

COMMUNICATING GREEN ORGANISATIONAL COMMUNICATION AND ENVIRONMENT CONFERENCE

NOVEMBER
18/19th, 2010

BRUSSELS

SPONSORS MAJEURS

An International match



UCL

Université
catholique
de Louvain

Registration: thierry.libaert@uclouvain.be - www.uclouvain.be/

Location: IHECS - Institut des Hautes Etudes des Communications Sociales - Rue de l'Etuve 58-60 - B-1000 Bruxelles

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Qui sont-ils ? **Bytheway Creacom**



Voir plus haut que les apparences.
Les entreprises et les marques dont on se souvient ont un petit quelque chose en plus qui échappe aux données. Trouver ce petit quelque chose en plus qui fait l'âme d'une entreprise, c'est ce que nous cherchons. Faire de chaque projet de communication, l'occasion d'exprimer ce supplément d'âme, c'est notre fierté.

Retrouvez l'âme de l'agence sur BythewayCreacom.net

 **BythewayCreacom**

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 **Sigma**
group

**Bytheway
Creacom**

Three words
represent the
company :

Reveal
Narrate
Broadcast



Sponsors majeurs

Qui sont-ils ? Alcatel.Lucent

Alcatel-Lucent (*Euronext Paris and*

of Euro 15.2 billion in 2009 and is incorporated in France, with executive offices located in Paris.

NYSE: ALU) is the trusted transformation partner of service providers, enterprises, strategic industries such as defense, energy, healthcare, transportation, and governments worldwide, providing solutions to deliver voice, data and video communication services to end-users. A leader in fixed, mobile and converged broadband networking, IP technologies, applications and services, Alcatel-Lucent leverages the unrivalled technical and scientific expertise of Bell Labs, one of the largest innovation powerhouses in the communications industry. With operations in more than 130 countries and the most experienced global services organization in the industry, Alcatel-Lucent is a local partner with a global reach. Alcatel-Lucent achieved revenues

For more information :

visit *Alcatel-Lucent* on the Internet:
<http://www.alcatel-lucent.com>,

read the latest posts on the *Alcatel-Lucent's* blog
<http://www.alcatel-lucent.com/blog>

and follow us on *Twitter*:
http://twitter.com/Alcatel_Lucent.

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240 4601 <http://www.alcatel-lucent.be>

Alcatel . Lucent

Is the most privileged partner for corporate and strategic sector such like defense energy, health, transportations, even administrations all around the world.



Alcatel·Lucent

Sponsors majeurs Qui sont-ils ? **Voice**

SPECIALISTS IN CONVERSATIONAL MARKETING & PR

From Impression to Expression! Voice is the first Belgian agency fully dedicated to conversational marketing & PR, or what is called social communications. We blend both offline and online communication in highly media-specific solutions.

You have probably read all the books but we actually practice what others preach. We help brands attract new customers, build stronger client relationships and improve the overall shopper experience through an innovative approach. More than making a good impression, Voice is seeking expressions from consumers, stakeholders, dealers... in fact, anyone interested in your brand!

We believe social communication is the way forward for companies with a vision. We seek clients who dare to act upon relevant insights, fresh ideas and new technology. Together with you, we create pragmatic and rewarding solutions to your specific marketing challenge.

Voice is a hybrid team with roots in advertising, public relations, brand activation, and web marketing. We combine expertise and experience from these areas in a totally fresh new approach: bringing people and brands together in a friendship-relation. It's about going way beyond the seller-buyer, host-guest or provider-user interaction.

From a webcentric vision, we develop blended communication solutions based on 3 pillars: Public Relations - Interactive Marketing - Brand Activation. As a result, target audiences connect and build a relationship with the brands of their choice.

- the online press room to reach influencers and opinion leaders
- a brand conversation radar to monitor online buzz and brand reputation
- a corporate social network to facilitate communities around stakeholders and shared interests.
- a powerful online multi-channel marketing platform for rapid conversion results from leads to sales

Voice

Is Specialist in
conversational
marketing &
Public
Relations

Makes
Friendbrands

VOICE

The medium is you

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Qui sont-ils ? **Mostra**

Mostra, based in Brussels, is one of the leading integrated communications agencies specializing in public information campaigns across Europe and beyond. For the past fifteen years we have been working mainly with European Institutions, including the European Commission, the European Parliament, and the EE Delegations as well as many other international organizations around the world.

Mostra specializes in the design and implementation of all aspects of a communication campaign and their integration into a coherent and powerful whole. This is just one of services we can offer along with audiovisual production, media relations, creation of publications, organisation of events, and web site development.

Founded in 1986, Mostra has seen steady and stable growth. It currently employs a multidisciplinary and international team of around 150 full-time communication professionals including project managers, production managers, journalists, graphic designers, video editors, event coordinators, media relations officers and translators.

With a network of partner agencies in both EU countries and others, Mostra is a

member of PROI, the leading worldwide network of independent PR agencies encompassing more than 2000 consultants in 90 major cities.

As an example, Mostra worked closely with the European Commission to develop a long-term, fully integrated communications campaign to promote the European Health Insurance Card. This included design and production of posters, leaflets and postcards in 23 languages as well as event stands, video news releases, a comprehensive reworking of the web site, an online banner campaign, and a large advertising campaign. Designed for impact, the video clip, “Anyone for a Pancake?” on You Tube was a huge success, with over 2 million views in a six-month period and with over 2,000 web sites now hosting this compelling and entertaining clip. This viral campaign was very effective in alerting young people to the importance of obtaining the European Health Insurance Card.

