

guidelines for change 2021

CREATIVE REBELS FOR A GOOD CAUSE

**STUDIO
DUEL**

GUIDELINES FOR CHANGE

2021

We are aware of the extensive impact of communication. It affects our view on the world both in a positive and negative way. Communication steers what you see, think, buy and do. That is why Studio Duel uses communication for a higher purpose; a fair, sustainable and healthy world in which no one is left behind.

We believe it is important that the people we work with - employees, clients, suppliers and partners - share our vision. This is how we make a positive impact.

For our studio, working towards a better world is not without obligation. We have a clear goal in mind and want to stay on course. We have described how we do this in our Guidelines for Change.

In these guidelines you can read how we achieve our sustainable and social ambitions and how we work towards a diverse and inclusive society. With examples of our work (meaningful matters) we show how we put it in practice.

Meaningful matters

We use our creativity and strategic knowledge for a **fair, sustainable & healthy world** in which no one is left behind.



INDIGO

In 2021 we received a golden Indigo award in the category 'design for a social change'.



Eteck has a clear mission. They strive for maximum impact on making the Dutch heating and cooling demand more sustainable.

We are dreaming of a sustainable future of zero emission and fossil fuels. To get there is not going to be easy. It requires an 'out of your comfort zone mentality'. We have captured that contrast in a notable photo campaign.

The photo campaign is part of an extensive communication strategy we are working on. Our aim is to transform Eteck from a technical heating and cooling supplier to a well known strong brand that is leading the energy transition.

In 2021 the campaign was awarded by Indigo Awards.

We are:

CREATIVE REBELS FOR A GOOD CAUSE

Our mission:

We use our creativity and strategic knowledge for a **fair, sustainable and healthy world in which no one is left behind**. We make complex problems and topics comprehensible. With our communication we fight for a sustainable, diverse and inclusive society and we contribute to achieving the SDG goals. We create a fairer worldview with innovative solutions and creative visual stories. In this way we increase the impact of our customers by telling their story with inspiring and activating communication to achieve their social and sustainable goals.

Our rebels:



Hederik van der Kolk
graphic designer | owner



Bas de Koning
graphic designer | owner



Tom Munneke
graphic designer



Patricia deKoning
graphic designer

OUR B CORP AMBITION

Duel joins the growing global movement of companies seeking to accelerate a transition to a new sustainable economy. Duel has the ambition to become B Corp in 2021.

Why? Ever since the start of Duel in 2003, we are convinced that the impact of our profession is huge. Communication determines what you buy, think and do. More than 10 years ago, we decided to use that impact exclusively for a better world. A sustainable and social world in which no one is left behind. Since then, we have only worked for brands and companies with a clear social and sustainable goal.

We seek social responsibility not only from our clients, but also from ourselves. We have moved to a sustainable studio, which we have furnished with sustainable and circular materials. We travel by bicycle and eat vegetarian.

We are well on our way, we think. But it can always be better. To become a B Corp, you need to incorporate your sustainable and social goals into your business operations and decision-making. You will be retested every three years and you must have demonstrably made progress. In this way we ensure that we remain sharp and achieve our goal.

B Corp is an international certification for companies that use their services or products for a better world. B Corp certified companies strive for the highest standards of social and sustainable performance to balance profit and social interest to build a more inclusive and sustainable economy.

Examples of B Corp companies are:





CO₂ NEUTRAL STUDIO

Studio Duel is a climate neutral studio. We are super well insulated with 4-double glazing. We extract energy from the air and convert it into hot water and underfloor heating via a heat pump. We do not use gas or other fossil fuels, because we only purchase Dutch green electricity.

95% of our time we take the bicycle or public transport. For the remaining few percent we use our hybrid cars. We compensate for those car kilometers traveled by planting trees.



Trees for All

Sustainable policy

Duel's greatest environmental impact is indirect and lies with our customers; the hosting of websites, the paper consumption and the printing and transport. However, 'winning outside is starting inside'. We provide advice based on intrinsic motivation and based on our corporate culture, so that we can properly inform customers. In this way we ensure that our studio, customers and suppliers become more sustainable. That's what we are proud of.

Dutch green power

Our studio uses 100% green electricity from wind energy from Greenchoice. In 2020 we consumed 5852 kWh. Less than what we consumed in previous years.

2018 | 6887 kWh

2019 | 6313 kWh

2020 | 5852 kWh

Energy saving

All our lamps are LED. If we're absent, they're out. Our studio consists of windows over the full width, allowing us to make maximum use of natural light.

When purchasing new equipment (computers, screens, printers, etc.), we take a critical look at the energy consumption/energy label. As a result, we expect to be able to continue the downward trend in our annual energy consumption for the coming years.

The underfloor heating is controlled by a programmed thermostat. The water temperature in the underfloor heating system is a maximum of 28 degrees and is generated by the heat pump.

Windows and doors of the office consist of 4 double-layer glass. Walls are excellently insulated. The building carries energy label A.

Gasless heating

The underfloor heating of the office space and hot tap water are connected to a heat pump. Thanks to the heat pump, we do not use gas or other fossil fuels. In 2018 we had the gas connection disassembled.

water consumption

With a water consumption of 38m³ in 2020, we are slightly above the normal Dutch office average. As avid surfers, we use the shower in the office regularly. That explains the above-average consumption. We monitor consumption and ensure that it does not increase in the future.

