CUT THE CRAP, HELP PEOPLE ACT

HOW GREENPEACE IS ENTERING A NEW ERA

GREENPEACE

LAURA HILLIGER | @EPILEPTICRABBIT

Open Strategist & Idea Maker

http://laurahilliger.com

- Earned a Masters of Media and Education in German, despite barely speaking German at the time.
- Plays Roller Derby in the German National League.
- Works in marketing.

STORIES ARE A CENTRAL FUNCTION OF THE HUMAN MIND.

WHO MADE THIS UP?

- Monday: Beginning of the work week
- Tuesday: Taco night
- Wednesday: Hump day
- Thursday: Afterwork drink night
- Friday: TGIF
- Saturday: Hangover / Flea Market
- Sunday: Rest and hang out with family day

STORIES ARE A CENTRAL FUNCTION OF THE HUMAN MIND.

STORY AND TRUTH

GREENPEACE BEGAN WITH A SHIP AND AN ACTION

- Bearing witness and an obligation to act
- The golden rule – do unto others
- Nonviolence

© Greenpeace / Rex Weyler

"The only delivery system we had which could possibly fend off the military's nuclear weapons delivery system was the mass media. Our idea was that we would fire off press releases instead of ballistic missiles. So in a way this little old fishing boat became a kind of media battleship."

Bob Hunter, ca. 1971

© Greenpeace / Roger Grace

HOW GREENPEACE WENT BEYOND BRAND AND BECAME A MOVEMENT

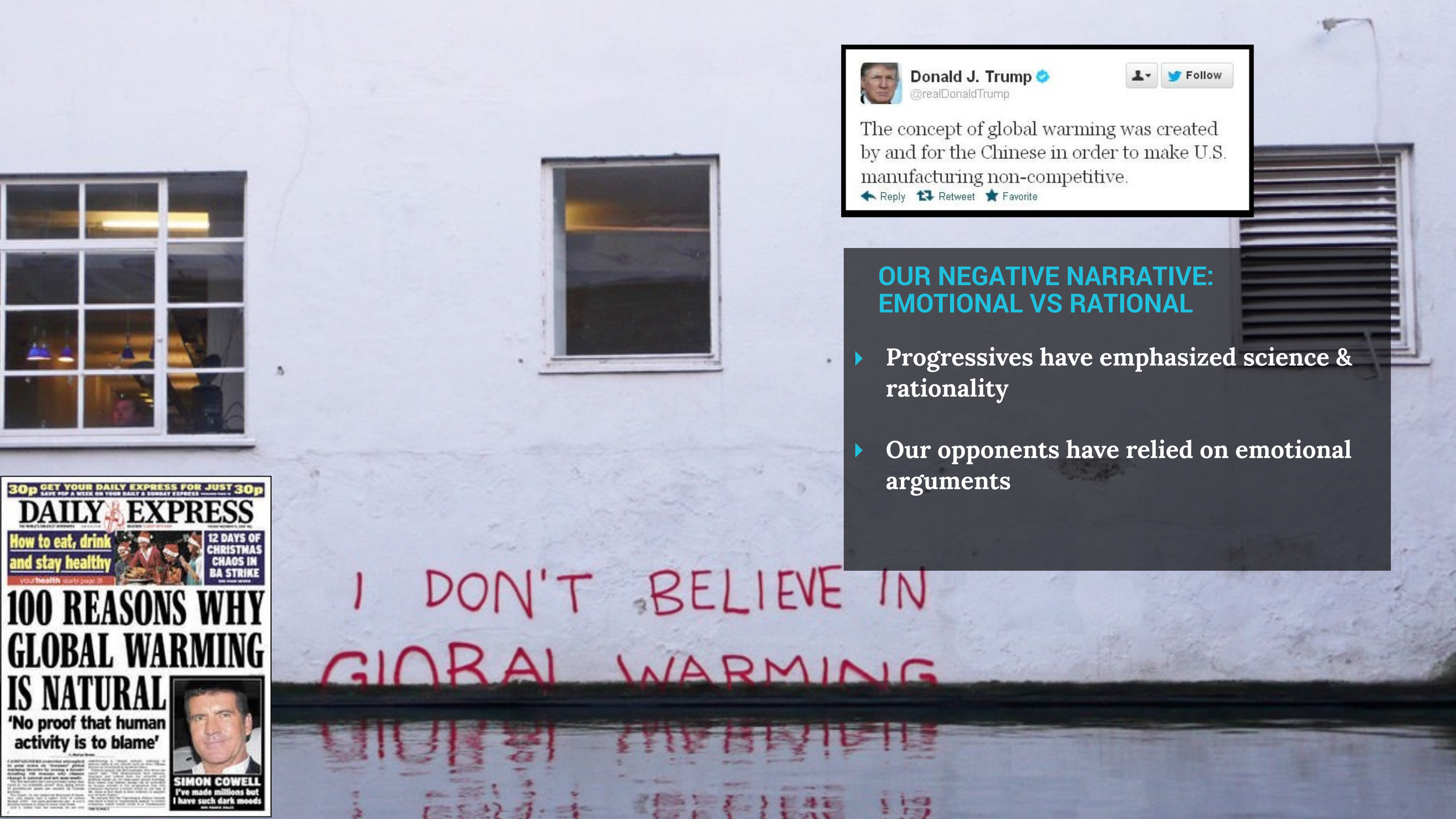
- Is about courage
- Is about solidarity
- Is about activism

© Emma Cassidy / Greenpeace

© Ruben Neugebauer / Greenpeace

OUR NEGATIVE NARRATIVE: EMOTIONAL VS RATIONAL

- We all know the characters and conflicts of the Environmental movement
- Doom and Gloom isn't helping
- The apocalypse is going to be caused by zombies



