

# **Il Blog di Lucia Navone**

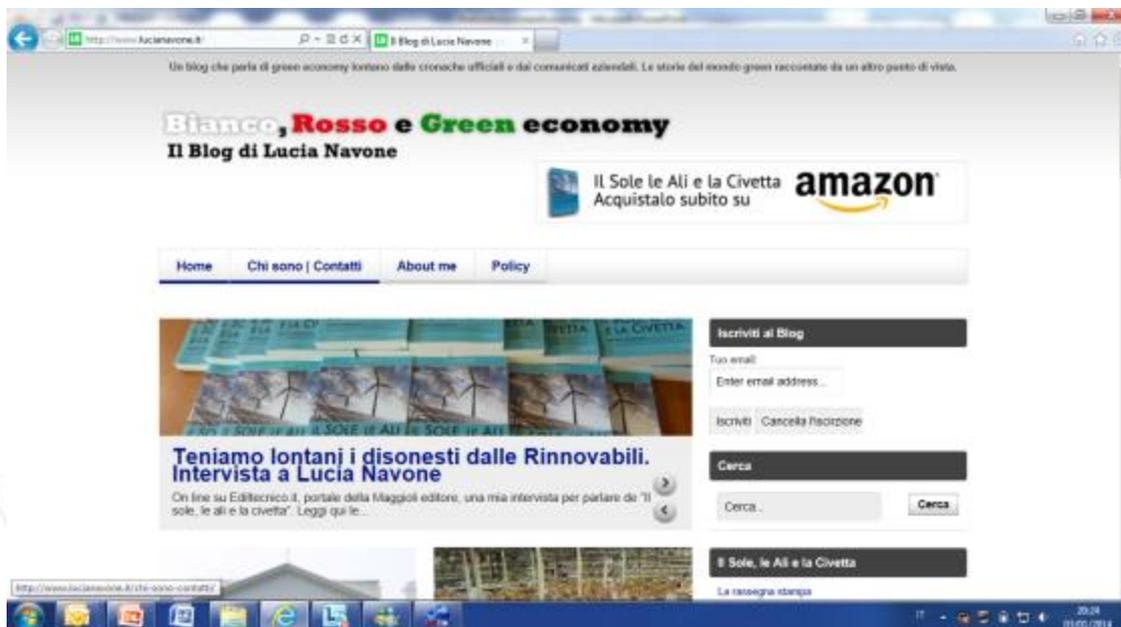
Bianco, Rosso e Green economy

# WWW.LUCIANAVONE.IT

A blog about green economy: experiences, ideas and perspectives recounted by a professional who has been dealing with environmental issues since 20 years.

Stories of successes and failures, with a specific focus on those values that communication in this context should never forget to abide.

A shared space offering professionals, companies, operators or simply a curious reader, the opportunity to keep up-to-date, even through discussions and open debates.



Discussing about the «green society», how it has been transforming over time and how it will likely be; considering it from different angles, according to our point of view and your opinions.



# LUCIA NAVONE

Journalist, author and expert of sustainable communication, has been dealing with environmental issues since 1991.

Lucia has been in charge of press relation at WWF Italy for over 10 years; before this experience, she worked as an account manager at primary PR agencies like SCR Associati and SECI.

She recently created his own agency, Studio Navone, and looked after communication activities of the most relevant trade associations and companies in the renewable energy industry.

As an expert, she collaborates with magazines specializing in environment and energy; she is also an author for Fanpage.it and for Maggioli Editore.

Lucia is the author of «Il sole, le ali e la civetta», the first investigative report about the renewable energy industry in Italy: the booming years, the following decline and the numerous corruption episodes.

# LINEA EDITORIALE

- **Uniqueness and originality:** news are carefully selected and only published when they are actually new and original. **Style** is personal, simple, clear, «feminine». **News are correlated** with cross references, sparks for analysis, documents, links, ...
- **Fact-based:** the blog advocates **transparency** in the green economy industry through the analysis of facts. All this within constantly updated contents, closely related to **current events**, with **a high informative value**.
- **Digital social responsibility:** **social responsibility** interpreted as not just «green-washing» but as a concrete commitment by companies.
- **Digital histories:** **effectively told stories** about products, brands, company identities to incentive participation, identification and to **facilitate the learning of complex topics**
- **Contents indexation and SEO:** **transmit contents** through alternative junctions (blogosphere, social network and forum), sparking **a positive virality, precious** in managing **SEO** (Search Engine Optimization) **and link popularity**



# SOME FIGURES

The blog has  
been online  
since  
**February**  
**2011**

Since then  
**100.000**  
visitors and  
**150.000**  
readers

About  
**4.000**  
visitors per  
month

Averagely,  
articles have  
**800** unique  
readers

Most popular  
articles  
achieve  
+ **2300**  
unique  
readers

Averagely  
**150**  
visitors per  
day with peaks  
of **700**

# COLUMNS

## COMMUNICATION AT THE GREEN ECONOMY TIMES

Collects positive and negative cases about how companies are currently communicate about green issues through analysis of messages and media campaigns

## SHORT MEMORY NEWS

Important news are resumed to bring back the attention of public opinion on key news whenever the attention of mass media declines

## OUR OWN GREEN ECONOMY

Focuses on the copious promises and claims that remained on paper, along with dishonesty and frauds which are happening on the industry in Italy

## greenitaly

Positive stories about entrepreneurs, local entities, associations and citizens acting the green economy industry in Italy

# READERS

«Bianco rosso e green economy» aims at both **business and consumer** audiences

Visitors are mainly operating within the green economy industries (senior managers, entrepreneurs, chief marketing officers, researchers, consultants, ...); but the blog is also visited by non-professional targets interested in environmental issues, like students or citizens



# ADVERTISING, EDITORIAL AND CONSULTING SERVICES

With the objective of communicating in an innovative way, we can provide editorial services, classic advertising and an expert support to integrated communication activities

## Publications

- Production (from design to implementation) of newsletter, articles, reports, house organs
- Advertorials
- Web contents
- Design and implementation of web pages



## Advertising

- Advertising banners (different sizes and formats)



## Consultancy, based on the services provided by the agency [www.studio-navone.it](http://www.studio-navone.it)

- Qualified support to environmental communication projects
- Support and coaching to improve relations with mass media
- Active search for visibility opportunities, “speaking platform” development
- Conferences and conventions
- Events

