

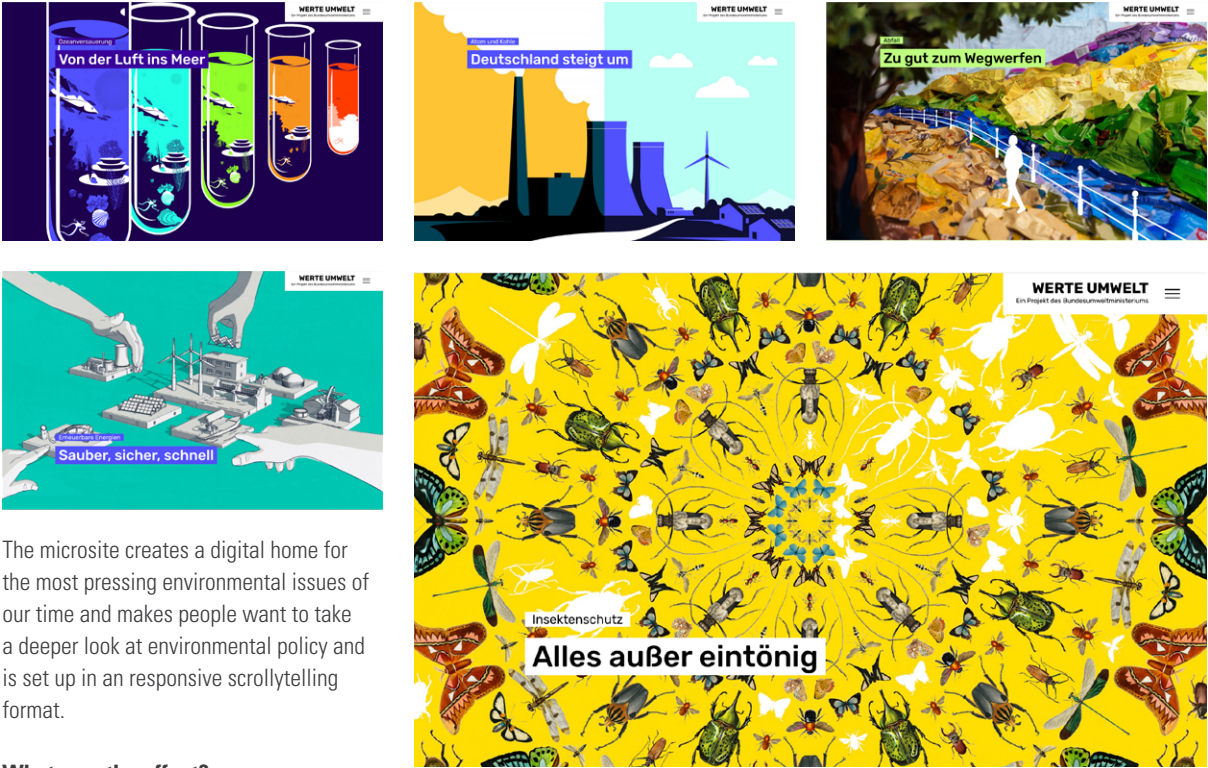
What was the challenge?

The German federal ministry for environment and nature conservation (BMUV) wants to address the pressing environmental issues of our time in a central location and give them a “digital home” on the ministry’s website. It is intended to make complex topics accessible to different target groups and communicate them in an understandable way. It was a big challenge to understand the scope and complexity of the requirement and to find the right way to conceptualize a working platform.

What was the solution?

We decided to take a data-driven approach because the federal ministry has access to a lot of raw data that we want to use as the basis of a fact-based storytelling platform. In an elaborate and comprehensive process, we sort raw data into stories. For example, a story about the return of the wolf is created from data on species conservation and animal migrations in Germany.

With this approach, we turned dry data into more than eight gripping stories, each with its own visual language and made them all available on the platform “Values Environment” (original: “Werte Umwelt”).



The microsite creates a digital home for the most pressing environmental issues of our time and makes people want to take a deeper look at environmental policy and is set up in an responsive scrollytelling format.

What was the effect?

The microsite was broadly picked up and used to find and consume entertaining, interesting and important information about the topics of the BMUV. The content of the microsite was designed in a way that it can easily be shared online, in newsletters or other channels like social media. The microsite was also broadly used in events, and in a later stage some educational material and videos were created based on the stories of the platform.

Visit the platform here:
werte-umwelt.sapera-studios.de
Login (Nutzername): sapera
Password: wertenumwelt

Contact:
company: Sapera Studios GmbH
e-mail: hello@sapera-studios.de
website: sapera-studios.com

