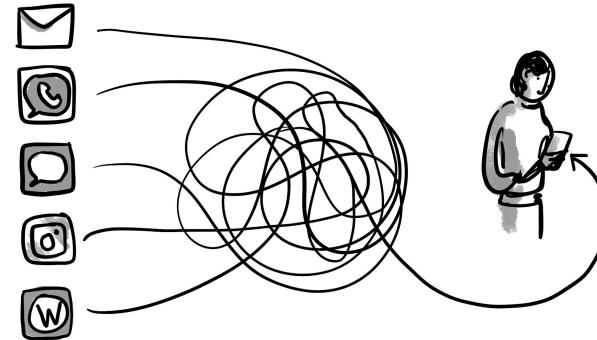


**AMNESTY  
INTERNATIONAL**



# Partnership Proposal: Online Community Platform

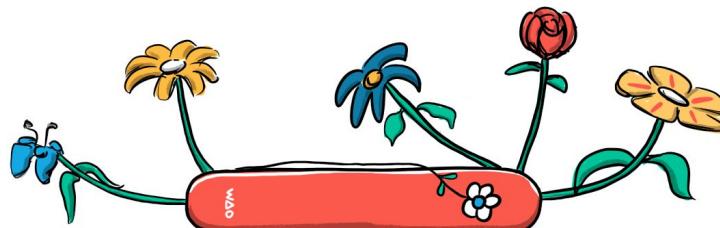


**WΔO**

# Making sense of complex problems while spreading the benefits of open.

We Are Open Co-op is a collective of independent thinkers and makers helping charities, ethical companies, government departments and educational institutions with sensemaking and digital transformation.

<https://weareopen.coop>



WAO

# WHO WE ARE

WΔO



**Strategist & Idea Maker**  
Creative genius.  
Tech wizard.  
Expert facilitator.

Laura Hilliger



**Convenor & Connector**  
Co-op radical.  
Partnership wizard.  
Zen in the room.

John Bevan



**Open Thinkerer**  
Tech sherpa.  
Writer.  
Open advocate.

Doug Belshaw



**Cooperator**  
Media Educator.  
Learning design novice.  
Gender studies aficionado.

Anne Hilliger



**Cooperator**  
Genius illustrator.  
Techie.  
Is drawing you right now.

Bryan Mathers

Most images  
CC BY-ND



**Cooperator**  
User Researcher.  
UX Designer.  
Expert voice of reason.

Hannah Belshaw



We Are Open Co-op (WAO) has extensive experience working with organisations like Amnesty International UK.

We Are Open members have worked with organisations at strategic and practical levels, leading communities, user research projects, educational projects and digital transformation projects. We work with charities, NGOs and social good organisations to superpower their community work and help drive impact.



# We're a co-op!

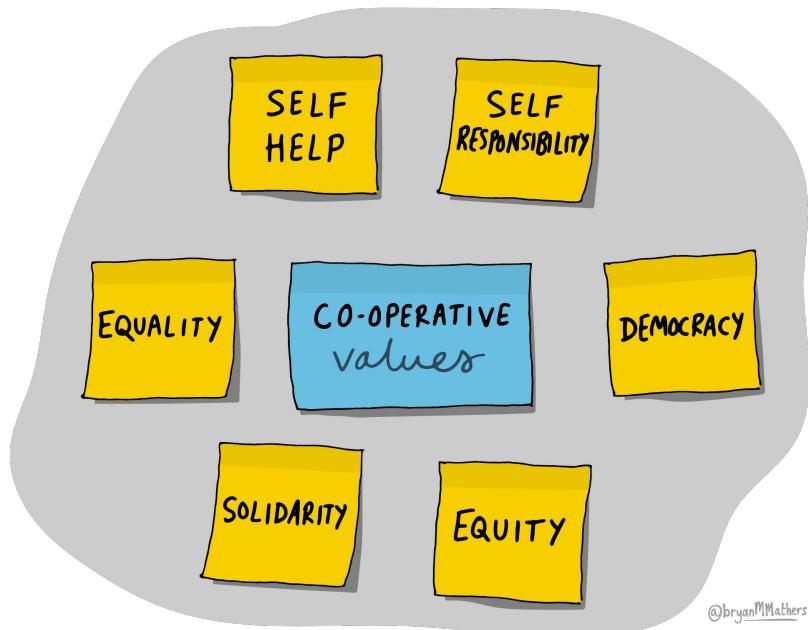
*“A co-operative (also known as co-op, cooperative or coop) is an autonomous association of people united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled business.” ([Wikipedia](#))*

In our case, we've joined together in an attempt to make the world a more open, transparent, and democratic place to live and work. We do this by spreading the culture, processes, and benefits of 'open' working.

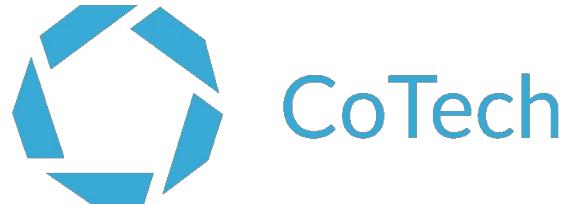
We believe that 21st century digital co-ops are a way for 'flexibility' in working practices to be of benefit to workers as well as every size of organisation we work with.



WAO is a member of two powerful co-operative networks, meaning we can pull in knowledge, skills, and expertise from sister co-ops.



**workers**.coop



# WHO WE'VE WORKED WITH

“

We Are Open are outstanding collaborators. They are able to take a brief, run with it and then deliver exactly what was agreed to in a language that's accessible to the end users the product was intended for. I'm excited by the possibilities we can achieve with what they have delivered.

— Kelli Tolen, **GREENPEACE**

”

## Some of our clients...



Massachusetts  
Institute of  
Technology



GREENPEACE



passbolt



CIPD



UNIVERSITY OF  
Southampton

cc creative  
commons



myknowledgemap



# HOW WE CAN HELP YOU

# What you are looking for

We understand that AIUK is looking for a knowledgeable, flexible group of generalists. Technologists, and also humanists. Activists, and also leaders. Strategists, and also practitioners. You are looking for an organisation that understands your sector, has deep expertise in technology as well as online community building and can adapt to the realities of complex digital transformation projects. You're looking for a partner that can deliver a body of work in a way that aligns with your values and vision.

You seek to work with a group of people who are emotionally intelligent, highly skilled and user-oriented as you define this essential product in AIUK's digital ecosystem. We understand that you are looking for a group of people who can contribute to the Digital, Data and Technology transformation programme in a holistic, impactful way. You are looking for us!



# What we noticed

While you have a strong vision for this project, there's room for **clarification** and **focus**, especially around user needs and how to meet them effectively.

Your audience has diverse needs. You want to make informed choices suggesting a actionable, **research-based approach**.

