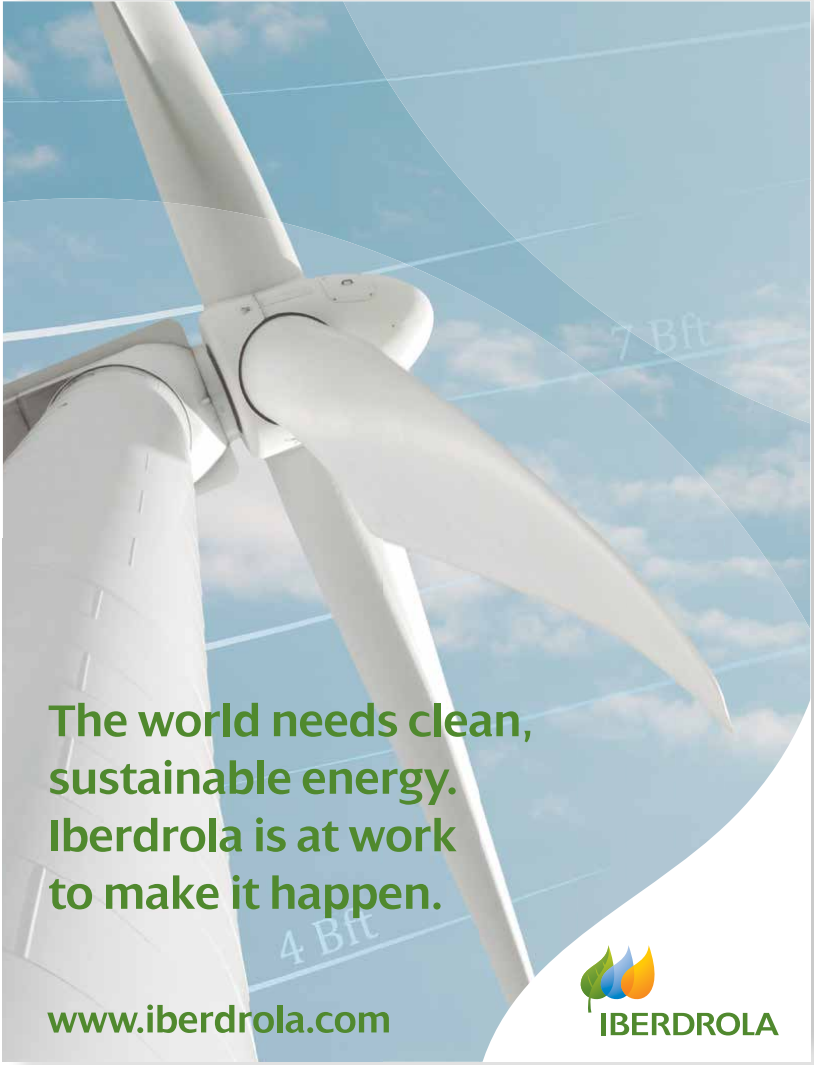
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ECI COOPER

