

STUDIO
DUEL

guidelines for change 2023-2024

Creative playground for a positive future

GUIDELINES FOR CHANGE

2023-2024

We are aware that the impact of communication is very significant. How it influences our view of the world, both positively and negatively. Communication directs what you see, think, buy, and do. That is why Studio Duel uses communication for a higher purpose: an honest, sustainable, and healthy world where no one is left behind.

We believe it is important that the people we work with—employees, clients, suppliers, and partners—share our vision. This way, we make the most impact.

For our studio, working towards a better world is not optional. We have a clear goal in mind and want to stay on course. How we do this is described in these Guidelines for Change.

In these guidelines, you will read how we realize our sustainable and social ambitions and how we work towards a diverse and inclusive society. With examples of our work (meaningful matters), we show how we apply this in practice.

MEANINGFUL MATTERS

We use our creativity and strategic knowledge for an **honest, sustainable, and healthy world** where no one is left behind.



Who run the world? Well, unfortunately, we have to say that it's mostly men...

Only 1 in 5 top executives at the 500 largest companies in the Netherlands is a woman. Women have been earning less than men for years. Female entrepreneurs have much fewer opportunities in the business world. It's time for change.

Code-V's mission is to increase entrepreneurial opportunities for women in the Netherlands. Sixty pioneers from the business sector support the initiative to accelerate the fight for equality. In close collaboration with ABN AMRO, ING, and ROM InWest, we came up with a name and slogan, developed a logo, brand identity, and a website.

Our mission

Creative playground for a positive future

In 2023, we sharpened our mission and summarized it in a new tagline: "A creative playground for a positive future." This represents our persistent commitment to promoting a fair, healthy, and sustainable future through creativity and strategy.

A creative playground

We strive to involve more people and businesses in our movement towards a fair, healthy, and sustainable future. Our 'creative playground' is an invitation for everyone to participate and collaborate. Together, we can achieve more. It is a platform for creativity, research, innovation and collaboration, where ideas come to life that contribute to positive change.

For a positive future

Trying to depress your audience into action? It doesn't work! Negativity and fear are not effective ways to stimulate change. Instead, we choose a positive approach. Our visual concepts and campaigns focus on an optimistic worldview, showing how behavior can contribute to a better future. We find that this approach mobilizes more people and inspires them to actively contribute to change.

Our work is strategic, seductive, and outspoken. We make complex problems and topics understandable and contribute to achieving the SDGs. Through the power of visual communication and creative storytelling, we make these goals more comprehensible and accessible to a broader audience.

Our projects regularly win awards. While it's wonderful to have our work appreciated for its beauty, we truly make an impact when we can activate people. We turn passive spectators into active participants.

In 2023, we took important steps to strengthen our mission and expand our impact. Our 'creative playground' continues to grow and inspire, and we remain committed to a positive future. Together we can make a difference, and we invite everyone to join this journey.

Our creative rebels:



Hederik van der Kolk
Graphic Designer | Owner



Bas de Koning
Graphic Designer | Owner



Tom Munneke
Graphic Designer



Patricia deKoning
Graphic Designer

OUR B CORP AMBITION

Duel has joined the growing global movement of companies striving for a better world. In 2021, Studio Duel achieved B Corp status and joined companies like Patagonia, WeTransfer, and Finissterre.

Since Duel's start in 2003, we have been aware of the significant impact of our field. Communication influences what you buy, think, and do. Over a decade ago, we decided to use that impact exclusively for a better world—a sustainable and social world where no one is left behind. Since then, we have worked solely with brands and companies that have a societal vision.

We look for social responsibility not only in our clients but also within ourselves. We have moved to a sustainable studio, furnished with sustainable and circular materials. We travel by bike and eat vegetarian. We believe we are on the right track, but there is always room for improvement.

As a B Corp, you must integrate your sustainability and social goals into your business operations and decision-making. Every three years, you are re-evaluated and must demonstrate progress. This keeps us sharp and ensures that we continue working towards our goals.

B Corp is an international certification for companies that use their services or products to create a better world. B Corp certified companies strive for the highest standards in social and environmental performance to balance profit and purpose, thus building a more inclusive and sustainable economy.

dopper.
The bottle is the message



Triodos Bank



CO₂ NEUTRAL STUDIO

Studio Duel is a climate-neutral studio. We are exceptionally well insulated with quadruple glazing. We extract energy from the air and convert it into hot water and underfloor heating using a heat pump. We do not use gas or other fossil fuels, as we purchase only Dutch green electricity.

We use bicycles or public transport 95% of the time, and for the remaining few percent, we use our hybrid car. We offset the miles driven in our car by planting trees.



Trees for All

Save the seas to save the earth!

As surfers, we are passionate about the ocean and a healthy environment. With approximately 70% of the Earth's surface covered by water, we believe that a solution to climate change can be found there. Save the seas to save the planet!

We have offset our CO₂ emissions from the past 20 years by supporting SeaTrees in planting mangrove forests. SeaTrees is a program by Sustainable Surf. They plant, restore, and protect coastal ecosystems around the world to combat climate change.