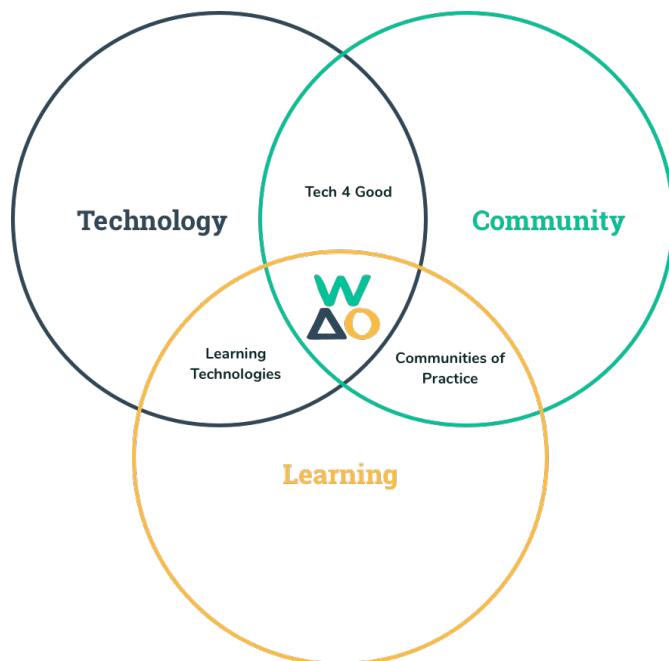
We also observed that a **particular focus on openness** and engagement is essential to ensure the community platform is relevant, at the end of the day, to the community.

This project is not just about picking a platform, slapping some integrations together and launching it to much fanfare. It's about enabling educators and activists, **bringing people together** and supporting your audience as they do the hard, hard work of humans rights advocacy and systemic change.



# Bringing it all together

- **Learning:** New processes, technology, ideas require a bit of getting used to. We build learning experiences to help.
- **Technology:** We know tech. Whatever the problem, we can advise on how to use technology and process to solve it.
- **Community:** People make or break a project, so we help build healthy, equitable communities to advance your vision.



# 1. CASE STUDY

# Nurturing the Wellbeing Economy

The Wellbeing Economy Alliance (WEAll) is on a mission that resonates with WAO's values: shifting the economy from capital-driven to values-driven. However, when they got in touch with us last year, they had a problem.

Their community platform was more like a ghost town than a thriving neighbourhood, and they needed our help.

So we set off on a journey all about community, values, and user-centred design.

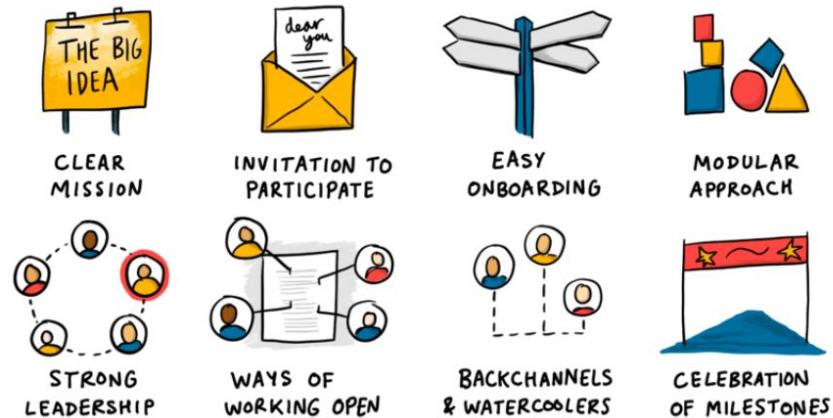


# A similar project

Our focus in the WEAll project:

- Understand **community** needs
- Find a **platform** where they could organise
- Advise on **implementation**
- Develop **engagement** strategy
- **Mentor** new Community Manager

*an architecture of participation*



# Staff Themes

- **Knowledge Management** — ideas and information were held in multiple different locations
- **Onboarding workflow** — was time-consuming for staff and somewhat confusing for Community members
- **Localisation/Languages** — had need for multilingual resources and meetings, but were running into capacity issues
- **Technology** — their Hivebrite platform was holding back what's possible with community engagement/interaction
- **Capacity** — the size of the WEAll team, coupled with workflow and tech issues means staff were overburdened



# Community Themes

- **Technology** — onboarding is worthwhile, but no-one was really using the “Citizens” platform (however Members did value Slack and the email list)
- **Collaboration** — community members are motivated to find and recruit allies, and some are managing to do so on Slack (but isn’t used universally)
- **Localisation/Languages** — a significant barrier for existing members, in terms of text-based communication and/or synchronous communication



# Potential platforms

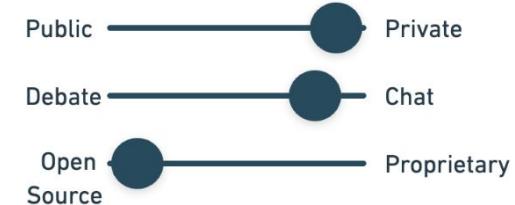
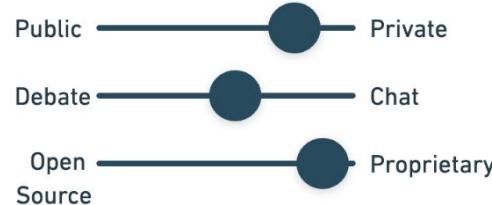
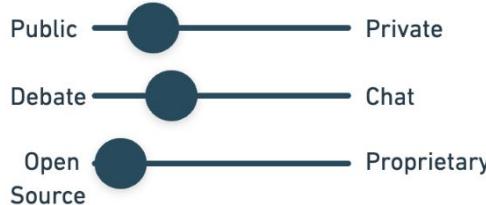
Discourse



Mobilize



Hylo



Topics

More

Categories

Site Feedback

All categories

Tags

events

community-wealth-bui

tips-and-tricks

movement-building

optional-mission

All tags



Welcome to the forum! This is a community space which adheres to the WEAll [Code of Conduct](#).

categories ► tags ►

[Categories](#)

Latest

Top

Category

Topics

Latest

### WEAll Community Events

15

This channel is to promote any and all upcoming events that you may want to share with the WEAll network. WEAll Talk, WEAll Citizens events will be announced here.

### Discussion Space

7

This is a space to bring your questions, ideas and discussions to life about all things wellbeing economics and challenge the system.

### Amplify Channel

6

Share content here that WEAll and our members should amplify in our networks. It can be a link to an interesting article, report, video or whatever you're feeling like sharing!

### Hubs & Collaborative Groups

8

This space is to host Hubs, working groups, and

Co-evolve/ Co - evolucionar -  
Incluir Para Crecer - Festival of  
Inclusive Economy / Festival de  
Economia Inclusiva

3

1h

WEAll Community Events  
events,movement-building,  
inclusive-growth

Construyendo los Derechos de  
las Generaciones Futuras

1

2h

WEAll Community Events  
events



WEAll Voices Community  
Discussion Space

22

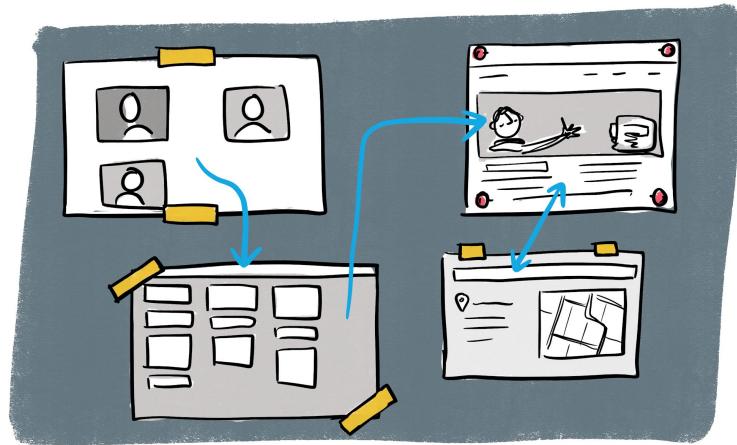
16h

Re-envisioning the Wellbeing  
Economy: A Publicly Grounded

# Alignment in values

Working with the Wellbeing Economy Alliance was great because for us it's about **more than just business**; it's about building connections, sustainable work, and community. It's rewarding, inspiring, and, yes, even a bit challenging at times. But that's how you learn and grow.

