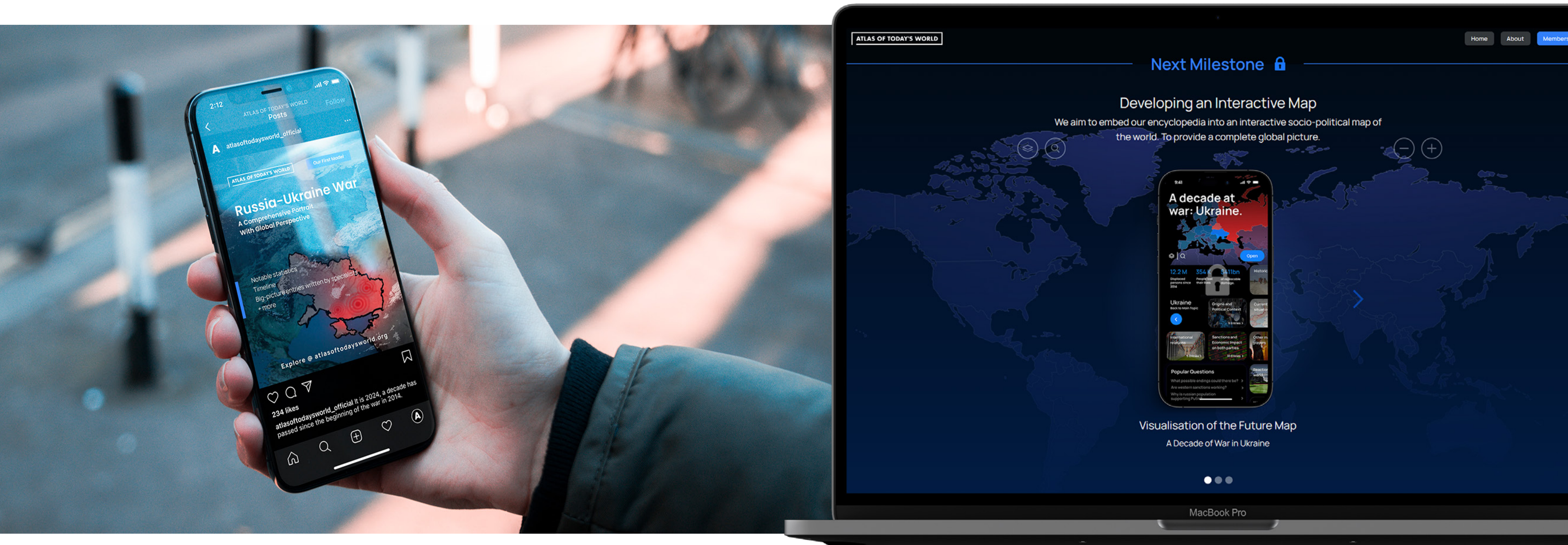


Atlas of Today's World



Socio-political map-based world encyclopedia.

2021-24

Atlas of Today's World is an international start-up based in Prague. I started volunteering with Atlas fully remotely as a branding copywriter with a one year contract. As our working relationship progressed I worked on nearly every piece of writing within the organization. From business strategies and tactics, hiring and management documents, to social media and website copy. I have worked closely with the founder of Atlas the company to present it in the best possible light to academics and relevant European organizations to gain support and funding. With Atlas I have learned that non-profit and start-up can be very challenging, yet I contributed to the organization for over 3 years.

Services

Writing & Copyediting
Consulting
UX Testing
Social Media

Industries

Nonprofit
Social Good
Media

Challenges

Present a new platform to new audiences
Increase engagement
Awareness among the target audience
Attract donors

What I Did

Defined the tone and voice of the brand to match the mission, implemented this in the website and social media messaging to ensure consistency.

Website Copywriting

Homepage



To move forward,
we need your help!

Atlas is a nonprofit initiative that is currently being developed almost entirely by volunteers. By joining our membership community, you will enable us to create new topics, develop the interactive map, build partnerships, and deliver this resource to more people around the world.