Mostra

Our team consists of individuals who operate in distinctive fields of expertise. Together we all aim for the same goal: communicating our client's message in a clear and highly attractive manner, no matter how complex or difficult the task...



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Qui sont-ils ? Occurrence

Occurrence is a research institute, founded in 1995. Occurrence is specialized in measuring communication efficiency. Occurrence develops for its clients (multinational corporates from private and public sectors and autonomous regions) qualitative and quantitative research techniques which aim to prove communication strategies efficiency.

Occurrence measures performance of communication. All the communication :
Internal communication; Corporate Communication; Sponsoring; Events; Advertising campaign; Press-relations; Numeric communication ; etc.

For 3 years, Occurrence is a major active member inside the ACIDD (Association Communication et Information pour le Développement Durable) especially during Summer School. Because It was challenged

on the Sustainable Development communication actions posed by our advertisers, Occurrence develops methodological initiatives on Sustainable Development.

Occurrence

Communication expertise our legitimacy /

Efficiency measurement : a progress spark for our customer /

Professionalism insurance



Sponsors

Qui sont-ils ? SCK-CEN

SCK•CEN is one of the largest research centres in Belgium. Today more than 600 people work on the development of peaceful industrial and medical applications of nuclear science.

The Belgian Nuclear Research Centre was created in 1952. Since 1991, the statutory mission gives priority to research on issues of societal concern such as safety of nuclear installations, radiation protection and safe treatment and disposal of radioactive waste.

SCK•CEN develops, gathers and spreads its knowledge through education and communication. The available know-how and facilities are also used for services to the nuclear industry, the medical sector and the government. SCK•CEN's fields of expertise go – literally – from the deep underground to outer space. Our research activities are concentrated into the following main tracks:

Nuclear Materials Science

The Institute for Nuclear Materials Science (NMS) carries out research on materials and fuels used in present and future reactor systems. NMS makes numerical simulations and predictions of the behaviour of materials under irradiation. This knowledge is essential to guarantee the safe and efficient operation of nuclear installations. NMS also produces radioisotopes for the medical sector and doped silicon for the microelectronics industry.

Advanced Nuclear Systems

The Institute for Advanced Nuclear Systems (ANS) strives to extend the Belgian expertise in the

study of innovative fourth-generation reactors and the fusion test reactor ITER in France. These new technologies will be safer and more efficient. With the MYRRHA project, ANS develops a multifunctional experimental irradiation facility for the production of radioisotopes and doped silicon for renewable energy applications, the transmutation of radioactive waste and the study of materials for innovative fission reactors and for fusion technology.

Environment, Health and Safety

The Institute for Environment, Health and Safety (EHS) studies the behaviour of radioactive substances in air, water and soil and evaluates the effects of radiation on man and environment. Based on this knowledge, EHS provides expertise for authorities, industry and the medical sector. The institute also examines the possibilities for surface and deep disposal of radioactive waste and the decommissioning of nuclear installations. Moreover EHS pays attention to societal and ethical aspects of nuclear technologies such as sustainable development, safety and safeguards.

Communication, General Services and Administration

The Institute for Communication, General Services and Administration (CSA) comprises the financial, administrative, logistic and central technical services. It also manages human resources and ICT issues. In addition, this institute deals with internal and external communication matters, knowledge management and it coordinates all education and training activities.

SCK-CEN

The main mission of SCK-CEN is to maintain an outstanding centre for science, nuclear technologies and ionizing radiations.

www.sckcen.be
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Qui sont-ils ? PEFC



PEFC Label for paper and wood eco-friendly

PEFC label on wood and wood-based products

Wood is a renewable material which using has to be encouraged. But accounted itself of its origine. Every wooden products have the abilities to wear a PEFC label. PEFC label guarantees that products come from a sustainable managed forest. This certification does not provide any quality guarantee, It only attests from the sustainable origin.

PEFC guaranties

Certificating system of PEFC is transparent and convincing in order to follow fluxes of wood. Independant organizations of certification manage the control of both forest and wood shaping companies. Every corporate who shape the product have to be in possession of a chain of control certificate. Wooden fluxes are a closed circle. Illegal cutting wood is therefore excluded.

Forest sustainable management

Forest sustainable management wants to be eco-friendly ; socially beneficent and liveable in a economics point of view. Practicably, this means replanting or natural renewing of trees and protection of biodiversity, It also means respect of local people, soil and water, ...

PEFC International

PEFC (Programme for the Endorsement of Forest Certification schemes) is environmental and non-governmental organization founded in 1999. PEFC scheme is the most important certification system in the world. PEFC regroupes more than 226 millions of hectares of forest on every continents, there are also 7299 certified companies.

PEFC

NPO is the national PEFC office for Belgium. PEFC NPO observes and coordinates the label promotional activities in Belgium. 282,000 hectares of forests are certified in Belgium, which represent +/- 38% of belgian forest surfaces. *For more informations check PEFC.be or send us an e-mail at info@pefc.be*

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This event has been realised with the help of :

- Région de Bruxelles-capitale
- Institut Langage & Communication (IL&C, UCL)
- EUPRERA (European Public Relations Education and Research Association)
- Hill & Knowlton
- Interel
- Ujjef Communication et Entreprise
- CAP Conseil
- ABCI (Association belge de communication interne)
- 3C (Corporate Communication Community)
- Communication publique Wallonie Bruxelles
- ACIDD (Association communication et information pour le développement durable)

The conference is an Energy Day of the Sustainable Energy Europe Campaign, an initiative of the European Commission