The **collaboration with WEAll continues**. In another project, we crafted a digital strategy that aligned with our shared values. Now, they've now asked us to be on standby for their growing community team.

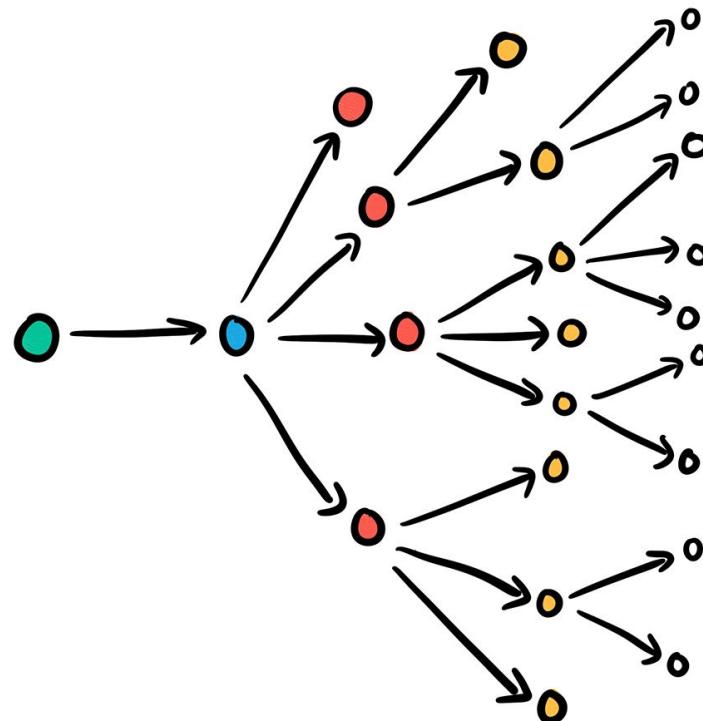


# 2. APPROACH TO ACTIVISM, INCLUSION, AND RISKS

# Our approach

Our approach to this kind of work is **relational** and **contextual**. We are experts at making sure our research and projects are inclusive, accessible and designed with stakeholders members in mind.

We're activists and educators ourselves, and we use a number of tools and participatory methodologies to make sure people can contribute, feel valued and have impact.



# Equity, access & inclusion

We recognize that equity, access, and inclusion are not just buzzwords but essential principles that should be integrated into every aspect of our work. Our approach is designed to ensure that all voices, particularly those from marginalised backgrounds, are heard and valued. Specifically in research, we ensure inclusion with:

## Methodology

We will employ a mixed-methods approach, combining quantitative surveys with qualitative interviews. This allows us to reach a broad audience and dive deep into individual experiences.

## Snowball Sampling

As well as self-selection, we will use snowball sampling to ensure that marginalised groups, who may not be easily accessible through traditional recruitment methods, are included in our study.

## Data Collection

Our data collection tools are accessible for those with additional requirements and we will be flexible with scheduling to make it easier for people with care responsibilities to participate.

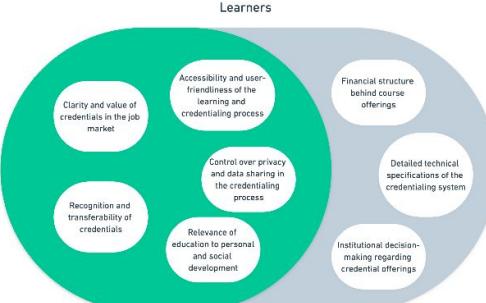
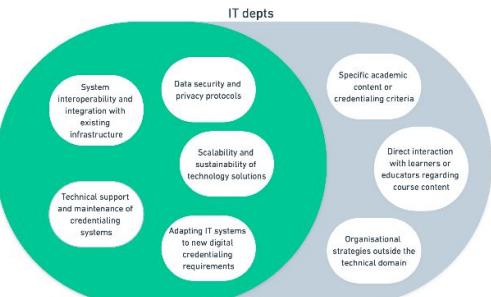
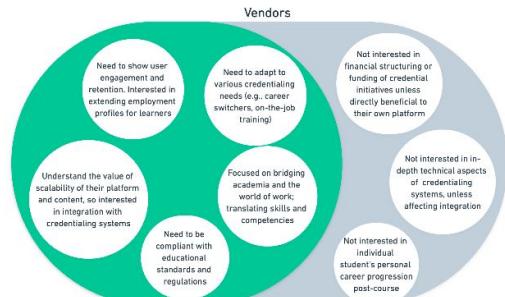
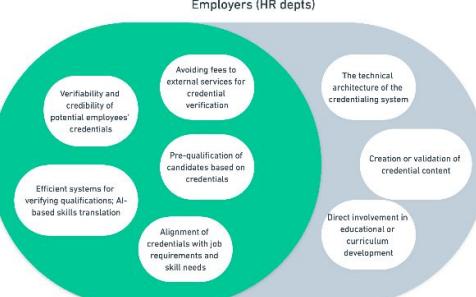
## Data Collection & Analysis

We will maintain a transparent feedback loop with the community, sharing preliminary findings. The final report will be made publicly available to ensure wide access.

# Example Output: Audience Research

## Interest and focus of different audiences

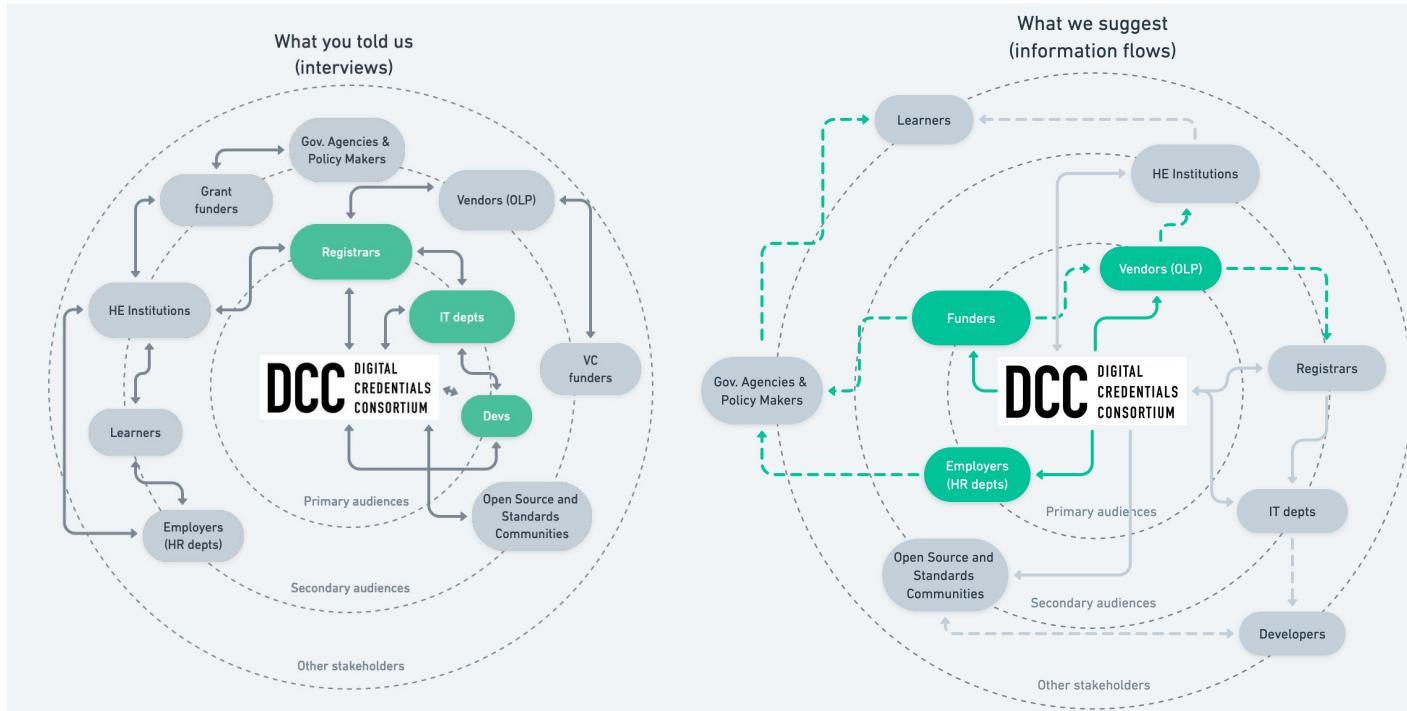
(green = primary, dark grey = secondary, light grey = areas outside of interest)



