

Category: **Climate Change**

Project: **Future Ahoy! – An Infographic Novel about Sustainable Transport**

What was the challenge?

Over the past few years, German mobility think tank Agora Verkehrswende published more than twenty studies on the building blocks of climate-friendly transport, and the neologism Verkehrswende (“Transport Transformation”) has gained enormous popularity in Germany. The arguments and insights in favor of remaking transport are numerous. Nevertheless, the transformation has been slow to gain speed. We concluded it was time for a fresh approach.

What was the solution?

Working in collaboration with Agora Verkehrswende’s researchers, we repackaged their influential study “Transforming Transport to Ensure Tomorrow’s Mobility”. The result is a hybrid version of a graphic novel and infographics. By offering rigorous research in an entertaining format, we hope to simultaneously inform and amuse – while also mobilizing support for societal change. The future of transport is the overarching theme of this “infographic novel,” which focuses on a family spanning three generations – including a very special dog, Rudi the dachshund.

What was the effect?

The German language original version of the comic, “Abgefahren!”, became one of the most downloaded publications of Agora Verkehrswende and was heavily featured in media and at sustainable transport conferences. Because of its success, the German Agency for International Cooperation (GIZ) published this English language version, and most recently an Austrian data version was published by the Austrian Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology.

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