OUR NEGATIVE NARRATIVE: EMOTIONAL VS RATIONAL

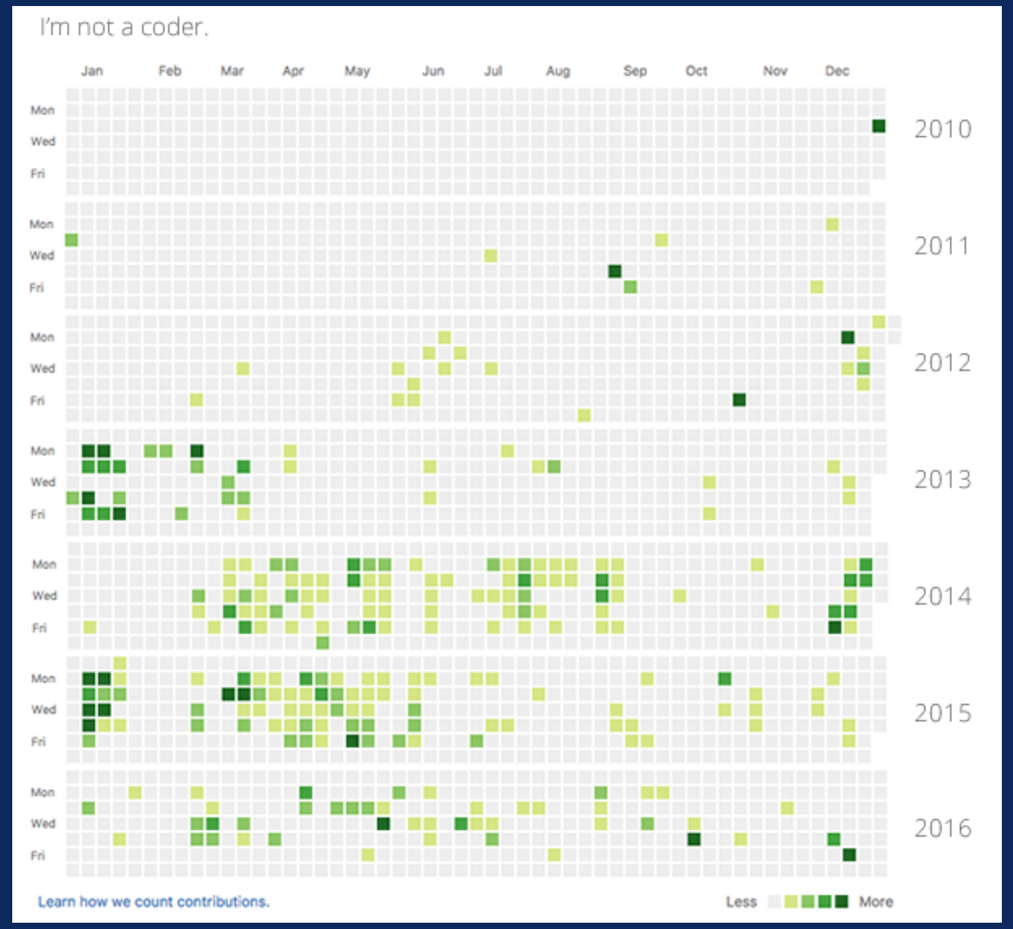
- Progressives have emphasized science & rationality
- Our opponents have relied on emotional arguments

BEHAVIORS SHAPE OUR WORLD

- Greenpeace has a history of using rational arguments. But even the truth needs storytelling.
- Power belongs to those who shape the conversation
- We're all in this together.

© Greenpeace / Christian Åslund

A NEW STORY: COOPERATIVE AND OPEN SOURCE



opensource.com

GREENPEACE

OUR NEW STORY: THEORY OF CHANGE & WHAT IT MEANS TO OUR BRAND

- Greenpeace wants to provoke hope
- We can create positive change
- People everywhere are already living this dream.

