



WHO AM I? PLEASE TELL ME...



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- ▶ 1st person to use "functional addiction" on the web
- ▶ Plays Roller Derby in the German National League
- ▶ Works in marketing

GREENPEACE

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

Hi, my name is Laura Hilliger, I'm on the interwebz. So when you're using your social media to tell your networks about #OnBrand and all the brilliant stuff I'm about to say, or to make fun of me when I put my foot in my mouth, please do include @epilepticrabbit – you know, feed my ego please.

You know that icebreaker game where you tell two truths and one lie and people have to guess which is the lie? That's what these bullet points are.

How I dress, how I speak, the images I chose for these slides, the places I fumble in this talk – all of this, in combination with these bullet points, is going to help you form a story about me, personally. Your story about me, as is your story

Thirty four thousand years ago, in a large cave in Southern France, an artist used pigment to create some of the first known paintings. Herds of bison, charging rhinos, leaping gazelle. The animals - some of them now extinct - were rendered in startling detail. However, these were not simply portraits. The animals were interacting with one another. Interaction is story. Every interaction is a story.

Story is how we remember the past, how we imagine the future, how we create our identities. Stories are how we relate to people. The days of the week are stories we tell ourselves to organize time. Sickneses are stories scientists make up to explain our mortality. Stories are in everything. Everything has a story.

Stories don't have to be fictional or artistic. And they don't belong to certain kinds of people. Given that a story or narrative is present in almost everything we think, say, or write, theorists often say that after language, it is the most distinctive human trait. Narrative or stories are a central function of the human mind

Think about it – how do you relay information to your family and friends? You don't submit factual reports with fifteen expert sign offs, do you? No, you tell people stories about what happened, what's going on in your life.

Greenpeace wants to tell honest stories. Greenpeace is not, nor has it ever been just about the environment nor is it an animal rights organization. Our mission is to have a green and peaceful world. As a non-profit with a mission to protect



Greenpeace has a powerful story, and Greenpeace has always used media to create power. And it's always done so using social networks. Before GP was an organisation, an office, a brand or a movement - it was a ship and an action. The super short version of this founding story goes like this:

In the early 70s, the US government wanted to test a hydrogen bomb on a small island off the Pacific Northwest coast called Amchitka. Some folks from Vancouver learned of this test and started protesting – their first argument was quite simply that no one knew what testing a nuclear warhead would do to life on or under or around the island. People worried about causing a tidal wave. They worried about radiation poisoning.

HOW GREENPEACE WENT BEYOND BRAND AND BECAME A MOVEMENT

"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

The other thing this group of citizens did, though, the thing that the newly formed Greenpeace did that set a chain of events in motion that would lead to the Environmental movement as we understand it today, was storytelling.

The founders of Greenpeace had an visceral understanding of how to use mass media to tell an inspiring and engaging story.

The images and the stories of a group of ragtag activists sailing towards a nuclear testing site to protest spread around the world. Bob Hunter, one of the founders, said the image of the story was a "mind bomb" – a story designed to shift perspectives.



Here's another mind bomb

Working with ships has allowed Greenpeace to go to places that most people can never go and to witness environmental crimes/injustice that would otherwise never be seen.

Because we are there – we are impelled to take action. Because others bear witness with us – we hope that they also are inspired to act.



When people think of Greenpeace, often what they think of is daring individuals showing physical courage. An activist standing boldly in the path of a bulldozer in a political or moral act. A climber hanging above raging waters showing solidarity for a specific cause.

*Our brand goes beyond "saving the environment" and engages people through a vision of an activist lifestyle. People think if you're involved with Greenpeace, you must be a rebel, a lawbreaker, a force against the status quo.*

They think this because a: it's true, Greenpeace is full of daring and courageous individuals. And 2: We spread iconic images and stories.



© Ruben Neugebauer / Greenpeace

The story of the environmental movement is one that many people now are familiar with. The setting: our world, the characters: huge faceless corporations who care for nothing except money, annoying environmental activists who expect everyone to be a vegan. The idiotic, consumption obsessed public, unaware of either the greed or the planetary destruction. We know the conflicts.

This story is set up, ingrained in us, even if people have different views on the issue itself.

Over the years, Greenpeace fell into a kind of doom & gloom narrative. When people think of the environmental movement, they think about death, destruction, mayhem. The end is coming, we've been telling our stories as if they're



© Greenpeace / Christian Aslund

This narrative is powerful and wide-reaching. We've been using it for years. But it's a shallow triumph because critical voices who deny climate change and push ecological boundaries past their limits are still loud.

Ideological disagreements about climate change have paralyzed global action (both in terms of government and ordinary people). Progressive activists have in the last few decades, especially with regard to climate change, tried to make arguments with a heavy emphasis on science and rationality. While our opponents have chosen to frame their narratives in doubt, rumors, emotional appeals etc.

