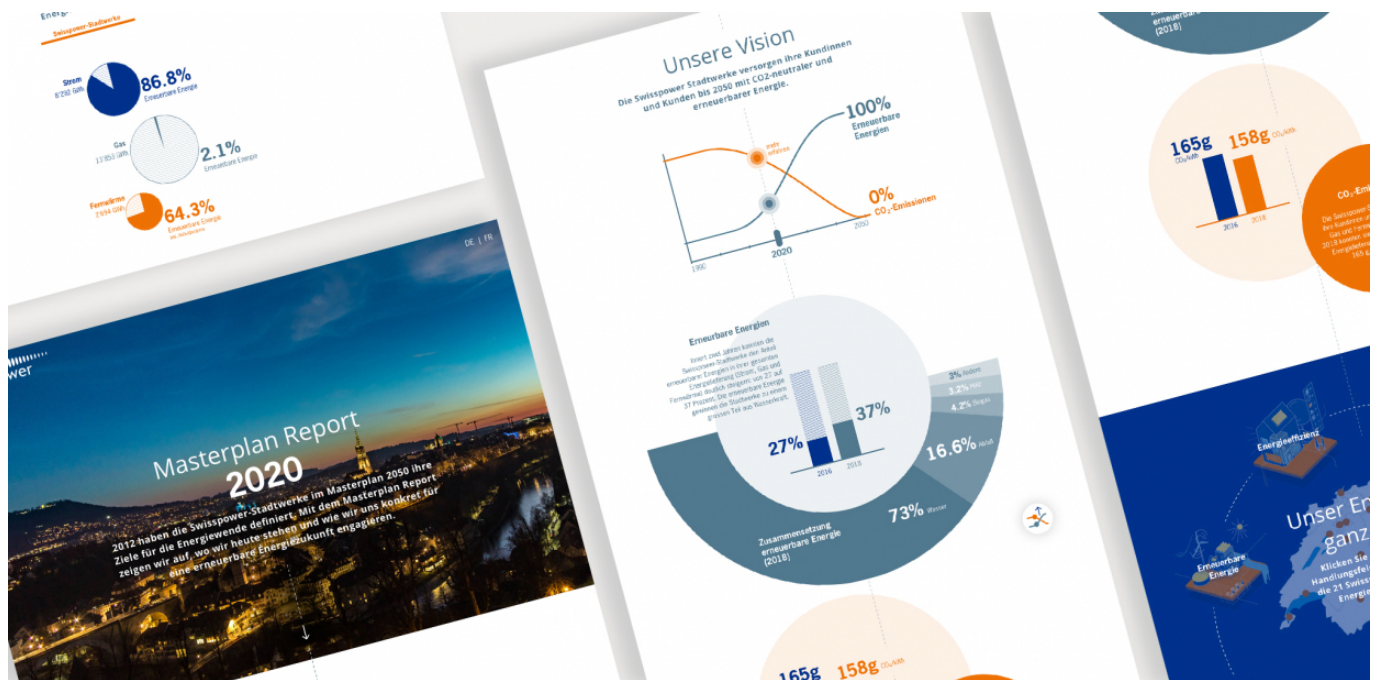
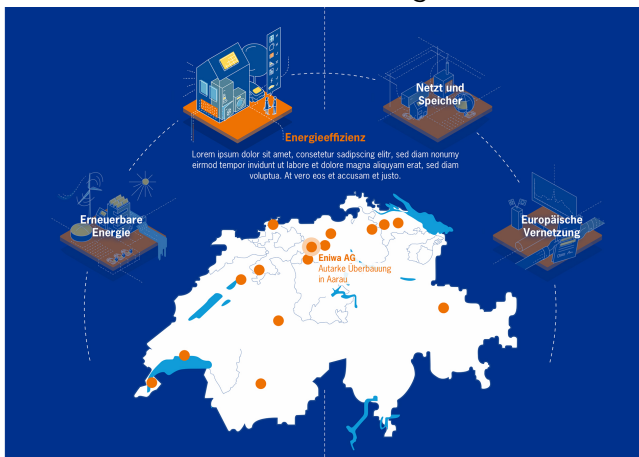


# Swisspower reissues Masterplan 2050



The Swisspower alliance of municipal utility companies has reissued its Masterplan 2050 to take account of yet more ambitious efforts to transform the energy sector. To better illustrate the specific areas in which progress needs to be made, we created a Masterplan 2050 brochure and poster. We also created a website to allow stakeholders to track project progress.

