

# ***shifting patterns***

Start Reading

report | 2021/2022



---

# 01

## **shifting patterns**

Introduction: our place in this world

---

# 02

## **shifting people**

Meet the team  
2021/2022 in a nutshell

---

# 03

## **shifting governance**

Strategic communication  
about sustainability

---

# 04

## **shifting communities**

Community project Let's Play Equal

---

# 05

## **shifting projects**

Our clients  
Shifting impact: SDG Overview  
and examples

---

# 06

## **shifting the future**

Plans for 2023



# 01

## shifting patterns



## Introduction: Our place in this world

***Unexpected changes that savagely turned our world upside-down have been following each other at breakneck speed in recent years. These changes have made us insecure, our society is collectively looking for something to connect and hold on to. And fortunately, there is a lot to clasp, because themes like sustainability and equality are, while being the major challenges of our time, also strongly connecting. So there is an unparalleled power in them.***

These themes offer a clear, urgent assignment that we can only solve collectively. The solution lies within our collective power. So when we join forces, we have power over these major issues. And as a result they can help us rediscover our collective strength, giving meaning to our lives at a time when people are eagerly looking for meaning and influence.

Therein lies enormous power that we can unlock with communication. At Misteli creative agency we believe that communication can bring the focus we need to take collective action. As an individual, as an organisation, as a brand and as a government. There are many great initiatives, we're moving forward. There are mountains of good news. And good news is contagious, if you tell it right. So if we give the right stories the spotlight and the persuasiveness they deserve, we can drive a flywheel of positive change. Real change in the world around us.

The challenges of our time are global, but their concrete solutions often see the light of day locally, small scale. Misteli is standing at the center of this change, looking around, seeing many great initiatives to amplify.

We know the challenges in construction, mobility and food, and we see how markets and solutions evolve in small steps. These steps become larger and pick up a more rapid pace if you put a spotlight on them to make them visible to a large audience. That spotlight is smart communication, and making it visible to the right audience is what we do.

At Misteli, we know how to accelerate the change to sustainability through communication. Whether we're building confidence in new technology like wooden residential towers, connecting people to create new solutions for the energy transition, or building an Oat milk brand.

Showing new possibilities, building trust, telling tangible and relatable stories. That's what we're good at. Based on strategy, because the result of well-thought-out work always shows. With an original and connecting concept, so that the message touches and activates on an emotional level. And with dazzling design, because we believe that the power of design lets your message hit home.

This time we live in is full of momentum and urgency. Our communication helps good initiatives to fully ride that wave, while strengthening the momentum at the same time. This way we raise the bar together, while fostering collaboration to grow within a market, area or company.

***With the full power of creativity. As we have been doing for 28 years.***



# 02

shifting  
people



## Our team

### Veronique

*creative director*



Veronique founded Misteli creative agency 28 years ago. She has a proven track record of working with a wide variety of clients in the field of creative communication. Veronique is an inspiring creative that leads & nurtures her team towards a better, more sustainable future.

### Ernest

*lead graphic designer*



Ernest is our magic maker. He loves to create beautiful design. Always ready to come up with something fresh. He also enjoys to learn new skills on the way. What's the way to please his creative mind? Ask him something that can't be done. You will have it in two days.

### Geert

*simplifier & strategist*



Geert simplifies stories, plans, relations, challenges, and elephants in the rooms. He is the person with big picture in mind and is always motivated to simplify the complex strategies and convert them into concepts that connect people.

### Anne

*copywriter & strategist*



Anne is the newest and youngest member of our team, and our resident wordsmith. With a background in languages and marketing strategy Anne always knows what to say, and when to say it. She is focused on creating sustainable strategies and copy for a sustainable world.



# 02

## Our team

shifting people

### Michelle

*graphic designer*

Although Michelle joined Misteli only recently, it already feels as if she's been at Surinameplein 10 forever. The nicest and most reliable person on the team. Don't tell the rest!