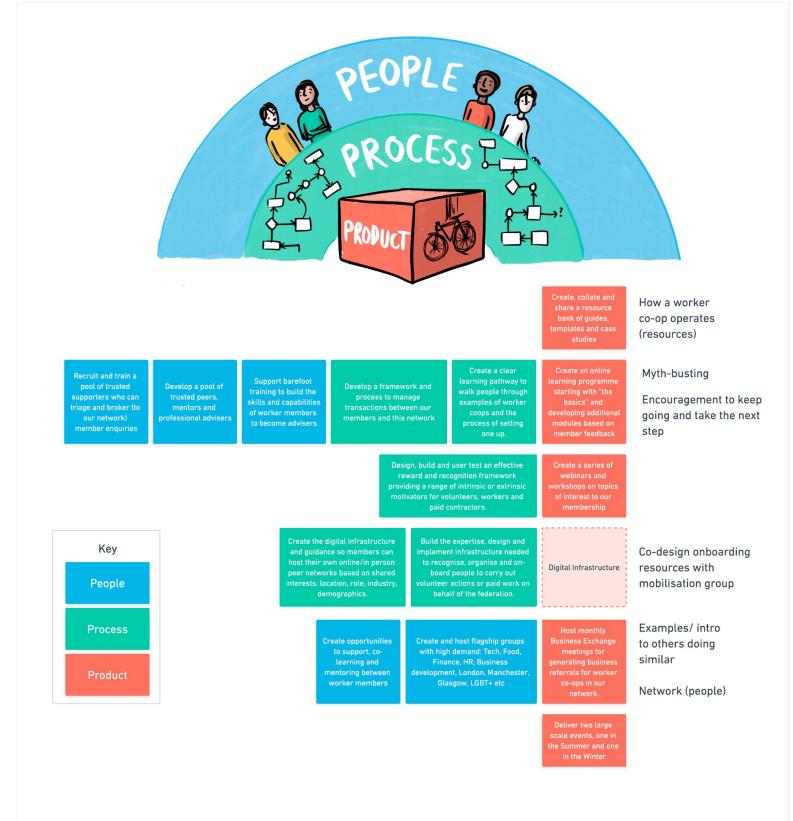
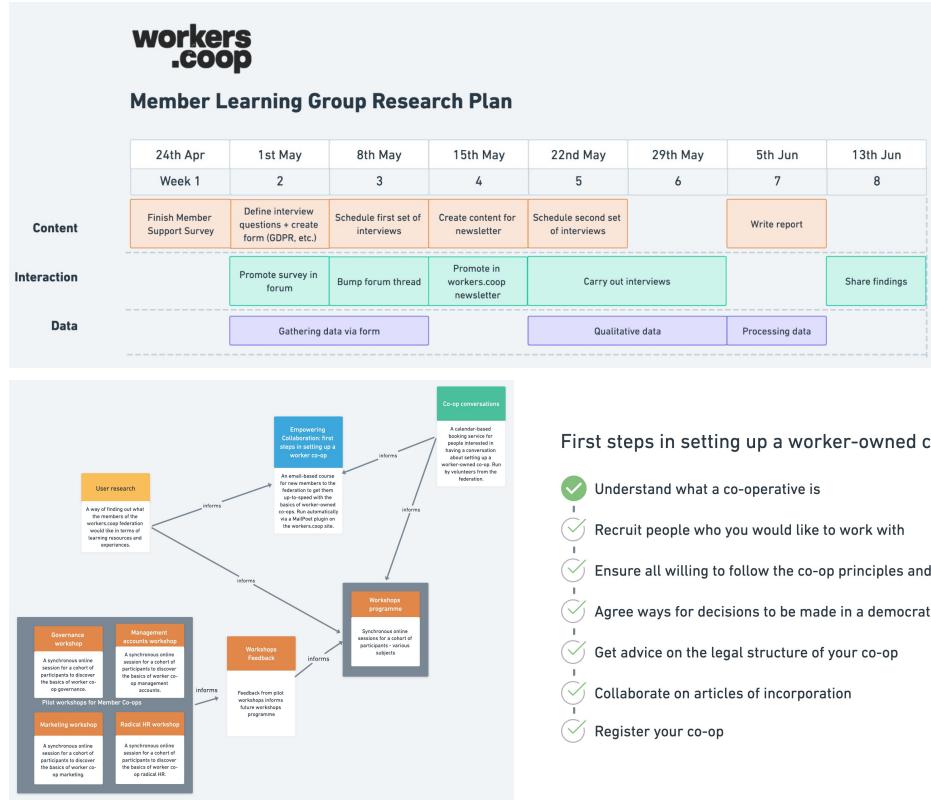


