

INTERNATIONAL PRESS RELEASE

A « MADE IN MONACO » AWARENESS WEBSITE SUPPORTING SOFT MOBILITY AND RENEWABLE ENERGIES



MONACO - February 1st, 2012

IMEDD, the Mediterranean Institute for Market Research and Sustainable Development from the Principality of Monaco, whose mission is to support businesses, institutions and NGOs in their Market Research and Corporate Social Responsibility, launches on February 1st, 2012, “ON THE MOVE !”, a new international awareness and networking website on issues relating to soft mobility and renewable energies.

Due to collective emulation on the topics of soft mobility and energy in the Principality of Monaco, and especially thanks to the support of EVER MONACO, MITI, MC2D, manufacturers and users in the field of ecological solutions, IMEDD proposes an answer to these actors’ expectations (expressed in 2010 when conducting a study for EVER MONACO), which consisted in the creation of a lasting social link.

Thanks to its 2011 awareness campaign on soft mobility and renewable energies, in partnership with 16 associated organizations, IMEDD found the support, needed to act according to its mission, and created in 2012, an international awareness website aiming at several goals:

- Federate manufacturers from the automotive/mobility and renewable energy industries around a common awareness action within an international framework.

- Inform public and businesses about innovations in these two sectors as well as Corporate Social Responsible transitions.
- Raise awareness and encourage the public at large, businesses, NGOs and public institutions to move forward these solutions, which can generate growth, social links and helps us all, in reducing our environmental impacts.

On the occasion of EVER MONACO 2012 (in March this year), in order to express its commitment to support the soft mobility and renewable energy sectors, and with the support of its partner LOOPING COMMUNICATION, IMEDD will officially launch its second awareness campaign.

This year, each sector of activity will have its own campaign, each one with a specific image appearing on mass media, introducing innovative people who are committed to a sustainable future. This campaign will be linked to a yearly international awareness plan, promoted through different communication means (including online). Social networks will echo the message of this campaign, which is especially tailored for opinion leaders and population.

Organizations and manufacturers operating in the ecofriendly vehicles and renewable energies sectors may participate to this campaign. By becoming a partner, they will benefit from IMEDD's project, providing a yearly visibility to their activities and Corporate Social Responsible entrepreneurship. We will also provide support in developing awareness, branding and networks.

« ON THE MOVE ! » is a social link tool offered by IMEDD to these two strategic sectors of activity, which are operating in a world environment, suffering from heavy CSR* pressures from their stakeholders.

Creating a social link with « ON THE MOVE ! » is an opportunity to present the potential of the ecological vehicles and renewable energies sectors, in showing that technological innovation is one of the keys, and indeed a concrete contribution, to reducing CO₂ emissions and fight against climate change.

* CSR = Corporate Social Responsibility

Moving towards our common CSR ambitions means that a long-term collective action is necessary to decide and transform these ambitions into real opportunities.

In this sense, everyone is concerned and a way to be “on the move” is to support the ones who are committed to the future.

Explore our website: <http://www.imedd-group.com/onthemove.php>.

This site is available in French and English.

*** IMEDD has been EVER MONACO market research and awareness partner since 2010.*

*** IMEDD and LOOPING COMMUNICATION cooperate on a number of transversal projects (Market and Opinion research, CSR and communication), dedicated to businesses, services and public organizations.*

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IMEDD's websites:

Institutional website and services: <http://www.imedd-group.com>

Information website: <http://www.imedd-group.com/keep-informed-on-csr/>

« ON THE MOVE ! » website: <http://www.imedd-group.com/onthemove.php>

LOOPING COMMUNICATION, our communication partner website:

<http://www.loopingcommunication.fr>

Related websites: <http://www.ever-monaco.com>, <http://www.miti.mc>, <http://www.mc2d.org>