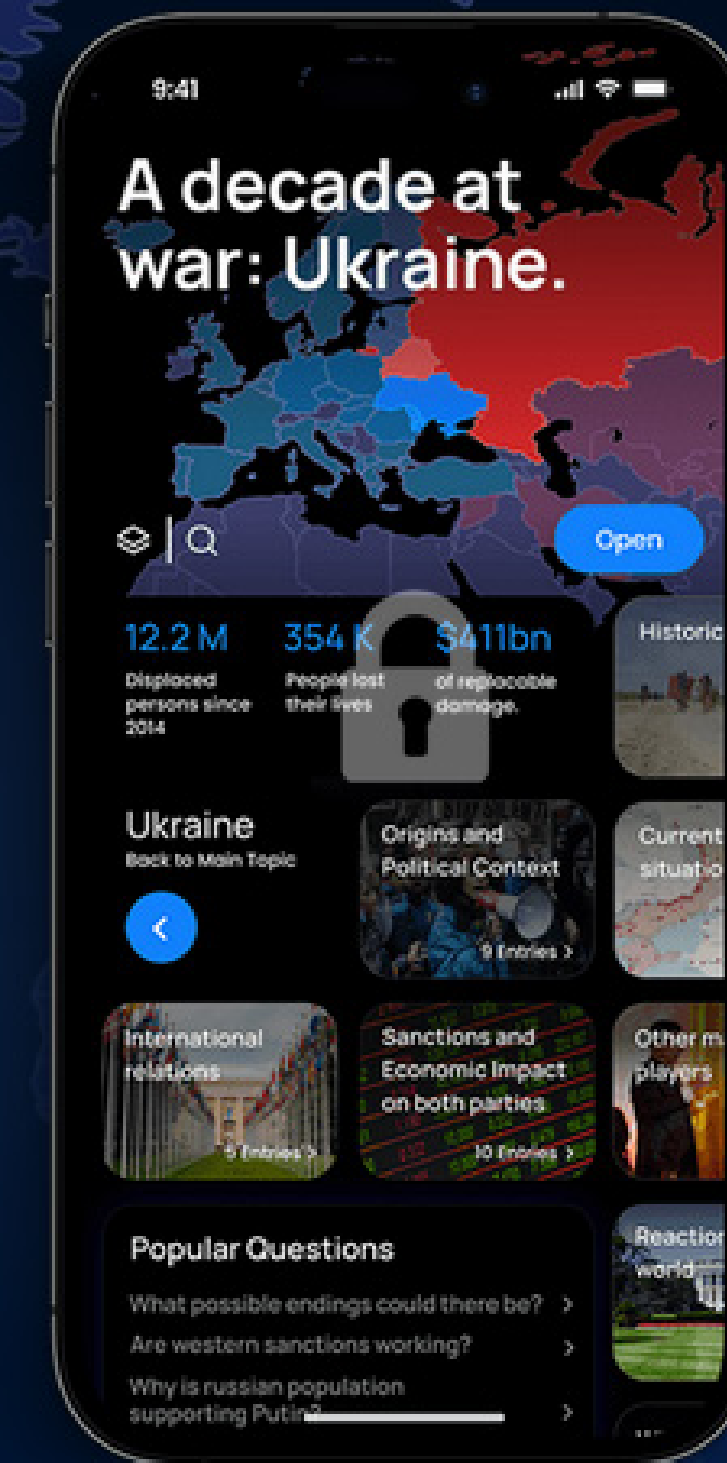
[Read More & Join the Community](#)

The primary focus of Home in this case is to help the user understand fully what is Atlas of Today's World. Headlined with "To Have a Complete Picture of Our World", the page breaks down Atlas's purpose section-by-section, and encourages exploration. This is the landing page for general campaigns focused on brand awareness.

Next Milestone 

Developing an Interactive Map

We aim to embed our encyclopedia into an interactive socio-political map of the world. To provide a complete global picture.



Visualisation of the Future Map

A Decade of War in Ukraine



Website Copywriting About Page

One of the more difficult pages to put together, About aims to deliver the story of Atlas in chronological order, while still highlighting the business offer and explaining the full scope of the project in detail.

What, Why & How

Building a Comprehensive Portrait

We dream of an encyclopedia that gives everyone access to a precise picture of the broad socio-political situation today. **Only with a global perspective can we build a truly human world.**

Who Are We?

