

Inform & Inspire Action

Helping audiences act on behalf
of your campaign

Greenpeace International - Web Strategy



WAO

BORDERS COMMUNITY

You'll need these things to get content on the GPI website. We'll help you get there:

1. A story to tell
2. An understanding of GPI's unique audience
3. Content designed to inform and inspire

This deck is made with love for our colleagues in the programme department from your friendly Communication Hub staff.

This is what we are aiming for in our Greenpeace International content.

We'll work *with* you to make your campaign fit our channels.

A story to tell

WAO

STORYTELLING



“Informed by science, we tell the story of a new dawning. We promote agency and urgency to act and we show that the antidote to the suffering we see around us is community.”

“Greenpeace International’s website is a story of the future.”

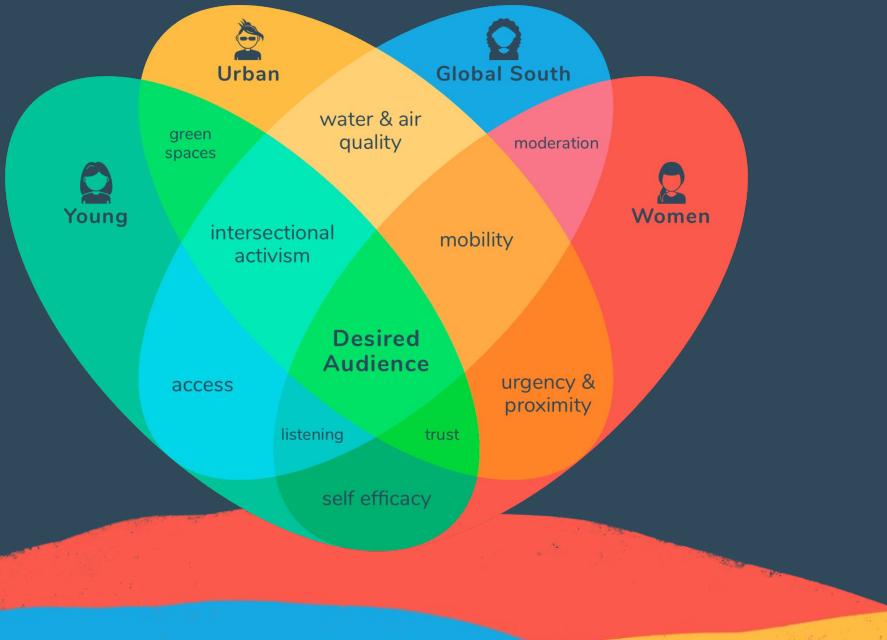
[Source: GPI Website Communication Strategy](#)



“Write your story. Change the world.
Resources and strategies for using
the power of narrative in your activist
campaigns.”

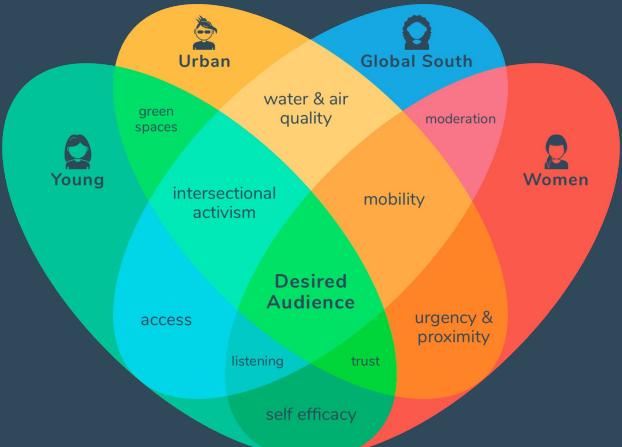
The Story Team at GPI has loads of resources to help you build stories and contend with stories that already exist. For help with your narratives, check out their guides at storytelling.greenpeace.org

GPI's unique audience



“GPI communications have to take into account that many are coming to Greenpeace for the first time, while others know the organization well.

The audience is diverse. From young to old, every color and creed, a massive spectrum of people who are interested in the mission to “ensure the ability of the earth to nurture life in all its diversity.””



“The Audience Ikigai will shift depending on the assumptions we make. Each of the desires and areas of focus for the various audiences is layered on our Ikigai image. It could be done in a different way, but after all that research, we had a sense of sureness as to which bits overlapped.”

Here are our Best Practices for Communicating with the GPI Audience.

Inform & Inspire Action

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At Greenpeace, we tell stories.
Stories on our web properties should
inform and **inspire** people.

