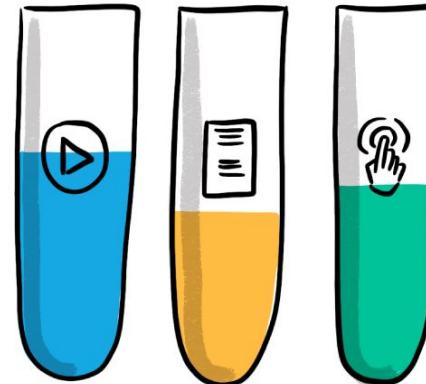


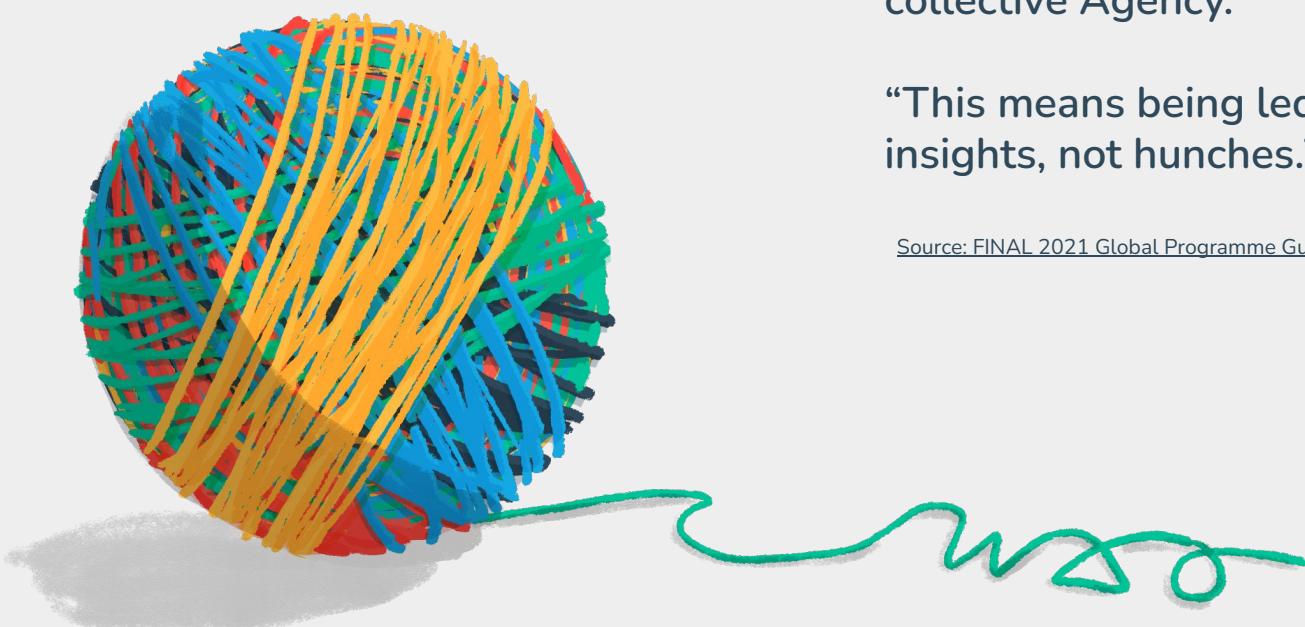
Best practices for communicating with our audience

Greenpeace International - Web Strategy

EXPERIMENT



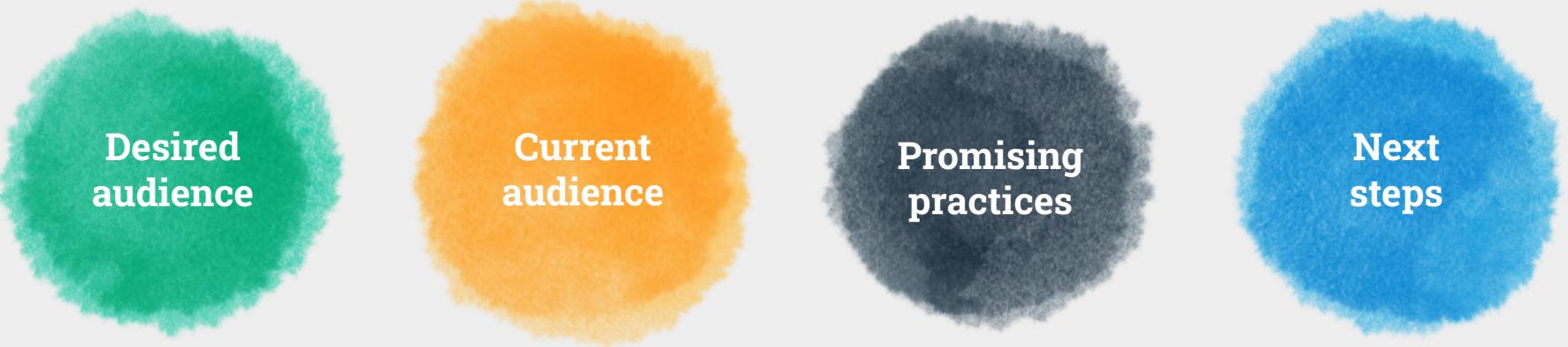
WAO



“To reach and engage new people we will need to be better than ever in identifying, listening to, and providing calls to action and content that emphasize individual and collective Agency.”

“This means being led by data and insights, not hunches.”

[Source: FINAL 2021 Global Programme Guidance Climate Urgency](#)



**Desired
audience**

**Current
audience**

**Promising
practices**

**Next
steps**

Desired Audience

GPI Desired Audience

The GPI Channel Strategy 2019-2020 and the organisational documentation that led to that strategy have clearly defined the desired audience. GPI channels aim to shift from one-way broadcast to two-way conversation, creating opportunities to deepen engagement with change agents.



1. Young (18-34)



2. Urban



3. Global South



4. Women

Young



Not only are they the **tastemakers and cultural influencers** we need to begin to tap to spread our campaign messages for us [...], they're also the **fastest growing group** of social media users. This age demographic spends more time online than its older peers, making it easier to reach [...]. On channels where user growth is expected to grow among this age group, [...] we can strive to do both.

[Source: GPI Channel Strategy 2019-2020](#)

Urban



As articulated in the global programme guidance, **cities are at the forefront of change** on many of the issues we campaign on. At the same time, we must seek to shift the mindset that an “urbanized” lifestyle is one defined by consumption and separation from the natural world. For these reasons as well as their **organizing potential**, urban dwellers are a key audience across channels.

[Source: GPI Channel Strategy 2019-2020](#)

Global South



This focus is spelled out clearly in the **conclusions of the geo-prioritisation exercise**: “We need to further increase our overall presence in the Global South. This is a basic requirement for future credibility and for the sake of our growth both in impact and as an organisation.” While the answer to this challenge is larger than GPI channels, we can serve as an entry point into deeper engagement with the organisation [...].