WDO

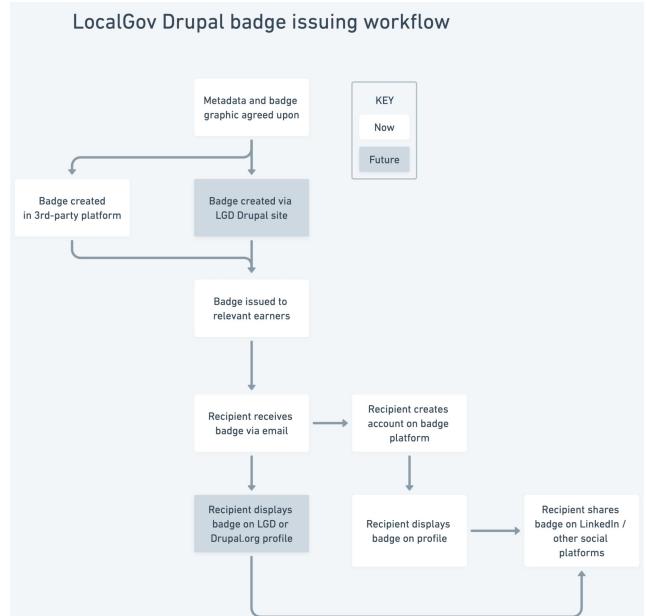
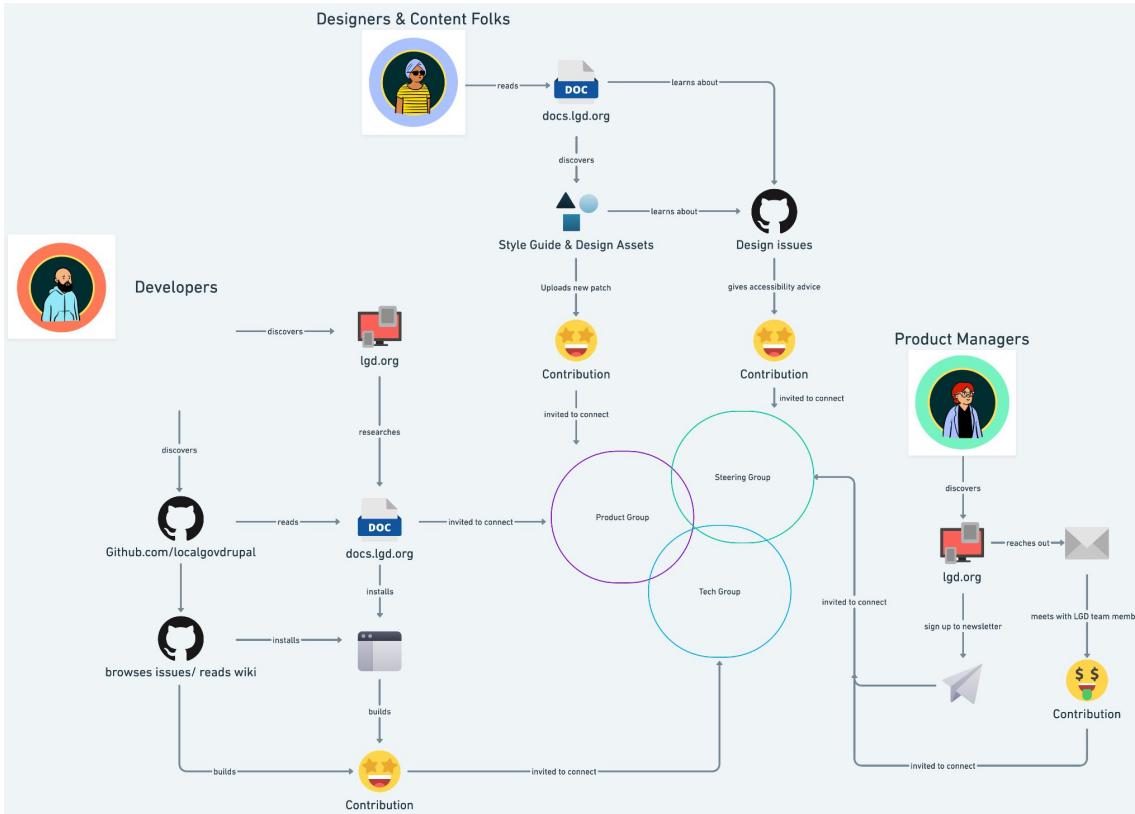
# Example Output: Information Flow



# Example Output: Dependency Identification



# Example: Contributor workflows



# Three-pronged systemic approach

1. **User research** — we talk to a wide range of staff and stakeholders to build a many-sided view of the ecosystem.
2. **Tried and tested tools** — we use approaches that we know and trust to gain additional insights through workshops and co-working sessions.
3. **Discovery mapping** — we make sense of your ecosystem, identify leverage points, and then present this back to you in a way that leads to action.



# 1. USER RESEARCH

Our approach to user research is to create a plan based on the actual context of the people in the community. **If we want to ensure equity, access and inclusion, we need to understand where people are coming from and who they are.**

As we said before, our approach is contextual and relational, so we will use the appropriate tools for the AIUK community.

We often find that inventing and remixing tools is the way to go :)

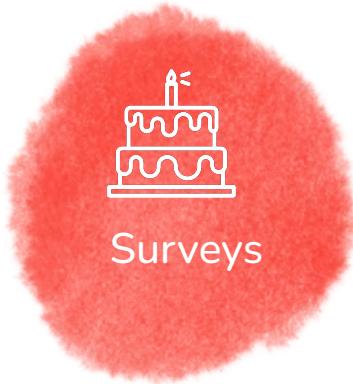
# Variation and validation



User  
Research



What do stakeholders feel about the current pages/tools? Are their **needs** being met? What are their 'jobs to be done'?



Surveys



For those unable or unwilling to **engage** in user research interviews, we can gather data via surveys

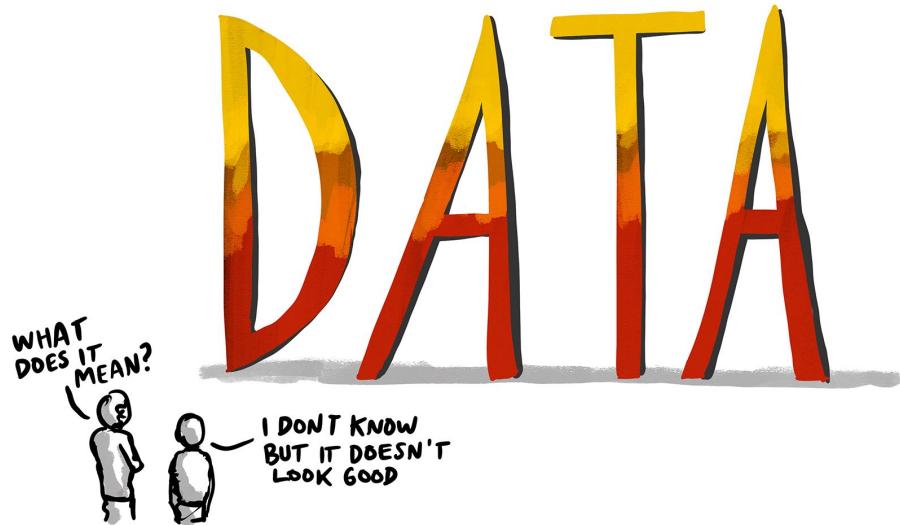


Other  
data



Depending on your current ability to track website visitors, we can **analyse** various forms of data about visitor flow

# User research



- Engage with a diverse group of staff and stakeholders to conduct in-depth interviews & surveys to gather varied perspectives.
- Focus on understanding experiences, needs & expectations of service users.
- Use qualitative and quantitative data to build a comprehensive view of ecosystem.

## 2. TRIED AND TESTED TOOLS

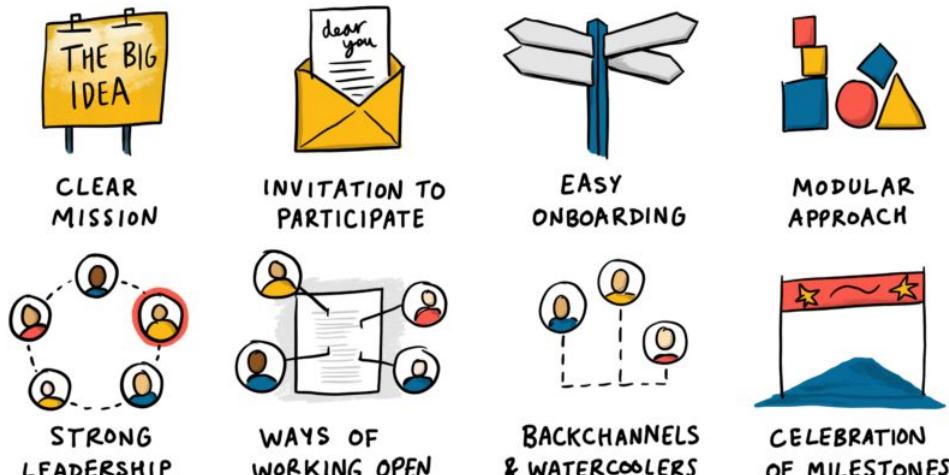
In [How to Gather Data on a Community of Practice](#) we talked about looking at the health, inclusivity and equity of communities and their behaviours.