### Daan

*impact communication specialist*

With a background in marketing and years of experience in the regenerative economy, Daan was exactly who we were looking for! As an Impact Communication Specialist Daan is going to empower clients within their sustainability journey. He is charming, sharp, and endlessly optimistic about the world of tomorrow.



### Charlotte

*growth specialist & project manager*

With a track record of working for sustainable endeavors and other B Corps, Charlotte is seated at the wheel of the most complex projects on our menu. These are safe and timely drives!



### Esther

*content producer*

Met een achtergrond in marketing en communicatie weet Esther ideeën snel om te zetten in designs die de juiste boodschap overbrengen. Ze is kan zich goed verplaatsen in anderen, denkt mee en creëert met veel enthousiasme een positieve (werk)omgeving.



### Malgosia

*growth specialist & project manager*

Malgosia has solid background in sustainability management and communications. She brings to the table a growth mindset and agile approach.



### Fiene

*barking expert*

Very serious and very dangerous dog. Don't take her too lightly. No cats allowed.







# 02

## 2021/2022 in a nutshell

fun facts

shifting people

01. **Ernest co-designed and built a tiny house.**  
This house is going to be almost entirely circular!

02. We developed the **world's first Walking Movie Toer d'amour** in Sloterdijk. It's called Toer d'amour, and will be an entirely new experience created in the heads of our team. Written directed and produced in house.

03. We **won** the **ULI Netherlands tender** to create a new strategy for them. Next year we hope to present you with the outcomes.

04. **Our core team grew!**  
Welcome Michelle, Matthijs and Charlotte!

06. **Matthijs**, the conceper, is **also a painter**. Check out his work [here](#).

05. Misteli is creating a **new department for Strategy**, with a clear focus on communicating about **sustainability**. By developing the Story Proofing method, we help companies and organizations to **communicate** about sustainability to make sustainability pay off.

07. We created **new visual identities** in 2021 for companies like BVDV law & tax and Ave-natur, the nordic oat brand. We also **created a new visual identity** for a B for good Leaders Summit & B Corp Global Climate Summit. [Check them out!](#)

08. **Malgosia moved back** to Warsaw. Don't be afraid, she'll be working with us **remotely** and growing sustainable brands from there.

09. Our **garden** was completely **redecorated** this year. Come and enjoy it with us during lunch on one of the **sunny days!** Don't come on the windy days, unless you are keen on avoiding flying objects.

# 03

## shifting governance



## Shifting Patterns

*28 fascinating years ago Véronique started Misteli creative agency. And for the past 28 years she has been guiding the company effectively into uncharted territory that the new times demanded. Staying ahead of the curve. Making impactful creative work.*

We started a new strategic communication department with a clear focus on sustainability. We are helping companies with a communication strategy to make sustainability pay off. Now we incorporate the narrative into the product range of Misteli, providing creative workshops for companies who want to become B Corp.

### ***The story of our strategy department.***

We believe that investing in sustainability builds real brand value if you communicate about it smartly. Transparent, proud and honest. This way you make a double impact, for your brand and for the world of tomorrow.

We harness the logic of strategy and the power of stories to makes sustainable entrepreneurship pay off. So that investing in sustainability becomes more and more attractive. This way communication drives a flywheel of progress. That's the cycle we start.

Misteli's strategic department is now in business. With Story Proofing being part of the conversation in boardrooms, marketing meetings and sustainability teams all over the world.

We tell positive stories that speed up the change our world needs. Stories of success, of learning, and of failure.

We build strategic frameworks and craft clear and true sustainability messages that stick with anyone who hears them. To make sustainability efforts create brand- and business value. Because only when investing in sustainability becomes a green business case, companies will invest more in changing for the better. Stories Spark Change.

**Measuring effect**

We track the reach and the effect of the messages. Brand impact is a long-term affair, and market research proves perception.

**Building brand impact**

Now let's make the world familiar with these stories. We create infographics, visuals, ads, impact reports so your audience can enjoy and digest the message.

**Story  
proofing****Defining the leading narrative**

We dive into your ambition and sustainability efforts and goals and define a narrative that fits your current identity. We identify stories that helps your organization on brand or product level to transit to a more sustainable profile.

