



PRESS RELEASE

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MOCCU NETWORKS EXPERTS AT WWF INTERNATIONAL

BERLIN AGENCY DEVELOPS VIRTUAL PROJECT SPACE FOR EU-WIDE NATURE CONSERVATION PROJECT "SURF NATURE"

Berlin-based agency Mocccu has developed a virtual project space designed to network international nature conservation experts for an EU-wide project initiated by the World Wide Fund for Nature (WWF). Multilingual website surf-nature.eu, designed by Mocccu, forms the basis for this pioneering project. The use of collaboration software facilitated the design of a communications platform which simplifies the exchange of experience between project participants. With this, Mocccu has made an important contribution to the promotion of regional politics for the protection of biodiversity and nature.

User-friendly network for environmental protection

Berlin-based creative agency Mocccu has realized the WWF project "SURF Nature", which invites environmentalists from nine different EU member states to share their collective experience with just a few mouse clicks. Mocccu aims to create a sustainable, dynamic network which will herald a new collaborative dimension. The shared information system supplies project participants with documents and information 24-7 from web-enabled computers the world over. Additionally, the homogenous file structure eases communication flow and scores points for user-friendliness. The Berlin-based agency customized the system layout in line with participants' varying technical skills, underscoring its particular strength in the process. Even users without a hotwire to Web2.0 are impressed by the tool's ease of use.

Collaboration software guarantees transparency and topicality

The way to improve future financial support options for nature conservation and biodiversity within the European Regional Development Fund (ERDF) has now been smoothed. The collaborative information system programmed by Mocccu ensures that processes, documentation and transparency within the WWF project "SURF Nature" are as up to date as possible.

Printable images available on demand. Specimen copies requested.



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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.