© Shayne Robinson / Greenpeace

Planet 4 is an Engagement Platform

Greenpeace has your back

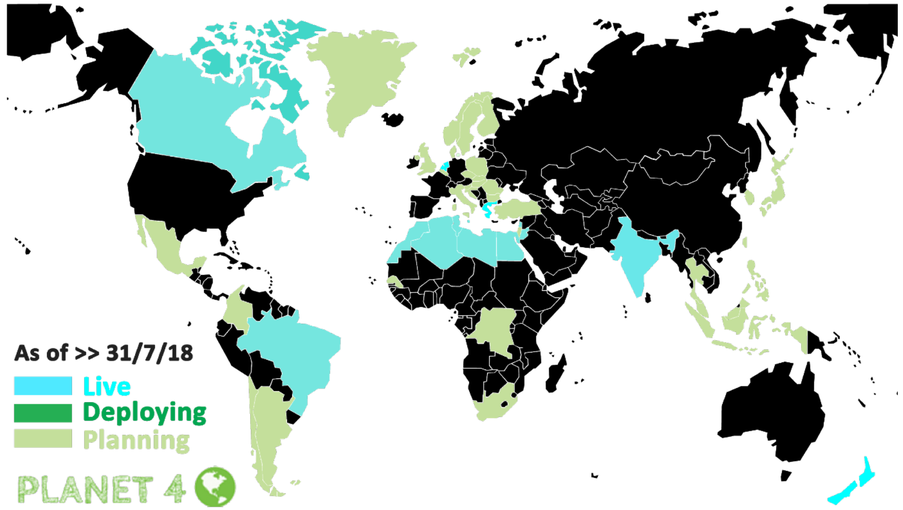
People power is social

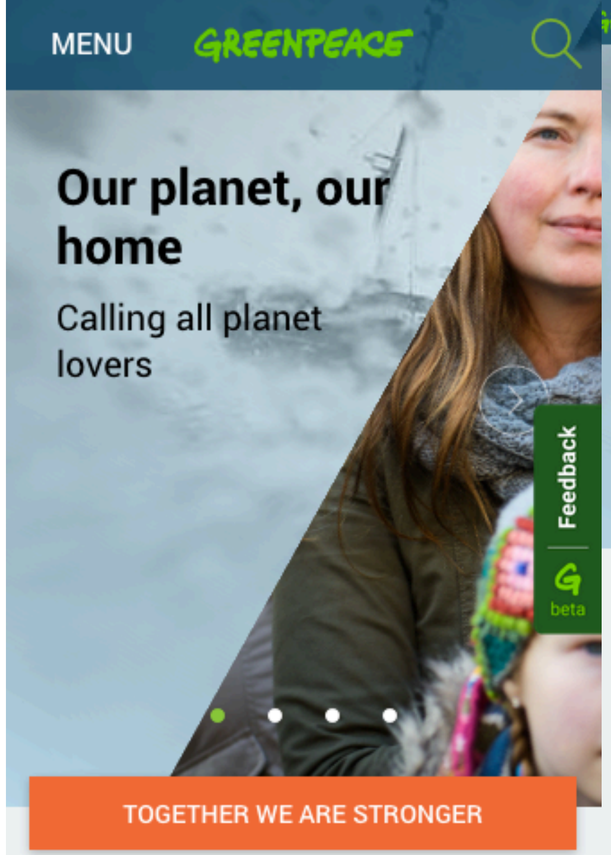
Clear vision leads to decisive action

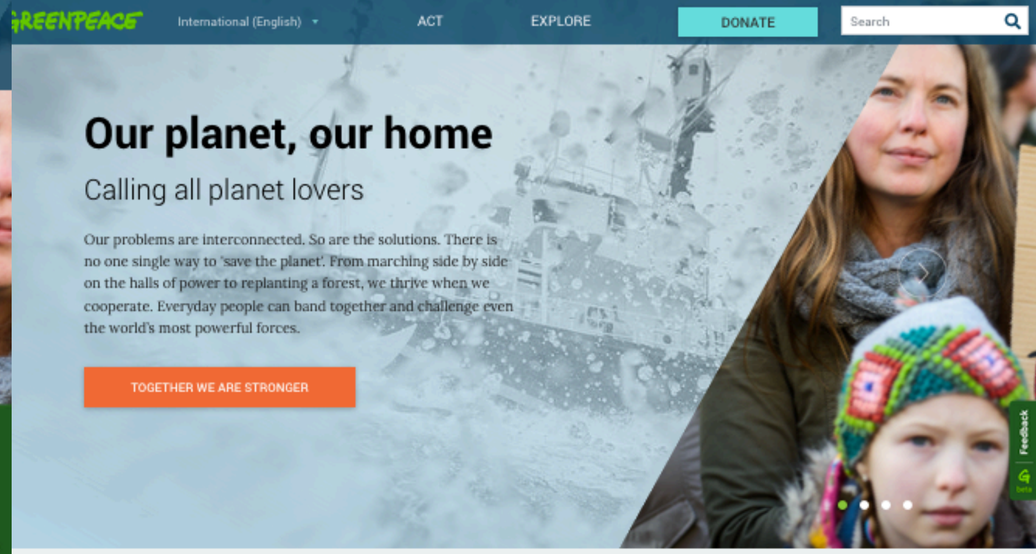
Change is everywhere

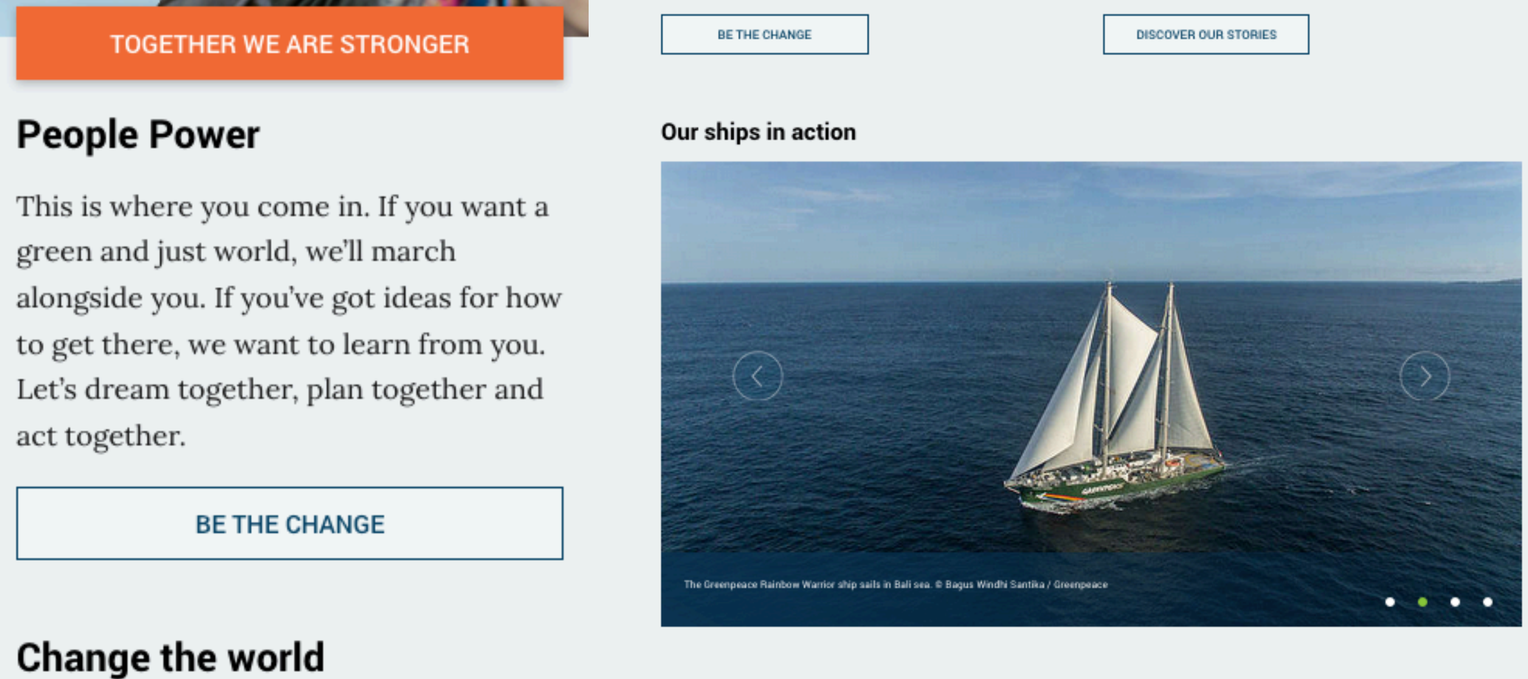
PLANET 4: THE NEW GREENPEACE.ORG

- Planet 4 = the CMS behind global Greenpeace sites
- It's an engagement platform









Start
Vision & Design
Style Guide
Taxonomy
Navigation & Architecture
Page Layouts & Blocks

Create
Content Strategy
Posts & Pages
Images & Videos
Tech & hosting
Development

Implement
Preparatory activities
Deployment Activities
Go live activities

Manage
Settings
Plugins
Search
Improve P4 (bugs, features..)

Community

Updates

#Administer #Case Study #Engagement

Community

Join a safe space to solve problems, exchange practices, access resources, capture knowledge and innovate fearlessly

Communities are usually defined as *spaces in which people that share the same interest/s can engage with one another*. These groups are likely to get formed autonomously or to answer a specific need, turning individual or group relationships into communities.

That's what the P4 community of practitioners is: **the ideal space to gather and retain knowledge, join forces to innovate and empower talented folks across the Greenpeace world and beyond.**

› House rules

› Join

› The Greenpeace P4 gang
› Channels
› Community calls
› Partners & Open Sourcers

› Contribute

› Co-develop
› Build documentation
› Train others or get trained
› Exchange P4 talent

