

Press Release

Berlin, 20 March 2017

]init[is the new digital lead agency for the Press and Information Office of the Federal Government

As part of a Europe-wide tender, the Press and Information Office of the Federal Government (BPA) allocated its online budget to]init[AG. Over the coming years, the Berlin-based digital agency will be responsible for a substantial part of the Federal press office's online communication portfolio, including www.bundestkanzlerin.de, www.bundesregierung.de, and the journalist portal cvd.bundesregierung.de.

The remit includes reorienting and further developing the digital presence including 16 portals for government communication and digital portals for direct exchange with citizens. As well as coordinating the entire project,]init[will be responsible for strategic and creative consulting, UX conception and design, technical implementation based on a new CMS infrastructure, and operation of the portal. For their online media library, the BPA will contract]init[to produce videos and live streams on current events, and introducing a new central video management system. Additionally, the]init[Help Desk will support the online editorial team and editors in the BPA's specialist departments with their technical and editorial issues.

]init[already counts a number of Federal Ministries among its client base. It has framework contracts for integrated implementation of online communication for the Federal Ministry for Economic Affairs and Energy (BMWi), at the Federal Ministry for Transport and Digital Infrastructure (BMWi) and the Federal Ministry of Family, Senior Citizens, Women and Youth (BMFSFJ).]init[also supports an additional four Federal Ministries in managing their digital projects.

About the Federal Press Office

The Federal Press and Information Office (BPA) is one of the overarching federal authorities, with offices in Berlin and Bonn reporting directly to the Chancellor. One of the main tasks of the BPA is to quickly and comprehensively inform the Federal Government and the Federal President of important political events. The BPA is also responsible for informing citizens and the media about the policies, measures and plans of the Federal Government. On www.bundesregierung.de and www.bundestkanzlerin.de, the BPA provides daily information on Federal Government policy.

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About]init[AG

]init[AG is one of the leading German full-service agencies for Internet and IT projects. The privately held company employs over 350 staff in the fields of digital communication, IT services and hosting. As well as its headquarters in Berlin,]init[has subsidiary offices in Hamburg, Cologne, Mainz, Munich, Brussels, Abu Dhabi and Delhi.

Since it was founded in 1995,]init[has implemented projects for more than 500 organizations and brands in branches of the public sector, business/industry, finance and foundations/associations. Clients include BMWi, BMVI, Nato, ARD Digital, DIN/Beuth, EZB, Deutsche Börse, Bertelsmann Stiftung, GIZ, the European Council and the European Commission.

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