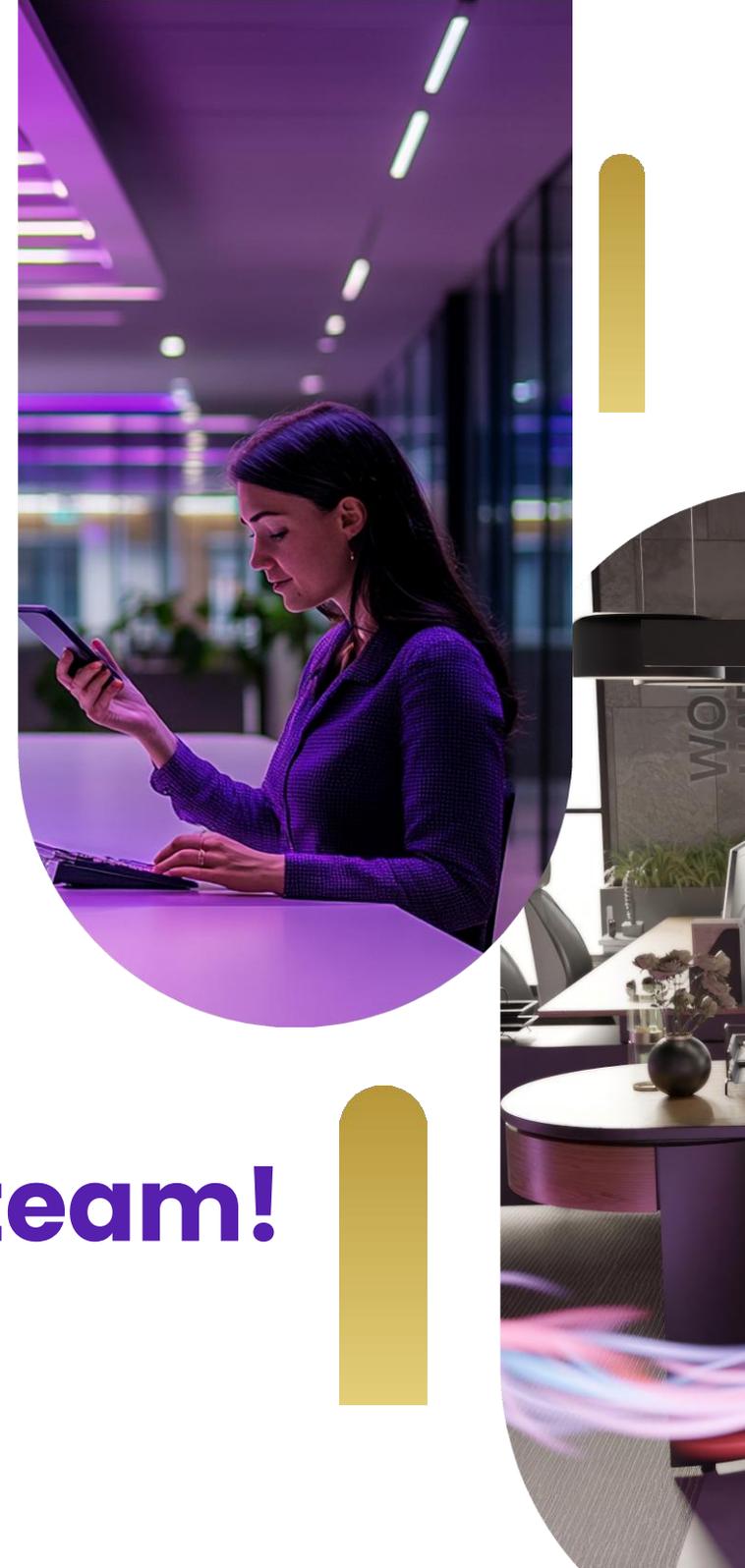


**WE-4-  
CHANGE**

Powered by [www.ludci.eu](http://www.ludci.eu)



# Welcome to LUDCI.eu and the WE-4-CHANGE team!

Create. Connect. Evolve. Thrive.