We have a variety of tools and methodologies we like to use to help us with these kinds of projects. These include an [Architecture of Participation](#) approach or a [Maturity model for online, networked communities](#).

We strive to be part of communities to ensure meaningful engagement and to help us contextually apply our tools.

# Tried and tested tools

*an architecture of participation*



- Implement reliable, well-tested tools and techniques in workshops and co-working sessions.
- Facilitate interactive, collaborative sessions to unearth deeper insights.
- Blend traditional and innovative methods to explore the landscape.



# Some examples



STAKEHOLDER MAP



PERSONAS



AUDIENCE ANALYSIS



ARCHITECTURE OF PARTICIPATION



CONTENT AUDITS



SYSTEM ECOSYSTEM



SERVICE BLUEPRINT



FEEDBACK ANALYSIS



USER STORIES



PROOF OF CONCEPT



ENGAGEMENT LADDER



ARCHETYPES



DATA MODEL



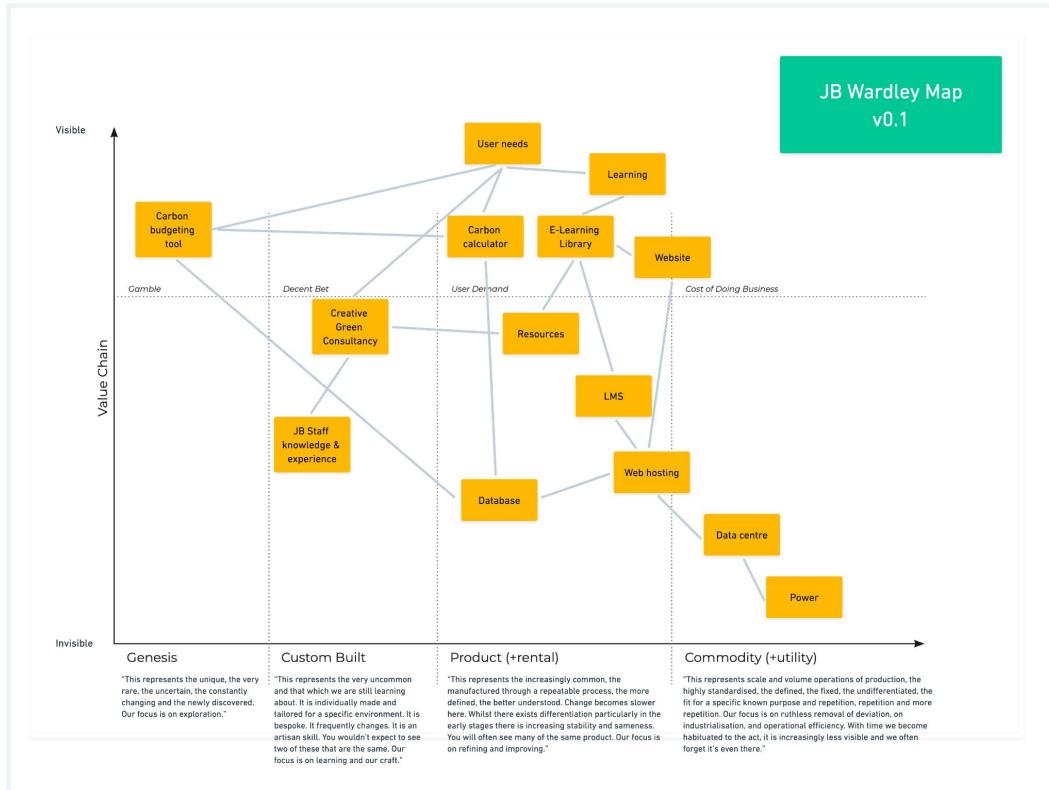
PAPER PROTOTYPE

# 3. DISCOVERY MAPPING

We use a wide variety of techniques to visually map and explain complex systems and ideas. We also use mapping techniques to help others think through complex problems, ideas or systems.

Sometimes our maps are super slick, like when they need to be shown to a non-profit board chair. Sometimes they are low-fi, designed to be as simple as possible. We like to use the tool that fits the job, rather than finding a job that fits the tool.

# Discovery mapping

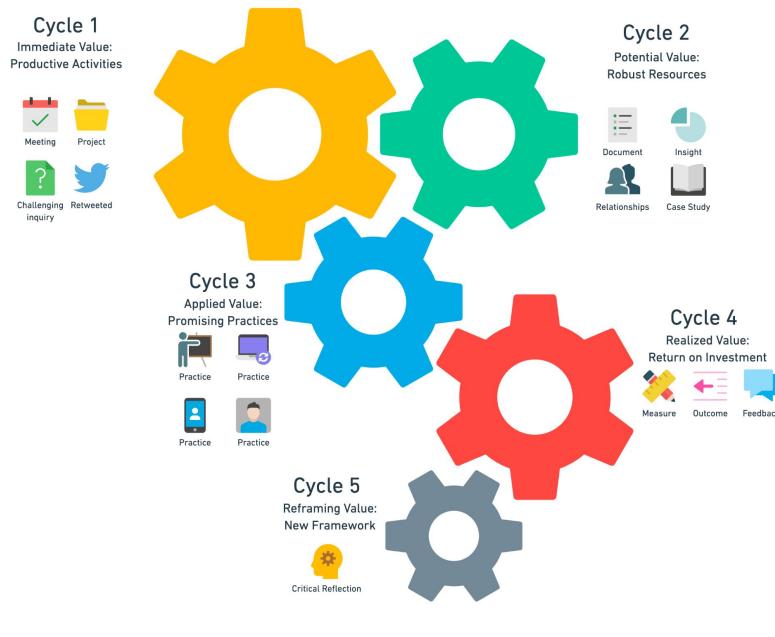


- Synthesise findings to map out the ecosystem & identify key leverage points to significantly impact service improvement.
- Present a clear, actionable map that guides strategic decision-making.
- Focus on creating a pathway to enhance user experience & service efficiency.

# Example: Community engagement

## Value Creation in Communities of Practice

The cycles are not necessarily 'next steps' or consecutive. Instead, they are different kinds of value that community members generate. Relationships between the Value Cycles lead to different kinds of value.



# Risk Register

With complex, multifaceted projects like these the biggest risk lies within the communication between the parties working on the project. Different people have different expectations of results, so WAO uses a variety of techniques to ensure alignment.

During our first kickoff meeting, we would like to run an exercise designed to highlight risks and figure out not only how to mitigate them, but how to prevent them.

We call this exercise a pre-mortem.