Mobility

We would like our employees to come to work by bike or on foot. And they do. 95% of the time employees come to the studio by bike or on foot. We also use the bicycle for business appointments within The Hague. For appointments outside of The Hague, we prefer public transport. If there is no other option, we opt for the (hybrid) car.

Duel does not own any company or lease cars. For business trips we use our hybrid private cars.

In 2020 we covered 10,994 km of commuting by bike and on foot. In addition, we surfed about 750 km.

Virtual meetings make long distances easy to bridge and reduce business travel. So we use it a lot.

0 CO₂

EMISSION

gas en electricity

10.944 km

commuting by foot and bicycle in 2020

105

virtuele meetings in 2020

Waste & waste separation

Paper, plastic, glass, cans, chemical waste and residual waste, we put it in different bins. Long live the second life!

Duel tries to be environmentally friendly by minimizing its waste. Both at the office and at home. We do not buy unnecessary products and no more than is necessary. We print double-sided on 100% recycled and FSC-certified paper. We strive to use as little plastic packaging as possible and avoid harmful cleaning agents.

The waste we produce is presented separately. Used ink cartridges are collected and offered for reuse. Paper is collected weekly. And plastic and residual waste go into separate bins.

We only buy new hardware, such as computers and monitors, when absolutely necessary. We give the hardware and office furniture that we can no longer use a second chance by offering them on Marktplaats (online second hand shop), for example.

Environmentally friendly working for employees

We ask our employees to act environmentally friendly, both in the studio and while working from home. If they need help with this, such as repair and recycling, we try to support them as best as we can. Our company shares resources with employees related to environmental management in the studio and in the home offices. Everyone gets a laptop from the office that they can use for business and private and we advise to use a green energy supplier.

Duel provides safe disposal of e-waste and other hazardous materials in the studio and waste from employees' home offices

Footprint calculated

Our footprint has been calculated by dividing the energy flows into 3 scopes using the Envirometer (www.milieubarometer.nl/CO2-footprint-maken);

Scope 1 CO₂ emissions:

The fuel and gas consumption within the company.

Scope 2 CO₂ emissions:

The electricity purchase and consumption of the company.

Scope 3 Indirect CO₂ emissions:

The entire life cycle of all products that the company buys, manufactures and/or sells. Emissions related to pre-purchase activities (manufacturing, transportation and after-sales activities (consumption, use, waste and water).

Our CO₂ footprint according to the Envirometer:

2019

Scope 1: 0 tons of CO₂
 scope 2: 0.399 tons of CO₂ (399 kg CO₂)
 scope 3: 0.037 tons of CO₂ (037 kg CO₂)
 This is equivalent to growing 22 trees for 1 year.

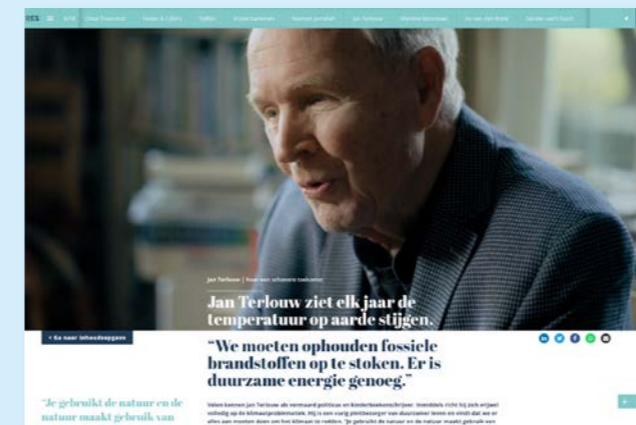
2020

Scope 1: 0 tons of CO₂
 scope 2: 0.457 tons of CO₂ (457 kg CO₂)
 scope 3: 0.037 tons of CO₂ (037 kg CO₂)
 This is equivalent to growing 25 trees for 1 year.

We have compensated the joint CO₂ emissions of 2019 and 2020 within Scope 2 and 3 by buying them off via Trees For All. A total of 0.995 tons of CO₂.

We regularly monitor and record emissions and have set specific targets necessary to meet global targets to tackle climate change.

Meaningful matters

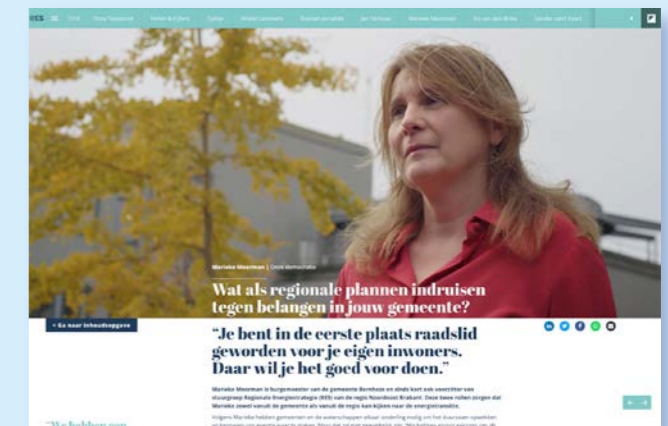


Online magazine for National Program Regional Energy Strategy (RES)

We tell stories of people who, just like us, are working towards a clean world. The magazine is filled with 13 eye-opening video portraits. Personal stories of different people from the Netherlands. Everyone with their own view on the development of a transition from fossil energy to sustainable energy.

