

Greenpeace.org

Fantabulous, Inspirational Home of the Greenpeace Story

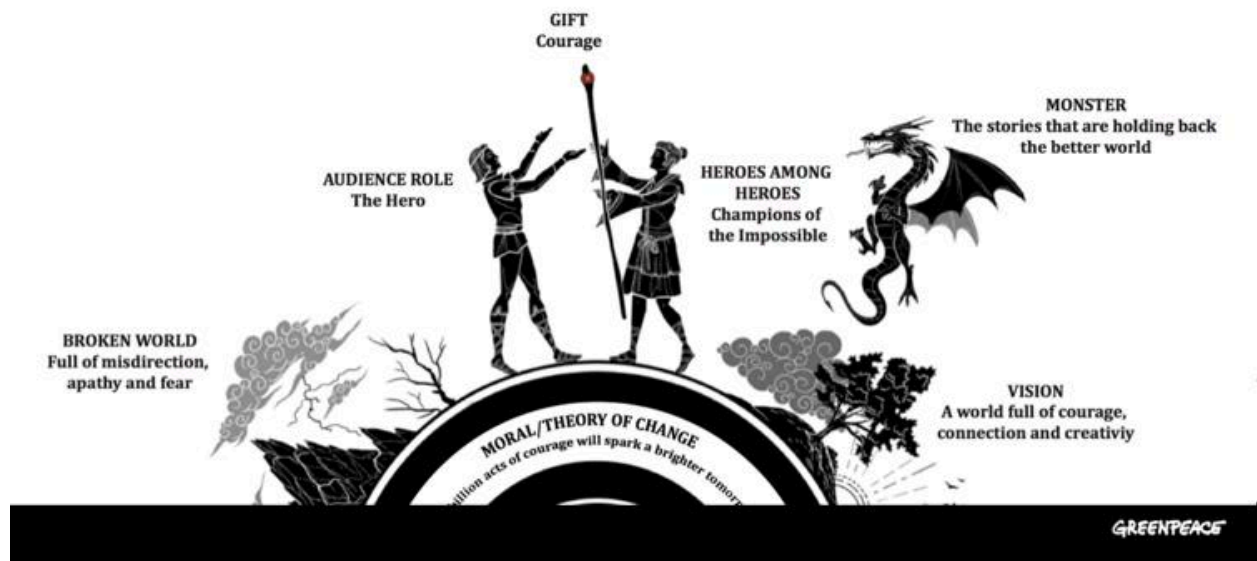
Content Strategy

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Shortlink: goo.gl/1gr8hp

The Greenpeace Story



Purpose

Greenpeace.org content will be resource for everybody, change agents of all stripes to be informed and to be inspired, motivated, and empowered by the campaigns that Greenpeace (and others) is running, and the many change agents that are creating and implementing them.

Greenpeace.org should be the go-to web resource for Greenpeace staff and volunteers and friends who want to be informed about and inspired by Greenpeace's global campaigns and projects. Greenpeace.org should communicate the story of Greenpeace, [the 7 shifts](#) we're working towards, how people within Greenpeace and beyond are living these shifts and which

campaigns, organisations, brands, individuals, communities are taking us toward the world we want to see. It will communicate which projects are happening in each global campaign “basket,” and engage others in the success of those campaigns. It will provide resources that people can use, remix, share and learn from. It should be wildly courageous, beautiful and joyful, giving our Greenpeace community reasons to believe and resources to encourage and empower one another.

Objectives

1. Inspire the global organisation to create more effective campaigns in the future by better learning from past campaigns/projects.
2. Create stronger alignment across the global programme and learn from our peers by sharing which campaigns/projects are happening in each global campaign “basket”.
3. Share strategy, tactics, victories, lessons learned and other forms of inspiration in order to improve the quality, impact and engagement of our global campaigns
4. Be exposed to, connect and engage with, and learn from the campaign skills of other colleagues across the global organisation

Audience

The primary audience is internal--Greenpeace staff and volunteers.