Currently, we are an international team of 15 individuals who work remotely and are mostly volunteers. We combine knowledge in human and social sciences with skills in IT, marketing, and media studies. Many of us are personally motivated by events such as the 2015 refugee crisis and the war in Ukraine. Over the course of the 8-year project, around 150 individuals have been involved.

Why: The Lack of a Complete Picture

Thanks to the global media environment, **we currently have access to knowledge about almost any issue from around the world** at our fingertips. The journalistic media provide news, stories, expert analyses, and explainers, and Wikipedia offers a user-friendly introduction to nearly any topic. All of this, supported by citizen journalism via social media, and we can directly witness global events.

However, despite this scope, there is a lack of media outlets that bring all the information together so that anyone anywhere can easily develop a comprehensive understanding of the situation around the world.

How: A Map-Based Encyclopedia with a Bird's-Eye Perspective

1

Entries Written by Experts: Our encyclopedia is based on big-picture scientific entries that provide comprehensive overviews of the issues in a user-friendly format. For each entry, we seek a relevant specialist. These are primarily academics from universities and research centres but also include researchers from respected NGOs, neutral think tanks, and specialised journalists.

2

Embedded Into a World Map: We plan to complement our encyclopedia with an interactive socio-political map of the world. By bringing together existing data, country profiles with recommended third-party resources, and visualisations of global topics, it will allow everyone to see the complete picture in a compact and easy-to-use way.

3

Descriptive & Neutral: By avoiding political and ethical associations and remaining open to novel ideas, our long-term goal is to create an informative source for people of various backgrounds.

4

An Easily Accessible Source: Inspired by other encyclopedias such as Wikipedia and Britannica, we hope to become an easy-to-access resource that is available in moments when people need a global picture. To achieve this, we aim to become interconnected with Google searches and selected Wikipedia entries while building partnerships with journalists, NGOs, and influencers.

5

Multilingual Objective: Although originally created in English, we are not solely aimed at English-speaking audiences. To ensure this resource is available to anyone anywhere, we will be working with translators and AI translation tools.

6

Member Focus: We are a non-profit non-governmental initiative that aims to be funded primarily by our membership community. This income can be additionally supported by institutional or private grants and through cooperation with universities and NGOs. With this funding model, we wish to have the members always at the core of our activities.

Website Copywriting About Page - cont.

Our Story

From volunteering during the Refugee Crisis to the student-governed project *Online Encyclopedia of Migration*, our major concern through the years has been the limitations and gaps inherent in the media system. In response, we decided to design a broader information source through which everyone will be able to understand the global socio-political situation.

Here it is: *Atlas of Today's World*.

2015–
2019

Refugee Crisis & Online Encyclopedia of Migration

During the Refugee Crisis in 2015, while providing water and blankets to Syrian refugees in the Balkans, we were exposed to the limitations and gaps inherent in the media system. Why had those affected been forced to flee? Why were they afraid of their relatives? What was everyday life in Aleppo really like? Their names and migration stories were being reported, but deeper knowledge about life in Syria was not sufficiently available to the wider world.

In order to address this, we launched the [Online Encyclopedia of Migration](#) in 2017: a digital platform that aimed to provide well-researched information about migration to Europe and the situations in the countries of origin. We wanted this to be available to everyone.

During this time, we collaborated with various academic institutions, NGOs and media outlets in the Czech Republic, which resulted in our special feature projects: [The Story of the Syrian War](#) and [Went to Europe](#).

2019–
2022



Designing Atlas of Today's World

This project taught us a lot, but it also inspired us to begin analysing the media system and its limitations on the global level. From there, we decided to design a broader information source through which everyone would be able to understand the overall socio-political situation in today's world.

May
2024



Prototype & Community Building Launch

The first version of our encyclopedia is ready. It consists of three initial themes: Global Issues, Russia, and A Decade of War in Ukraine. We are currently in the process of building our first membership community.

Our
Current
Goal



Initial Themes, Testing, and Partnerships

Securing the current funding goal would enable us to focus on further developing our initial three themes. It would also allow us to test the encyclopedia, and negotiate further academic, funding, and media partnerships.

Our
Next
Milestone



Developing an Interactive Map

Achieving the following funding goal would allow us to begin embedding our encyclopedia into an interactive socio-political map of the world. Gradually, version by version, we will develop an ideal interface.