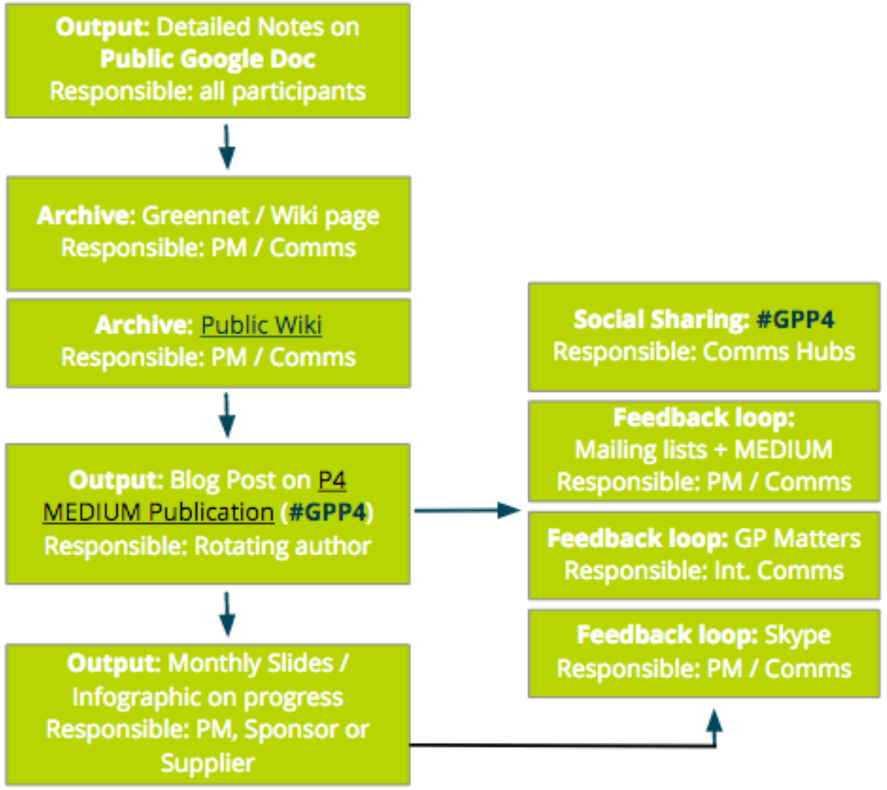
House rules

Want to be part of the gang? **Amazing**. Just keep these simple rules in mind:

- **be ready to contribute**, but don't expect everyone to do it in the same way you do;
- **be open minded**, we are all different, unique and amazing hoomans;
- **be civil and respectful** in what you say and how you say it;

PLANET 4: COMMUNITY DRIVEN

- greenpeace.org/p4
- medium.com/planet4
- opensource.com/users/laurahilliger



#3: DESIGN | #2: CONCEPT | #1: DISCOVERY | UX & DESIGN | TECH | ANALYTICS | MONTHLY UPDATES |

Applause from you, Luca Tiralongo, and 3 others

Building Planet 4: from tech team to software.

The right resources and the right tools to develop the prototype of an engagement platform (not always the right words to explain it all).

Konstantinos Kokkorogiannis
Aug 18

LATEST STORIES

Applause from you, Luca Tiralongo, and 3 others

Gathering feedback on Design elements: the Greenpeace global Design event

A chance to present the Planet 4 design and its elements, and gather inputs from creative minds. And from you!

Vinícius Romualdo
Aug 14

Applause from you, Luca Tiralongo, and 7 others

Tracking global KPIs in Planet 4

How to properly extract relevant performance data. And learn from them.

Ibrahim Elawadi
Aug 1

Applause from W. Ian O'Byrne, Jamie Ling, and 3 others

Greenpeace is a colourful organisation

One of the challenges for the future look and feel of Greenpeace websites is the need for a new colour story. As a global organisation...

Laura Hilliger
Jul 21

PLANET 4: OPEN SOURCE

- Transparency
- Decentralization
- Hackability

planet4-presentation-layer
Styling and markup for various pages of Master theme for Planet4
CSS Updated an hour ago

planet4-base
Planet4 site baseline template
1 6 Updated 3 hours ago

planet4-content-default
Scripts that control the default content of the default planet4 installation
HTML 2 Updated 4 hours ago

planet4-plugin-action-content-type
This plugin is use to create custom content type in wordpress
PHP Updated 22 hours ago

planet4-child-theme
HTML Updated 22 hours ago

planet4-master-theme
PHP 3 1 Updated 22 hours ago

planet4-registry
Planet4 project composer packages and repositories.

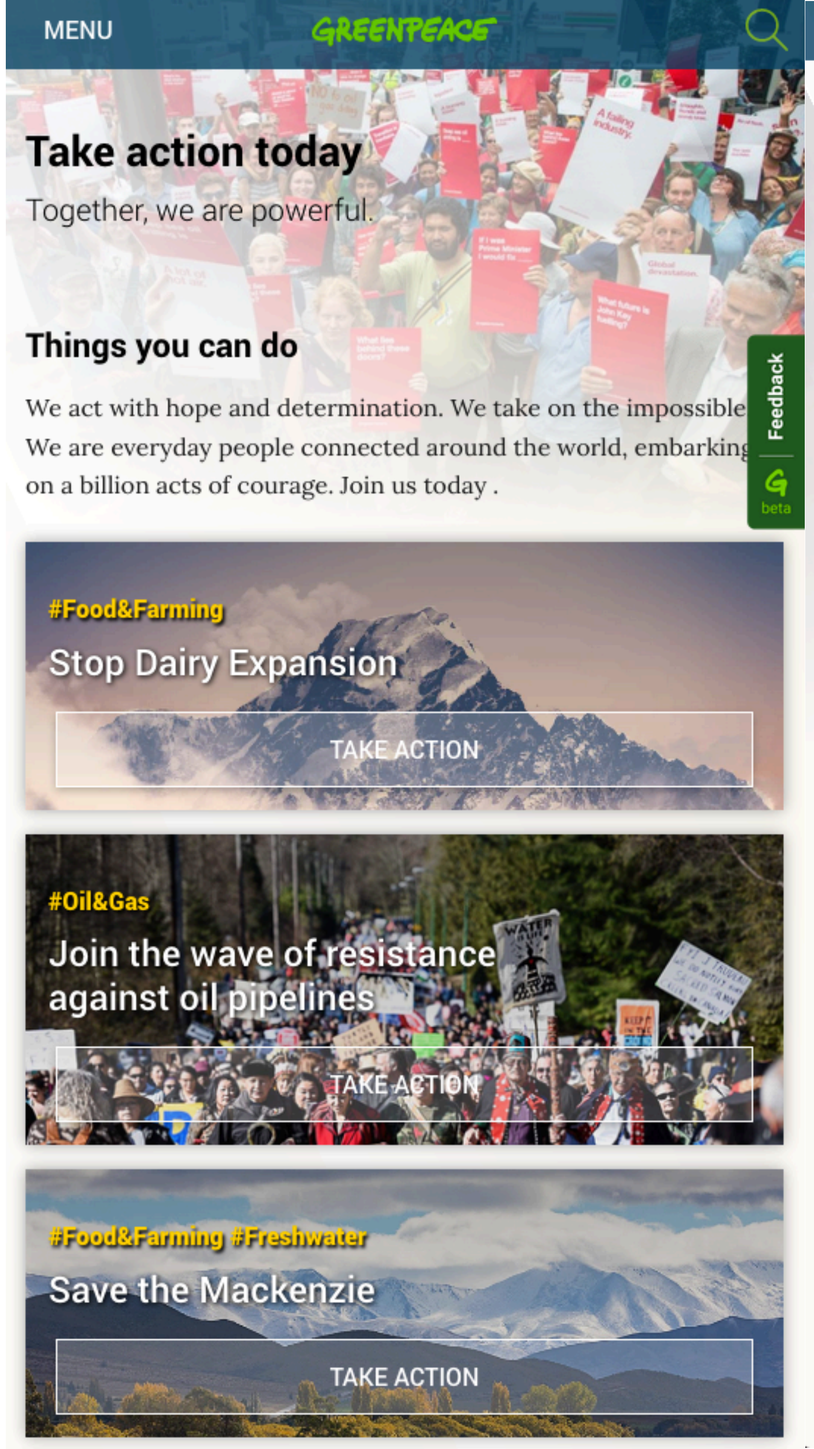
My Drive > Planet4 - Public > **Project Documents**