SeaTrees
by Sustainable Surf

SUSTAINABLE POLICY

The greatest environmental impact of Duel is indirect and lies with our clients: the hosting of websites, paper usage, printing, and transport. However, "winning outside starts within." We provide advice from intrinsic motivation and our company culture so that we can inform our clients well. This way, we ensure that our studio, clients, and suppliers become more sustainable. We are proud of that.

Dutch Green Electricity

Our studio uses 100% green electricity from wind energy provided by Greenchoice. In 2023, we consumed 6,210 KWH, which is less than in previous years.

Energy Savings

All our lights are LED. When we are absent, they are turned off. Our studio features windows across its entire width, allowing us to maximize the use of natural light.

When purchasing new equipment (computers, monitors, printers, etc.), we critically assess the energy consumption and energy label. This approach helps us continue the downward trend in our annual energy consumption for the coming years.

The underfloor heating is controlled by a programmed thermostat. The water temperature in the underfloor heating system is a maximum of 28 degrees and is generated by the heat pump.

The windows and doors of the office are made of quadruple-glazed glass. The walls are excellently insulated. The building shell has an energy label of A.

Gas-free heating

The underfloor heating in the office space and hot tap water are connected to a heat pump. Thanks to the heat pump, we do not use gas or other fossil fuels. We had the gas connection disconnected in 2018.

Water Usage

With a water consumption of 31m³ in 2023, we are slightly above the average for Dutch offices. As passionate surfers, we use the office shower regularly, which explains the above-average usage. We monitor our consumption and ensure that it does not increase in the future.

Mobility

We encourage our employees to commute to work by bike or on foot, and this request is well-received. Employees travel to the studio by bike or on foot 95% of the time. For business appointments within The Hague, we also use bicycles. For meetings outside The Hague, we prefer public transportation. If necessary, we opt for the (hybrid) car.

Duel does not own any company or lease cars. For business trips, we use our private hybrid cars.

In 2023, we covered 7,425 km commuting by bike or on foot. Additionally, we surfed approximately 750 km.

Virtual meetings make long distances easier to bridge and reduce the need for business travel, which is why we make extensive use of them.

0 CO₂
EMISSIONS
gas and electricity

7.425 km
Commuting on foot and by bike in 2023

Waste & Waste Separation

Paper, Plastic, Glass, Cans, Chemical Waste, and Residual Waste.

At Duel, we separate waste into different bins: paper, plastic, glass, cans, chemical waste, and residual waste. Long live second life!

We strive to work as environmentally friendly as possible by minimizing our waste both at the office and at home. We avoid buying unnecessary products and only purchase what is needed. We print double-sided on 100% recycled and FSC-certified paper. We aim to use as little plastic packaging as possible and avoid harmful cleaning agents.

The waste we produce is sorted accordingly. Used ink cartridges are collected and sent for reuse. Paper is picked up weekly, while plastic and residual waste are placed in separate bins.

We only purchase new hardware, such as computers and monitors, when absolutely necessary. Any hardware and office furniture we can no longer use are given a second chance by offering them on platforms like Marktplaats.

Environmentally Friendly Practices for Employees

We ask our employees to act in an environmentally friendly manner, both at the studio and while working from home. If they need assistance with tasks such as repairs and recycling, we strive to support them as effectively as possible.

Our company provides resources to employees regarding environmental management in the studio and at home offices (e.g., energy efficiency). Each employee receives a company laptop, which they can use for both business and personal purposes, and we recommend choosing a green energy supplier.

Duel ensures the safe disposal of electronic waste and other hazardous materials from the studio and from employees' home offices.

Footprint

Our footprint is calculated by categorizing energy flows into 3 scopes using the Milieubarometer: www.milieubarometer.nl/ CO₂-footprint-maken

Scope 1 CO₂:

The fuel and gas consumption within the company.

Scope 2 CO₂:

The electricity procurement and consumption of the company.

Scope 3 CO₂:

The entire lifecycle of all products that the company purchases, manufactures, and/or sells. This includes emissions associated with activities such as procurement (manufacturing, transportation) and post-sale activities (consumption, use, waste, and water).

Our CO₂ footprint according to the Milieubarometer:

2023

Scope 1: 0 ton CO₂
scope 2: 0,475 ton CO₂ (475 kg CO₂)
scope 3: 0,030 ton CO₂ (030 kg CO₂)

We offset the CO₂ emissions from Scope 2 and 3 each year through Trees For All.

We regularly monitor and record emissions and have set specific goals needed to achieve global targets for addressing climate change.

For more information, please review our impact report. www.Duelmakesimpact2023.nl

MEANINGFUL MATTERS



AI Captain

Together with the Dutch Water Authorities and the Waterschapshuis, we developed the Vaarkaat. Using the Vaarkaat as a conversation starter, the Dutch water authorities remain digitally on course. This ensures clean and safe water, now and in the future.