Our opponents frame their arguments in terms of loss of freedom, loss of prosperity. For example, although there are

Meanwhile, environmentalists have tended to frame our ecological problems in rational terms: loss of biodiversity, over proliferation of chemicals. **Greenpeace has a history of using rational arguments.** Facts, figures, reports. We tell people what to do – stop this, stop that. We haven't provided emotional context. We used to think truth in this way was the answer. And it is. But even the truth needs storytelling. We can't just expect that the most compelling facts will win. We learned that our audiences needed to become broader.

People have become so overwhelmed with messages on what they should care about, they've lost site of what they should, actually care about.



Growing up, I was a freak. I felt like a freak, people told me I was a freak. I got put in the freak classes – you know, the ones for smart people. This was not cool. I didn't fit in, people were cruel – you know, sob story. And I resisted.

I have fought social and cultural norms my entire life because I was taught so many conflicting ideas, and my mind works in nuances.

I was taught a *story* of individualism. That I had to make my own way. That I would have to struggle to survive. That this was normal. That people aren't to be trusted. That being smart isn't enough, that I would have to "adapt" to fit in. I was taught that no one was going to help me. Stranger danger.



At Greenpeace, we realized that we needed a new narrative for the environmental movement. One that is as powerful as the modern story of individualism.

We dream of a future that is a balanced, modern, utopian narrative of social progress and renewal. What we want is to provoke hope – especially for the story of climate change, which has seemed doomed because of its emphasis on the apocalyptic genre.

We need to tell a story of a visionary species. A romantic journey of change and human agency and power. The story of a girl who went from being a freak to being a total badass – where the girl is “all humans” and the journey is from a system



Greenpeace – as well as the other communities I spend my time around, like the open source community and the co-operative community – have started to have conversations about how solidarity and collective effort can shift the balance to change the pervasive narratives in our world.

Using personal and localized narratives, we are starting to use our broadcasting power to tell the story of people, not just the iconic representations of our organization. We do think that some of the issues we address are serious, and it would be disrespectful to our audiences to pretend like they’re not, but we don’t have to take ourselves too seriously, and we can propagate a hopeful narrative in any case. We aim to get away from the binary logic of the apocalyptic genre.



So you want to know about our brand strategy? Well we live in a world of direct communications, peer to peer shares, people bypassing the gatekeepers. We are in real time, the speed of light, the speed of communication, visceral connection, FB live, twitter, the rise of personal media, citizen journalism and a collapse in faith in ‘official stories’ – These are all opportunities to reinvigorate our brand as story.

Now, technology gives the microphone to so many more people. It has opened up the way Greenpeace tells stories and even the way we think about ourselves. We aren’t the lone heroes. We recognize the power behind sharing and amplifying *others’* stories. Speaking up *collectively* on more issues. Making space for supporters to speak, not just talking for them.

Which brings us to Planet 4. Planet 4 is the code name for the engagement platform we’re building at Greenpeace. I’m going to show you some screens.

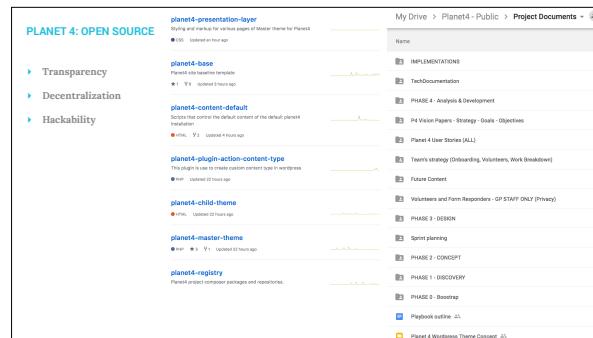
Now I have a lot to say about this project, and not enough time to say it all. So here are the key points:



1. **Planet 4 is about community:** Building community is something that happens when you design your project for participation.

From the beginning, the Planet 4 team has been working openly. We have a Medium publication where you can learn everything there is to know about building an engagement platform, designing an online brand, and working in a remote team.

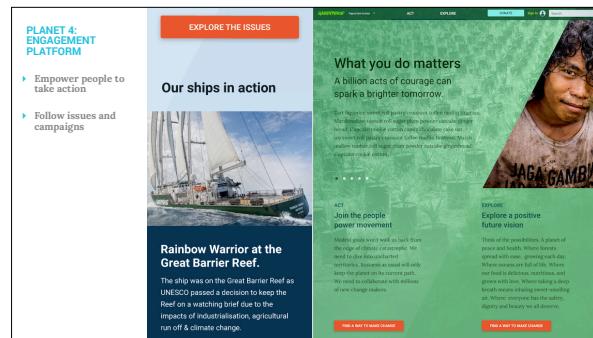
We have been transparent and inclusive. Our posts don't run through a marketing department, we're not spinning the process. I've even written articles about team dynamics and bringing open processes to Greenpeace on



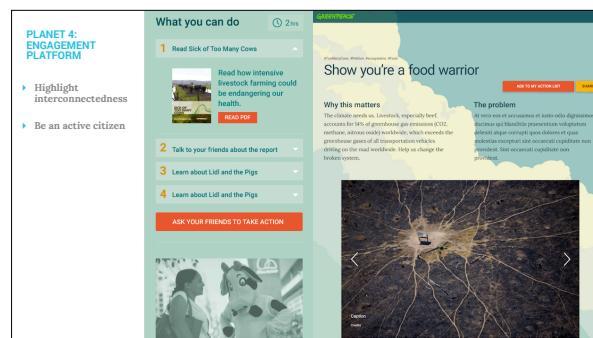
P4 is open source. From our planning documentation, decision structures, from our release cycles and code – everything about this project is open source.