[Source: GPI Channel Strategy 2019-2020](#)

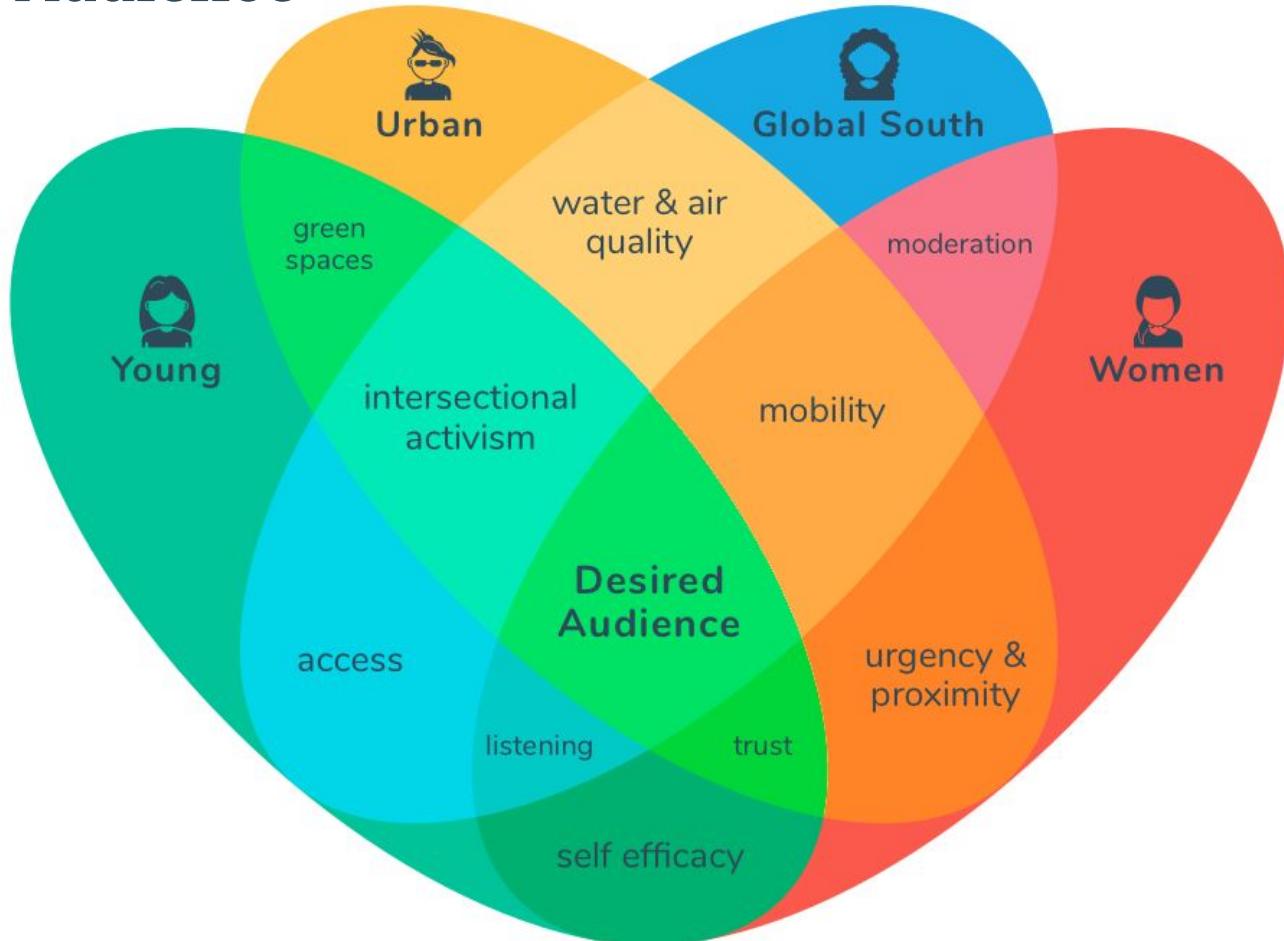
Women



This focus is spelled out in the 2017-2019 global programme guidance: “This fight is not gender neutral: **women are disproportionately affected** by the impacts of climate change, and at the same time, climate change denialism is strongly connected with accepting patriarchal structures.”

[Source: GPI Channel Strategy 2019-2020](#)

Ikigai Audience



Current audience

The limits of data

Before looking at what these data tell us, it's worth noting:

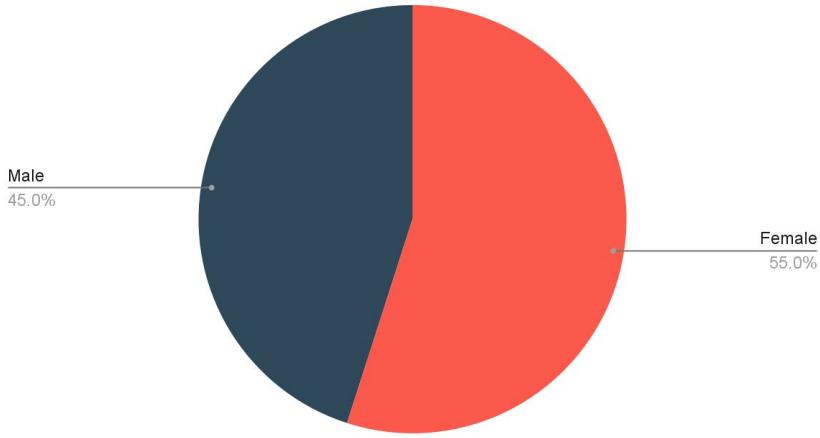
- GPI uses the free version of Google Analytics (GA)
- The free version of GA enables for a maximum of 500k sessions
 - GPI had 62 million sessions during 2021
 - This means: any report for the whole year is based on about 0.8% of the actual data
- Despite different sampling strategies it can make some of the data unreliable as a source for strategy change or action
- But there are some strong signals in the data which are helpful for understanding our current audience.



Gender

- **Predominantly female:** We acknowledge the absence of trans, genderfluid or non-binary identifiers in this data scheme.
- **Youthful:** The visitor profile is youthful - 56% under 34 years. It is unusual to see this consistent lessening of the audience as you go up through the ages.
- **Especially youthful:** It is close to the 'all sites' demography, although /international/ has a higher % under 24 years old.

Binary gender distribution

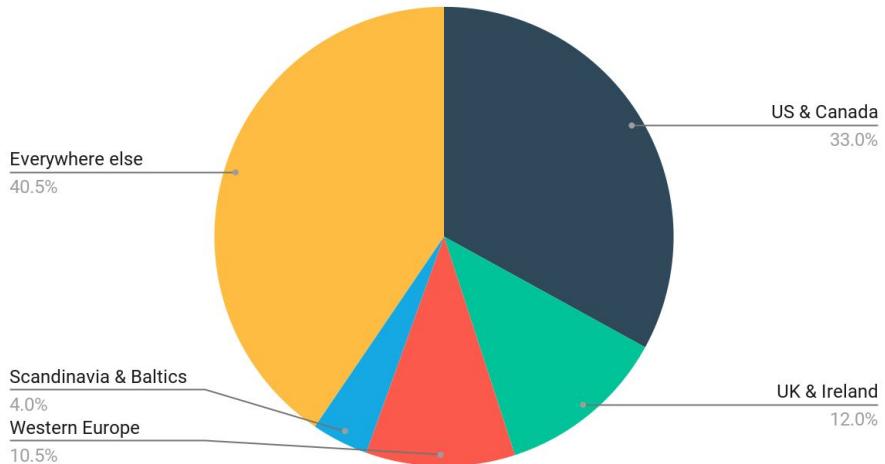


Language & location

There are 2 types of audiences:

- **English speaking:** They want to access a Greenpeace site in English, and /international/ is the best option.
- **They want a global perspective** for which /international/ is the best option.

Visitors & sessions



What's going well?

The data shows that we are almost there with our current website audience. It is difficult to use the data to show how rural or urban our audience is, however we can determine a firm majority of our audience is in the Global North.

We need to prioritize content about the Global South if we want to increase our traffic there.



Young



Urban



Global South



Women

our analytics don't tell us whether our audiences live in cities or rural areas

Promising Practices

Young



- Self efficacy
- Intersectional activism
- Organisational listening

Self-efficacy

“Value their opinions and let them help. Identify your Gen Z advocates and enlist their assistance in championing your brand with other generations, both within the household and in the wider community. **Give them the tools to engage**, based on authentic cross-generational product and service messages tailored for both the physical and digital worlds.”