21
Water Authorities Ready for the Future



HEALTHY, VEGGIE & YUMMI

Good coffee and a delicious teamwise lunch are important to us. We drink coffee from a local entrepreneur who sources his own beans. Since 2022, we have been eating **100% vegetarian** and increasingly purchasing organic and locally produced seasonal products.

Delicious and healthy
pasta made by Tom.



HOW WE MAKE IMPACT...

Decision-Making

Sustainability and social impact are integral to our objectives and decision-making processes. We consider the short- and long-term interests of our stakeholders, including customers, society, the local and global environment, and our employees.

This is how we balance profit and social responsibility.

1

Increasing the Impact of Sustainable and Socially Responsible Clients

We amplify the impact of our clients by creating communication materials that inform, persuade, and engage their target audiences. We also have selection criteria for new clients to ensure alignment with our values.

2

Inspiring, Informing, and Advising Clients

We inspire and advise our clients on how to make their communication policies and processes more sustainable and socially inclusive. For example, through our ethical marketing policy, we aim to promote greater **diversity** and **inclusion** in communication. We also provide guidance on sustainable production practices, such as reducing paper use and opting for CO₂-neutral printing.

3

Socially and Environmentally Conscious Business Practices

We have a sustainable and socially responsible studio. Duel adopts a socially and environmentally conscious approach in its operations and relationships with various stakeholders, such as employees, clients, suppliers, and local residents. This is a crucial part of our decision-making process.

4

Critical Selection Criteria for Suppliers

We collaborate with sustainable and socially responsible suppliers. We use a supplier selection process and require that they comply with our Code of Conduct.

For instance, we work with a sustainable, CO₂-neutral printing company that uses organic inks and chemical-free plates, as well as a green hosting provider.

5

Pro bono work

In addition to our regular projects, we enjoy giving back to the community. We do this through pro bono work for worthwhile projects with little or no budget. We also encourage our team to participate in volunteer work, and they are welcome to do so during work hours.

Client Selection Criteria

OUR 'DO NOT CALL' LIST

At our company, everything revolves around creating a better world. Therefore, we work exclusively with clients who demonstrably contribute to a fairer, healthier, and more sustainable world. This deliberate choice means we exclude businesses and organizations that are contrary to our values.

We do not work with companies or organizations that offer products or services that lead to discrimination, privacy violations, exploitation, child labor, environmental damage, or greenwashing.

Our 'Do Not Call' List:

To clearly demonstrate our commitment to both ourselves and our clients, we have established a strict exclusion list. We do not work with companies in the following sectors:

- Tobacco Industry
- Gambling Industry
- Arms Industry
- Pornography
- Fossil Fuels
- Meat and Dairy Industry
- Producers of Pesticides and Chemicals
- 'Pay Later' Credit Providers



In 2023, we signed the 'Verdrag Verantwoord Verleiden' (Responsible Persuasion Agreement) by Fossiel No Deal. This initiative calls on communication professionals not to work for the fossil fuel industry. Approximately 80 signatories have committed to this mission. We are proud to be listed alongside supporters such as Blyde, Buutvrij, GRRR, and HelderGroen.

5 pillars

SOCIAL
CULTURAL
INNOVATIVE-
SUSTAINABLE
EDUCATIONAL

For new clients, we require that they align with at least one of the five pillars. Before proceeding with collaboration, we conduct thorough research. We consult websites, Google, the Chamber of Commerce (KvK), references, or leverage our own network for information.

Based on the gathered information, the management team decides whether the potential client is a suitable partner. In 2023, we chose not to engage in several collaborations due to insufficient alignment with the pillars.

1. Social:

Clients who focus on inclusivity, non-profit work, social good, LGBTQ+ rights, positive impact on people, an inclusive society, and equal rights (gender equality).

2. Sustainable:

Clients who focus on avoiding single-use products, circular products/processes, energy (wind and solar), geothermal energy, reducing footprint, a healthy world, and alternative concepts.

3. Cultural:

Clients who focus on creativity, active participation, museums, inspiration, experimentation, and cultural platforms.

4. Innovative:

Clients who focus on freedom, experimentation, uncharted paths, and innovation towards a better world.

5. Educational:

Clients who focus on politics, journalism, thought-provoking content, knowledge sharing, teaching, experimentation, universities, and science.

Sustainable Marketing Policy

For years, Duel has been advising its clients to adopt the most sustainable practices possible. Often, taking steps in the right direction is easier than anticipated. The simplest question to start with is, "Do you really need it?" If the answer is yes, then we focus on how to achieve it in the most sustainable way.

In the case of print materials, we only use paper with FSC certification or 100% recycled paper, and we employ sustainable printing methods. Online, we always inquire about the hosting provider's practices to ensure they use renewable energy for their servers.

For product design, we advise our clients to use materials that are durable, reusable, or highly recyclable. We strive to avoid plastic in our design production. We also consider how the products we design can have a second or third life.

By integrating our focus on sustainability throughout our entire value chain, we ensure that:

- We carefully select our suppliers, primarily based on their sustainability practices.
- We reduce our own print and paper usage.
- We have been advising our clients for years, and currently, approximately 90% of our clients' print work is done by sustainable printers.

