

WWW.SDGZINE.ORG

*Collaborative publication on the
sustainable development goals*

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INFO SHEET FEB 2020



ABOUT

The SDGZINE is a concept from Addictlab's magazine lab research to create a customizable publication on the UN's sustainable development objectives for 2030.

Content is collected through partners with local or global communities. It's aim is to inspire, showcase best practices and initiate new initiatives related to the Sustainable Development Goals.

Using Addictlab's methodology of collective intelligence, the curated content is made available in different ways: or per SDG and the related targets, or using the partner's projects as navigation system.





MAGAZINE SECTIONS

Building an SDG-conscious ecosystem

Partners, people and projects

SDGS & innovation

Helping companies and organisations innovate while aligning with the SDGS

SDG acceleration

Repository of concepts from the Master program at the SDG Solution Space

SDGS & Fablabs

Linking makerspaces and fab labs to the SDGS

SDGS & Education

Create programs for schools to add SDGS to the curriculum

SDGS & art & design

Thought provoking concepts from artists, designers and other creative thinkers

Accelerating talent

Showcasing projects creating sustainable change

Tools & inspiration

Sharing best practices, exhibition concepts & hands-on tools

How does it work?





PARTNERS

Organisations, companies can become partners. This can result in using the magazine for



communicational purposes

‘announcing an event’ - advertising



section content & extra print runs

Partnership can result in having your own section (see Geneva Tsinghua Initiative example) and have an extra print run.



exhibitions

locations to show content : the magazine becomes a catalogue of a physical exhibition

DISTRIBUTION & audience

Main distribution: free online browsing

Printed matter: via distribution points & support subscriptions. Receive your tangible copy and pass it on to others

This magazine is for all audiences interested and/or active in promoting the SDGs

- **Schools & education**
- **International Geneva**
- **Governmental bodies**
- **Companies & organisations**
- **Individuals & families**



CURATED CONTENT

Magazine as starting point for ideas

The SDGzine is interested in ideas. Its aim is not so much to document what has been done, but to create a platform and fruitful environment to initiate new ideas.

Projects are shown at the beginning of their creative process.

Magazine as building tool for SDG eco system

The SDGzine is interested in people. Using Addictlab's crossdisciplinary profiling methodology, people become part of the ecosystem and at best will have their talent accelerated. Readers are contributors and thus are part of the editorial board.

AGENDA

SDGzine01	January 2020 24 pages
SDGzine02	March 2020 60 pages
SDGzine03	September 2020 tbc



ADVERTISING

1/1 page
introduction price : 1500 CHF
(1200CHF for schools & NGOs)

1/4 page
introduction price : 400 CHF
(300CHF for schools & NGOs)

1/2 page
introduction price :
800 CHF
(600CHF for schools & NGOs)

1/8 page
introduction price : 200 CHF
(150CHF for schools & NGOs)

PARTNER PROGRAMS

silver partner
Logo on all communication and 2 full page ADs/year
5.000 CHF (ex VAT) /year

gold partner
Logo on all communication, 1 AD and 4 editorial pages on
your activities/year: 9.000 CHF (ex VAT)/year

platinum partner
Logo on all communication, 2 ADs plus a dedicated sec-
tion of 20 pages and 200 copies print run: 17.500 CHF (ex
VAT)/year

SCHOOLS & HUBS

Printed copies
Contact me for proposal

Workshops & Exhibitions
Contact me for proposal

Your Own Online Community for SDG challenges
Contact me for proposal

SUBSCRIPTION

Yes, I want to support the SDGzine
and pay 50 CHF.
I will receive three issues.

CONTACT

NAME

ORGANISATION

EMAIL

TEL

OTHER AVAILABLE TOOLS: THE WWW.ADDICTLAB.COM WEBSITE

creative think tank // laboratoires d'idées



1. PROFILING & PORTFOLIO



an online profile showcasing your work, your skills and profession, your drive and your interest in the Sustainable Development goals.

Free online profile

2. BUILD YOUR ONLINE COMMUNITY



Create an online dedicated lab space on addictlab.com

- > Ground hub (physical building) or cloud hub
- > schools, companies, organisations
- > Build your community online

Open up a Hub, School or Company and invite people
Conditions apply

3. START A PROJECT



Start an online research project

- > Use collective intelligence tools
- > Link to the Sustainable Development Goals
- > Create sustainable change

Start a research project
Conditions apply

4. PUBLISH, EXHIBIT, SHARE, PRODUCE



exhibitions



Fab lab & products



publications

Output of a project

- > Exhibitions & Publications
- > Prototyping
- > Makerspace

Ask for a quote depending on your plans



WHY ADDICTLAB



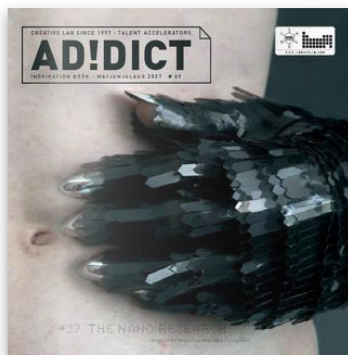
Ad!dict #31 : ideas on travel & tourism
by [ADDICTLAB](#)



Ad!dict #30 : Ideas for greener cities
by [ADDICTLAB](#)



AD!DICT #29 :
IN.TANGIBLE. SCAPE.S
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Addict Magazine

Addictlab has over 20 years of experience in collaborative research and publications.

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