



PRESS RELEASE

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MOCCU STAGE-MANAGES WWF INTERNATIONAL'S ECOGURU

Berlin agency develops interactive lifestyle tool for WWF's ecological charm offensive.

Berlin agency Moccu has adapted an interactive lifestyle tool for the international organization World Wide Fund For Nature (WWF), which individuals can use to improve their personal ecobalance step by step. The WWF EcoGuro focuses deliberately on viral effects. The online calculator, which is based on data issued by the Belgian institute ecolife vzw (<http://www.ecolife.be>) and also designed for use via mobile terminal devices, provides users with suggestions on how to respect the environment in various life situations. The tool is characterized by high information density and intuitive operation. What can I do? What have I been doing until now? The WWF EcoGuro answers these questions with a few simple mouse clicks, choosing charming, visual communication over incriminating finger-pointing and provocative radicalism. The WWF EcoGuro calculates personal consumption of global resources using ten simple, anonymous questions.

Printable images available on demand. Specimen copies requested.

Contact:

Moccu GmbH & Co. KG

Creative agency for digital media

Pappelallee 10

10437 Berlin • Germany

Tel.: +49 (0) 30 • 44 01 30 – 30

Fax: +49 (0) 30 • 44 01 30 – 50

www.moccu.com

presse@moccu.com

ABOUT MOCCU:

Moccu is a Berlin-based creative agency for digital media with an office in Vienna. Moccu has been planning, designing and realizing interactive communication at the highest visual and technical levels since 2000.

The company's credentials include the creation of communication solutions, brand staging and internet presences for firms including Volkswagen, Canon, Dior, L'Oréal, Vodafone and WWF.