5 green tips

1. Host your website with a sustainable hosting provider, such as one that uses green energy.
2. Use recycled and unbleached paper for your print materials with an EU Ecolabel. We regularly use Nautilus from Antalis.
3. Work towards circularity whenever possible. For the design of FMO's new office, we gave many old materials a new life.
4. Make smart purchasing decisions. While bulk printing might seem cost-effective, it often leads to excess waste that ends up in the recycling bin.
5. Opt for green delivery services. For short distances, a bicycle courier is a perfect, sustainable solution.

MEANINGFUL MATTERS

Differences Matter!

With the end-of-year publication from the Council for Public Health and Society (RVS), we tackle discrimination and exclusion in healthcare. This challenge can be summed up in the title of this collection: "(In)Difference? Or, in other words: when do differences matter for providing quality care, and when do they not?

Through 4 powerful duo-interviews, illustrations, and a striking photo series by Desiré van den Berg and Jill Mathon, we aim to convince readers of the importance of an inclusive healthcare sector and society.



Quality Control

Delivering quality to our clients is crucial to us. To ensure this, we implement the '4-eyes principle'. All outgoing designs, quotes, and contracts are reviewed by at least one other person within Duel before they are sent to the client.

During our communication advisory projects, we highlight the success factors of effective communication, as well as identify potential obstacles and negative side effects (including social and environmental aspects).

Naturally, we value whether our work delivers results—whether the message we intended to convey was powerful enough and reached the target audience. Together with the client, we track metrics such as social media likes and website visits. Additionally, we evaluate the process with our clients.

Evaluation Process

We initiated this formal evaluation process in 2021. We aim to carry out evaluations with at least our 8 largest clients.

When: After the completion of the assignment.

How: Through a discussion or via email.

Opvolging

- The evaluation is briefly summarized in an email (so that everyone within Duel is informed and it can be easily referenced for future client assignments).
- The scores are reported in the Duel impact measurement.

How We Evaluate

Questions Regarding Service Quality and Collaboration

1. Are you satisfied with the final results?
Rating: 1-10 & Explanation
2. How could we have achieved more from the assignment?
3. How could we have improved the collaboration process?
4. How can we make the collaboration more sustainable and/or socially responsible?
5. Are you satisfied with our collaboration?
Rating: 1-10 & Explanation
6. Did we provide sufficient creative input during the process? Rating: 1-10 & Explanation
7. Would you recommend Duel to another organization? Rating: 1-10 & Explanation
8. Did you receive useful advice from us on how to conduct your communication in a more environmentally friendly manner?
9. Can this product make a difference in the world where your organization operates? Is the product effective?
10. Did you receive useful advice from us on the social aspects of communication?





Interview with Nicky Struijker Boudier

Nicky Struijker Boudier believes that a good collaboration leads to a sustainable Netherlands. We share this belief. A year ago, she asked us to help with the identity for the Regional Energy Strategy (RES). Together with Nicky and her team, we worked on an identity that connects 30 regions. Nicky's enthusiasm is infectious, and it certainly impacts us. We asked her how she experienced the process.

Nicky Struijker Boudier
Communication expert Regionale
Energiestrategieën

"We share the same drive: it has to happen now, damn it!"

What contribution does this project have to creating a better world?

With the development of the identity for the RES, a strong brand image has been created that is recognizable for everyone. This brought together the people who work on the climate and the RES. The brand image provides a language that everyone understands. The animation is the first product of the RES brand. With this we start the conversation with a positive tone.

How did you experience the creative process?

Honest and inspiring. Open and not afraid of each other. We are all part of the same team with the same goal. You sometimes know better what is going on in our field of work than we do.

How did the collaboration go?

This shared ambition means that I have had relatively little work on it. You are professional partners doing their thing. The fact that you understand the 'RES brand', but also the climate programs everywhere in the country, is the result of good sustainable cooperation. We were able to improve each other in confidence. We have grown together.

Have the boundaries been explored and, if so, in what way?

"You can say that, everyone was at the maximum cowboy mode" Inter-administrative cooperation has taken place without any restraint. The necessity and added value of working together with the

Climate Programs was crystal clear. It ensured that everyone made every effort to get the joint story out in the spotlight in their own organization. You started the design even before the first 'official' discussions. As a result, the design became part of the solution and of the collaboration.

Did the design get people into action, did it succeed in moving them?

Many regions in the country have embraced the corporate identity and animations and developed new tools based on this. The fact that people get to work with it themselves means movement and progress.

The animations have been viewed 5,000 times, so the direct target group has viewed it as much as possible.

How will the current pandemic affect the realization of the Climate Programs and the Climate Agreement?

That differs per region. The biggest stumbling block is that council and residents meetings sometimes could not take place. That is why the schedule for submitting the RESs has been expanded. But some regions are meeting online or have already written the draft RES and have had many meetings. The advantage: there is much and faster switching and a lot of creativity is created in online meetings. It's important to keep going. "The energy transition is urgent."