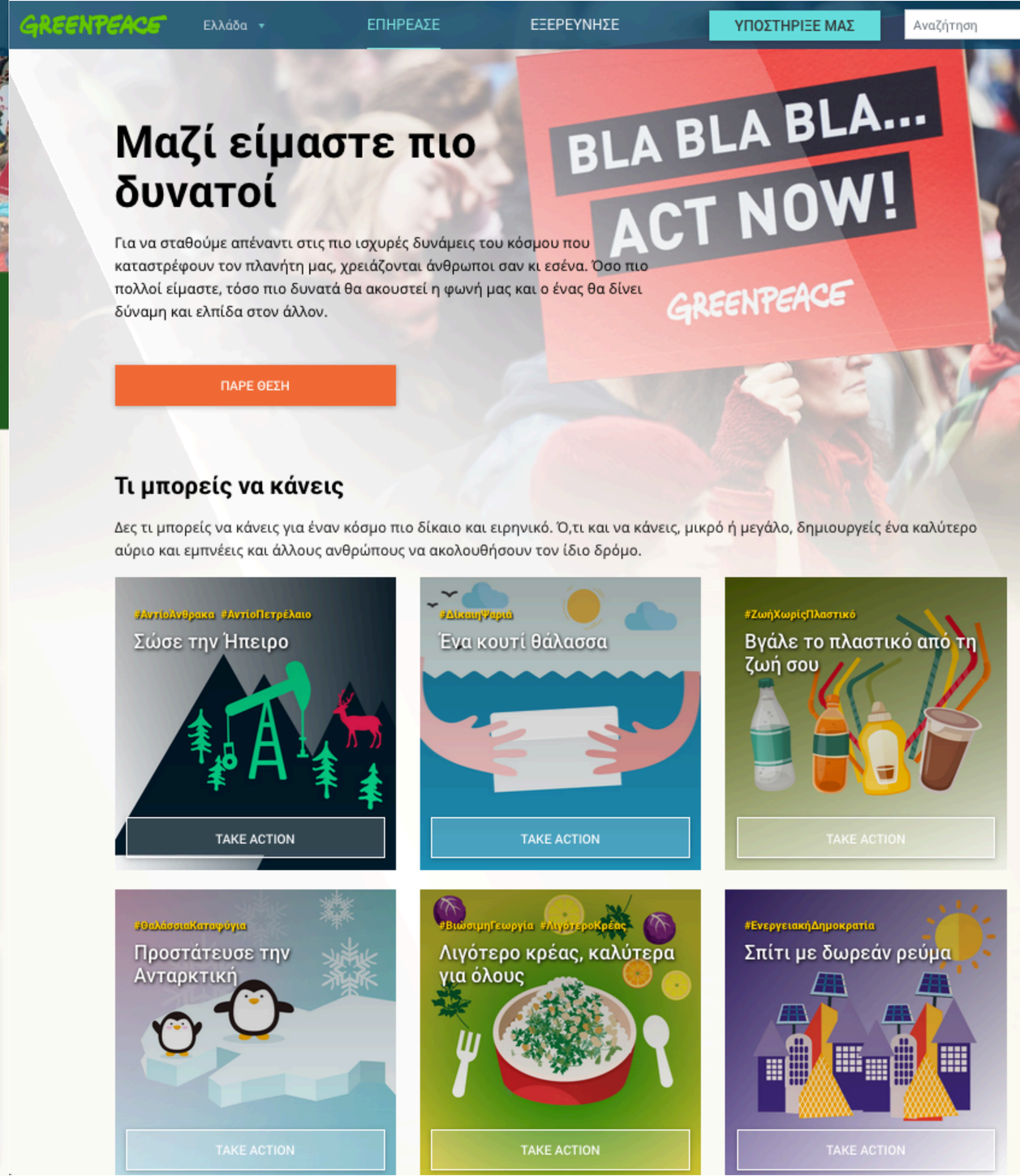
Name

- IMPLEMENTATIONS
- TechDocumentation
- PHASE 4 - Analysis & Development
- P4 Vision Papers - Strategy - Goals - Objectives
- Planet 4 User Stories (ALL)
- Team's strategy (Onboarding, Volunteers, Work Breakdown)
- Future Content
- Volunteers and Form Responders - GP STAFF ONLY (Privacy)
- PHASE 3 - DESIGN
- Sprint planning
- PHASE 2 - CONCEPT
- PHASE 1 - DISCOVERY
- PHASE 0 - Boostrap
- Playbook outline
- Planet 4 Wordpress Theme Concept

PLANET 4: ENGAGEMENT PLATFORM

- Empower people to take action
- Follow issues and campaigns





PLANET 4: ENGAGEMENT PLATFORM

- Highlight interconnectedness
- Be an active citizen

What you can do

2hrs

1 Read Sick of Too Many Cows

Read how intensive livestock farming could be endangering our health.

READ PDF

2 Talk to your friends about the report

3 Learn about Lidl and the Pigs

4 Learn about Lidl and the Pigs

ASK YOUR FRIENDS TO TAKE ACTION

GREENPEACE

#TooManyCows #Petition #ecosystems #Food

Show you're a food warrior

ADD TO MY ACTION LIST

SHARE

Why this matters

The climate needs us. Livestock, especially beef, accounts for 14% of greenhouse gas emissions (CO_2, methane, nitrous oxide) worldwide, which exceeds the greenhouse gases of all transportation vehicles driving on the road worldwide. Help us change the broken system.