Print options

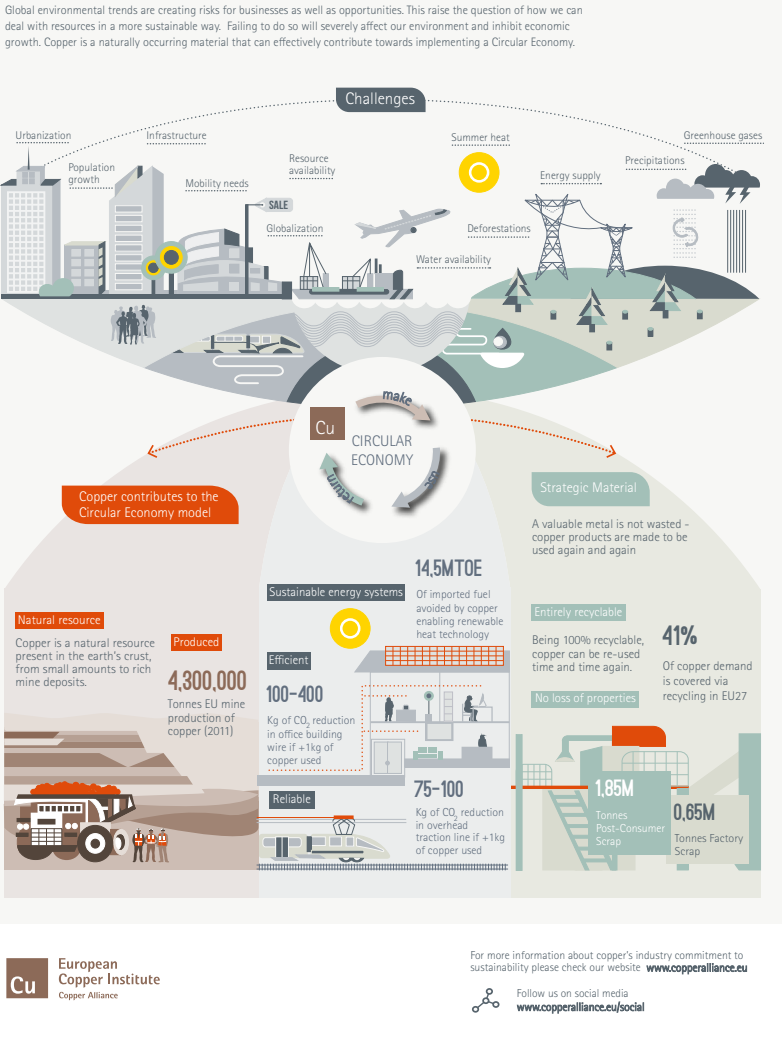
Back cover

Optimal visibility for any publication, the back cover offers the space for you to show your very best assets: whether it be your company, your services, your product, your vision, your sustainability.



IBERDORLA

COPPER - KEY TO THE CIRCULAR ECONOMY



EUROPEAN COPPER INSTITUTE (ECI)

Print options

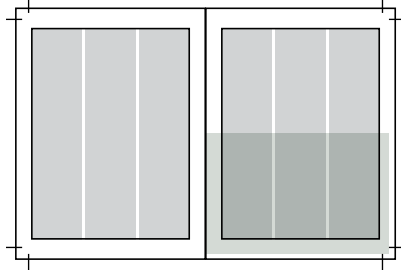
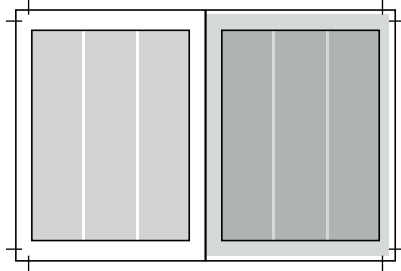
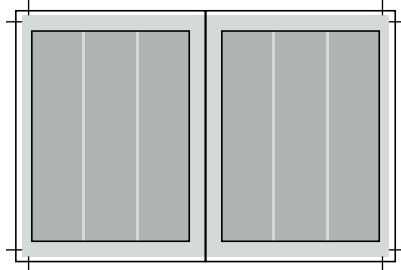
Accordion

Original and unexpected inside option, the accordion (8 pages) can be placed as a surprise inside the front or back cover or as show here as the middle map of the publication, providing more details and information to the print reader and digital viewer - with the tremendous of expanding into Augmented Reality (AR).

Water Around the Mediterranean Bilingual Arabic-English Report (2012, 2016, 2017)



Specifications



	Magazine	Report
Spread	404 mm (width) x 267 mm (height) + 3 mm bleed on all sides	334 mm (width) x 240 mm (height) + 3 mm bleed on all sides
	Minimum image resolution of 250 pixels per inch CMYK color mode	
Full page	202 mm (width) x 267 mm (height) + 3 mm bleed on all sides	167 mm (width) x 240 mm (height) + 3 mm bleed on all sides
	Minimum image resolution of 250 pixels per inch CMYK color mode	
Half page	202 mm (width) x 133,5 mm (height) + 3 mm bleed on all sides	167 mm (width) x 120 mm (height) + 3 mm bleed on all sides
	Minimum image resolution of 250 pixels per inch CMYK color mode	

Print

Price Card

Premium Advertising rates are corporate indicators. Discounts are available for annual packs and for non-profit organizations. Contact REVOLVE today to tailor our offer to your needs.

Other options, like pull-outs, postcard inserts, special sections, country or industry supplements are available upon demand.

REVOLVE reserves the right to suggest adjusting the design of your visuals if they do not meet our print quality criteria; REVOLVE also offers to take care of the visual design for you if you select Premium.

Magazine	
Single page	€3,500
Editorial Spread (2 pages)	€6,000
Back cover	€10,000
Single inside front or inside back	€5,000
Spread inside front + inside back	€7,500
Accordion 8 pages	€15,000

Report	
Single page	€2,500
Editorial Spread (2 pages)	€4,000
Back cover	€8,000
Single inside front or inside back	€4,000
Spread inside front + inside back	€6,500
Accordion 8 pages	€14,000

Environmental Commitment

REVOLVE takes climate action by limiting its carbon footprint as much as possible

Our sustainability policy include zero-waste measures for all our products and activities. We recycle our canvases from public exhibitions (see our REPURPOSING program) and we offset our travel emissions by planting trees (see our REFOREST program).

In 2020, REVOLVE offset its CO2 emissions via 8 Verra Certified Carbon credits from a forest conservation project in Brazil, and by planting 56 trees in the Stoumont Project in Belgium.

“To understand our world, we must use a revolving globe and look at the earth from various vantage points.”

Ryszard Kapuscinski, *Another Day Of Life*, 1987

Thank you!

www.revolve.media