With this online magazine we are trying to accelerate the Dutch energy transition by creating a bigger solid support base.

16.211
 page views and counting...



check out the online magazine:
<https://media.regionale-energiestrategie.nl/>

HEALTHY, VEGY & YUMMI

Drinking good coffee and a have a tasty lunch together are important to us. We drink coffee from a local entrepreneur who buys his beans himself. Since 2020 we have been eating **90% vegetarian** and buying more and more organic and locally produced seasonal products

Fresh and healthy salad
made by Tom



HOW WE MAKE AN IMPACT...

Decision making

Sustainability and social impact are part of our objectives and our decision-making. In doing so, we take into account the short and long-term interests of our stakeholders, including customers, society, the local and global environment and our employees.



This is how we balance profit and social interest

1 Increasing the impact of sustainable and social clients

We increase the impact of our clients. By creating communications that inform, convince and activate the target group of our impact-making customers. We have selection criteria for new customers.

2 Inspiring, informing and advising clients

We inspire and advise our clients on making their communication policy and process more sustainable and socially inclusive. For example; With our ethical marketing policy we strive for more diversity and inclusion in communication. We also provide advice on sustainable production, such as less paper use and CO₂-neutral printing.

3 Social and environmentally conscious business operations

We are a sustainable and social studio. Duel operates socially and environmentally conscious business practices for its studio and in its relationship with various stakeholders, such as employees, customers, suppliers and local residents. This is an important part of the decision-making process (For example: our ethical marketing policy, social studio and sustainable studio: CO₂-neutral studio 2020).

4 Critical supplier selection criteria

We mainly work with sustainable and social suppliers. We follow our supplier selection criteria. For example, we work with a sustainable, CO₂-neutral printing company that works with biological inks and chemistry-free plates and a green hosting provider.

SOCIAL CULTURAL INNOVATIVE SUSTAINABLE EDUCATIONAL

Selection criteria for clients

For new clients, we require that they fit at least within one of the five pillars. Before we start working together, we do our own research. We consult websites, Google, Chamber of Commerce, references or use our own network for information.

Based on the collected information, the management team decides whether the potential client is a suitable partner. We did not enter into several partnerships in 2020 due to an unconvincing connection with the pillars.

Social:

Clients that focus on inclusiveness, non-profit, do-good, lgbti+, positive impact on people, inclusive society, equal rights (male/female).

Cultural:

Clients who focus on creativity, active participant, museums, inspiration, experiment, stages.

Innovative:

Clients who focus on freedom, experimentation, unknown roads and innovation.

Sustainable:

Clients who focus on 'single use' products, circular products/processes, energy (wind and solar), footprint, a healthy world and alternative concepts.

Educational:

Clients who focus on politics, journalism, food for thought, knowledge sharing, teaching, experimentation, universities, science.

Sustainable Marketing Policy & Advice

Duel has been advising its customers for years to be as sustainable as possible. Steps in the right direction are often easier than expected. The easiest question is do you need it? If so, how can we do it as sustainably as possible.

In the case of printing, we only work with paper with FSC specification or 100% recycled and through sustainable printing methods.

We conduct research into the sustainability of our online publications and websites. Does the hosting party use green energy for their servers?

In product design for our customers, we recommend raw materials that last longer, can be reused or are easily recyclable. We try to avoid plastic in the production of our designs. We always think along with organizations about how the products we design can be given a second or third life.

Integrating our focus on sustainability into our entire value chain means that we;

- carefully select our suppliers, mainly on sustainability;
- pay attention to reducing our own printing and paper use;
- advising our customers for years and now print about 90% of our customers' printed matter at a sustainable printing company (possibly add info CO₂-neutral, etc.)

5 green tips

1. Have your website hosted by a sustainable hosting provider, which uses green energy.
2. Use recycled and unbleached paper for your printed matter with an EU Ecolabel. We regularly use Nautilus from Antalis.
3. Work circularly where possible. We gave new life to many old materials for the furnishing of the new office of FMO.
4. Buy smart. The more printed matter you order, the cheaper it seems. Yet often it ends up in the wastepaper basket.
5. Opt for green delivery services. If distances are small, the bicycle courier is a perfect sustainable solution.

The flags we developed for the campaign for 'Feest Aan Zee' have been given a second life. **Mijn Buuf, community for strong women**, made beautiful bags out of them.

<https://www.mijnbuuf.nl/>



Underrepresented groups

At Duel, we aspire to include underrepresented groups in our choices as much as possible. These are groups that traditionally do not have equal access to economic opportunities because of discrimination or other social barriers. This can differ per context and per activity. We take into account gender, ethnicity, age, disabilities, and low-income status that may qualify a person as part of a previously excluded population.

Quality control

Delivering quality to our customers is important to us. We use the '4-eyes principle' for this. All outgoing designs, quotes and contracts are checked by at least one other person within Duel before they are sent to the customer.