**Gathering evidence**

Truth doesn't hurt. It makes people trust you. We gather all the evidence available, and look for constructive collaborations to claim your righteous efforts.

**Crafting stories**

Stories are the building blocks adding to your main sustainability narrative and your desired identity. We bring them to the surface as personal and tangible as possible to connect on a cognitive and emotional level with consumers, suppliers and stakeholders. Making your technical evidence understandable, inspiring and trustworthy.





## Let's Play Equal

*It all started on a sunny day in the spring of 2021. Some Amsterdam based B Corp certified agencies gathered in the park. Right then and there, we decided to team up to do something for our communities. Many conversations later, we decided to lend a helping hand on the topic of JEDI: Justice, equality, diversity & inclusion.*

We have been busy creating a game ever since. A real life board game that is. A game to step out of your own perception, and personally experience matters of diversity, equity and inclusion. It's incredibly fun to play. Safe, but personal, and there's an unparalleled shift in the game that makes you think like only few things in life can do.

The world needs this game, as conversations about diversity and inclusion often take place on an abstract level. Because it's almost impossible to truly understand others' lived experiences. And there's an incredible social complexity and sensitivity involved. What if teams could engage in real, meaningful conversations about diversity and inclusion, to build awareness, understanding and openness needed for real change?

With this game we aim to enhance JEDI inside our own teams and our clients' teams. By talking about JEDI in a way that can help us foster a culture of openness and inclusion. In Europe and beyond.

Doesn't it sound marvelous? Well, it is. The project, the process, the creativity to craft a game out of thin air... And It's simultaneously a challenge and a collective learning journey to work with so many companies on such a complex pro bono project.



We hope to do more of these collaborations in the future, as this game starts to live independently. Be on the lookout for the release in 2023!

[Pre-order here.](#)



# 05 *our Clients*

2021 / 2022

shifting projects





## Shifting impact

*As people, we are part of nature. That means we act upon instinct. And our instincts can be quite primal. When facing danger, we have three types of reactions: freeze, fight or flight. This means that it's hard for us to turn our brains on when we are being overflowed with information about the state of the Earth we live on.*

At Misteli, we constantly think and talk about how we can play a role in communicating information in an activating and actionable way. Because we care, and we want to act ourselves: our instincts tell us that we must. We think, we create, we innovate.

How can we act in the best possible way? What is actually in our power? We decided to take a step back before we take a step forward and look into our projects of the past year.

### Shifting projects

What is our real impact? We ask ourselves this question a lot. We work for various clients, most them clearly purpose-driven. But what does it mean for us? Can design and communication work translate directly into impact?

We believe it can. We believe that our work helps amplifying the messages send out by our clients. That's why we started asking this question: which SDG is the one that you are contributing to as a company or an organization? And do you measure your performance?

**we think,  
we create,  
we innovate.**

In 2022 the projects we worked on together with our clients focused mainly on the following sustainable development goals:

- 1. Affordable and clean energy**
- 2. Sustainable cities and communities**
- 3. Climate action**
- 4. Partnerships for the goals**





## We contributed to those SDG's through projects for our clients.

### EVBOX

Take **EVBox** for example. Their business contributes to **SDG 9**: build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation. By creating the electric transport infrastructure globally, they support resource efficiency and greater adoption of clean mobility. But what do we have to do with all of this?

We helped EVBox shape the current mobility debate towards cleaner and less polluting ways. **We helped them set the stage for new e-mobility innovations.** EVBoxes clients & enthusiasts joined REVOLUTION(s) Digital and their webinars in 2021. During the UNBOXED event, 150 employees of EVBox discussed on issues related to building more resilient teams and opportunities ahead.



### Green Caravan

**We helped the innovative Dutch startup** Green Caravan pave the road to truly fossil free charging infrastructure, contributing to **SDG 7**: affordable and clean energy. Green Caravan had an incredibly clever plan with the potential to save millions of kilos of CO2, while earning a fair penny in the process. But they needed a convincing story, and a strong brand with an appealing sustainable promise. That's where we came in. Fast forward, the company is in business, starting the worlds first truly fossil free charging area in 2022.