Theme	Risk	Preventative Measures	Mitigating Actions
Learner Experience	Learner attrition on synchronous elements - becomes one lonely participant		For absent learners - formal recommitment, or drop out
Learner Experience	too many real world distractions for participants to focus	check in often	Proactive Close management by trainers - one on one check ins, follow up, etc.
Learner Experience	because the 'in-person' part of training is not likely to be in one long chunk (ie: the three days we did before) people dip in and out and don't get a consistent process	Clear comms well in advance to clarify expectations	
Capacity	We don't invest enough time/budget to design it in the best way		
Tech	we use bots that become a real threat	Privacy/security audit before bots go live	Pause project and assess alternative tech
Overwhelmed	participants are not able to allocate enough time to join all parts	Add a self-paced element to part of the course written agreement and having the training as part of the dev. objectives for the trainees	Pause the project for a 'reading week'
Capacity	No senior management buy-in		

Theme	Risk	Preventative Measures	Mitigating Actions
Community interactions	no response from influencers contacted	[send highly-personalised emails that promise a win-win]	recontact when we have new exciting features
Community interactions	racist community members	moderation plan	community ban
Community interactions	we spend loads of time updating community resources and get negative feedback	involve community early and often	apologise and ask community how we can improve
Community interactions	unhappy customers take over social media	[respond to every social media mention of Passbolt]	[apologise and find ways to make things right]
Community interactions	bad comments in the community	moderation plan	swift action in accordance with moderation policy
Community meta	our community becomes homogeneous	be intentional about diversity and inclusion	onboard fresh blood from various acquisition channels
Community meta	community members don't contribute anything except code	clear pathways for non-code contributions	everyone has opinions, ask them for some!
Community meta	more covid means that community leaders get sick	deplore more leaders than we think we'll need, figure out co-leadership models so redundancy is a thing	send nice things to make them smile
Hack/Breach	an article questioning the security framework	[proactively publish articles outlining Passbolt's security framework in detail]	[respond quickly with a counter-post]
Hack/Breach	huge hack destroys our reputation	have safeguards from potential doomsday	[implement critical incident plan]
Hack/Breach	a possible breach	more security audits	[communicate with community immediately in an open and honest way] [self-report to the relevant ICO]

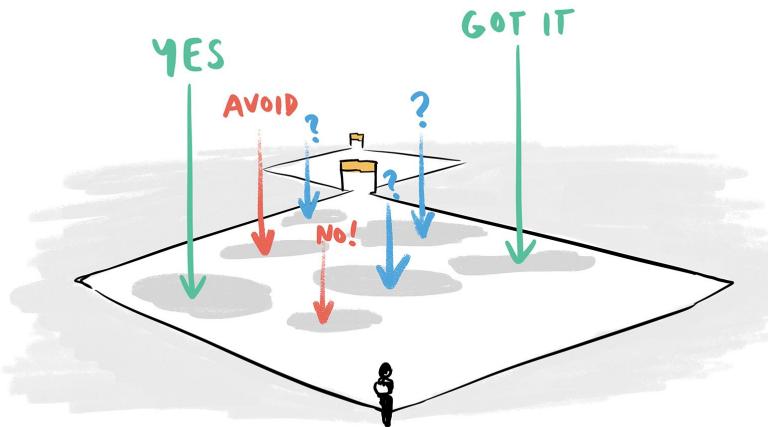
# 3. AIUK'S DIGITAL TRANSFORMATION JOURNEY

# Helping you navigate this project

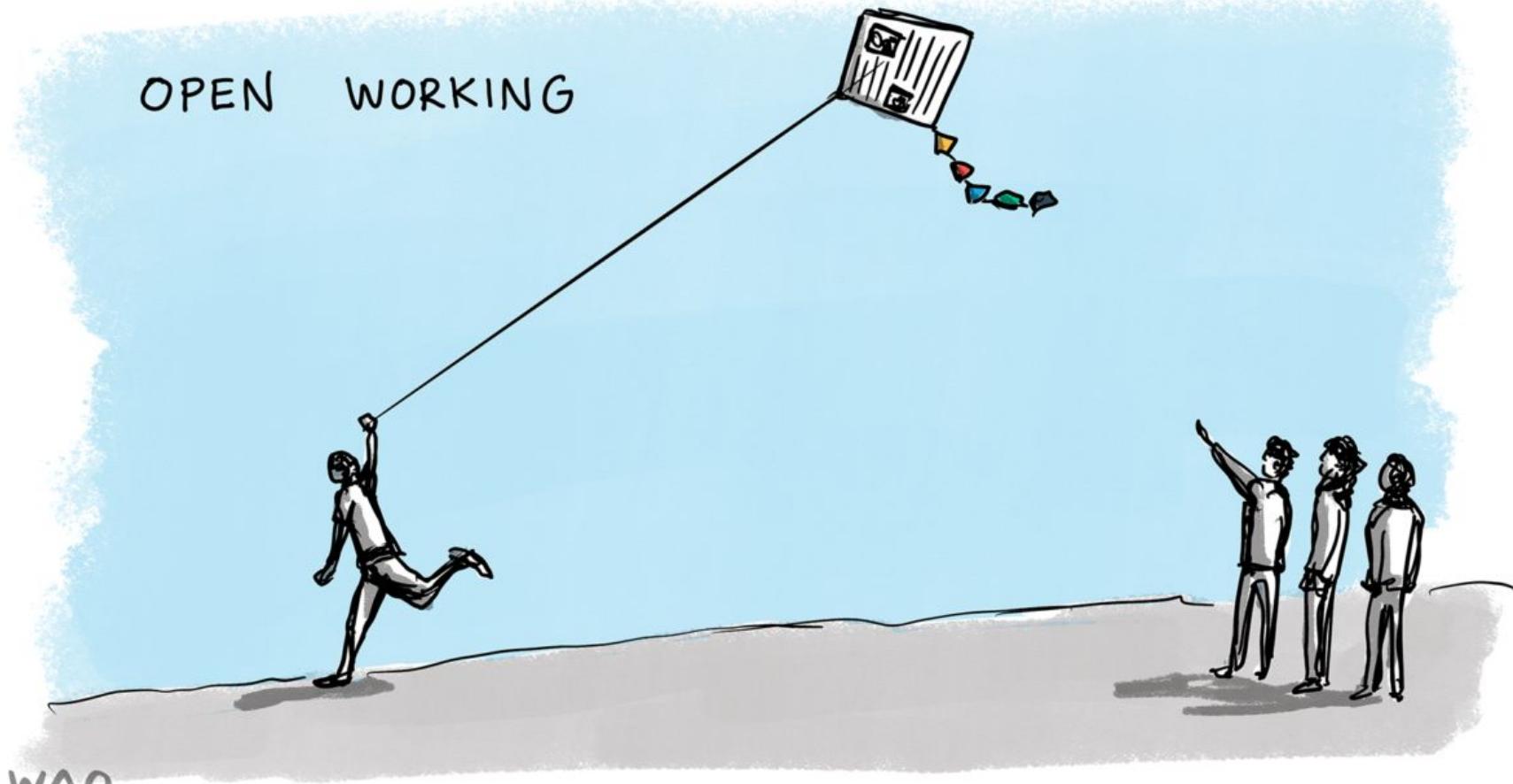
We understand the complexity of working with multiple products, projects and teams. Working in an **agile** way is the modern way to run successful projects. It's also a great way to stay aligned with other moving parts. We are collaborators and technologists who get that a decision here can cause a disaster over there. So we aim to work **WITH** you. That all starts with **openness**.

We'll employ all our expertise to systematically address your project.

Our members are creative makers and thinkers. Not only do we know how to speak tech, business, learning and participation, we regularly develop new ways to bring people together and learn from each other.