During our communication advice processes we identify success factors for effective communication, we also identify possible obstacles and negative side effects (also with regard to social and environmental aspects).

Of course we find it important whether our work produces results; whether the message we want to convey has been powerful enough and the target group has been reached. For example, together with the customer, we follow the likes on their social media and website visits. In addition, we evaluate the process with our customers.

Process of evaluation

We started this formal evaluation process in 2021. We want to carry it out with at least our 8 largest customers.

When: after completion of the assignment

How: in a conversation or by e-mail

Succession

- The evaluation is briefly described in an e-mail (so everyone is informed within Duel and can easily be retrieved for the next assignment for the customer).
- The scores are reported in the Duel impact measurement.

How we evaluate

Questions regarding service quality & cooperation

1. Are you satisfied with the final results? Number 1-10 & explanation
2. How could we have gotten more out of the assignment?
3. How could we have gotten more out of the collaboration?
4. How can we make the collaboration more sustainable and/or more social?
5. Are you satisfied with our cooperation? Number 1-10 & explanation
6. Have we had enough creative input into the process? 1-10 & explanation
7. Would you recommend Duel to another organization? Number 1-10 & explanation
8. Did you receive useful advice while working with Duel on how to conduct communication in a more environmentally conscious way?
9. Can we make a difference in the world where the customer operates with this product? Is this product effective?
10. Have you received helpful advice on social aspects of communication while working with Duel?



An interview with Nicky Struijker Boudier

Nicky Struijker Boudier believes that good cooperation leads to a sustainable future. We believe that too. A year ago she asked us to help with the identity for the Regional Energy Strategy (RES). Together with Nicky and her team, we worked on an identity in which 30 regions are connected. Nicky's enthusiasm is contagious. We asked her how she experienced the process.

Nicky Struijker Boudier
Communication expert RES

"We share the same drive: it has to happen now, damn it!"

What contribution does this project have to creating a better world?

With the development of the identity for the RES, a strong brand image has been created that is recognizable for everyone. This brought together the people who work on the climate and the RES. The brand image provides a language that everyone understands. The animation is the first product of the RES brand. With this we start the conversation with a positive tone.

How did you experience the creative process?

Honest and inspiring. Open and not afraid of each other. We are all part of the same team with the same goal.

You sometimes know better what is going on in our field of work than we do.

How did the collaboration go?

This shared ambition means that I have had relatively little work on it. You are professional partners doing their thing. The fact that you understand the 'RES brand', but also the climate programs everywhere in the country, is the result of good sustainable cooperation. We were able to improve each other in confidence. We have grown together.

Have the boundaries been explored and, if so, in what way?

"You can say that, everyone was at the maximum cowboy mode"

Inter-administrative cooperation has taken place without any restraint. The necessity and added value of working together with the Climate Programs was crystal clear. It ensured that everyone made every effort to get the joint story out in the spotlight in their own organization. You started the design even before the first 'official' discussions. As a result, the design became part of the solution and of the collaboration.

Did the design get people into action, did it succeed in moving them?

Many regions in the country have embraced the corporate identity and animations and developed new tools based on this. The fact that people get to work with it themselves means movement and progress.

The animations have been viewed 5,000 times, so the direct target group has viewed it as much as possible.

How will the current pandemic affect the realization of the Climate Programs and the Climate Agreement?

That differs per region. The biggest stumbling block is that council and residents meetings sometimes could not take place. That is why the schedule for submitting the RESs has been expanded. But some regions are meeting online or have already written the draft RES and have had many meetings. The advantage: there is much and faster switching and a lot of creativity is created in online meetings. It's important to keep going. "The energy transition is urgent."

What is your tip for us to do even better next time?

We regularly work under high pressure. That asks a lot of all of us. The mutual trust is great, which means that I can regularly 'lean' on you, I am very grateful for this. In the busiest times it also happens that I ask you questions. So I would like to ask the other way around: feel free to say no if it doesn't work. That is also part of a good working relationship.

"I am very grateful for the flexibility. Keep up the good work."

5000
views

animation direct target group

Meaningful matters

Supplier selection

Duel selects its suppliers, freelancers and partners (hereinafter referred to as "partners") on the basis of quality, price and the impact of its services. By impact we mean the impact that the intended partner makes on society and the environment, this plays an important role in the decision to collaborate.

Duel prefers to buy from independent companies located locally in The Hague. We have a long-term relationship with our partners, freelancers and ensure a competitive payment. Naturally, our freelancers are given the opportunity to work for other clients.

We prefer to work with partners and suppliers who go further in the field of social policy and helping the local community.

We work with partners and freelancers who comply with our code of conduct. Before working with a new supplier, we screen the relevant party for environmental and social aspects, via google, reference check, Chamber of Commerce.