# LUDCI.EU PROVIDES a dynamic 360-degree approach



We provide all web and digital services

We build customized apps and technical solutions

We support and defend the eu-funded project affairs cycle

We create business responsible practices

We bring higher impact on the entire 360 marcomm cycle

We launch and drive impact through a dedicated CRS practice

We strengthen your client's portfolio, but equally do good, by further enabling your name in this direction

We take care of your image

We enhance social impact at all fronts and stand by the people for the people

# ABOUT US

We are an AI-powered 360° marketing and digital studio, in Luxembourg and Greece, seamlessly integrating AI with marketing, press, content strategy, UI/UX design, and web/app development. We optimize business models, enhance communication, and elevate CSR initiatives for maximum impact.



**WE-4-  
CHANGE**

Powered by [www.ludci.eu](http://www.ludci.eu)



# LUDCI.EU SOLUTIONS

1

## AUGMENT YOUR ONLINE PRESENCE.

Through the power of digital marketing, amazing content and striking presentation of your products and services.

2

## MAKE YOUR ECOMMERCE SITE STAND OUT.

Opening an online store is one thing but offering a great user experience and standing out is what will generate sales and returning customers. We design, optimize and advertise great online shopping experiences that customers adore.

3

## GROW WITH YOUR AUDIENCE.

Reach your next clients wherever they are, any time of the day and capture their interest to generate leads. Our creative team makes sure that your message is spread where it counts the most so that your audience grows along with your sales potential.

# LUDCI.EU PROVIDES a dynamic 360-degree approach



## Search Engine Optimisation

Invest in SEO and enjoy the long-term benefits of appearing in the top positions of search engine organic results. We tailor your content and optimise your site to succeed.



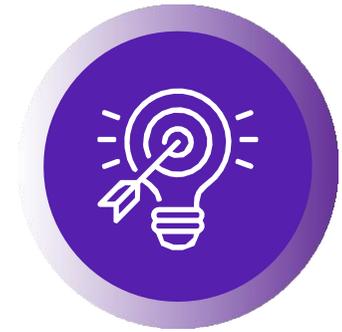
## Graphic Design

As an indispensable part of your image, graphics are the most important visual cues to either explain or augment your content attractiveness in ways that your audience stays engaged.



## Mobile Apps

We offer UI/UX design services that lead to successful user experiences for the users of your App.



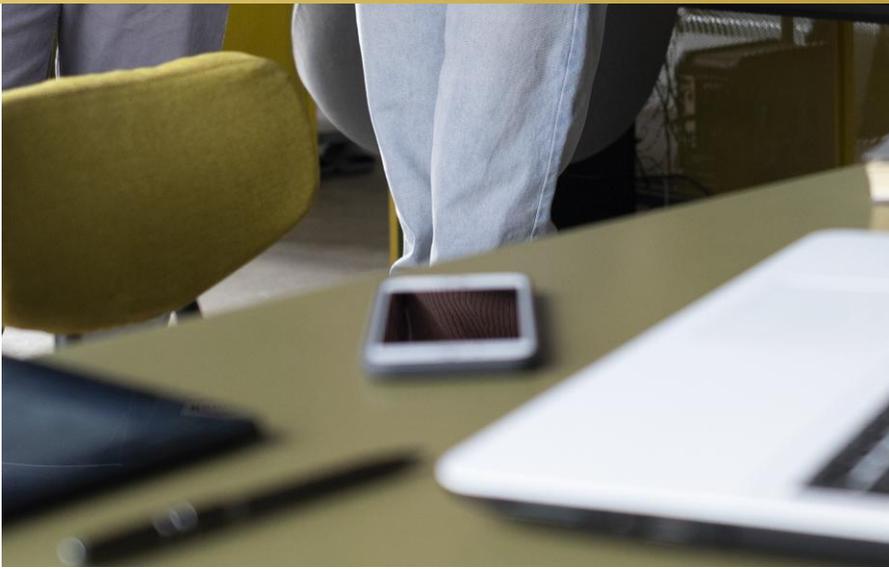
## Branding Strategy

Target your audience through meticulously crafted visuals and beyond. From audience analysis to producing the correct message and style, our team is ready to deliver.



## VISION | MISSION | PURPOSE

Our work is  
the results of our vision.



### **VISION**

We-4-Change brings your mission to life by creating meaningful traditional and digital awareness through carefully crafted content and a strong online presence. We support your lead generation, while deepening trust with your current clients.