The problem

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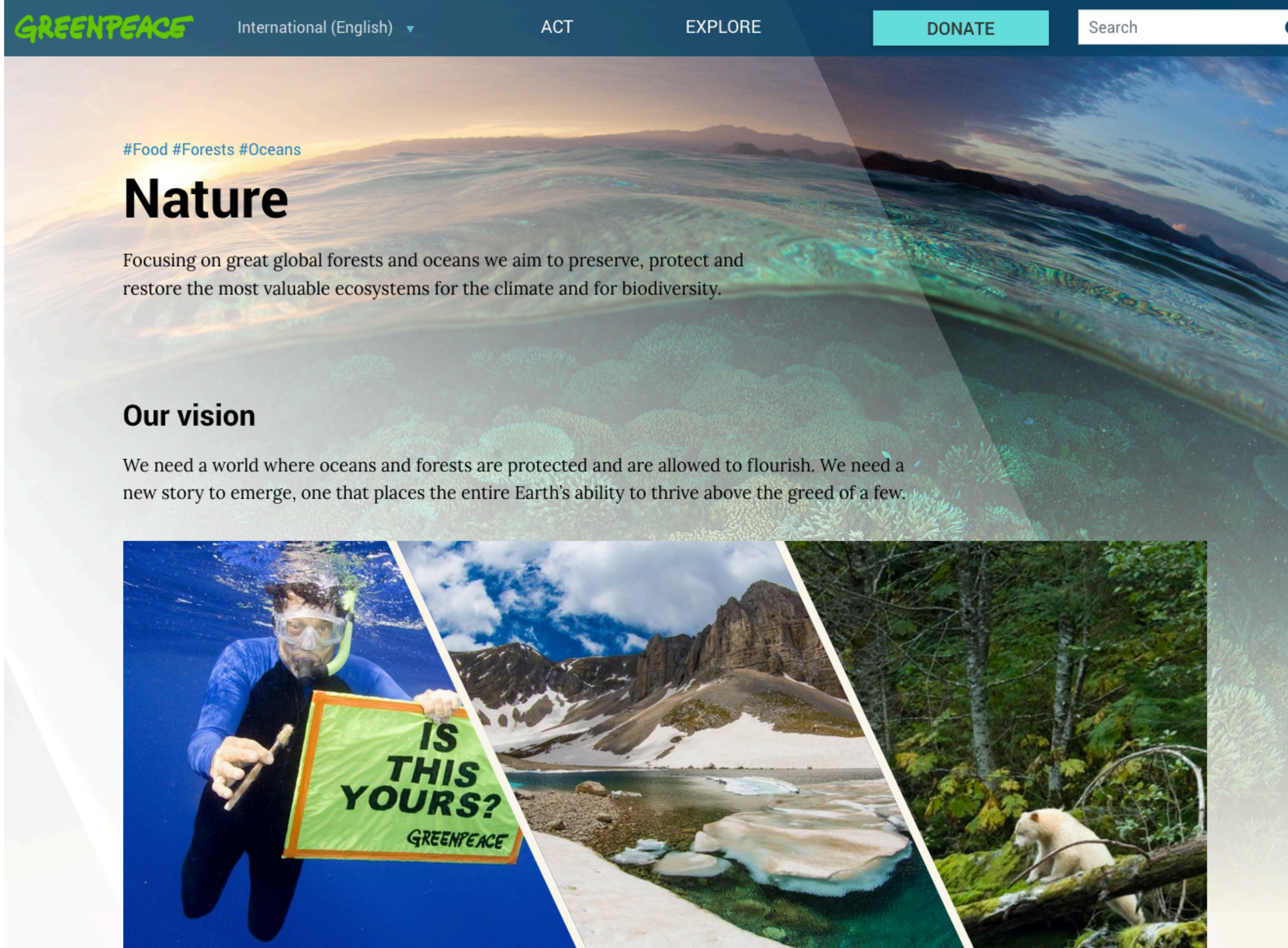
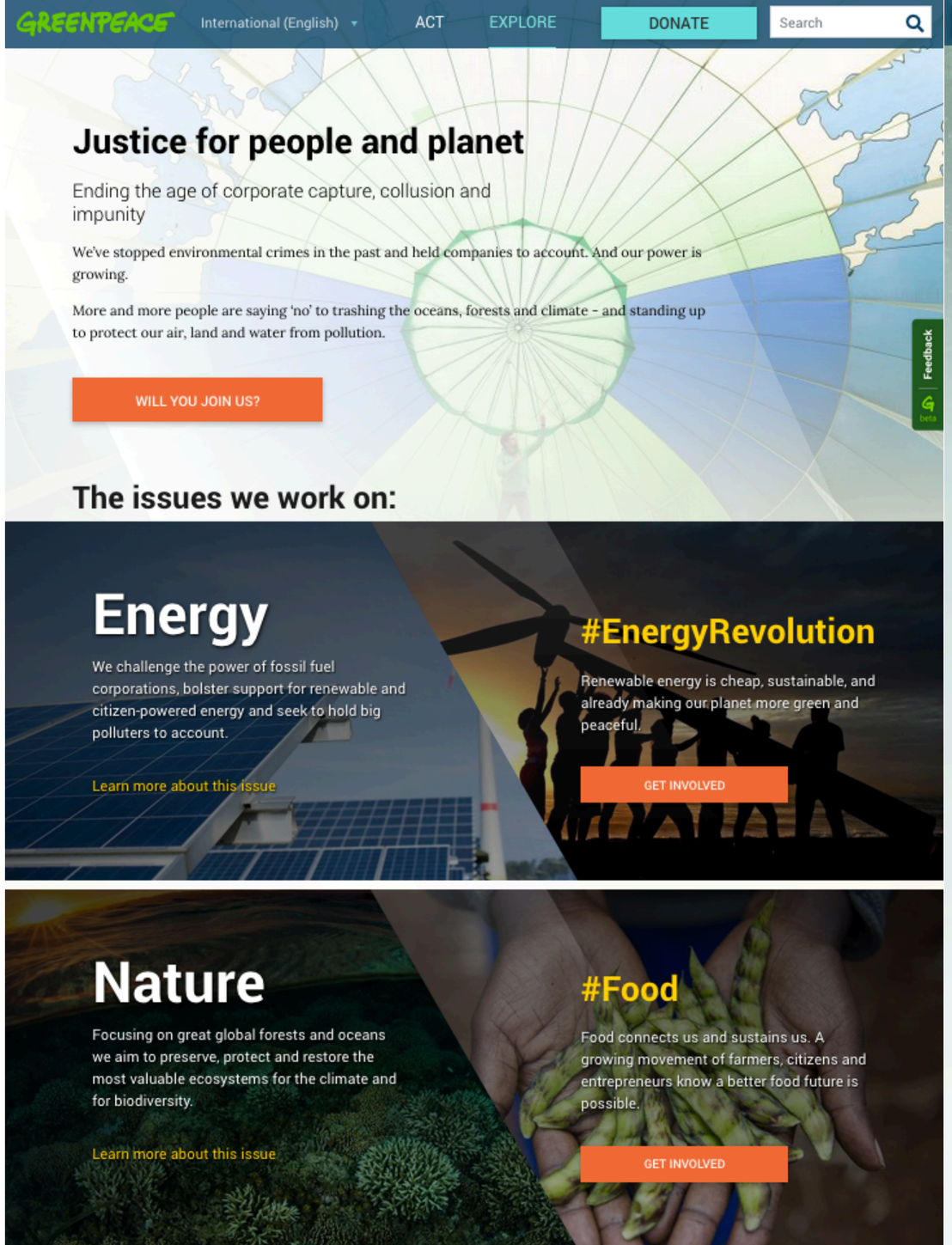
PLANET 4: BUILT FOR ACCESSIBILITY