Local and independent entrepreneurs

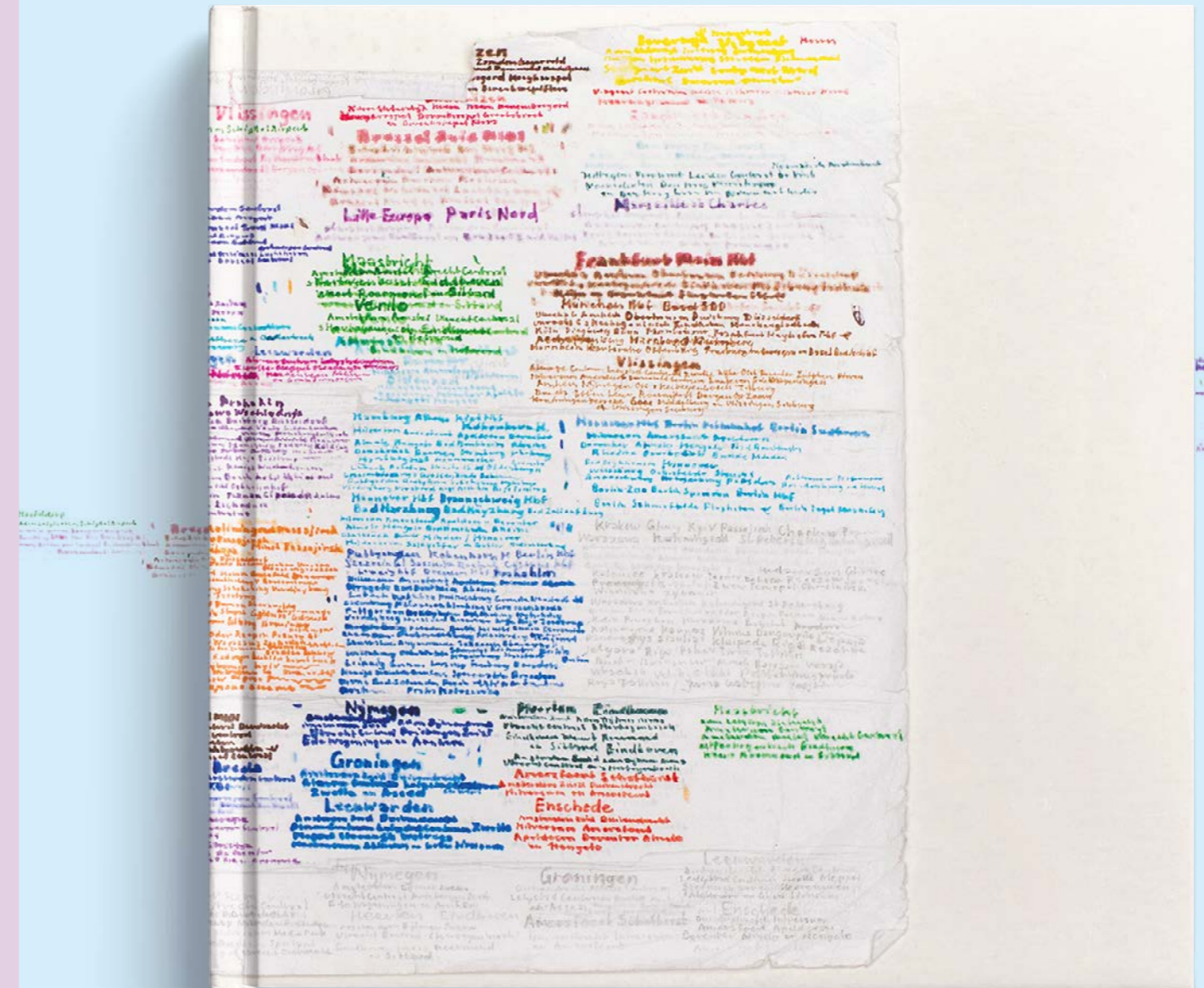
At Duel, we always prefer local and independent entrepreneurs. Preferably in the Scheveningen district and the city of The Hague. An "independent" supplier is a supplier that is privately owned (not publicly traded), is not a franchisee of another company, and is not a wholly-owned or majority-owned subsidiary of another company.

Main suppliers in 2020

Suppliers for sustainable office supplies (BCorp), also for working from home:

1. Opmeer: printed matter and paper, CO₂-neutral
2. Paagman: office supplies, local supplier
3. Spring Out: printing company, social works together with people with disabilities.
4. Hosting on Demand, web-related hosting 100% Green energy and climate neutral
5. Tropa/Tiger Shark; sustainable coffee
6. Local business gifts Haagse Schatten, Vissch.

Our printing takes place at a CO₂-neutral printing company that works with bio ink and chemistry-free plates. We always choose at least FSC-certified paper for our printing. We prefer to go one step further by choosing paper that is 100% recycled and not bleached with chlorine. We also prefer paper from waste streams such as tomato plants and soybean based ink.



Book about the social impact of the Corona crisis for the Council for Health & Society

The Corona crisis has a huge impact on our physical, mental and social impact. With this book the Council for Health and Society looks back on an eventful year, but also looks further afield. She offers perspective by exploring routes that offer guidance.

Artist Lionel Plak is focused on routes in his art work. That gives him something to hold on to. His work beautifully supports the message of the council.

The production of the book was taken care of by printing company **Spring Eruit**. The printers have a convincing social and community engagement.

www.springeruit.nl

Employees, suppliers, freelancers
and partners

THIS IS HOW WE WORK TOGETHER

Our Code of Conduct

This code of conduct describes behavior that you can expect from our company and our employees. We also expect suppliers, freelancers and partners to comply with our codes of conduct.

respect

Together we create a working environment in which we treat each other's differences with respect. Employees and partners treat colleagues, customers, partners and other stakeholders with respect.