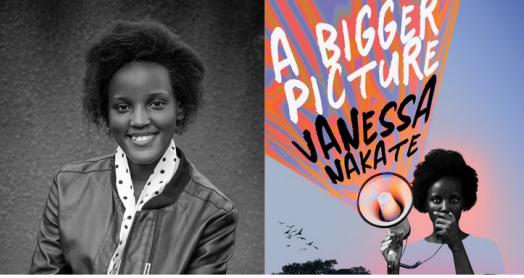
 GREENPEACE

Act Explore [Donate](#)  Search

Book excerpt: Education for girls is essential for climate justice

Vanessa Nakate
2 February 2022 • 6 min read

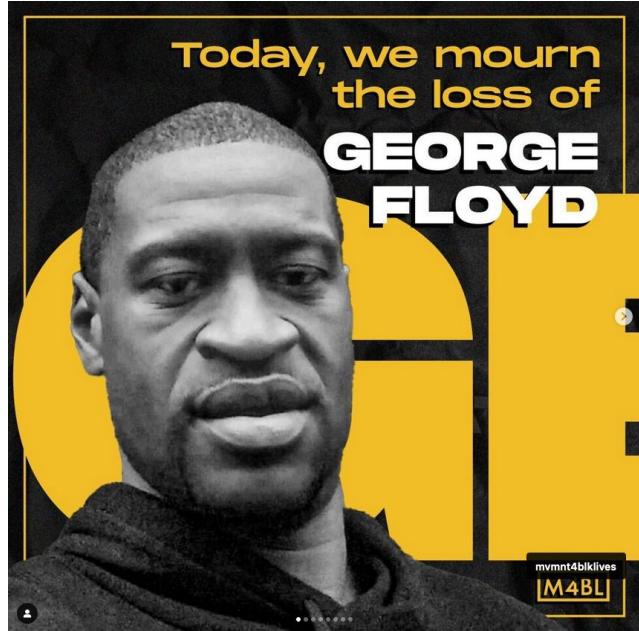




© Mariner Books, an imprint of HarperCollins Publishers

Example from [GPI](#)

Intersectional activism



greenpeaceusa • Folgen

greenpeaceusa In every corner of this country we have demanded, protested, and voted against wanton police violence, against apathy towards hundreds of thousands of deaths from COVID-19, and for health care, living wages, education, and for our futures.

In the year after George Floyd's murder, we've seen a national and global uprising in defense of Black lives. We've seen different movements — from those mobilizing for economic causes to environmental causes and beyond — unite together in solidarity for Black lives. Because at the root of all of the work that we as a community do — whether it's for the environment, whether it's for democracy, whether it's to change a racist system where Black folks are targeted for violence — the unifying thread is this: we must dismantle the systems that exploit people and planet, and a core part of that is the fight for justice every single day.

We simply can never create a green and peaceful future if systems of white supremacy, colonialism, and privilege continue to destroy the environment and strip Black communities of their dignity — and too often, their lives.

The work is far from over. We have a mandate for the people with a clear demand: divest from policing, invest in our communities. Follow @mvmnt4blkives and text DEFEND to 90975 to join this movement to defend Black Lives.

36 Wo.

gavin.stilwell We Breathe

17 Wo.

1.253 Mal

25. MAI 2021

Kommentare zu diesem Beitrag wurden limitiert.



greenpeaceusa • Folgen

inagreenminute ABSODAMNLUTELY 36 Wo.

ramsdelisa Thank you for this ❤️ 36 Wo.

teganthevegan_ Thank you Greenpeace! Racial Justice is environmental justice 36 Wo. Gefällt 2 Mal

soy_olga Solidarity 36 Wo.

soy_olga ❤️❤️❤️ 36 Wo. Gefällt 1 Mal

sthlxmn we need to address racism to solve climate change! they are interconnected! 36 Wo. Gefällt 2 Mal ...

— Antworten ansehen (2)

aroundtheworldinkatydays I'm so glad a new era of intersectional activism has finally dawned in the environmental movement! 36 Wo. Gefällt 5 Mal

james.mumm Thank you Greenpeace! Science + Justice =

Working intersectionality and with allies: [...] GPUS paused regular output and pivoted to follow the lead of the Movement for Black Lives, using the moment to educate and campaign with our supporters on systemic racism. This work changed how we are seen by allies, how we see our existing supporters, and the kinds of new people we are able to engage.

Organisational Listening



Example from GPI on Instagram

[...] Further, the results showed that **organizational listening was positively associated with trust in information shared on social media.** [...] the perception of organizational listening by brands was also correlated with trust in the information shared by other organizations, such as public authorities and NGOs. This indicates that as young people perceive that their voices are being heard online [...] they might be more inclined to trust different kinds of organizations [...].

Urban



- Green spaces
- Mobility
- Water & Air quality

Sustainable city development

The world's urban population is expected to increase by 2.5 billion people by 2050. **More equitable cities are crucial to climate and development goals**, as two-thirds of people will live in cities and vulnerable urban communities will be among the hardest hit by a worsening climate. But achieving more equitable, sustainable cities requires a new vision of how to build and manage urban areas.

GREENPEACE

Act Explore [Donate](#) Search

Postcard from 2050: cities and climate change in a dystopian future

Celia Ojeda Martinez
31 October 2021 • 3 min read • 1 Comments

[Share](#) [Facebook](#) [Twitter](#) [Email](#)

When the climate crisis requires immediate action, cities become key players in the transition towards better ecological scenarios. Are mayors and governments ready to bet on ways forward that put the health of people and our planet before empty political statements? Are we as citizens ready to push the reinvention of our cities and be influencers of political change through resilient actions?

In a present that continues to alert us to a dystopian future, the health of people and the planet must be prioritized. Cities will be key players in this transition towards better ecological scenarios.

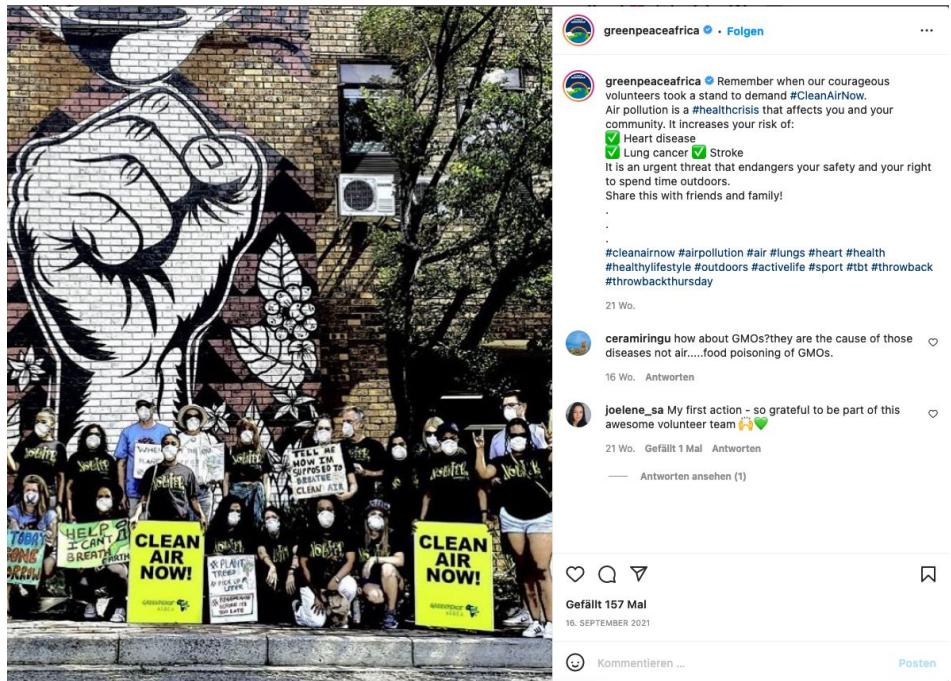


Example from [GPI](#)

Green Spaces

Consider green space projects to be a public health and social investment, let's tell those stories.

- Providing green spaces in urban settings is an investment in health, well-being and quality of life, creating places for relaxation, recreation and social interaction.
- Urban green spaces are valuable settings for community organizations to host cultural or recreational events or provide space for (intercultural) gardening.



Example from Greenpeace Africa on Instagram

Mobility

Cities are responsible for 70% of global greenhouse gas emissions. **One third of greenhouse gas emissions in major cities is generated by transport.**

This makes policies aimed at reducing emissions from urban transport critical to climate change mitigation.

The image shows the top navigation bar of the Greenpeace website. It features the Greenpeace logo in white on a dark blue background. To the right are links for "Act", "Explore", and "Donate", followed by a search bar with a magnifying glass icon and the word "Search".