## UPtown Sloterdijk

The UPtown Sloterdijk coalition we're heading is a collaboration between the city of Amsterdam and urban developers, working together towards creating a lively, friendly living-environment.

Our placemaking project in Sloterdijk, which is set up to bring more life to a new urban area of Amsterdam, is exactly a type of project that helps develop cities in more sustainable way via **SDG 11**: Inclusive and sustainable organization. Enhance inclusive and sustainable urbanization and capacity for participatory, integrated, and sustainable human settlement planning and management in all countries.

We created events, engaging hundreds of people to make the area more lively. We did that through culture an outside theater production by Solo Stories (VLUCHT), music (Pop-up stages) and information events showing people around the neighborhood. We treated the new neighbors with a gesture of nature, a plant for their new house. We also provide information to all current and future inhabitants of Sloterdijk for them to be able to participate in creation of the future city.



This brings us to **SDG 17**: partnerships for the goals, which is high on our list. Through work for clients like Holland Metropole, B for Good Leaders, Urban Land Institute, Global Alliance for Banking on Values and B Lab we were able to strengthen networks of professionals that want to take another step in the business world towards more sustainable and meaningful relations.

We're really hoping that our portfolio will grow more with projects with focus on SDG 17. Because partnerships show us how interdependent we are and how the world of tough competition truly needs a spark of cooperation.