Harassment, discrimination and creating an unsafe working atmosphere will not be tolerated.

We expect that if harassment or discrimination (or suspicion thereof) is noticed, it will be immediately communicated to Duel management. They will discuss this with those involved and take disciplinary action where necessary. If an employee, customer or partner has a complaint, the same procedure will be followed.

Integrity

We comply with the law and never assist a customer, partner or colleague to break the law.

It also complies with all environmental, human rights and labor law legislation.

(Suspected) fraud, corruption or other dishonest behavior will not be tolerated and will be discussed immediately with Duel management.

Information not intended to be disclosed will be treated confidentially. Examples include customer information, commercial information, financial information and personal information. All marketing and email lists follow the GDPR. Duel has a Privacy Statement.

Transparency

Transparency and open communication with employees, customers, partners and other stakeholders is a core value. Naturally, taking into account the confidentiality of certain information.

Failure to act in accordance with this code of conduct may result in disciplinary action such as warning, suspension, termination or termination of the partnership. Of course after consultation with those involved.

Diversity and Inclusion in Recruitment

When recruiting new employees, diversity in the team plays a major role, both during the recruitment and selection process and in decision-making. Mainly male-female diversity is an important factor. Whenever possible, we give preference to other underrepresented populations. When drafting the job description, we state our commitment to diversity and inclusion. We then analyze the language use and the requirements set, in order to appeal to a target group that is as diverse as possible.



In 2019 Duel swam along with the 'Free the Sea' campaign of the World Wildlife Fund. Together with 600 other swimmers, we raised €147,000 and drew attention to a plastic-free sea.



OUR STORIES ARE HONEST AND RESPECTFUL

Duels ethical marketing policy

We are aware that communication has a huge impact on our view of the world. Both in a positive and negative way. Communication can influence what you see, think, buy and do. That is why at Studio Duel we endeavour to use communication for a higher purpose.

We use our creativity and understanding of people and society for a fair, sustainable and healthy world in which no one is left behind. We aim to increase the impact that our customers make as we work to provide them with inspiring and activating communication campaigns. We provide complex insight into challenges and issues. Through our communication, we are committed to a diverse and inclusive society, we contribute to the achievement of the SDG goals and we challenge the accessibility of healthcare. In this way we contribute to a fairer world for everyone.

Image carriers (such as photos, illustrations and infographics) are a good way to convey an experience or story to the target group. They can evoke emotions and recognition to influence an opinion, judgment and behavior.

We help our clients to tell their stories in a way that is sensitive to, and aware of, the racial and gender stereotypes which exist in all societies. Our choice of images is grounded in respect for humanity, our concern for the environment and our appreciation of the complexity behind every person's story.

We help our clients to also see beyond our green lens and social bubble. While it may seem as if everyone around us is mindful of these social issues, we also know that our networks, friends and social media feeds usually consist of 'like-minded people'. Nevertheless, there is a large group out there that has a completely different world view. One in which issues around diversity, inclusion and sustainability of the environment do not play a major role. We also want to reach them and through our work, convince them that even though we might share different world views, we still live on the same planet. To do this, we make sure that our stories and images stay honest to their original context and grounded in their intended purpose. No matter how complex the story might be, we believe that its image can be captured in a way that shows respect for humanity and nature. The legibility and meaning of images and text must be understandable and accessible to everyone.

Guidelines for communication in images & text

We approach all communication in an ethical manner and use the following guidelines;

1. Actively promote diversity, good gender balance, and a diverse cultural background in image use with the aim of creating role models and increasing the sense of belonging. We advise the customer to tell an honest and 'inclusive' story.
2. We limit the use of manipulative images or staged images, unless this is clear to the target group.
3. Treat all topics with respect and dignity. Pay special attention to vulnerable subjects and people.
4. We try to avoid stereotypes.
5. We try to prevent personal prejudices from being visible in the work. We do our best to keep learning, and we are always open to multiple perspectives
6. We advise customers to make photo / text / interviewees more diverse (eg more multicultural male / female balanced). While this situation does not always reflect the real situation, we think it contributes to the involvement of underrepresented groups.
7. Post photo captions if the context isn't clear.
We want to ensure that a diverse target group can identify with the images we make or choose.
8. Making stories understandable and accessible to engage people from different backgrounds.
9. We do not use stock photos if not necessary.
10. We are properly informed (by the customer) about the story behind the photo, in order to be able to assess whether the photo tells the right story.
11. Do our best to provide names, job titles or responsibilities of the people in the picture.