Opportunity

Guided by the 5 Keys to Courage - role models, social proof, community, triggers, tools (not the actual terms we use on the site) - Greenpeace.org would become the launch pad for bringing the story of a Billion Acts of Courage to life via our campaigns and the work of others. Through thoughtful iteration, regular content and storytelling, we can create an active and vibrant community of beautiful mischief-makers, telling the stories of people, organizations, cities, brands, campaigns, etc that are living the story and its values, inviting our friends to contribute content as well. We would offer learning resources designed to help people build the courage muscle, become fluent in Story thinking and applying Story to their patch of the universe. We would provide practical tools and learning materials for waking up on the courageous side of the bed, and nudging others. We would continuously highlight the myriad and colourful ways the beautiful world we see is being built, as well its architects who wear all stripes of courage; those who dare to be hopeful, to spark connection, and to imagine bigger. Greenpeace.org can be a curious and active portal to what's happening in the world where people are empowered to self-organize, and we are open and honest about the work we do.

We commit to the open sharing of ideas. Everyone is welcome to comment on this proposal, the work that comes out of it and to otherwise extend the conversation around how we use this property to engage and inspire. You're welcome to get in touch with laura.hilliger@greenpeace.org or kevin.donegan@greenpeace.org - they will help you contribute meaningfully.

Process and Next Steps

The Story Team, working with the Program Direction Office, began working on this proposal in December 2015 and January 2016. The project adheres to open source principles of releasing early and often and iterating along the way.

- We have two basic options to finish the project:
 1. Establish an internal web development team, and request staff resources from IT, Engagement Dept., etc. to develop the site internally within current Greenpeace units and capacity.
 2. We could contract out the work to a design and development agency.
Estimated cost: Anywhere from €25,000 to €50,000.
- A plan for the ongoing content management, maintenance and sustainability of the site will be prepared as part of this decision
- Prepare the call for proposals
- Preliminary budget allocation
- Publication of the call for proposals
- Evaluation of the proposals
- Selection of the vendor(s)

(updated 23 March)

Proposed Project Approach and Team

Approach

- Externally designed
- Externally built
- Externally maintained in first instance

TBD later if Global IT has capacity and staff to take over maintenance.

Hosting

Hosted by Global IT / Greenpeace on Google Cloud Engine (recharged, 100% RES, under our control too)

Agency can have full access.

Project Team

1. Product manager(s) from program, to discuss and make design / implement decisions on the product / Greenpeace.org (currently this is Kevin and Laura acting together)
2. Project manager from IT team, reporting to product manager on:
 - vendor(s) selection
 - problem / risk / issue management
 - Hosting arrangements / TAM connection
 - Testing / Go live
 - SLA / handover (where appropriate)
3. Content development/curation team

Issues still to be resolved during development

- Identification of a Greenpeace community of people to provide source content for site editors and curators.
- Smart deployment of Smartsheet so that key project information (e.g. objectives, tactics, targets) is written in a way as to be accessible to and easily editable by site curators for publication on Greenpeace.org, and so that the project management tool becomes a “feeder source” of site content.
- Appointment of web editor(s)/curators.
- Medium- to long-term content management and sustainability of the site.
- Sensitivity to the global CMS decision (Wordpress vs. Drupal) being made at Greenpeace for new website development.
- Clarify any remaining confusion about internal vs. external audiences—how much failure, tactics and “open campaigning” will we share.

Proposed Navigation & Content

Home

Purpose: Welcome people into Greenpeace.org using an interactive story experience that reveals content from throughout the site.

Opportunity: Engage through real world campaigns and teach visitors about good campaign strategy, tactics and story structure.

Content: Curated from the baskets and their campaigns (See Homepage Concept below)

I. Role Models

Purpose: Role models. Showcase to motivate. By showing real people and groups, the community will begin to understand what ‘courage’ looks like across the spectrum, as well as

the characters that make up various campaigns. The hope is that people will identify with each other, thereby inspiring connections.

Opportunity: Showcase the skills and interests of community members to engage the greater public (by showing that “we’re just like you!”). We can use this content to connect to Stories.

Content: profiles and descriptions for Brand heroes, Alumni, the Archetypes (citizens, activists, NGOs, corporations, governmental leaders, imagined critics), information on how to get involved (community calls)

II. Social Proof/Reasons to Believe

Purpose: Social proof. Display inspirations and reasons to believe that a better world is already here - examples from inside and outside the organisation of a better future. A place to share best practice in campaigning and storytelling.