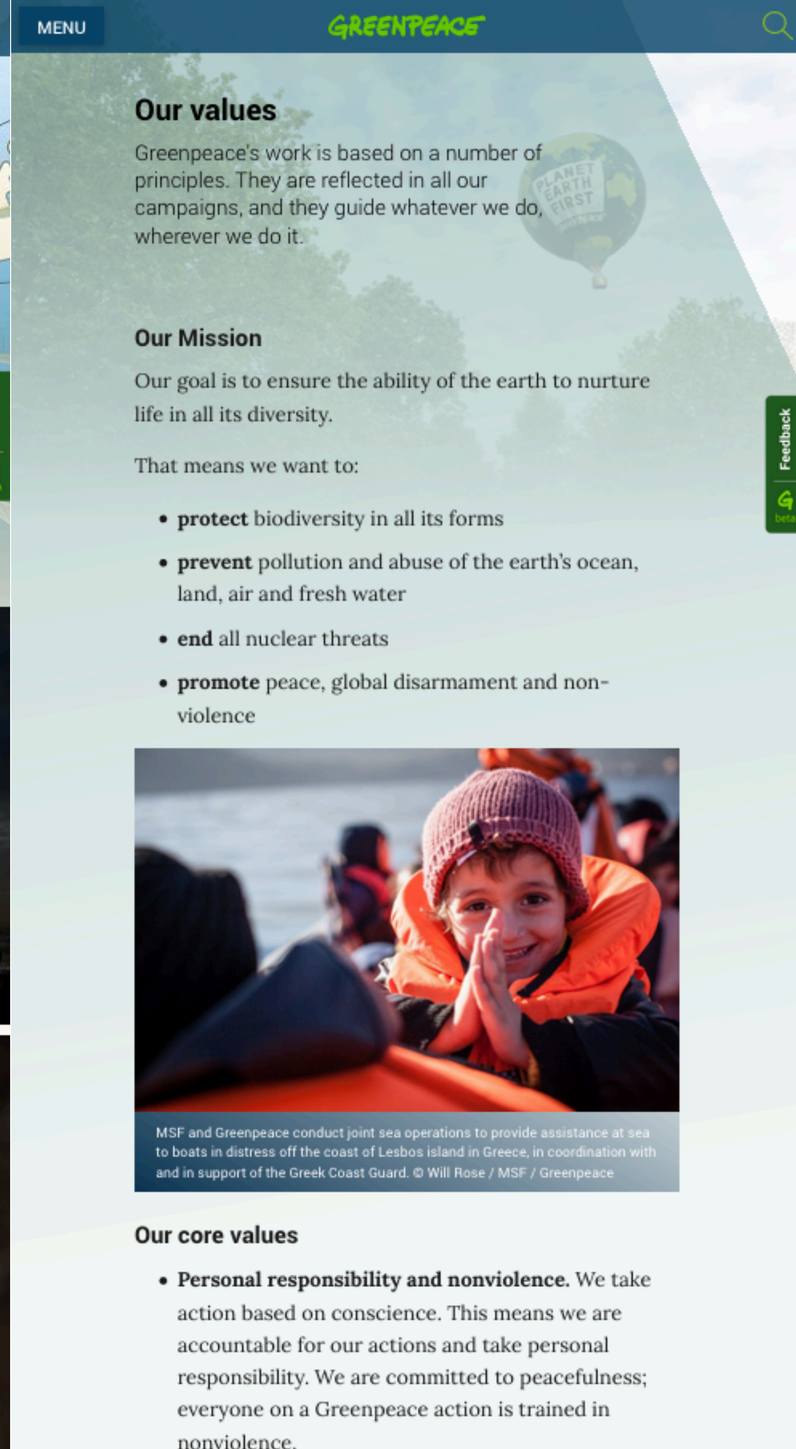
- Follow the standards
- Device agnostic



PLANET 4: SHEDDING LIGHT

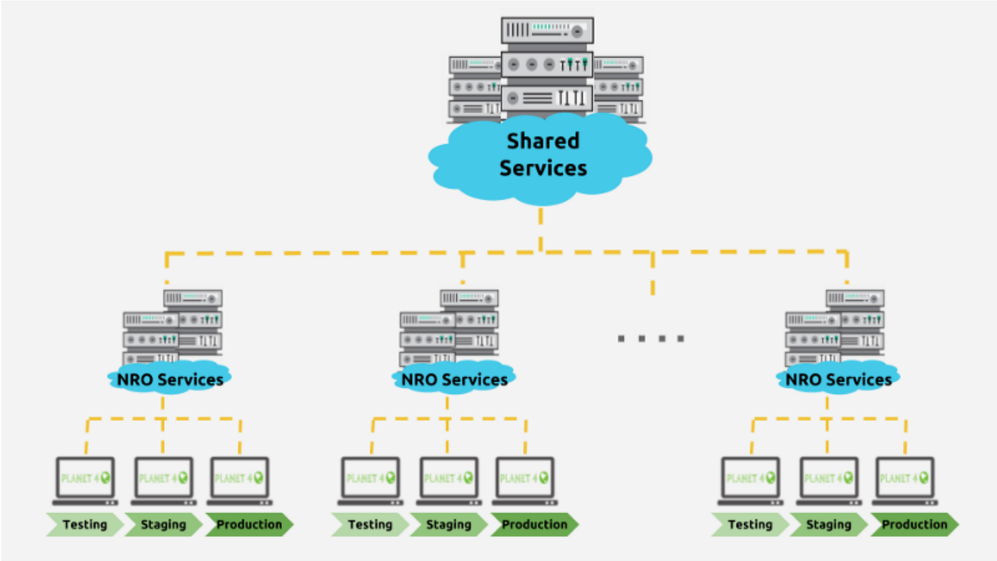
- Bearing witness and an obligation to act
- Shards of light, illuminating the issues
- Juxtaposing overview images with people

