



**PRESS RELEASE**  
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## NATURE CONSERVATION GOES ONLINE

**FOR THE EUROPEAN COMMISSION THE INTERACTIVE AGENCY MOCCU DEVELOPED THE IT-TOOL  
"FINANCING NATURA 2000" IN COLLABORATION WITH THE WWF**

A likeable brown bear guides users through the deep funding jungle: Which financing options are available for nature conservation projects within Natura 2000, the European network of nature reserves? How are the funds put into practice in each EU-member state? What do applicants have to pay attention to?

The interactive application "Financing Natura 2000" presents information in a clear, detailed, unusually simple and entertaining way. Following a set of specific questions on a project idea, the user receives a personalized document that can easily be downloaded with a list of all available funds. At the same time new approaches to the funding process are introduced.

Peter Torkler, WWF-Project Manager: "In the last year we have developed the concept for a visionary funding tool together with Moccu. We presented the IT-Tool in 27 EU-countries – with downright positive feedback. In order to start the project EU-wide, we are currently working on the regional implementation."

In the pilot phase an English and a German language version have already been produced. More languages for additional member states will follow along with information on regional funding options - thus providing applicants with advice on a national level.

Soon the tedious browsing of the extensive funding handbook will belong to the past: With the flexible IT-Tool "Financing Natura 2000" Moccu has shown how to turn complex EU-funding guidelines into modern, clear messages and images – both conceptually and visually.

Moccu is an interactive creative agency based in Berlin with an office in Vienna. Since 2000 Moccu has planned, designed and produced interactive communication of visual and technical excellence. References include communication solutions, brand experiences and websites for companies like Volkswagen, Canon, L'Oréal, Vodafone and the WWF.

### **MORE INFORMATION:**

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