Opportunity: Find out who’s doing awesome campaign, storytelling and community work from brands, film, digital, fiction, VR, animation and individuals...and start a conversation around “things that inspire a better world”

Content: Our ‘mentors’: Things we love/people who inspired us - books, websites, TED talks, podcasts, interviews, films, initiatives etc. Collaborative vision piece -- storyone.com

III. Learning Resources

Purpose: Training the courage muscles. Provide a repository where Greenpeacers can access teaching and learning materials about the new story of Greenpeace and the 7 shifts more easily and provides best in class examples of storytelling for good.

Opportunity: We can create a library of participatory resources that help the community live and spread the new story and the 7 shifts. Additionally, we can make available the resources Greenpeace Community members might need to further spread the 7 shifts and/or create campaigns and plans that adhere to our new way of being.

Content: Workshop in a box, participatory activities, resources on working openly, the 5 Keys to Courage, slides and descriptions for the 7 shifts, brand guide download, links out to MobLab, etc.

TO DO: Categorize the different areas of content

Participatory activities to run workshops

Presentation materials to talk about stuff

IV. Community of Campaigners and Storytellers

Purpose: Showcasing amazing storytelling technique by organisations, brands, films, interactive web, VR, spoken word, novels, art, etc., which is ideally, in some way, is living the

story of courage, celebrates creativity, hope, generosity and imagination and building a beautiful world through their work.

Opportunity: Connect with creatives; give our community a sense of what sound storytelling looks like, and how it is used in service of a better world.

Content: Curated articles/reviews/storyteller profiles and interviews; creative content we can post (short films, street art, animation, etc.).

V. Global Campaigns (Baskets) Overview

Purpose: Share which campaigns/projects are happening when, within each global campaign (basket)

Opportunity: Move from a list of projects, campaign objectives and key dates toward a more holistic story.

Content: TBD

Homepage Concept

DISCLAIMER: this idea is not for the whole of Greenpeace.org.

Imagine coming to Greenpeace.org and being invited to “write” your own story. First, you hear and see the story of Greenpeace, then you are invited to ask your own. As you select elements for your story, you see different examples of those elements in action. This idea pulls in pre-existing components as much as possible, but would also require a database, curation, tagging and filtering. This experience should be rich, yet not overwhelming.

Using playful graphics/simple animations and simplified language, we can create an interactive experience that is part “choose your own adventure”, part mad lib, part practical archive, part brand guide and 100% designed to help people get to know Greenpeace’s Story and the 7 Shifts in an intimate way.

User Flow

User chooses a “scene” – Our “scenes” are related to our baskets. What we do takes place on the land, in the water, or in the sky. Users can interact with descriptors of these scenes.

User chooses “characters”. We provide both protagonists and antagonists pulled and generalized from real world campaigns. Characters have profiles, which include old or new myths. Users can interact with aspects of the profiles (for example, when a user rolls over the icon next to a myth, text from the brand guide/story work about that myth is displayed).

Conflicts are surfaced based on user selections. The user is invited to experience “breakthroughs”.

The user clicks/scrolls/interacts further, and courageous acts that adhere to the specifications the user has chosen are displayed. Acts are “the boon”.

A user can pledge/commit to suggested acts of courage or click further to “submit an act of courage”.

Please see this post for more thinking around the home page concept:

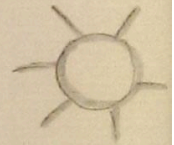
<http://www.zythepsary.com/models/a-billion-acts-proposal/>

Notes, Sketches, Braindumpyness

BUILD YOUR ⁹⁹

"SAVE THE WORLD" PLAYBOOK

(THE SCENE)
My Story takes place



(THE CHARACTERS)

My protagonist

My Antagonist



CASUAL CAT



DIGITAL ACTIVIST



DAREDEVIL ACTIVIST



MR MONEY



POLITICIAN



DIRTY DOG



Age
Food
Location

CASUAL CAT
MOTTO: My acts count.