What is your tip for us to do even better next time?

We regularly work under high pressure. That asks a lot of all of us. The mutual trust is great, which means that I can regularly 'lean' on you, I am very grateful for this. In the busiest times it also happens that I ask you questions. So I would like to ask the other way around: feel free to say no if it doesn't work. That is also part of a good working relationship.

"I am very grateful for the flexibility. Keep up the good work."

5000 views

animation by direct target group

Selection of Suppliers

Duel selects its suppliers, freelancers and partners (hereinafter referred to as 'partners') based on quality, price and the impact of its services. By impact we mean the impact that the intended partner makes on society and the environment, which plays an important role in the decision to collaborate.

Duel prefers to purchase from independent companies based locally in The Hague. We have a long-term relationship with our partners, freelancers and ensure competitive payment. Of course, our freelancers have the opportunity to work for other clients.

We prefer to work with partners and suppliers who go further in the field of social policy and helping the local community.

We work with partners and freelancers who comply with our code of conduct. Before working with a new supplier, we screen the party in question for environmental and social aspects, via Google, reference check, Chamber of Commerce.

Local and independent entrepreneurs

At Duel we always prefer local and independent entrepreneurs. Preferably in the Scheveningen district and the city of The Hague. An "independent" supplier is one that is privately held (i.e., not publicly traded), is not a franchisee of another company, and is not a wholly owned or majority owned subsidiary of another company.

We work closely with a CO₂-neutral printing company. They use organic inks and chemical-free plates. We always choose at least FSC certified paper for our printing. We prefer to go one step further by choosing paper that is 100% recycled and not bleached with chlorine. We also prefer paper from waste streams such as tomato plants. Soy bean-based ink.

MEANINGFUL MATTERS



The book won no fewer than two golden design awards! An Indigo award in the category 'design for social change' and an IDA award for 'best print / book'.

"Good education, work, an affordable house, a livable planet, their health and equal opportunities: all things about which young people are insecure now and in the future."

For months we have been working hard together with the Council for Public Health & Society on 'Young people and caring for their tomorrow'. We have bundled the reflections of 14 advisory councils for a hopeful future for young people in a strikingly designed book. Hanke Bruins Slot received the bundle on behalf of the Dutch ministry.



Employees, suppliers, freelancers and partners

THIS IS HOW WE TREAT EACH OTHER

Our code of conduct

This code of conduct describes behavior that you can expect from our company and our employees. We also expect suppliers, freelancers and partners to comply with our codes of conduct.

Respect

Together we create a working environment in which we deal with each other's differences with respect. Employees and partners treat colleagues, customers, partners and other stakeholders with respect.

Intimidation, discrimination and creating an unsafe working atmosphere will not be tolerated.

We expect that if harassment or discrimination (or suspicion thereof) is noticed, this will be immediately reported to Duel management. They will discuss this with those involved and take disciplinary action where necessary. If an employee, customer or partner has a complaint, the same procedure will be followed.

Integrity

We comply with the law and never help a customer, partner or colleague break the law. All environmental, human rights and labor law legislation is also complied with.

(Suspicion of) fraud, corruption or other dishonest behavior will not be tolerated and will be discussed immediately with Duel management.

Information that is not intended to be made public will be treated confidentially. Examples of this are customer information, commercial information, financial information and personal information. All marketing and email lists follow the GDPR. Duel has a Privacy Statement.

Transparency

Transparency and open communication with employees, customers, partners and other stakeholders is a core value. Naturally, taking into account the confidentiality of certain information.

If this code of conduct is not followed, disciplinary measures may be taken, such as warning, suspension, dismissal or termination of the collaboration. Naturally, after consultation with those involved.

Diversity and inclusion in recruitment

When recruiting new employees, diversity in the team plays a major role, both during the recruitment and selection process and in decision-making. Mainly male-female diversity is an important factor. Whenever possible, we give preference to other underrepresented populations. When drafting the vacancy text, we mention our commitment to diversity and inclusion. We then analyze the language used and the requirements set in order to appeal to the most diverse target group possible.

WE TELL
HONEST AND
RESPECTFUL
STORIES

Duels ethically marketing policy

We are aware that the impact of communication is very great. How ours influences your view of the world. Both in a positive and negative sense. Communication controls what you see, think, buy and do. That is why Studio Duel uses communication for: a higher purpose.

We use our creativity and understanding of people and society for a fair, sustainable and healthy world in which no one is left behind. We aim to increase the impact that our customers make as we work to provide them with inspiring and activating communication campaigns. We provide complex insight into challenges and issues. Through our communication, we are committed to a diverse and inclusive society, we contribute to the achievement of the SDG goals and we challenge the accessibility of healthcare. In this way we contribute to a fairer world for everyone.

Image carriers (such as photos, illustrations and infographics) are a good way to convey an experience or story to the target group. They can evoke emotions and recognition to influence an opinion, judgment and behavior.

We help our clients to tell their stories in a way that is sensitive to, and aware of, the racial and gender stereotypes which exist in all societies. Our choice of images is grounded in respect for humanity, our concern for the environment and our appreciation of the complexity behind every person's story.