Stories > People | Energy

More trains, less planes, mobility for all



Sylvia Arthur

20 July 2021 • 3 min read • 0 Comments



What's happening

Earlier this month, activists from Greenpeace Spain installed a 12 metre long train model in the Barcelona-El Prat airport to protest [the impact of the airline sector](#) and the planned expansion of the airport.

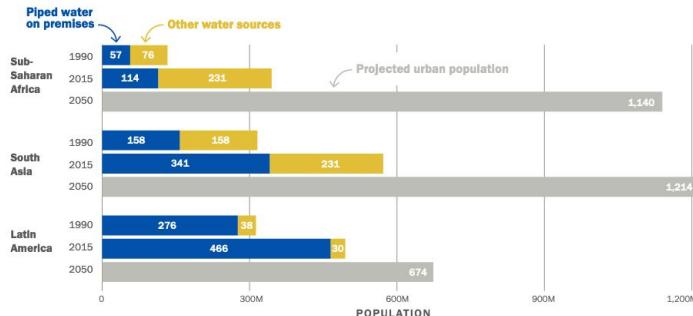
The expansion of the Barcelona-El Prat airport would cause [tremendous damage to precious wetlands and cost](#) 1.7 million euros. Businesses and representatives promoting this project would like people to believe that opposing the expansion will hurt the city and its inhabitants. It is not true. No city can prosper based exclusively on a "low cost" tourism model that negatively impacts the population with more expensive rents while devouring public resources.

This train model was designed to highlight the absurdity of all

Example from [GPI](#)

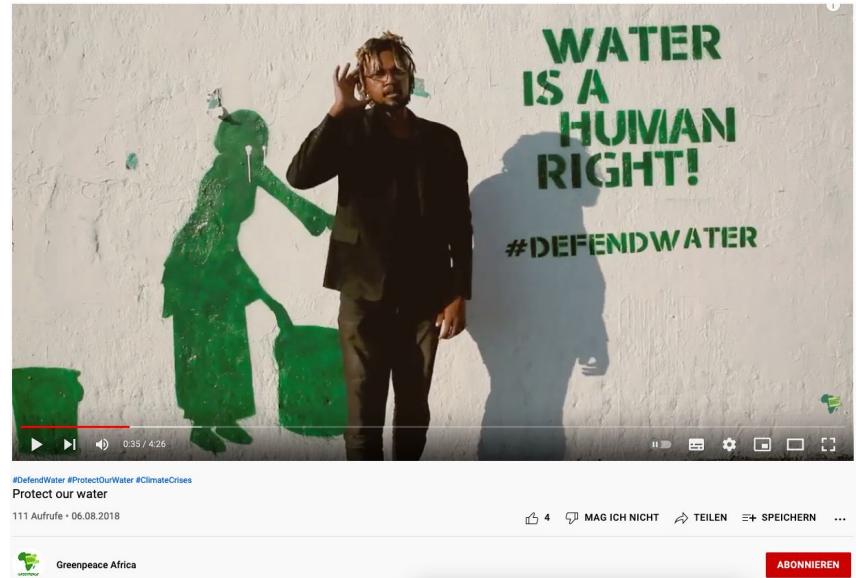
Water & Air Quality

Figure ES-1 | The service gap is widening between the provision of piped water and growing urban populations



Source: WHO and UNICEF, 2015; UN DESA, 2017.

Water sources are depleted around the world due to the combination of climate change, pressure from urban population growth, and changes to the natural and built environments. Campaigns focusing on clean water or ecosystems can be prioritized.



Example from [Greenpeace Africa on YouTube](#)

Water & Air Quality

Air pollution is the world's number one environmental health risk, linked to up to 7 million deaths every year. But the impacts of worsening air pollution extend beyond human health, affecting climate change, the water cycle, energy and food production. The sources and causes of air pollution are complex, varying between places, across seasons and over time.



Example from GPI on YouTube

Global South



- Access
- Urgency & Proximity
- Equity, Diversity & Inclusivity

Internet Access in the Global South

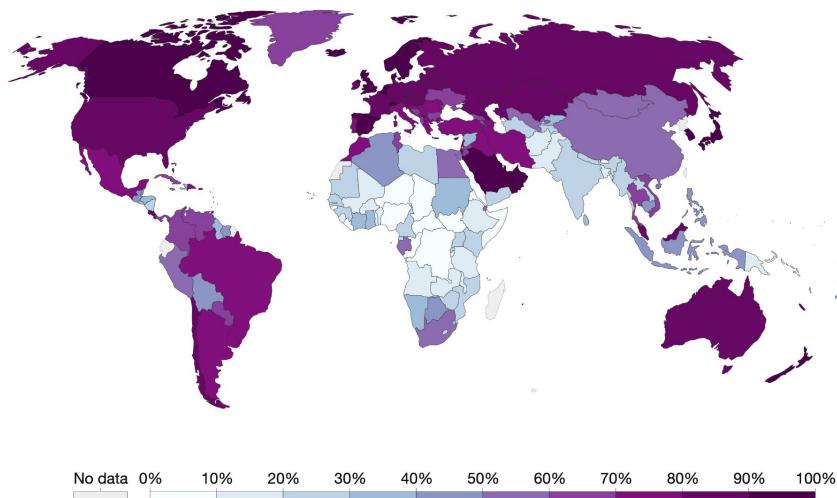
Facebook launched a “zero-rating” [service]. Zero-rating is the commercial practice where the internet service provider does not charge any fee for using an app or service.

In developing countries, users who cannot afford the internet have opted for Facebook’s Free Basics service. The service allows internet users to access only Facebook services free of charge, leading them to believe that Facebook is the entire internet.

Share of the population using the Internet, 2019

All individuals who have used the Internet in the last 3 months are counted as Internet users. The Internet can be used via a computer, mobile phone, personal digital assistant, gaming device, digital TV etc.

Our World
in Data



Source: International Telecommunication Union (via World Bank)

OurWorldInData.org/technology-adoption/ • CC BY

Source: [Our World in Data](#)

Internet Access in the Global South

The reality of Zero-rating services means that adjustments to expectations in website reach and audience may be required. While we can try to increase website traffic in the Global South, we should coordinate closely with other channel operators to understand our audience more holistically.

Suggestions:

- Cross-reference data from all communication channels to understand current Global South audience.
- Design a location specific research project for GPI audiences in the Global South.

Urgency & Proximity

“The Global South” is the “Most Affected People and Areas” dealing with the climate crisis. This is not their future, it is their reality.

- Collaborate with voices from allies and other movements to highlight and surface MAPA voices
- Intersectionality is incredibly important. We need to draw more connections between climate and social justice issues



Source: [Fridays for Future](#)

Equity, Diversity & Inclusivity



Example from GPI on Instagram, posted March 2022

- GPI comms can play a role in supporting and uplifting grassroots activism led by category groups through building mutually supportive relationships.
- We need to move from addressing a universal audience to a diversified one.
- Outdated legacy content, particularly imagery, which does not meet EDI (Equity, Diversity & Inclusion) standards must be retired.