These terms are cyclical in nature meaning that our content should do both. Sometimes we are informing first and inspiring second, other times we are inspiring first and informing second. It all depends on the campaign and the specific piece of content.

The following slides should help :)

Inform

Every piece of content has context
and a way to go deeper (RH*)

Inspire

Every piece of content has a direct
call-to-action (CTA)

Principles to follow



Greenpeace
has your back
(inform)



Clear vision leads
to decisive action
(inform)



People power
is social
(inspire)



Change is
everywhere
(inspire)



Greenpeace has your back

We **inform** by explaining issues and how one can help

- We are trying to get people involved. Helping them take action is the focus, people need a way to **inspire**.
- Greenpeace is present but not the hero. When we hold the microphone for others it is more effective than when we talk about ourselves



Clear vision leads to decisive action

We **inform** by being clear about what the end goal is and why and how we intend to get there.

- We are clear about what success looks like up front, as per our editorial principles, the call-to-action and vision come first
- We tell our supporters *how* we will succeed and **inspire** them by telling them what they can do





People power is social

We **inspire** by giving our supporters resources to spread the word, share and create.

- We share striking facts and figures so that supporters can be more vocal online
- We **inform** with factual, shareable content so that supporters can be more vocal offline



Change is everywhere



We **inspire** with diversity and inclusivity. We tell stories from around the world.

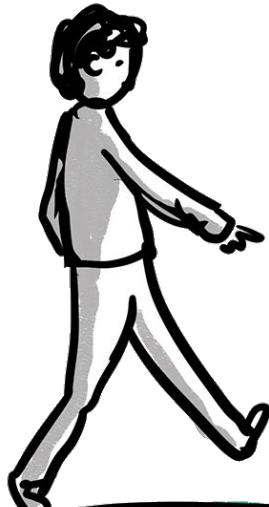
- Campaigns may be global, but local stories have unique motivations and meaning
- We **inform** each other on the diverse voices working to create momentum and change, and strive to showcase those voices



We will help you scaffold your information

We aim to have our content accessible to all. That means a single piece of content should help a supporter, wherever they are in their journey with Greenpeace International, understand the issue.

1. GPI uses introductory content to help inform people about how a campaign or initiative underlines our organizational values.
2. We offer a simple way to get involved, like asking a supporter to sign a petition.
3. We provide ways to share with supplementary content such as a fact sheet, reactive or social media image.
4. We ask supporters to talk to us!



AWARENESS

FIRST
ENGAGEMENT

BUILD
RELATIONSHIP

DEEPEN
ENGAGEMENT

We may advise you to reimagine your CTA



Keep our oceans free and clear

Take the #noplasticbottles pledge not to buy drinks that are delivered in plastic!

TAKE THE PLEDGE



Change hearts and minds

Everything you need for a quick culture jam: recipes, ideas, invitations, and more.

DO IT

REMIND ME LATER



Make your tech sustainable

Fix, don't ditch. In a disposable economy, fixing things is a revolutionary act.

LEARN HOW



We did it. Together.

With your help, the climate coalition got 12 hectares of rainforest protected.

READ HOW



Keep your home toxic free

Green your cleaning supplies to keep your family and the planet safe and healthy.

RECOMMENDATIONS AND RECIPES



We can stop the pipeline together

374 people in your community made a call against #NoDAPL. Join them!

DO IT REMIND ME LATER



Breathe

Activism is a marathon, not a sprint. Don't forget to take care of yourself!

MEDITATION 101



Show Nestlé who's boss

Looks like you're at Safeway. There's a current boycott against Nestlé.

PRODUCTS TO AVOID

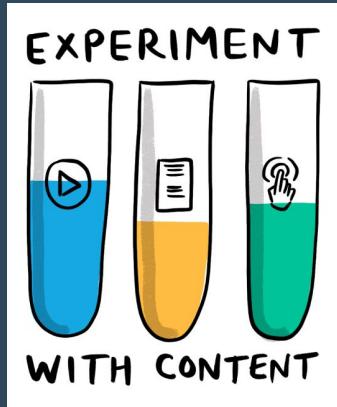


Rally nearby for indigenous rights

There's a rally in Central Park tomorrow for indigenous rights.

RSVP

Final thoughts



These few recent examples did particularly well at **informing** and **inspiring** the GPI audience.

- [The Women's Month Profiles](#)
- [Climate Hope is everywhere that you are](#)
- [2021's incredible moments in pictures](#)
- [Why is Greenpeace talking about taxing the super rich?](#)
- [Protecting the Oceans: why turning vegan can't be the only answer](#)

These pieces did well because the Comms department were trusted to do what they do :)

Let's get started!