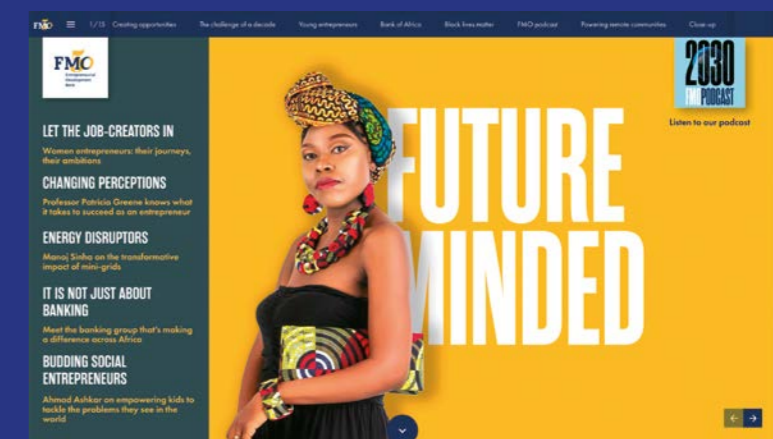
an example FMO The Dutch Development Bank



FMO invests and realizes sustainable and social projects in emerging countries. For FMO we use 'storytelling' to show the positive impact of the bank. Photography plays a major role in this. In some of the countries in which FMO operates, oppression and exploitation are common. FMO is very aware of this.

Our studio has an important advisory role for the selection of photos. That can sometimes be more complex than it seems. For example, an image of a white Caucasian male and a Black African female co-worker can evoke different feelings among different audiences depending on their relative positions to each other in that image. The distinction between an image of mutual respect and cooperation from that of a Western man who comes to tell poor people in Africa 'how it's done' is quite thin and can be easily blurred. The context is very important here.

Take a look at the online magazine we make for FMO at <https://future-minded.fmo.nl/>





In 2020, we won a Creative Communication Award in the Signage & Functional Typography category with our concept and design for the ProDemos stairwell.

Every day, hundreds of young students, with fresh reluctance, climb the stairs of the monumental building of ProDemos. All looking for the floor where they get acquainted with politics and law in an interactive way. We came up with a colorful and playful concept for the stairwell of ProDemos. This makes climbing stairs fun again.

www.studioduel.nl/projecten/signingprodemos

An interview with Nienke Schuitemaker

'A make-over for this dusty old stairwell!' That was the dream of Nienke Schuitemaker, communication advisor at ProDemos. Every day, 45 school classes have to go through the four-storey stairwell and climb 1000 steps to reach the different floors for their educational programs. Pupils started their journey up, signing and supporting, the old stairwell offers little inspiration. Duel had an idea for Nienke.

What was the reason for giving the stairwell a makeover?

'On the one hand, it is an old stairwell in a monumental building, which is used intensively every day. It was due for a makeover. On the other hand, a customer journey survey among teachers and students showed that the stairwell is the biggest setback in our programs.'

The aim is to get students to walk through the stairwell without groaning and to give them a clear route, so that they know where to go.

How did you handle it?

'The stairwell has been discussed before, but has not yet been tackled because it is a major project for ProDemos. We wanted to do it right.

For us it was very logical to ask Studio Duel for this, because we have previously worked well with the development of our corporate identity. We knew one thing for sure: the house style had to be reflected in the stairwell as a statement.

After this, the process began to create a lot of support. The difficulty with such a large design project is that it is not about personal taste, but about using the corporate identity to achieve your goal. However, many people find it difficult to let go of their own taste in it. It was therefore important to involve as many people as possible in the process as early as possible and to show pieces of the design. In this way we created ambassadors who spread the enthusiasm. It helped that the design matched the house style flawlessly, this immediately ruled out a discussion about 'beautiful/not beautiful'. Even if it's not your personal taste, this stairwell is clearly from ProDemos and that's what it's about.'

What was the big challenge of the stairwell?

'After the design came the biggest challenge: the execution. Gradually we found out that the design had to meet more requirements than just the requirements set by ProDemos. This is how the BHV (company safety experts) came into play. You had come up with the design for the ceiling, but the ceiling was not allowed to lose its sound-damping function, which is very important in such a noisy building with other tenants as well. You have offered alternative solutions for this, looking for other materials that retain the function without compromising the design.

Another challenge is the monumental status of the building, you have to protect it. For example, a sticker on the window led to an investigation into which material would not damage the glass.'

How do you get people involved in change?

'By creating support. People were afraid that the design on the ceiling would become very intense. That was because they saw the designs on their screens and therefore see the proportions. You did everything you could to get people out of that screen. You made it tangible with various samples and a prototype, so that it really came to life.'

In balance

We love our work, but are only really effective if we also have time for each other and ourselves. To get a breath of fresh air on the beach, to surf the waves or to enjoy an extensive lunch.

Personal growth is important to us, which is why we make a budget available for personal development. Every year, all employees receive a training budget. After completing the training or course, the employee gives a presentation to the other team members.

Sitting all day is not good for anyone. Relaxation and exercise are important to stay healthy. We encourage employees not to work overtime. This only happens on an incidental basis.

Lunch is provided by the studio. And every day there is time to get some fresh air at the beach.

Our team consists of passionate surfers. Employees are allowed to surf during working hours, provided that the client and the team do not suffer as a result. We have a shower in the office and there is room to store your surfboard and wetsuit. Employees receive an annual surfing fee.

Tom in on fire!