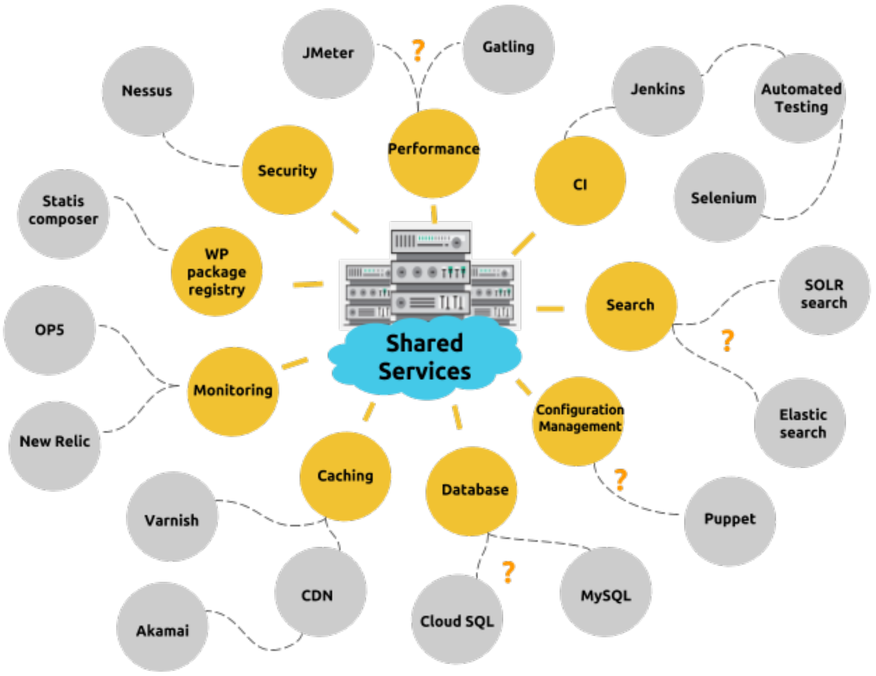


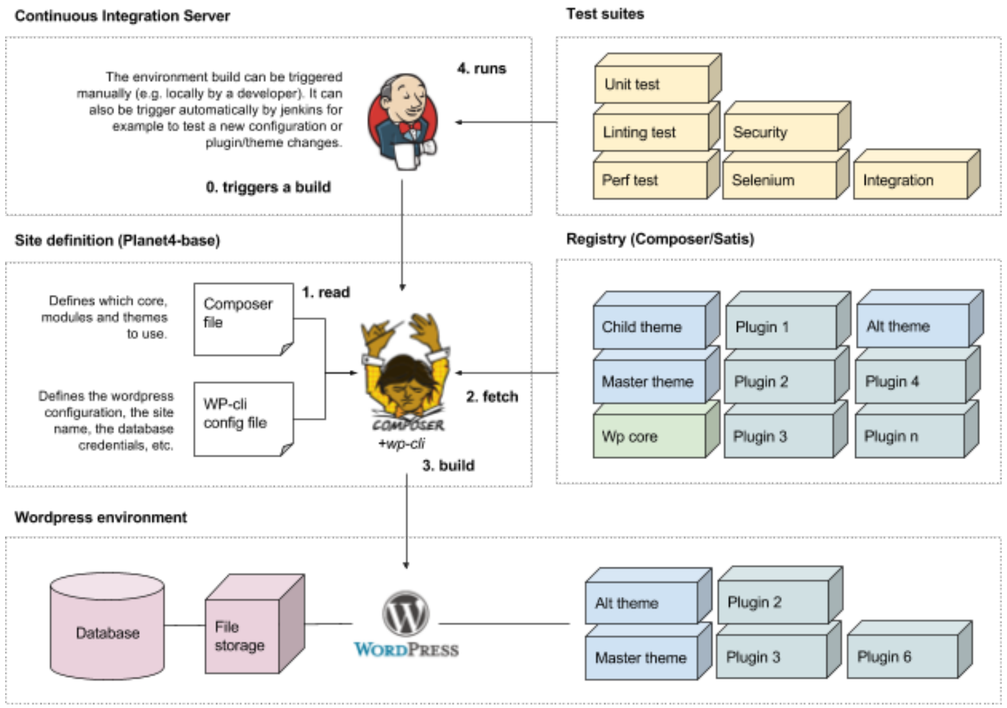


PLANET 4: INNOVATIVE TECH

- Organic navigational structure
- Tech for a global org
- Built on the back of Wordpress, infra K8S
- Customizable blocks







P4 is already successful

Greenpeace's first FOSS

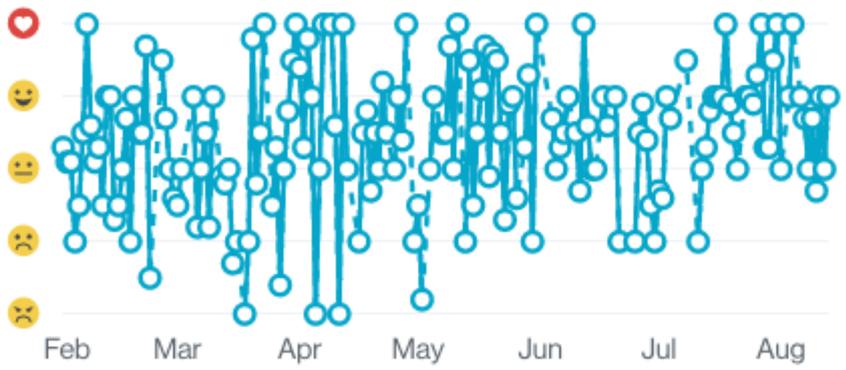
On top of Wordpress

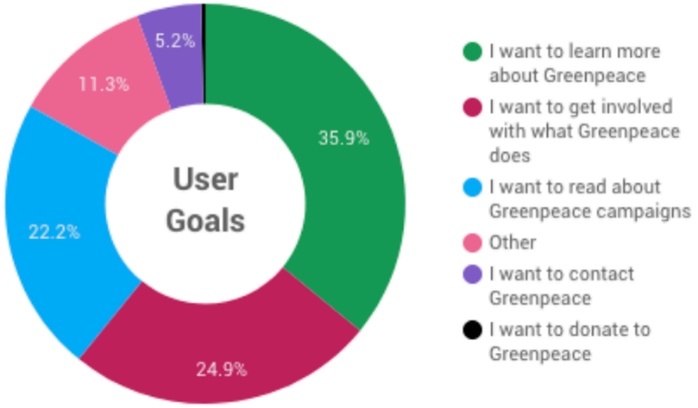
Innovative Infra with K8s

Backend Modularity

Emotional trendline | Frequency | NPS

Average score 3.5





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