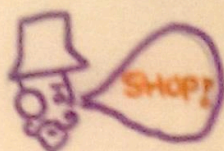


Age
Food
Location

MR MONEY
MOTTO: MONEY COUNTS



(THE CONFLICT)



MYTH CARD

YOU ARE WHAT
YOU
OWN

SHIFT CARD



specific issue

ROOT CAUSE



(The Breakthrough) COURAGEOUS ACTS

#TITLE 	WAS/OTHER 	#1 	LALA 	#TREE 	#BUY

#FOREST

#ACTION

#TITLE 	HOW THIS WILL HELP (THE BOON) CTA what to do
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WHAT WILL
YOU
DO?

Courage is contagious

SUBMIT

THE 5 KEYS to Courage

- PURPOSE
- Role Models
- Small Proof
- Skills
- A TRIGGER

The Story Team would like to

Narrative components being displayed in this fashion seems like a good idea.

Shape content about successes, motivations, vision, through the storytelling lens = good contribution

Main purpose as seen by Pascal – do a better job of communicating what we're doing on various campaigns

Core content, campaign driven. Tactics, successes. Categorizing and campaign driven.

new PM tool, Smartsheet we can add fields and taxonomy to the new tool to help us sort learning materials ok

Timeline

REMIXING this for Greenpeace.org story home fantabulous thingie (that contains the brand guide):

Brand guide as interactive story - video? we may already have access to a Free Range video explaining story elements. Daniel Bird video, too.

Outside of the brand guide - more traditional web presence

Learning resources - how to use the story. Links to workshop in a box, story deck, 5 Keys to Courage, external resources we like, etc.

Chose your own adventure with the myths

Reasons to believe, #Courageis...

Wholehearted Activism/7 Shifts & Me

7 shifts - what they are why they matter and examples from our campaigns

Storytelling best practice/ best in class -who's doing awesome storytelling from brands, film, digital, fiction, VR, animation...

Our 'mentors from afar': Things we love/people who inspired us - books, websites, TED talks, podcasts, interviews, films, etc.

The Code (aka Pirate Code)

Overall framework could look like story map with all the elements to dig into...

Basic education in story - elements of the GP story. e.g. via a video as primer

GREENPEACE INTERNATIONAL | ONLINE BRAND GUIDE

FREE RANGE FIRST PROPOSAL

Please find below a scope and estimate to develop an online Greenpeace International Brand Guide. We understand the goals of this project to be:

- Make the Billion Acts of Courage story and accompanying Greenpeace brand assets, accessible to all Greenpeace employees and partners, all around the world;
- Build a guide that is educational and highly engaging, something that will show Greenpeace employees and partners how to translate the brand guide into external communications;
- Create or curate some examples of external communications that clearly demonstrate the Billion Acts of Courage story in play.

We propose a phased approach to this work where phase one consists of strategy and creative concepting and phase two consists of design/ production and development. This will allow us to interview Greenpeace stakeholders and understand the needs that this guide must meet, before we design and develop the guide itself.

Phase One: Strategy + Creative Concepting // 6 weeks

Initial meeting to introduce project teams, review scope and project plan, and establish communications guidelines for the project

- Review of audiences for the online brand guide including consultation with Greenpeace stakeholders to understand needs and create goals and metrics for success
- Creative concept development by Free Range video, web and story strategists to design an engaging and immersive experience that shows Greenpeace employees how to translate the Billion Acts of Courage story into external communications
- Free Range to design one wireframe outlining key content to appear in online brand guide
- Free Range to deliver one video concept, consisting of a couple of paragraphs, outlining how we will bring the Billion Acts of Courage story to life
- Free Range to provide a full scope and estimate for the design and production for the online brand guide
- 6 weeks of project management and oversight including management of collaborative tools, budget and timeline

Phase Two: Design + Development of the Greenpeace Online Brand Guide

// 8 weeks

The deliverables forming phase two of this project will be determined at the end of phase one but may include:

- User experience design, visual design and development of an online platform to host the Billion Acts of Courage story + brand assets
- Production of a short 60 second video that tells the Billion Acts of Courage story
- Copywriting of guidelines explaining how to translate the Billion Acts of Courage story into external messaging
- Copywriting and design of select campaign stories, demonstrating how the story can be brought to life in external messaging
- Photo research and photo style guidelines