



Case 2

The client: The customer: International Belgium-based environmental technology group, authority in waste water and sludge treatment and clean incineration.

The challenge: Contribute to the creation of an independent international platform for science and technology, a virtual meeting place for all important stakeholders (from industry, research centres and the authorities). The underlying idea was to use this platform to arouse goodwill towards and to draw attention to the group's technologies. The editorial independence of what was in fact a sophisticated website was to give additional credibility to the information about these technologies.

Our approach: That Blue Turtle Business Partners got the assignment was largely due to its considerable expertise in internet marketing and communication. We developed an interactive internet platform and meeting place for academia, companies and representatives of the authorities alike, where they were expected to discuss (and in fact actively discussed) a diversity of topics, provided they were science and technology-related) Given the very specific nature of this project, it was important to reach out to the right people and to seek their participation to the on-line discussions.

We started by providing science and technology stories on a daily basis. The editors hired to do the job were supposed to popularize, not to oversimplify the stories, as we wanted to attract as large an audience as possible. After a while, we routinely succeeded in providing this daily S&T news service and we drew up a marketing plan. We extended our audience by establishing partnerships with authoritative science journals. We organised road shows, linking up with science congresses and seminars, both on and off line and this way managed to increase our (free) membership.

The final step was the one towards financial independence from the founding company. As soon as we had acquired a sound base in terms of membership, we started looking for financial partners. Negotiations with a major car manufacturer and an important airliner are ongoing and definitely promising.

The result: A living and very active virtual platform that benefits from the active participation from national as well as foreign universities (China!) and research centres.

Do you have further questions, or would you like to exchange views with one of our team? Please feel free to contact us. We will be delighted to meet you.