Originally issued in 2012, the Swisspower Masterplan 2050 was revised with the support of EBP in 2019 to signal the alliance's intention to achieve exclusively renewables-based and carbon-free power-supply operations by 2050. We developed a brochure with an enclosed fold-out poster to illustrate the specific areas in which transformative measures will need to be implemented to achieve the ambitious goal.



Fold-out poster insert in Masterplan 2050 brochure

The aim of the fold-out poster insert in the Masterplan 2050 brochure is to give the individual utility companies in the

## Client

Swisspower AG

## Facts

Period 2018 - 2021

Project Country Switzerland

## Contact persons

Rahel Renggli  
rahel.renggli@ebp.ch

Andrea Bianchin  
andrea.bianchin@ebp.ch

Muriel Mathys  
muriel.mathys@ebp.ch

Swisspower alliance a motivational, visual representation of the challenges involved. To make the complex issues more accessible in the space of a wall poster, we created a whole world of illustrations and infographics.



Masterplan 2050: Brochure cover page



Masterplan 2050: Brochure inside page



Masterplan 2050: Fold-out poster

## Digitaler Masterplan Report 2050

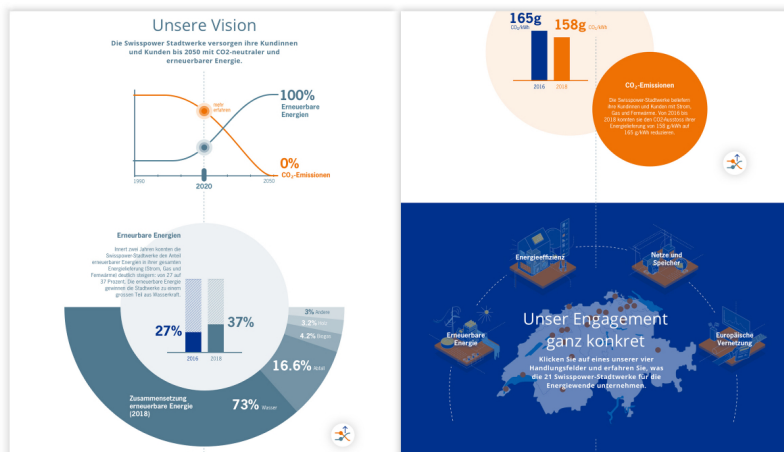
Throughout the following year, we recorded the latest Swisspower projects and project results on a dedicated [microsite](#). To ensure a consistent brand and project identity, the microsite's appearance borrows from the graphics created for the brochure, effectively incorporating them in an interactive

digital world.

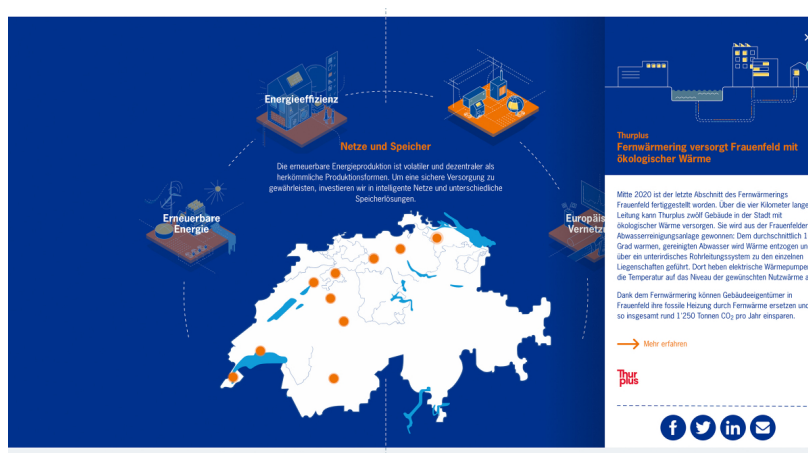
The microsite's prominent design elements include clickable infographics and data visualizations. We also make use of a map and links to the main action areas to visualize the projects initiated by the various utility companies in the Swisspower alliance.



Wireframe Microsite



Microsite



Project webpage

## Additional communication measures

With further target-group-specific measures such as a redesigned newsletter, social-media content, key event visuals, product brochures and year-end greeting cards, we continue to

help Swisspower communicate its vision.



Swisspower Market Day