Our
Following
Milestone



Filling the Map & Focusing on Impact

Once we've reached the sustainable goal of 2000 members donating monthly, we will begin filling the gaps in the map with entries covering individual countries and global topics. We will also focus more extensively on cooperation with journalists, NGOs, and influencers.

A Concept Built on Cooperation and Partnerships

CONTENT:

We do not create the content ourselves. Our role is similar to that of an academic journal. We build the infrastructure and perform the editorial tasks while inviting scholars and other specialists from all over the world to contribute.

IMPACT:

Through partnerships across the global media system, we aim to deliver our source to everyone in the moments they most need it. In this way, our encyclopedia will be easily accessible to anyone anywhere.

ACADEMIC PARTNERS

Help introduce specialists and ensure the quality and neutrality of the content.

FUNDING PARTNERS

Help accelerate our development and fund specific projects.

MEDIA PARTNERS

Help deliver our entries to the public via hypertext links, quotations, interactive info boxes, and other paths.

Website Copywriting

Membership Page

ATLAS OF TODAY'S WORLD

Together We Can Build a New Encyclopedia

Your donations will support us in reaching our next development milestones and ensure our independence and self-sufficiency. **Your active participation** will make you a co-developer of this new encyclopedia.

In the initial stage, our community will be organised through a **members-only newsletter**, which will enable interaction and discussions.

FAQ

Will the content be free for everyone?

Are you a registered nonprofit organisation?

How can I cancel or change my monthly donation?

You can cancel your monthly donation anytime in your Stripe account. The link is available [here](#), below the Donate & Join button, in your initial registration email, and it also appears at the bottom of each members-only newsletter. Alternatively, you can email us at info@atlasoftodayworld.org, and we will help you. Similarly, you can change your initial one-time donation to a monthly donation by following the same steps.

As a non-profit and an NGO, Atlas's objective remains to drive traffic to the Membership page, which outlines the goals of the organization and incentivizes users to donate and join the Membership Community of Atlas. This is the landing page for ad campaigns focused on donations and bringing in new members.

Website Copywriting

Membership Page - cont.

As a member, you have access to:

① Internal Reports

You will receive monthly reports regarding new entries, projects, and partnerships, our general progress and our future plans.

② Strategic Debates

You can participate in our internal communications and planning by giving feedback, suggesting new ideas, and attending strategic sessions organised quarterly on Zoom.

③ Content & Impact

Your knowledge can contribute to our content. Your networks can help us build partnerships with academic institutions, media outlets, NGOs, and influencers. Help us deliver this resource to people all over the world.

Project Timeline

MAY 2024



Prototype & Community Building Launch

The first version of our encyclopedia is ready. It consists of three initial themes: Global Issues, Russia, and A Decade of War in Ukraine. We are currently in the process of building our first membership community.

WHEN 5 000€ PER MONTH IS ENSURED

Initial Themes, Testing, and Partnerships

Securing the current funding goal would enable us to focus on further developing our initial three themes. It would also allow us to test the encyclopedia, and negotiate further academic, funding, and media partnerships.

[Budget Details](#)

WHEN 10 000€ PER MONTH IS ENSURED

Developing an Interactive Map

Achieving the following funding goal would allow us to begin embedding our encyclopedia into an interactive socio-political map of the world. Gradually, version by version, we will develop an ideal interface.

[Budget Details](#)

WHEN 20 000€ PER MONTH IS ENSURED

Filling the Map & Focusing on Impact

Once we've reached the sustainable goal of 2000 members donating monthly, we will begin filling the gaps in the map with entries covering individual countries and global topics. We will also focus more extensively on cooperation with journalists, NGOs, and influencers.

[Budget Details](#)

Social Media Copywriting

Atlas has gone through cyclical social media restarts on a few occasions. Due to this, it was crucial to establish clear messaging, tone and voice. Consistency would make the content more likely to be relevant to past users, while also catching the attention of new ones.

The following posts were created using Canva and original copy.



atlasoftodayworld_official It is 2024, a decade has passed since the beginning of the war in 2014.

In addition to the Global Issues and Migration entries in progress, we have been developing a dedicated project to focus on this conflict that has affected the whole globe. It's only in the beginning stages, but we aim to bring a comprehensive portrait on both regional and global levels.