We can do (even) better

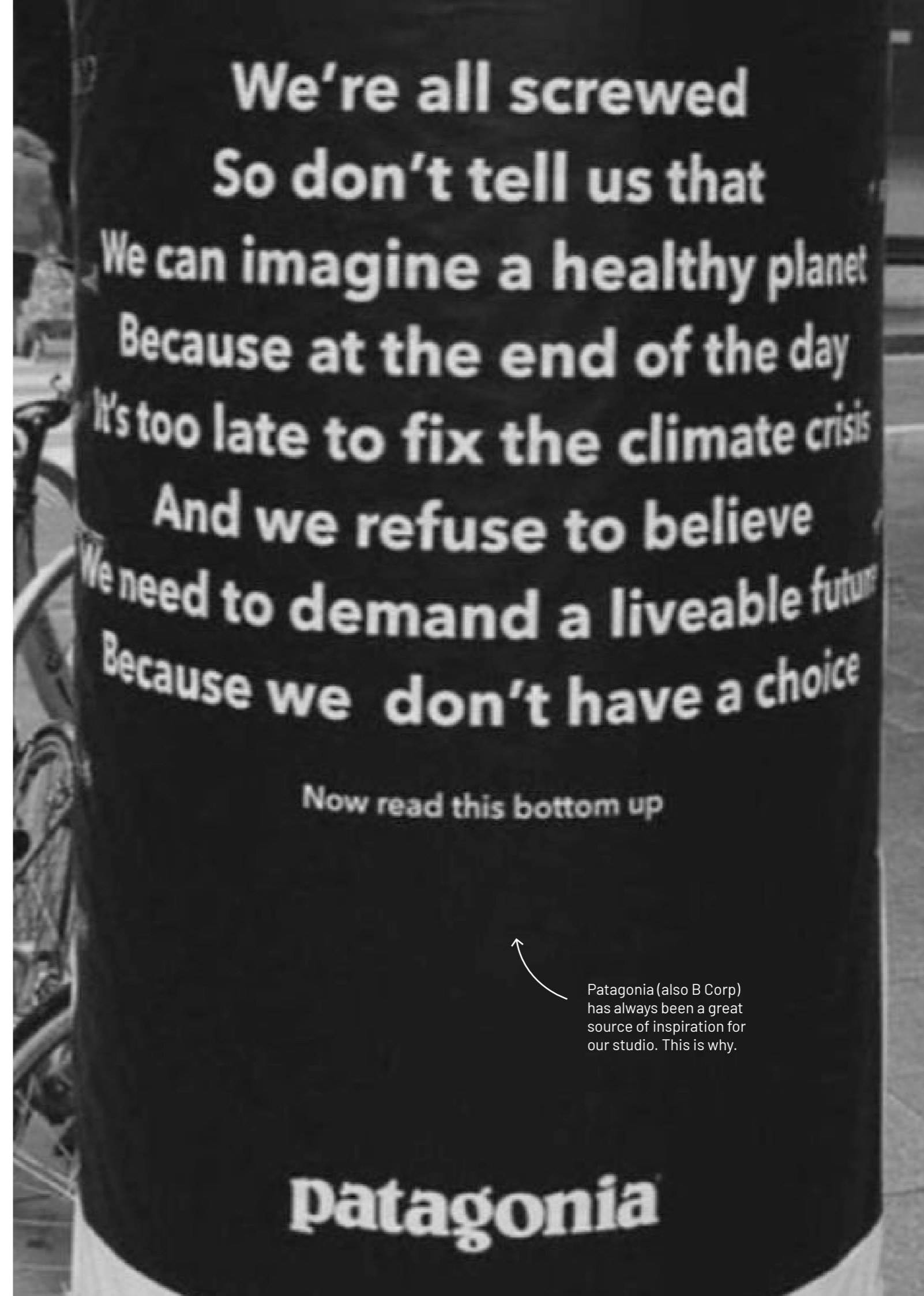
We are well on the way, but we can always do better. At the time of writing, it is the end of 2021. For 2022, we want to further refine and expand our targets. This is how we want to continue to make an impact.

1. We notice that the training budget is poorly used. Our goal is that every employee has completed at least 1 training or course by 2022.
2. We consume a significant amount of plastic. Our goal is to reduce the amount of plastic waste by 10%.
3. In 2020 we did not actively participate in organized charity actions (such as WWF Seawim in 2019 and World Cleanup Day on 2021). In 2022 we want to be actively involved at least twice.
4. We have not offered any internship positions in the past two years. This was mainly due to Corona. We will start this up again in 2022.
5. In 2021 we worked pro bono on the World Cleanup Day campaign. In 2022 we want to expand our pro bono work to 2 projects.
6. In 2022 we will evaluate all our major projects (>€10,000).
7. By 2022, all websites hosted through our company will be sustainable.
8. In 2022 we will use our social media channels more to promote sustainability, diversity and inclusion.

Stakeholders

From 2022 we will carry out and document the following steps;

1. Identify the most important ±8 stakeholders. With Representation of Minorities, Local Community and Environmental Interests
2. Conduct Stakeholder Conversations, about their view on our services, policy, processes and KPIs. And their environmental and social expectations.
3. Gathering and Discussing Input by Management
4. Adjust services, policy, processes and KPIs accordingly.
5. Inform employees, stakeholders and customers.
7. This process will be repeated at least once every 2 years.



Patagonia (also B Corp) has always been a great source of inspiration for our studio. This is why.