### **MISSION**

We-4-Change is dedicated to raising awareness, educating, and inspiring audiences worldwide. From managing your content, press, and public affairs to designing and developing websites and apps, we ensure your message reaches the right people. Our work also focuses on creating impactful tools that bring attention to urgent issues like child trafficking.

### **PURPOSE**

We-4-Change believes in driving responsible business practices while amplifying your work. Through tailored 360° marketing and content solutions, we help you grow while building a sustainable CSR framework. Our digital and app solutions are designed to support your mission and drive lasting change.

# OUR HUMAN RIGHTS DRIVE ALL THAT WE DO...

1

LUDCI.eu focus on the entire 360 communications, web development digital and content layer.



2

We do so by bringing your budget spent to create the necessary product lines and eventually create awareness and strengthen the potential of establishing a Human Rights Data Space Ecosystem.



3

We drive the audience knowledge, awareness and follow-up actions using the latest traditional and digital means and creating their own products. Check them out!





## Script writing and Voice Overs

Drafting video scripts across most disciplines. Delivering voiceovers.



## Video Production & Post-Production

Producing & post-producing videos for a social impact and social corporate responsibility.



## 360 Comms Online Tutoring With a Certification

Small Groups of 6 people on online tutoring across 360-degree marketing, communications, press, public affairs, diplomacy, and international relations.



## HR management, processes, recruiting talent

Recruiting, training, booking & onboarding talent for your organization across various disciplines.

# LUDCI.EU PROVIDES a dynamic 360-degree approach

## We-4-Change SERVICES

Branding Strategy  
Content development & editing  
Crisis Communications  
Press Relations  
Social Media Mobilisation  
Social corporate responsibility, responsible business,  
and social impact communications  
Script writing & Voice Overs  
Video Production & Post-Production  
Web Design  
Digital Design  
Digital Marketing  
UI/ UX Design  
SEO  
Influencer Marketing



# LUDCI.EU PROVIDES a dynamic 360-degree approach



## Lobbying & Strategic Advising

Setting up business, communication, marketing, digital, social media strategies and plans.



## EU Funded Project Preparation & Submission

A marketing strategy helps convey effective messages with the right twist of marketing approaches that will maximize your sales outcome and marketing activities.



## Influencer Marketing

Identifying and engaging the appropriate press and social media influencers that will impact on your business.



## Crisis Communications

Delivering, supporting, drafting, and enhancing crisis communications strategies.