We help our clients to also see beyond our green lens and social bubble. While it may seem as if everyone around us is mindful of these social issues, we also know that our networks, friends and social media feeds usually consist of 'like-minded people'. Nevertheless, there is a large group out there that has a completely different world view. One in which issues around diversity, inclusion and sustainability of the environment do not play a major role. We also want to reach them and through our work, convince them that even though we might share different world views, we still live on the same planet. To do this, we make sure that our stories and images stay honest to their original context and grounded in their intended purpose. No matter how complex the story might be, we believe that its image can be captured in a way that shows respect for humanity and nature. The legibility and meaning of images and text must be understandable and accessible to everyone.

GUIDELINES FOR COMMUNICATION IN IMAGES & TEXT

We handle all communications in an ethically responsible manner and apply the following guidelines;

1. Actively promote diversity, gender balance, diverse cultural backgrounds with the aim of creating role models and increasing the sense of belonging. We advise the customer to tell an honest and 'inclusive' story.
2. We limit the use of manipulative images or staged images, unless this is clear to the target group.
3. Treat all topics with respect and dignity.
4. Pay special attention to vulnerable subjects and people.
5. We try to avoid stereotypes. We try to prevent our own prejudices from showing up in the work. We do our best to keep learning and are always open to different perspectives.
6. We advise customers to make photo/text/interviewees more diverse (e.g. more multicultural, male/female balanced). While this situation may not always reflect the real situation, we believe it contributes to the inclusion of underrepresented groups.
7. Post photo captions when the context is unclear. We do our best to include names, positions and responsibilities of the people in the photo where possible.
8. With the images we create or choose, we want to ensure that a diverse target group can identify with them.
9. Making stories understandable and accessible to involve people from different backgrounds.
10. We do not use stock photos if not necessary.
11. We are well informed (by the customer and other stakeholders) about the story behind the photo, in order to be able to properly assess whether the photo tells the right story

MEANINGFUL MATTERS



New look for more than 20 social projects!

We live in one of the most prosperous countries in the world. The Netherlands is rich, education and healthcare are well organised. Yet there is a lot of inequality in our society. Inequality in education, religion, income, housing, and especially in opportunities.

With more than 20 different social projects, Stek Den Haag is committed to helping people in vulnerable situations. The best-known projects are Budgetmaatjes 070, Wereldhuis and the Children's Shop.

We helped Stek with their brand positioning, identity and an attractive website. We have also designed a unique logo for all projects. Each logo contains the S for Stek, which symbolizes inclusion and connection.





In 2020 we won a Creative Communication Award in the Signage & Functional Typography category with our concept and design for the ProDemos stairwell.

Every day, hundreds of young people reluctantly climb the stairs of the monumental ProDemos building. All looking for an in-depth experience where they can become acquainted with politics and law in an interactive way. We came up with a special concept that involved the stairwell in the colorful and playful character of ProDemos. This makes climbing stairs fun again.

INTERVIEW WITH NIENKE SCHUITEMAKER

'Get rid of the dust from the old stairwell!' That was the great wish of Nienke Schuitemaker, communications advisor at ProDemos. Every day, 45 school classes have to navigate the four-storey stairwell and 1,000 steps at various times to the various parts of their educational programs. Students started their journey up sighing and groaning, the stairwell offering little inspiration. Duel did have an idea for Nienke.

What was the reason for giving the stairwell a makeover?

'On the one hand, it is an old stairwell in a monumental building, which is used intensively every day. It was due for a makeover. On the other hand, a customer journey survey among teachers and students showed that the stairwell is the biggest setback in our programs.'

The aim is to get students to walk through the stairwell without groaning and to give them a clear route, so that they know where to go.

How did you handle it?

'The stairwell has been discussed before, but has not yet been tackled because it is a major project for ProDemos. We wanted to do it right.

For us it was very logical to ask Studio Duel for this, because we have previously worked well with the development of our corporate identity. We knew one thing for sure: the house style had to be reflected in the stairwell as a statement.

After this, the process began to create a lot of support. The difficulty with such a large design project is that it is not about personal taste, but about using the corporate identity to achieve your goal. However, many people find it difficult to let go of their own taste in it. It was therefore important to involve as many people as possible in the process as early as possible and to show pieces of the design. In this way we created ambassadors who spread the enthusiasm. It helped that the design matched the house style flawlessly, this immediately ruled out a discussion about 'beautiful/not beautiful'. Even if it's not your personal taste, this stairwell is clearly from ProDemos and that's what it's about.'

What was the big challenge of the stairwell?

'After the design came the biggest challenge: the execution. Gradually we found out that the design had to meet more requirements than just the requirements set by ProDemos. This is how the BHV (company safety experts) came into play. You had come up with the design for the ceiling, but the ceiling was not allowed to lose its sound-damping function, which is very important in such a noisy building with other tenants as well. You have offered alternative solutions for this, looking for other materials that retain the function without compromising the design.