Women

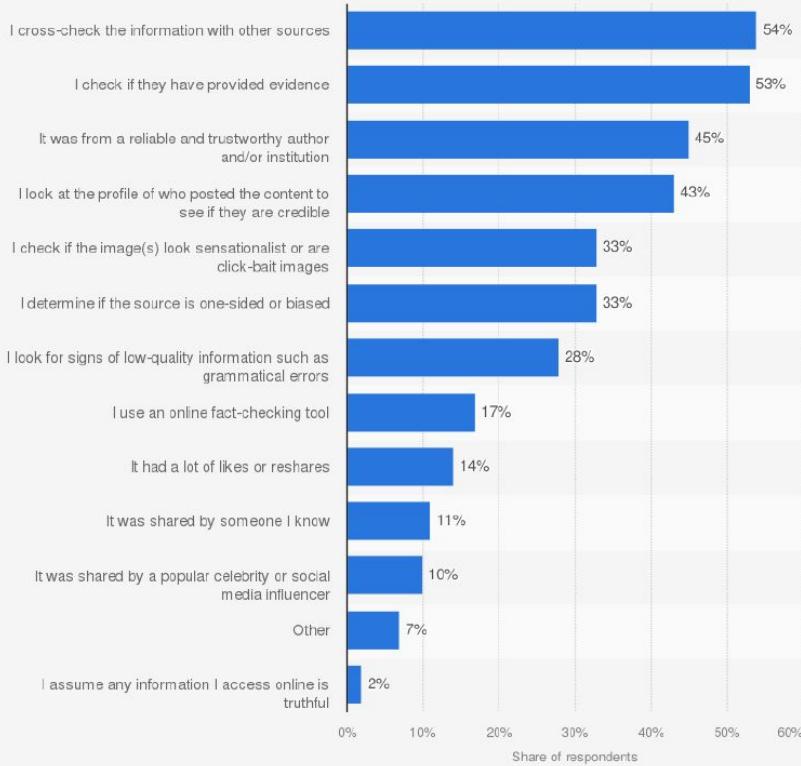


- Trust
- Content moderation
- Climate anxiety

Trust

- Add sources and cross-references to social media postings & website content
- Be transparent about the goals and aims of the content
- Avoid clickbait promotion of the content

Leading strategies for assessing the truthfulness of online sources of information among female teenagers and young adults in Latin America as of March 2021

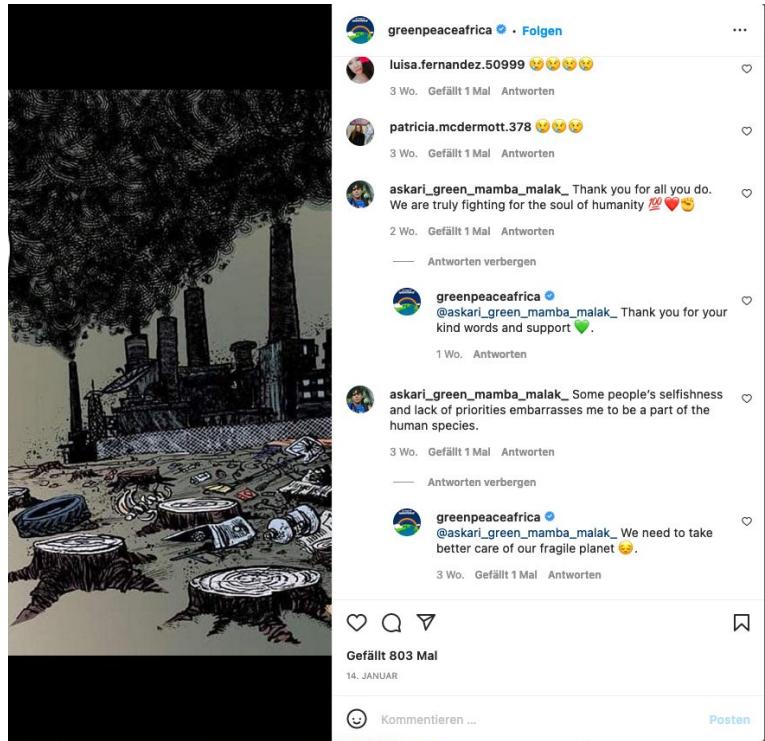


Sources
Plan International; Ipsos
© Statista 2021

Additional Information:
LAG; Ipsos; February 9 to March 7, 2021; 5,001*; 15-24 years; Questionnaire

Content moderation

- If complaints or questions go unnoticed, it can make the user experience negative
 - The more response happens to the audience, the more likely it is to interact with the content
 - Remove or react to comments that violate GPIs community policy
- Spammers can quickly tarnish your brand's reputation if left unchecked
 - Users often scroll through comment threads and get deterred by spam
 - Use spam filters and comment settings



Example from Greenpeace Africa on Instagram

Discriminating comments should not be left unmoderated



A photograph of a woman with short dark hair and rainbow face paint on her cheek and nose, smiling. She is wearing a grey t-shirt and has a black strap over her shoulder. In the background, there are other people, rainbow flags, and a city skyline under a blue sky.

greenpeace • Folgen

greenpeace The fight for LGBTQ+ rights – as the fight for social and racial justice, and gender equality – have a direct link with the climate movement. We're happy to support the community and embrace what pride is all about: LOVE. Go to the link in our bio to read more about how Greenpeace is showing up for LGBTQ+ community and the fight for equality.
Foto: Claudia Carrillo

#pridemonth #pride #ilbtqpride #lgbtq #lovewins #loveislove

34 Wo.

arm_andreasian_ I wanted to subscribe to your profile and had an idea to donate money, but after seeing this.. In one hand you fight for animals in the other you support people who rape them.. Yes, zoo "lovers" are a part of lgbt... Grats. 🌈

27 Wo. Antworten

ihom_y45466 🌈🌈🌈🌈🌈

28 Wo. Gefällt 1 Mal Antworten

talalasaad65 This bullshit 🌈

33 Wo. Antworten

talalasaad65 This bullshit 🌈

29 Min. Antworten

Gefällt 20.333 Mal

11. JUNI 2021

Kommentieren ... Posten

Example from GPI on Instagram

Remove spam from comment section



The rich
are rich because
the poor
are poor

greenpeace • Folgen

mr_elle12 Don't sit back without trading forex, I have earned over 15,000 USD and more from trading FOREX....all thanks you and your team for your trust and honesty @trade_with_benson_susan

james_md5 I made 3BTC with manager @trade_with_benson_susan

sano.skipping I never thought I could overcome my financial problems but your guidance without any involvement help me to overcome it thanks ma'am. @trade_with_benson_susan

robert.calwf I have earned over 30,000USD and more from trading STOCKS... all thanks you and your team for your trust and honesty @trade_with_benson_susan

dotty_stred With the help of susan I have earned more than \$50,000 within this period of the covid 19 epidemic, thank you ma'am for a job well done @trade_with_benson_susan

tienberries How true. The rich stole (well worked) for the poors money. Now the rich rich, are making poor not poor, that defeated the whole working thing they did to be rich