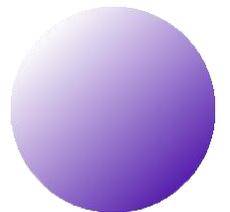
# VIDEO SERIES

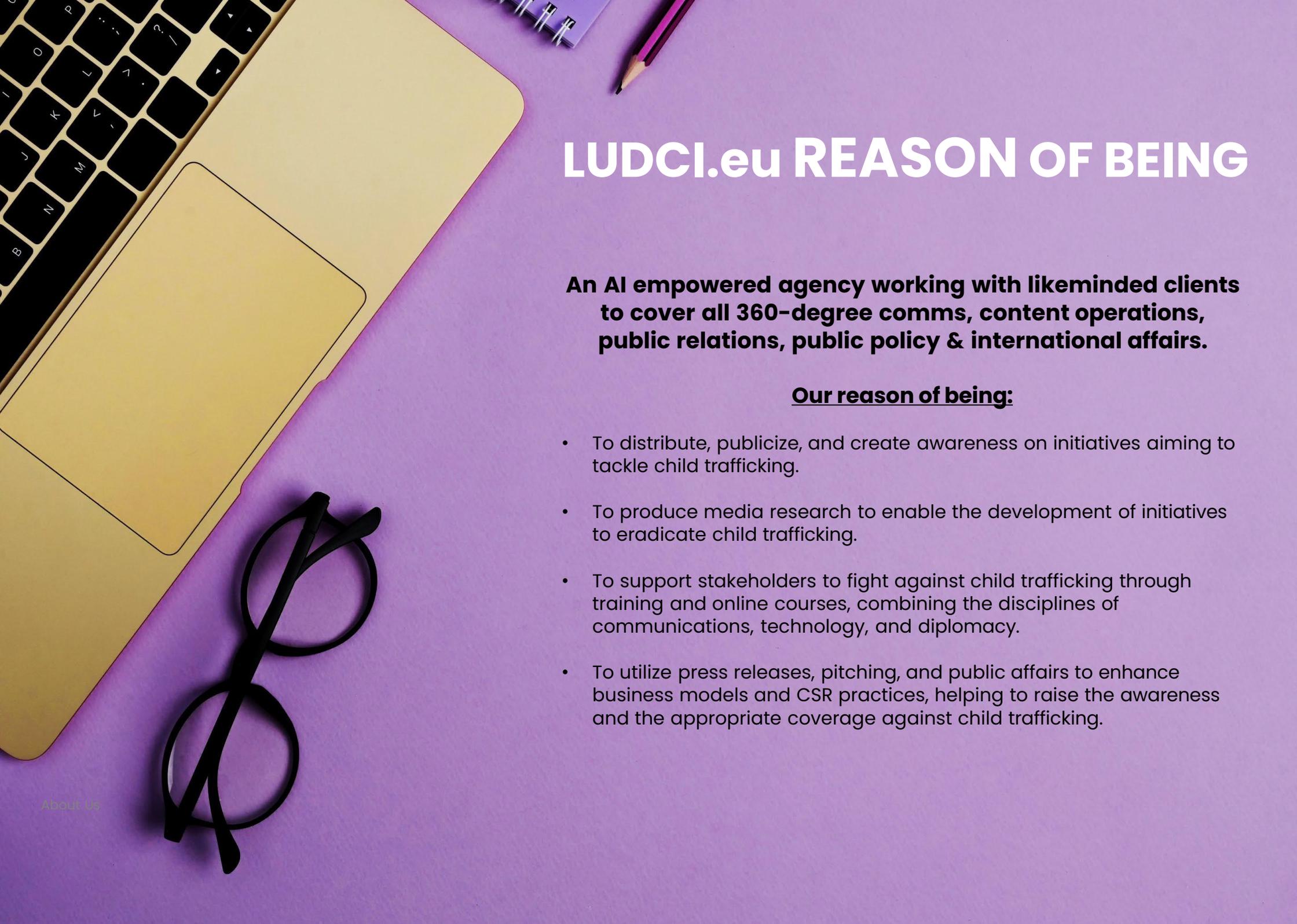
## Corporate & CSR video production services:

Concept development  
Script, interview and storyboard writing  
Pre-production  
Production  
Post-production  
Editing



Our services are designed to help clients achieve their targets effectively, staying within budget while maintaining the highest quality standards. Each customized plan, or solution is tailored to deliver impactful, attention-grabbing results that align with their unique goals.





# LUDCI.eu REASON OF BEING

**An AI empowered agency working with likeminded clients to cover all 360-degree comms, content operations, public relations, public policy & international affairs.**

## **Our reason of being:**

- To distribute, publicize, and create awareness on initiatives aiming to tackle child trafficking.
- To produce media research to enable the development of initiatives to eradicate child trafficking.
- To support stakeholders to fight against child trafficking through training and online courses, combining the disciplines of communications, technology, and diplomacy.
- To utilize press releases, pitching, and public affairs to enhance business models and CSR practices, helping to raise the awareness and the appropriate coverage against child trafficking.

# LUDCI.EU PROVIDES a dynamic 360-degree approach



## Press Relations

Pitching and Booking press; arranging for press and individual press trips for various events, webinars - raising awareness, engagement and coverage.



## Social Media Mobilisation

Setting up, monitoring, publishing and tracking social media content.