***Alone we can go fast, together we can go further.***

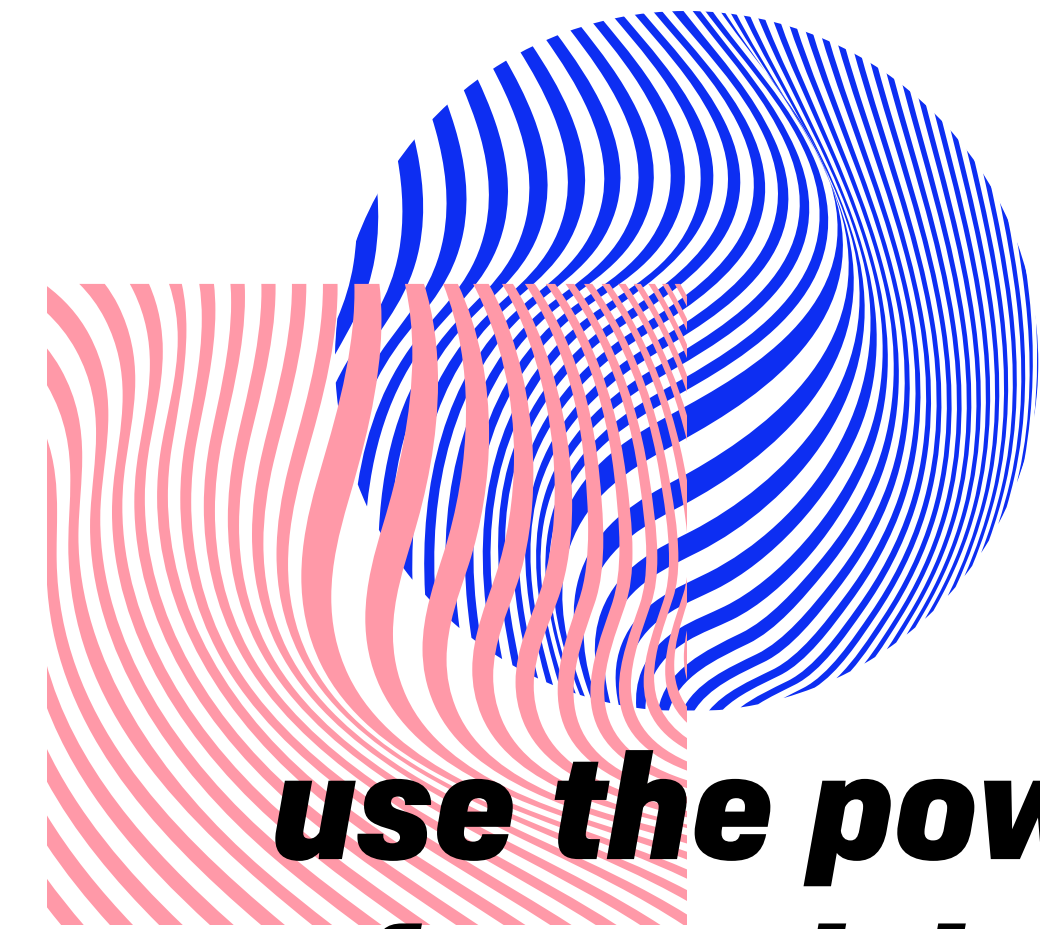
## Conclusion

*We know what our strengths are: we have a talent of bringing people, organizations and companies together. And positioning them to make impact.*

*We know what our expertise is:* in urban realm, inside of the cities and on the roads. However, there are 17 sustainable development goals and our work focused mainly on just a few of them.

We will continue to improve and become more and **more impactful** in these areas.

Instead of freezing of flighting, we want to **use the power of our creativity** to help other smart people grow their impact in areas that matter most. There is a lot that has to be done and we are ready to be a part of it.



**use the power  
of creativity**







## Ambitions & goals 2023

*For 2023 we are stoked to make impactful, inspiring creative work that doesn't just tell a story, but convinces for good. By enabling people to experience the difference they make and the future they contribute to. Positive experiences to create positive change.*

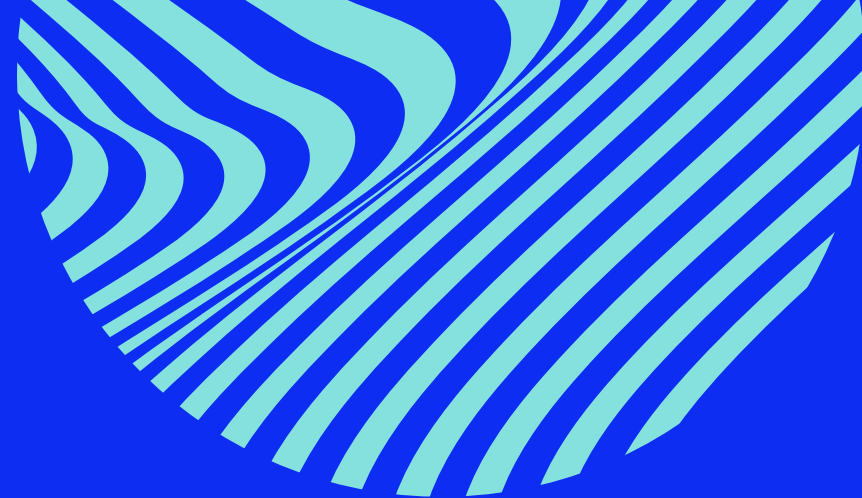
One of the main challenges in our Dutch urban environment today is the extreme demand for housing. The need for safe, healthy living environment. And the environmental impact that building over 100.000 houses in 10 years has if we continue to build the way we have been doing these past decades. We look forward to playing a role in both: accelerating the transition to bio based building and the development of livable, lively, green cities for all.

The switch to sustainable mobility is has never been stronger, as 28% of new cars is battery powered as of februari 2022. We like to keep contributing in this industry, as it makes our cities cleaner, mobility more efficient and our governments more independent.

We would love to contribute more on SDG 3: Good health and well-being, as we know the food industry well, and we can play a role of importance there.

Help more large companies with a legacy and a complicated story communicate about their transition. Green startups are great to disrupt and pull the market forward. But then it's up to the giants to follow suit. And that's not an easy transition, but that's where the biggest impact is made. By helping those good-hearted giants find a way to change their business over time and tell that story with the good, the bad and the ugly, we can make a massive impact.

***Looking forward to that.***



*misteli.nl*