This will consist of big-picture entries compiled by relevant specialists on individual issues, and will be further supported by relevant data, linked visual charts, researched third-party resources or by answers to common questions. All this in a single digital place.

Check the link in bio to learn more about this project and future entries.

Follow us to see more details in future posts. And by joining our membership community, you can help us complete the project!

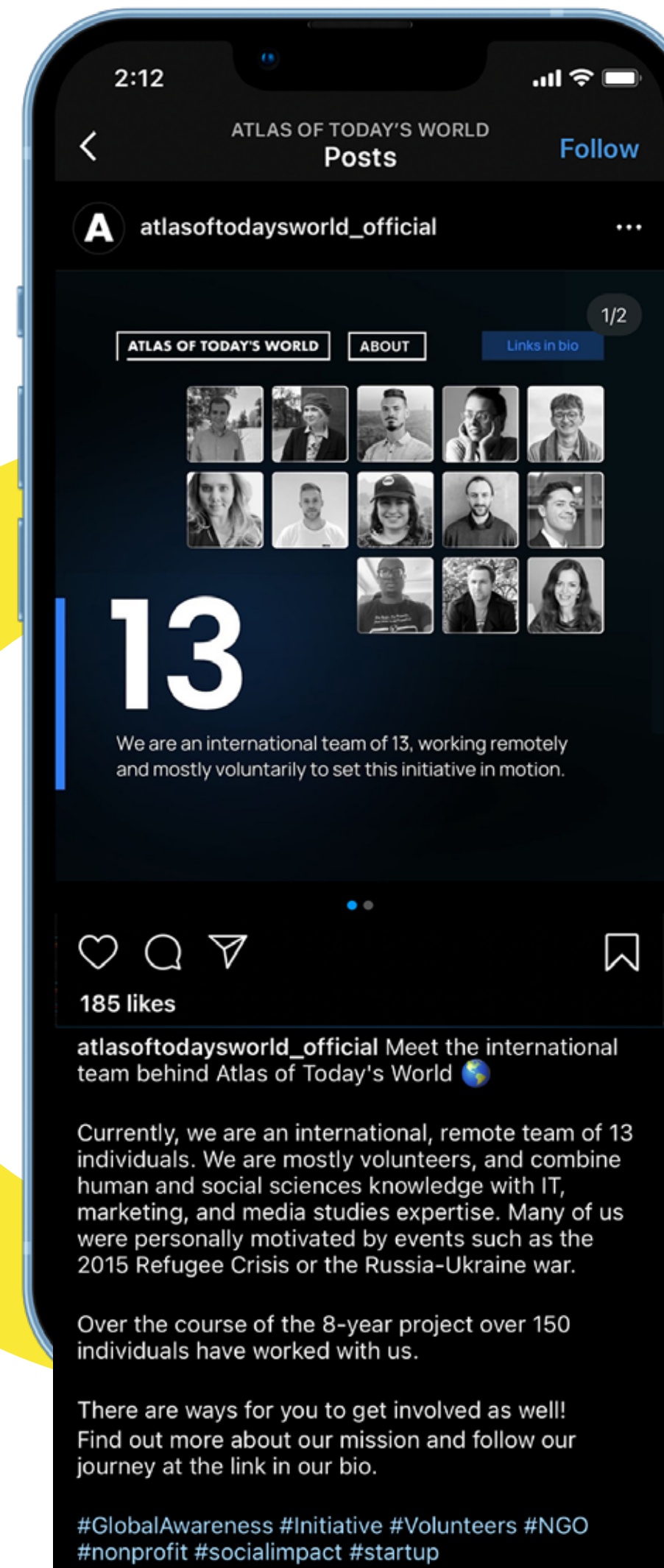
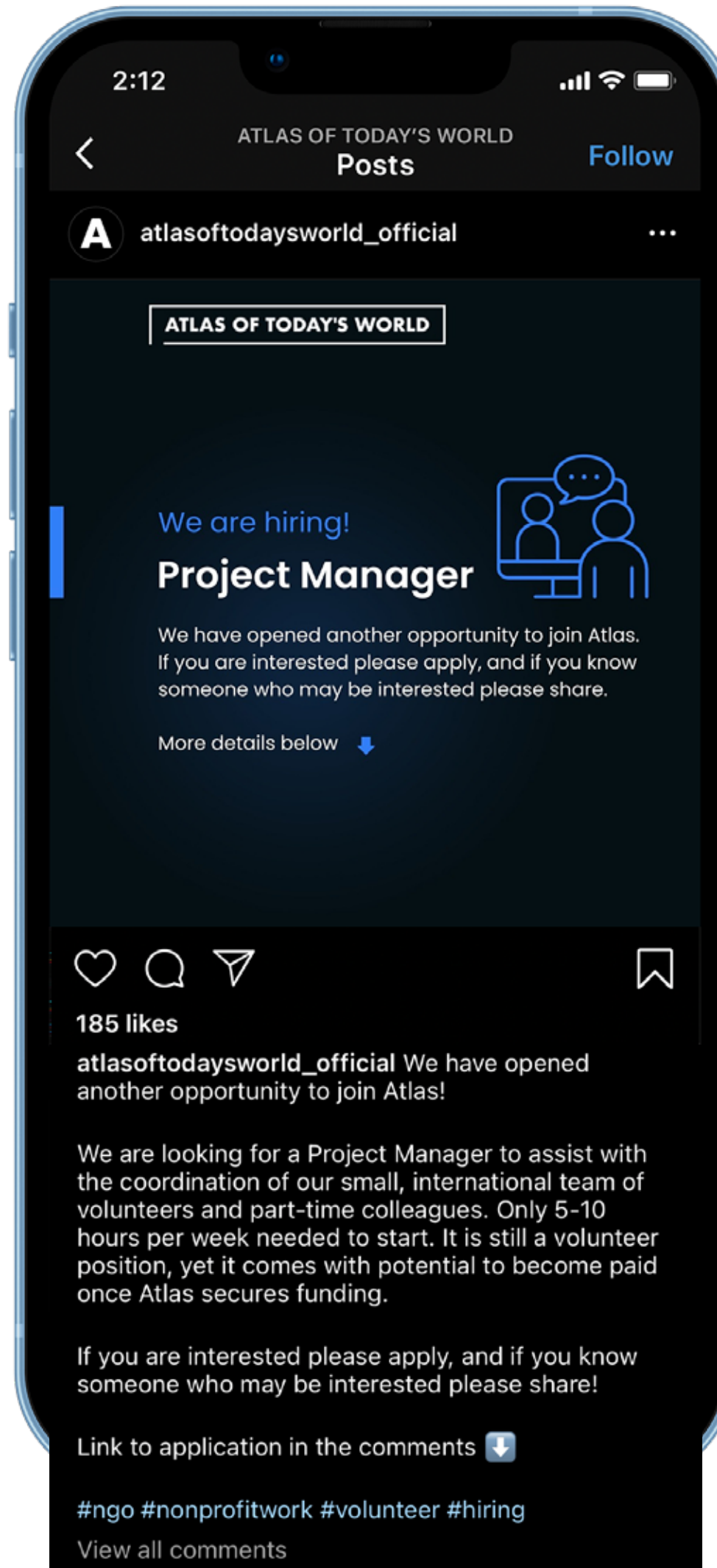
The project could have been started mainly thanks to the support of the Prague City Hall and the Institute of Ethnology at the Czech Academy of Sciences; thank you very much!

(Czech translation of the project is also planned)

#ukrainewar #russiaukrainewar #globalissues #journalism #education #ngo #humanrights #nonprofit



Social Media Copywriting



Who Are We?

Over the course of the 8-year project, around 150 individuals have been involved. Currently, we are a team of 13 volunteers from around the globe, who came together virtually during 2021-2024 to launch the Atlas of Today's World initiative.

Our team comprises young human and social sciences graduates, editors, IT specialists, communicators, and creatives, reflecting the need for an interdisciplinary team.

We are a non-profit, non-governmental organization registered in the Czech Republic since 2016. We are continually following the story of the Online Encyclopedia of Migration.

Links in bio

Thank You for Your Time

Let's Work Together



Stepan Nasada

Copywriter, Strategist, Photographer and Marketing Specialist

@steven72p | stepannasada.com | stepan.nasada@gmail.com