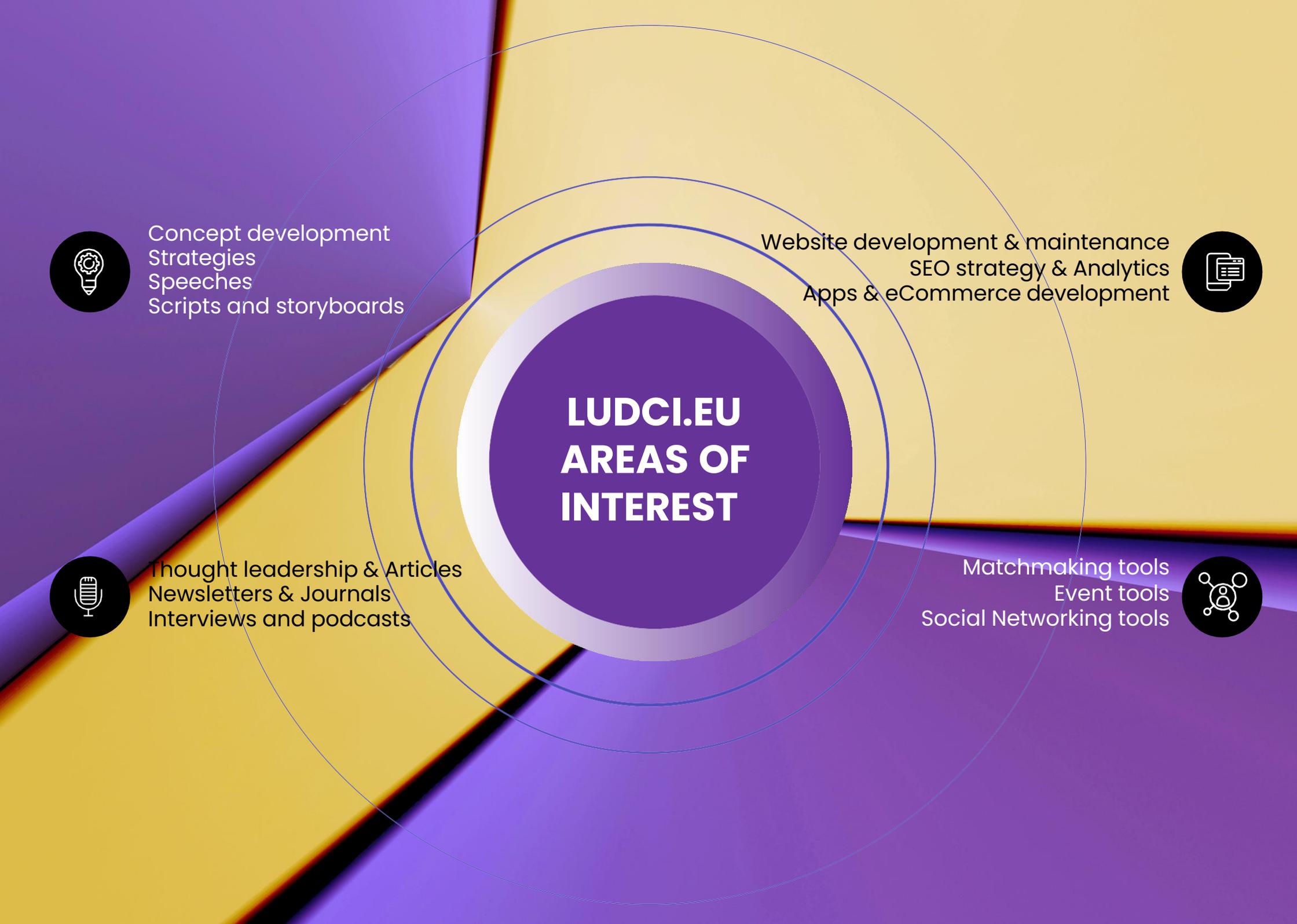
## Building business responsible entities and Social corporate responsibility practices that advance human rights

Focusing on child advocacy, anti-trafficking, human rights and women's rights.



## Drafting, Proofreading & Editing

Drafting, proofreading, and editing web content, procurement bids, student papers and reports, business and marketing plans, interviews, publications, factsheets, case studies, articles, reports, speeches, press releases, and social media posts.



# LUDCI.EU AREAS OF INTEREST



Concept development  
Strategies  
Speeches  
Scripts and storyboards

Website development & maintenance  
SEO strategy & Analytics  
Apps & eCommerce development



Thought leadership & Articles  
Newsletters & Journals  
Interviews and podcasts

Matchmaking tools  
Event tools  
Social Networking tools



A person is seen from behind, wearing large black headphones and a light blue button-down shirt. They are sitting at a desk in a dimly lit room, looking at a laptop screen. The desk has a wooden speaker, a pen holder with various pens, and a white mug. In the background, there are two lamps: one with a white shade and another with a glowing green shade. The overall atmosphere is professional and focused.

**CONTACT  
US**

[vassilia@ludci.eu](mailto:vassilia@ludci.eu)

[www.linkedin.com/in/vorfanos](https://www.linkedin.com/in/vorfanos)



# THANK YOU!

Create. Connect. Evolve. Thrive.