Another challenge is the monumental status of the building, you have to protect it. For example, a sticker on the window led to an investigation into which material would not damage the glass.'

How do you get people involved in change?

'By creating support. People were afraid that the design on the ceiling would become very intense. That was because they saw the designs on their screens and therefore see the proportions. You did everything you could to get people out of that screen. You made it tangible with various samples and a prototype, so that it really came to life.'

IIN BALANCE

We love our work, but we are only really effective if we also have time for each other and ourselves. To get a breath of fresh air on the beach, go wave surfing or have a nice extensive lunch. The beers on the Vrijmibo naturally come from Scheveningen Brewery.

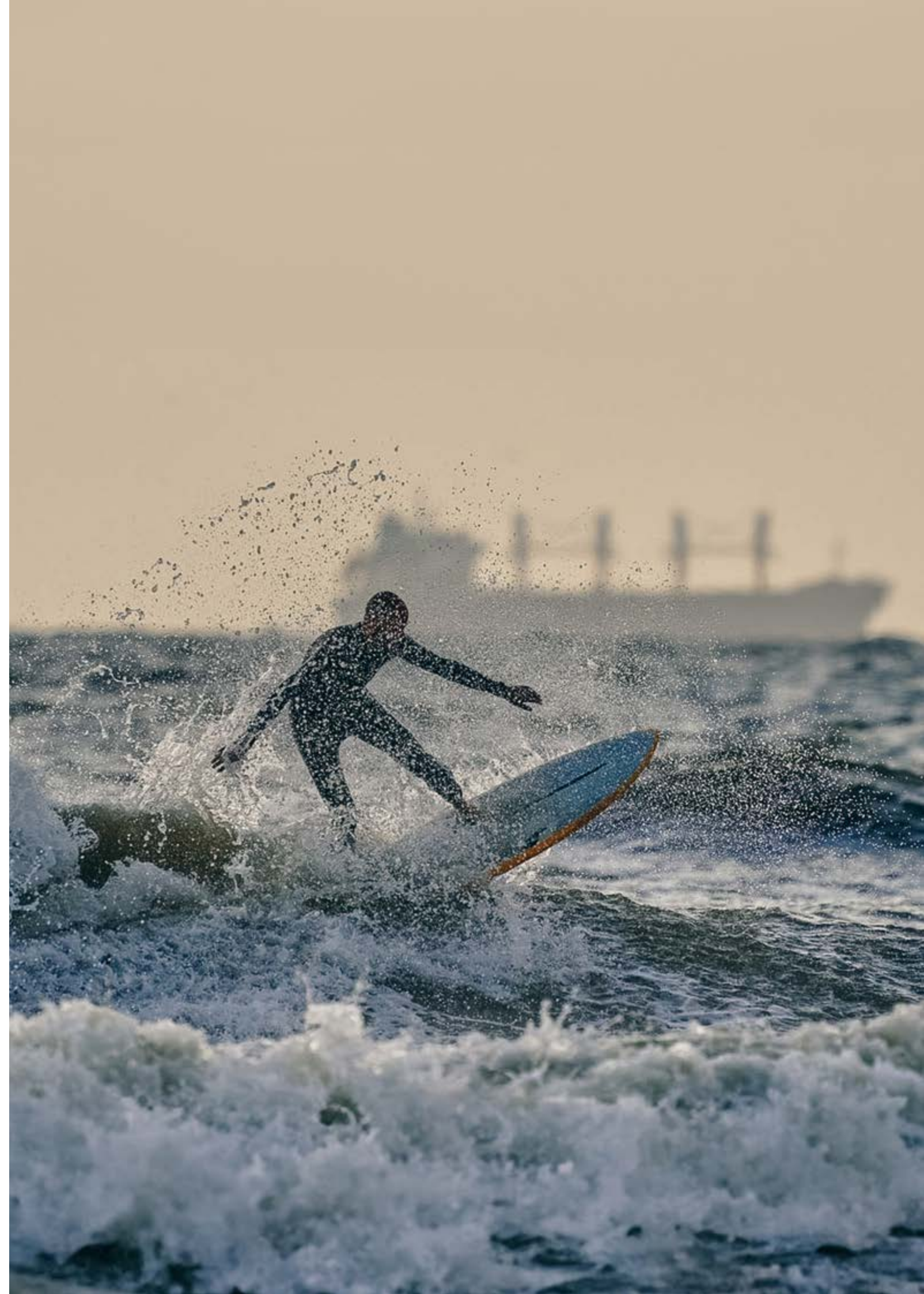
Personal growth is important to us, which is why we make a budget available for personal development. Every year, all employees receive a training budget. After completing the training or course, the employee gives a presentation to the other team members.

Sitting all day is not good for anyone. Relaxation and exercise are important to stay healthy. We encourage employees not to work overtime. This only happens on an incidental basis.

Lunch is provided by the studio. And every day there is time to get some fresh air at the beach.

Our team consists of passionate surfers. Employees are allowed to surf during working hours, provided that the client and the team do not suffer as a result. We have a shower in the office and there is room to store your surfboard and wetsuit. Employees receive an annual surfing fee.