Gefällt 14.549 Mal

28. JANUAR 2021

Kommentieren ... Posten

Example from GPI on Instagram

Climate anxiety

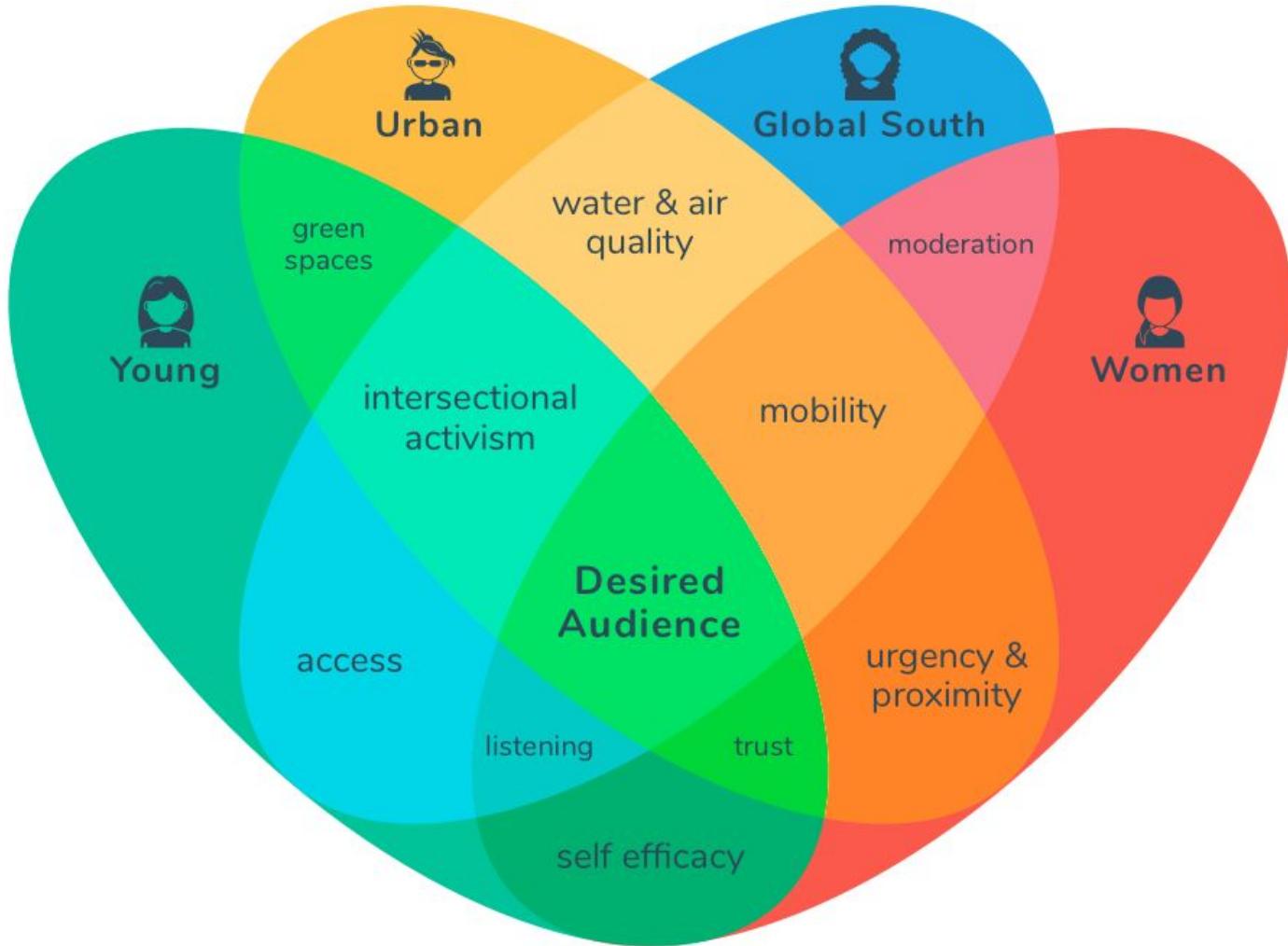


Example from GPI on Facebook

The poor have more mental disorders than those with more resources. Further, **women are twice as likely as men to have a mood or anxiety disorder**, including major depression and post-traumatic stress disorder (PTSD), with younger women at higher risk than older women (1)

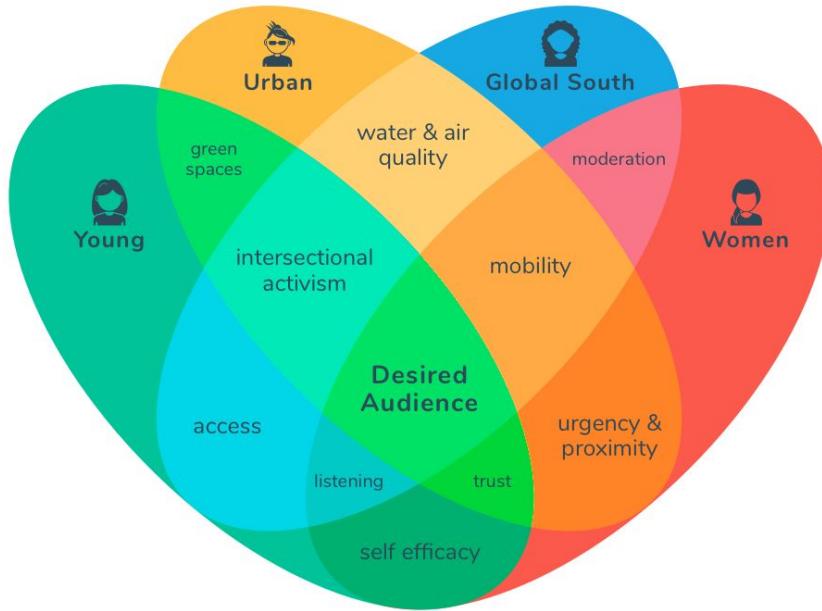
Thus, **eco-anxiety can exacerbate existing mental health issues**. [...] Eco-anxiety stress can cause depression, anxiety, and feelings of a loss in autonomy or personal identity. In short, mental health issues are rising due to the negative effects of climate change. (2)

Next steps



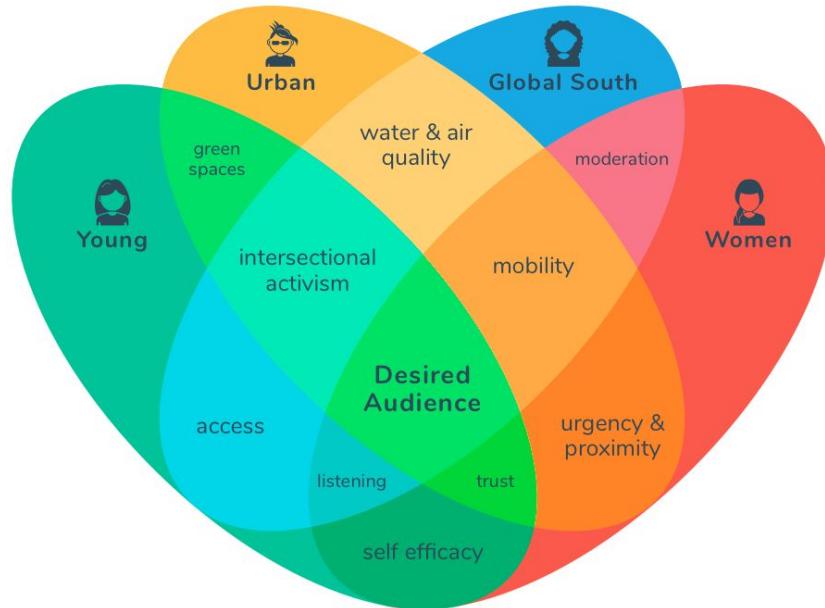
Keep putting E, D & I into action

- GPI is in a position to take the lead on educating audiences about intersectional environmentalism and this should be a strategic priority.
- ED&I of persons with disabilities, neurodivergent persons, LGBTQIA+ communities and religious groups to be prioritised.
- Systems of logging, monitoring and feedback are needed to support team members in creating EDI-compliant content.



3 step journey to a balance

1. Use the Ikigai Audience graphic to compare old content
2. Think about what you haven't been focused on
3. Monitor and make content to fill some of the holes you found



Appendix

Greenpeace mission

WAO

Our Mission

Our goal is to ensure the ability of the earth to nurture life in all its diversity.

That means we want to:

- protect biodiversity in all its forms
- prevent pollution and abuse of the earth's ocean, land, air and fresh water
- end all nuclear threats
- promote peace, global disarmament and non-violence

GREENPEACE

More audience
insights

What are Gen Z's online activities

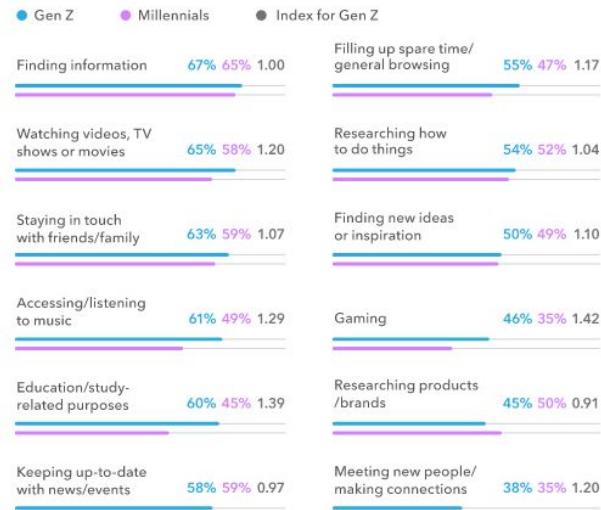
ONLINE ACTIVITIES BY DEVICE

% who did the following in the last month via:



REASONS FOR USING THE INTERNET

% of Gen Zs and millennials who report the following as important reasons why they use the internet:



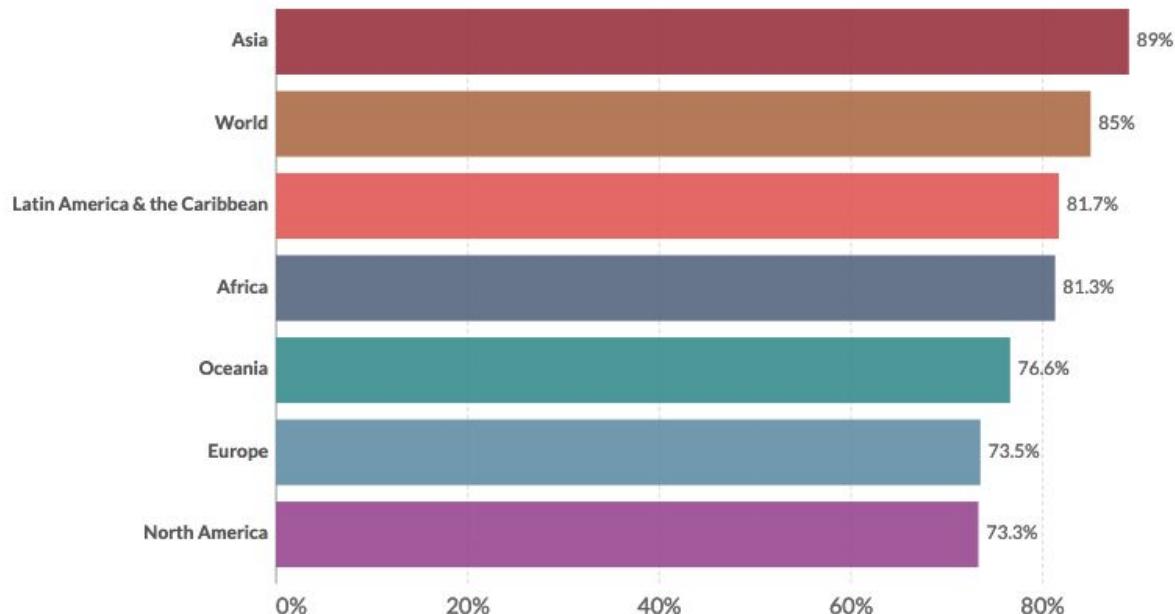
Gen Z & Privacy

Give Gen Zers control. Develop safe, secure and swift means for them to manage their personal data. Let them choose when, how and what they wish to share. Carefully consider how to introduce your brand into Gen Zers' online "crowds" for access to their inner circles. If possible, partner with trusted Gen Z influencers, such as peers or others in their communities.

Don't dictate to or impose on them. Develop programs and initiatives to understand younger Gen Zers as influencers, and allow them to help shape the brand messages. Reward them in areas where they can directly influence the "shopping basket."

Share of people living in urban areas, 2015

Share of the population living in urban areas as estimated by the European Commission. The European Commission combines satellite imagery with national census data to derive urban and rural populations based on its own standardized definitions. Note that this result differs from UN figures which are based on nationally-defined urban definitions.



Source: European Commission, Atlas of the Human Planet (2016)

CC BY

CHART

TABLE

SOURCES

DOWNLOAD



Source: [Our World in Data](#)

Platform insights

Multi-networking behaviors

Of particular importance is these consumers' multi-networking behaviors; globally, internet users maintain about 8 social media accounts on average, but in somewhere like Morocco this figure is only about 6.

These consumers are focusing their social media activities on some core apps (Facebook and WhatsApp in this instance) while often neglecting other big names in the world of social.

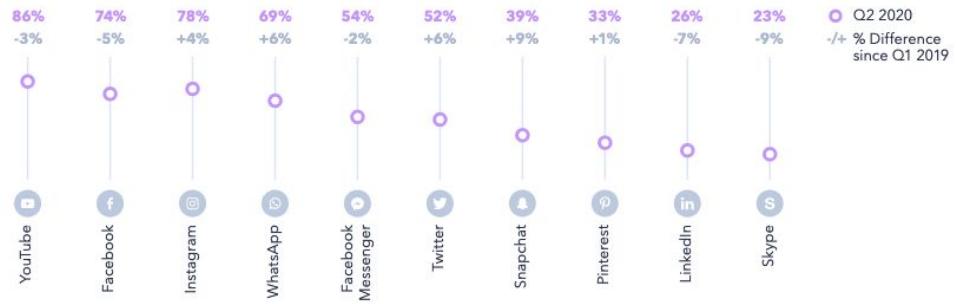
So, we see that YouTube and Twitter post much lower figures in these markets than we usually see elsewhere.

Source: [Global Web Index - The digital trends to know for 2018](#)

Most used platforms

SOCIAL MEDIA VISITORS/USERS OVER TIME

% of Gen Zs, outside of China, who visited/used the following platforms in the past month



Even so, YouTube remains the most popular platform globally. Gen Z's frequent interaction with vloggers is essential to the platform's success. This is an audience who are as likely to watch vlogs each month as they are to watch TV on-demand services (around 60% do). Gen Z YouTubers are 32% more likely to watch videos from vlogs or celebrities on the site (42% say they do).

Source: [GlobalWebIndex Audience Report 2020](#)



Gen Z prefers incognito media platforms (snapchat, secret, whisper). 25% of 13 to 17 years old left Facebook in 2014.

Source: [P4 Design - Audience research](#)

TikTok

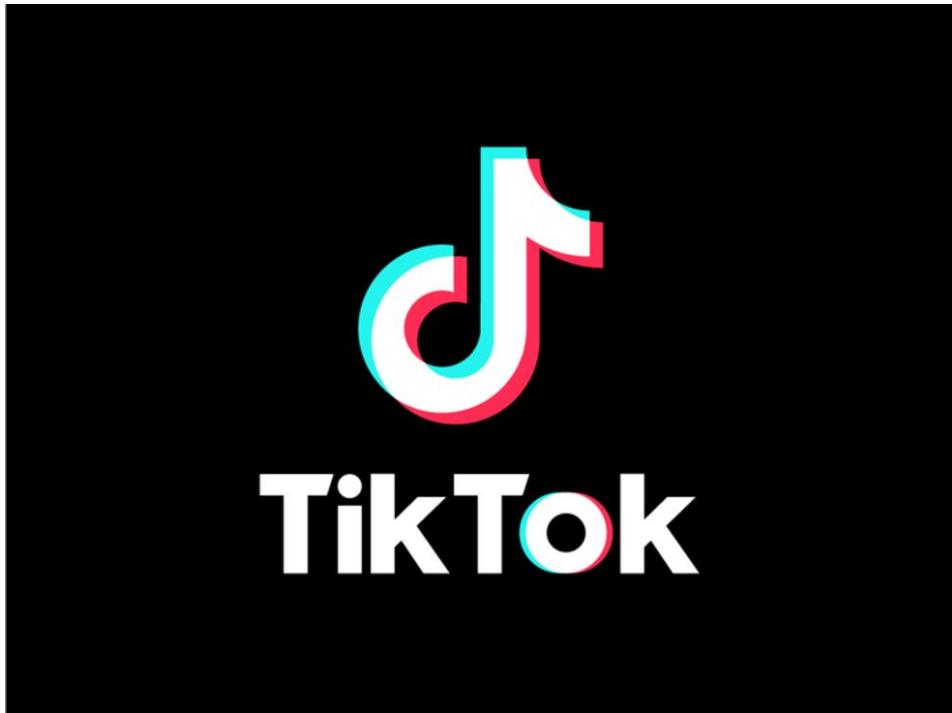
The number of Gen Zs in Europe who use TikTok daily grew by over 250% in 2020

