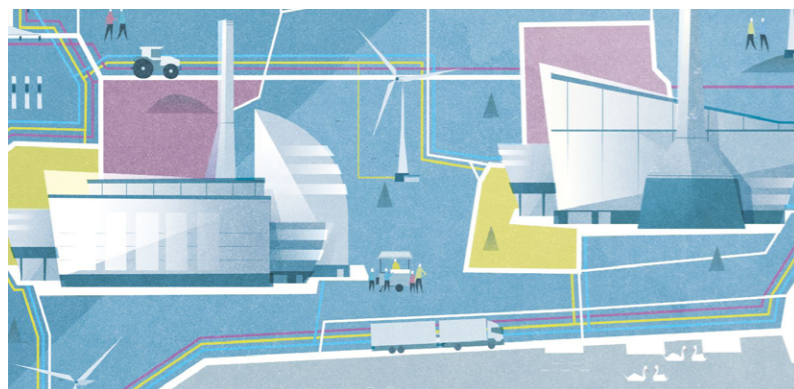


Category: **Science and Research**

Project: **Kopernikus Vision 2045**



What was the challenge?

The Kopernikus projects are one of the largest German research initiatives on the subject of energy transition with the aim of enabling a climate-neutral Germany by 2045.

Involving many different stakeholders from many different scientific and research projects, it was a challenge to shape and visualize this very technical, multilayered and far future vision, which still has to be researched and designed, in a tangible and achievable way.

What was the solution?

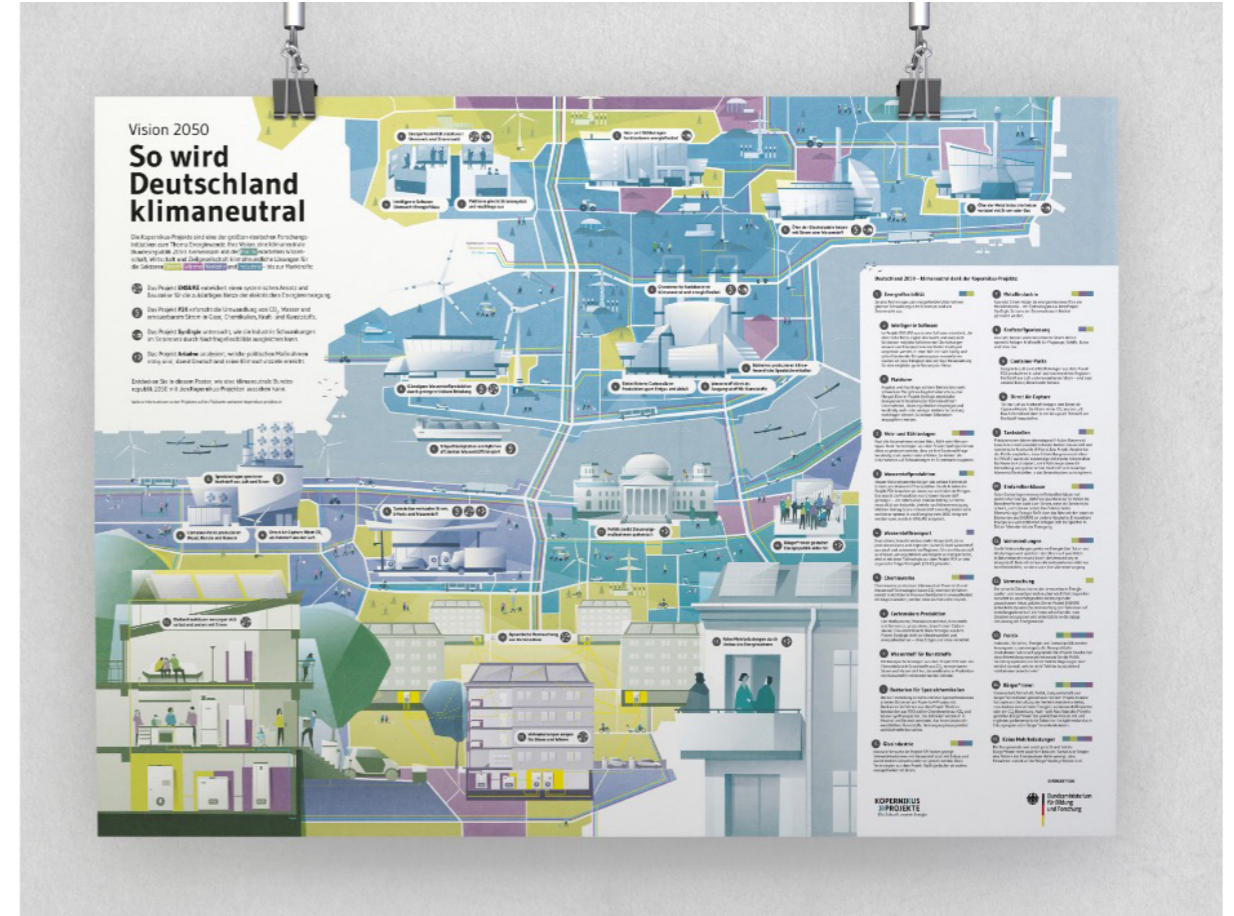
Based on the extensive work of our editorial team and a elaborated visualization concept of our design team, we created a detailed illustrated, double-sided vision poster in the form of a multilayered map that harmoniously combines a variety of content to give a glimpse into the future and the vision of a climate-neutral Germany in 2045.

Based on the double-sided vision poster, we later developed an [interactive mega-map](#) in which further information is made accessible via audio and video content. We have also extended the original map with a highly integrated industrial park, which provides deeper information about other Kopernikus projects.

For this futuristic map we created illustrations, icons and texts that make the connections between the individual Kopernikus projects and their long-term solutions comprehensible for readers.

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What was the effect?

The poster became one of the central communication materials of the Kopernikus projects and was used by numerous communication teams of the participating projects and other stakeholders. The micro-site as digital translation and extension of the poster was also a great success: just a few weeks after go-live it already attracted several thousand visitors and informed them about the Kopernikus projects and their value for Germany to become climate neutral in 2045.