What if you had to ask permission to wear your favorite belt with your favorite pair of jeans because they weren't made by the same company? Or if you had to contact Coca-Cola and Captain Morgan's every time you wanted a rum and coke? Giving people the ability to make decisions about how they use our work and what they do with it leads to innovation, especially when people have the ability to remix (hack) what someone else already created.

As part of a series of organizational changes, Greenpeace aims to share knowledge and expertise in a way that allows

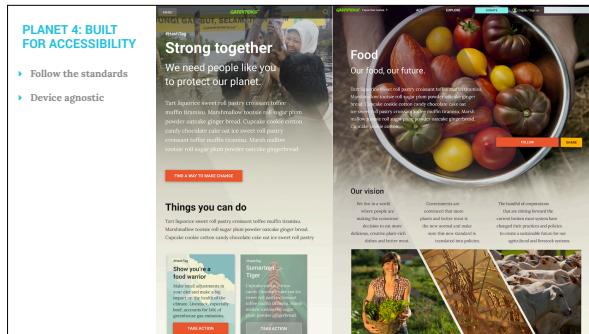


3. **Planet 4 is an engagement platform.** It isn't designed to shout information and facts at a global audience. It's designed to tell stories and empower people to take action. By inviting people to follow projects they are interested in, and save things to their Action List, we will invite people to learn and act on behalf of our planet.



This has huge implications for how Greenpeace tells stories and creates content. Greenpeace campaigns will look at what people can do to impact change. Our content will aim to be holistic and convenient, meaning that we will highlight the interconnectedness of social and environmental issues and try to help people make their own lives better.

We will give people the tools to act on behalf of our planet, and redefine what it means to be an active citizen.



Our design team paid special attention to accessibility as well, and we are following appropriate standards to ensure that no matter who you are or what device you're on, you'll be able to engage with our content and become part of our community.

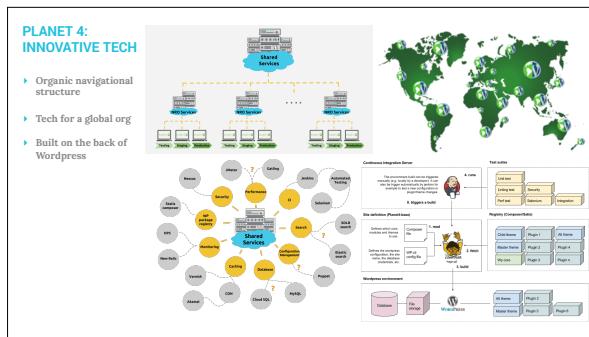
Planet 4 will be device agnostic, which means that whether on a desktop or mobile device, the experience of Greenpeace will remain the same. We designed the platform through the lens of a mobile first experience, but this does not mean it is mobile only.



One of the three Quaker principles that inspired the Greenpeace founders was about bearing witness and an obligation to act. Greenpeace is an organisation that sheds light on topics, stories and issues, and we, the people, take action.

Shedding Light is our aesthetic theory. It uses diagonal intersections and gradients to lead the user through the content. These diagonals act like shards of light illuminating a story or an issue, driving the user to explore or act. In more poetic terms, they replicate rays of light underwater or the sunlight filtering through the trees in a forest.

As well as creating diagonal flows, Shedding Light redefines how Greenpeace uses photographic content to communicate. Throughout the site we will combine issue/overview content with pictures of supporters, activists and the



I'm not sure you noticed from the screens, but one of the innovative features that Planet 4 will introduce is an organic navigational structure. Nowadays, the vast majority of the millions and millions of unique greenpeace.org users enter the website through social media and specific content shares. This means that direct access to (and navigation from) the home page will not drive the way we structure and push content.

In today's web, people tend to "go down the rabbit hole", floating in and out of content based on links and tags as opposed to global navigational structures. We have TWO buttons in our global nav.

Software customizations, security audits, continuous integrations, Selenium, Jenkins, GitFlow, shared services, multi-



We are in a place where we can live out loud and start to overcome the socially ingrained, culturally inflicted fear of failure and celebrate the messiness of human existence. We have to fail forward, learn from our mistakes and each other and recognized that as a values based organization, we have to communicate to that place where values are formed. The human heart.

In a time when dichotomies abound between the right and left. In a time of political upheaval and the us versus them mentality is part of our social fabric, idealists like me, inside of Greenpeace and out there in the world of technology and activism and art – out there in every industry actually – idealists are looking at the world and saying, you know what?