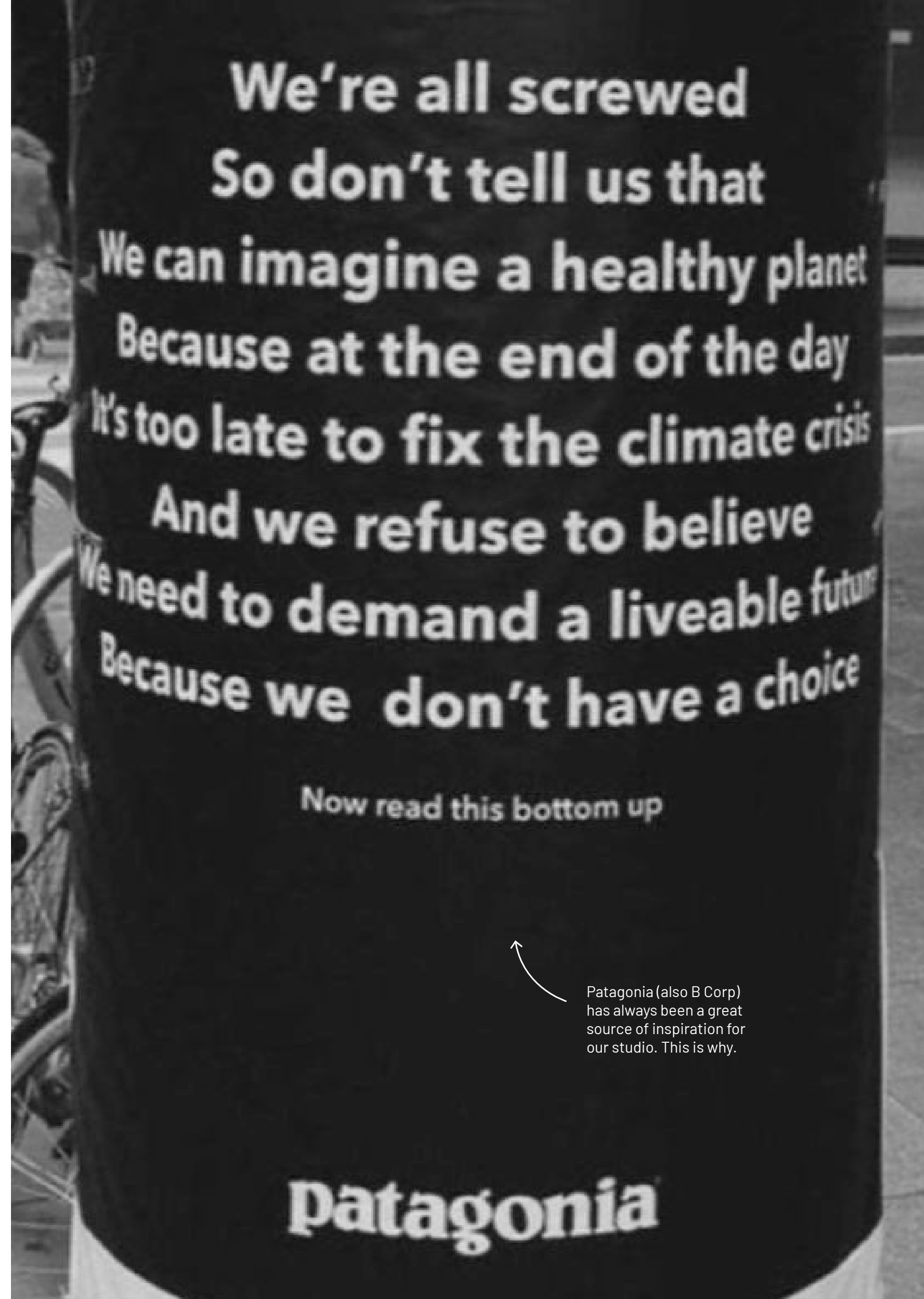
Hederik is on fire!



IT CAN BE (EVEN) BETTER

We are well on our way, but we can always do better. We want to further tighten and expand our objectives for 2024/25. This is how we want to continue to make an impact.

1. In addition to our creative work, we make more room for volunteer work.
2. We consume a significant amount of plastic. Our goal is to reduce the amount of plastic waste by 10%.
3. In 2025 we will improve the balance between social and sustainable projects.
4. To improve our company even further, we want to better assess our customer satisfaction.
5. We design many websites. In addition to the sites having to be creatively tempting and informative, we also want to focus on reducing CO₂ emissions from the sites.
6. We will further integrate our Duel Lab into our company. The Lab is an unlimited playground where we can give free rein to our creativity. It's our place to experiment and create whatever comes to mind, without rules. Personal development and drive are paramount.
7. Our design studio stands for change! With a positive and activist attitude, we are committed to a better world. We do not do this modestly, but occasionally with our fist on the table..



Patagonia (also B Corp) has always been a great source of inspiration for our studio. This is why.