TIKTOK USE OVER TIME

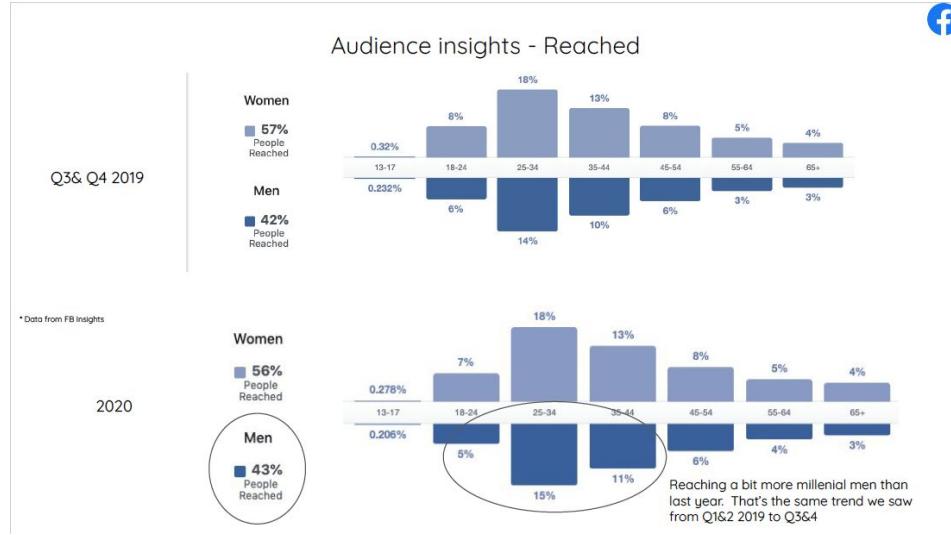
% of Gen Zs, outside of China, who visited/
used TikTok monthly



Source: GlobalWebIndex Audience Report 2020



GPI on Facebook



Recommendation

Reduce the amount of posts and deepen the engagement with our community with them.

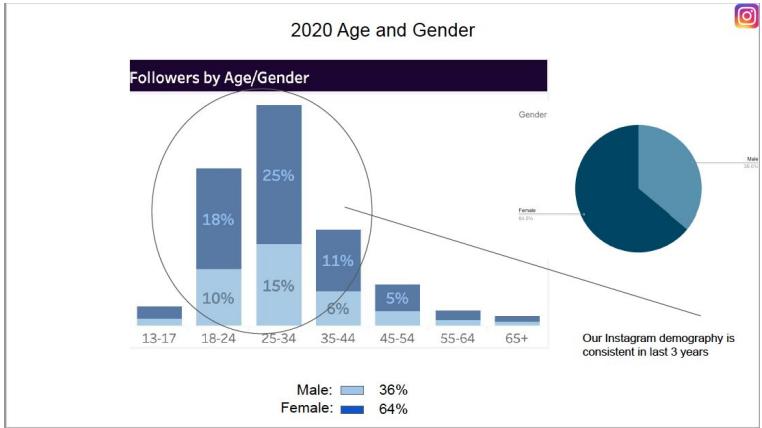
Create posts more targeted at the audiences we want to reach through:
a) sharing content from local groups and pages

b) posting content that is more relevant to them

c) expanding the languages we're posting to reach more people in those demographics.

Source: [2020 GPI Digital Performance Report](#)

GPI on Instagram



On average, engagement of an editorial image is about 20-25k likes whereas an animation or composite goes to 75-80k. Our audience are more engaging with creative memes/animation/ comparison images. Unless it is breaking news story like Mauritius oil spill or Russia on toxic leak

RECOMMENDATION

We should continue to engage with animators and graphic artists to create more memes and Animations.

Rapid response and breaking news content(extreme weather events/oil spills) outperformed other posts.

Work more with influencers, especially digital ones and those interacting with GenZ

Source: [2020 GPI Digital Performance Report](#)

More examples for moderation



greenpeace • Folgen

le0_b0nni @therajmontage I know what intersectionality means, but can you explain why you believe so hardly it will fix global warming? I personally never cared about peoples gender or religion, I treat everyone the same way that's why i call bullshit on these posts.

83 Wo. Antworten

vit.tya @le0_b0nni lgbt people are discriminated and killed in the world everyday for the high crime of being born like that. If as a species we can't even have equality for everyone it is highly hypocritical to be fighting for nature to stay diverse and beautiful.

83 Wo. Antworten

lilmastoryhma 🌻

84 Wo. Antworten

leon_06u WHAT GOOD 🙏 that there are people 💕 who KNOW that lgbt 🏳️🌈 are only an ideology: anti-scientific with authoritarian political purposes that UPROOT HUMAN SEXUALITY, its NATURE and explain it with their own "culture" that has NEVER LONG

84 Wo. Gefällt 1 Mal Antworten

Antworten verbergen

vit.tya @leon_06u no it's just people that love each other you are just not smart enough to get it and i feel sorry for you

Gefällt 32.825 Mal

28. JUNI 2020

Kommentieren ... Posten

**IN A RACIST
SOCIETY, IT IS
NOT ENOUGH TO
BE NON-RACIST,
WE MUST BE
ANTIRACIST.**

- ANGELA DAVIS



greenpeace • Folgen

...



dominique_elisia 🐾❤️

♡

87 Wo. Antworten



paperfigure @jgpudel

♡

87 Wo. Antworten



l.cic In a carnist society it is not enough to be vegan; you have to be anti-carnist. If you are a speciesist and eat Animals u cannot be an anti-racist; u r just a lousy hypocrite.

♡

87 Wo. Antworten



maksim.dalinski Fuck off

♡

87 Wo. Antworten



moehaider 🙏

♡

87 Wo. Antworten



jeffcharlesbeattie Fuck off greenpeace

♡

87 Wo. Antworten



jeffcharlesbeattie 😢

♡

87 Wo. Antworten



marnster24z ❤️

♡

87 Wo. Antworten



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Gefällt 112.614 Mal

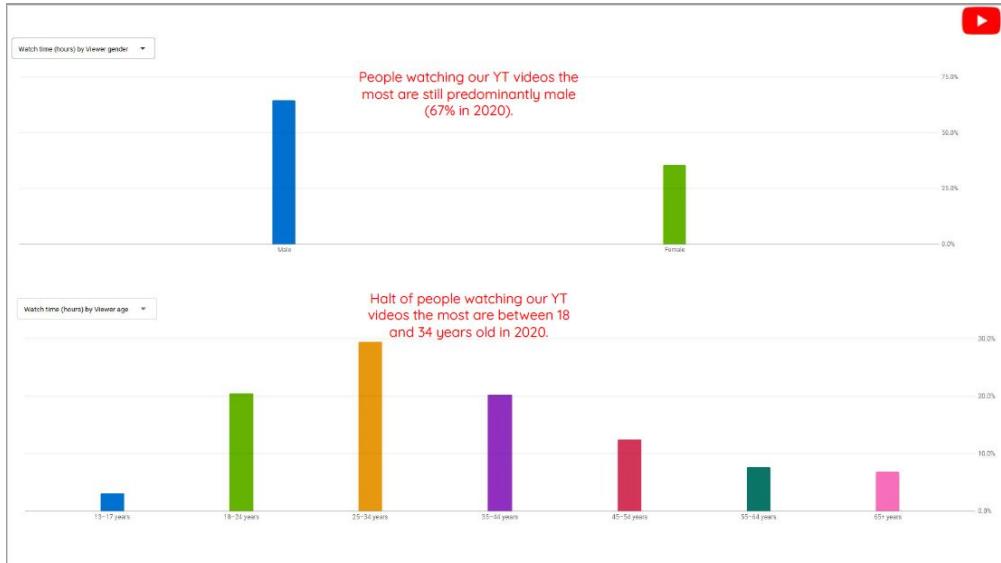
2. JUNI 2020



Kommentieren ...

Posten

GPI on YouTube



Key Takeaways - What could we do better?

- There is room for more content on our YT
- Keep making sure all videos are SEO & mobile phone optimized
 - Think about SEO upskilling and monthly SEO reports
 - Keep adding “greenpeace” keyword in all videos
- Keep promoting key YT videos on TW & FB
- More sea/ships/overfishing videos
- More relaxing/ambient/nature videos
- More series

Source: [2020 GPI Digital Performance Report](#)