OPEN WORKING



# Principles of open

We Are Open will spread open practices, mindsets and behaviours throughout the project. This includes:

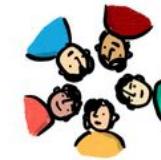
- Transparency so people can see
- Inclusivity so that we see all people
- Adaptability to respond as stuff changes
- Collaboration to get people's best ideas
- Community means solidarity

5 Principles of Open

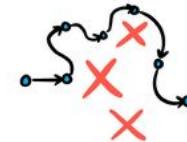
Learn with  
**WAO**



TRANSPARENCY



INCLUSIVITY



ADAPTABILITY



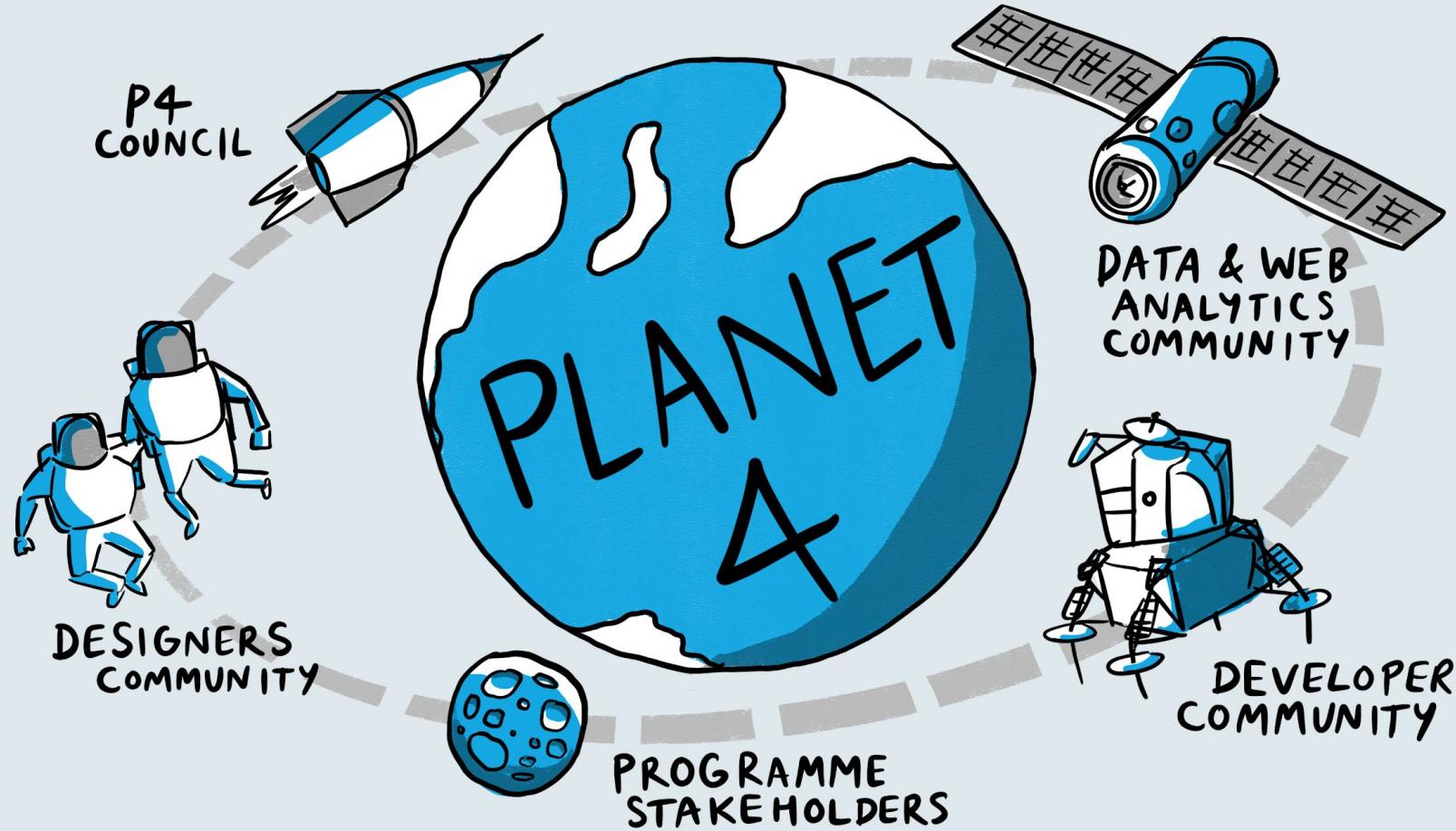
COLLABORATION



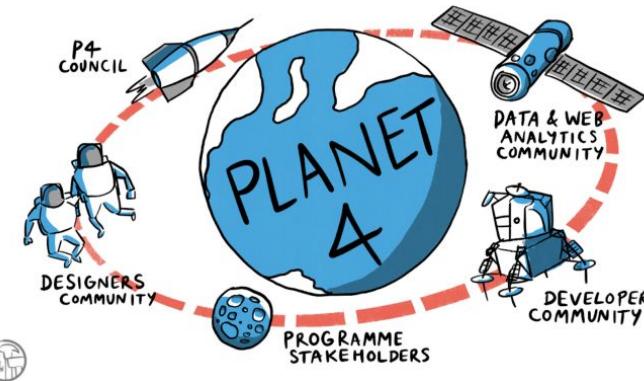
COMMUNITY

A full write up of what this **really** means for organisations:

<https://theopenorganization.org/definition/open-organization-definition>



# OPEN LEADERSHIP TASKS



EXAMPLES

Case studies			Working
Write guideline for embedding a peer review c...			Won't do
Work on email course			Done
Put together options for GitHub sponsors			Done
Badge issued by WAO for openness			Won't do
Theme Owner interview roundup			Done
Define criteria for overlapping stakeholders / ...			Won't do
contribute to 2020 community strategy			Done
Establish a schedule of online FOSS conferen...			To do
Diginomica interview			Done
write proposal for All Things Open			Done
arrange someone for RH Summit			Done

(tasks from our Monday.com tracker)

# OPEN MINDSET TASKS



OPEN  
IS AN  
ATTITUDE

Learn with  
**WAO**

Create a Meetings Checklist on items to advise...			Done
Get in touch with Will to ask about help with D...			Done
Decide who should attend P4 council meeting...			Done
Develop People Chart to help WAO identify pe...			Done
Help suzi with async engagement of the coun...			Done
Help Suzi with agenda for P4 council call (W/...			Done
Write blog post about Open Source contributi...			Done
Comms hubs liaison / strategy			Done
Profile pieces on p4 team			Won't do
Draft AoP post for GP blog			Done

(tasks from our Monday.com tracker)

CONTEXT

**WAO**  
COOPERATIVE

# OPEN ENGAGEMENT TASKS

EXAMPLES



WEAREOPEN

Add findings from stakeholder / survey finding...			Done
Develop Day of Action - Action Plan			Done
Create a survey to find what would make RH ...			Done
Process survey and consolidate findings			Done
Plan a docsprint		3	Stuck
Create contribution template		1	Done
Be a code contributor to Day of Action trial			Stuck
Create video for Github repo			Done
Write blog post on Architecture of Participation			Done
Make Day of Action Slides graphics			Done
review contribution form			Done
Develop contributor pages			Done

(tasks from our Monday.com tracker)

# Expert Guidance

WAO members have worked in and around the public sector for decades. We're educators and have been involved in edtech for decades (shhh, showing our age!) We have also worked with activists and campaigners, running workshops, building campaigns and participating ourselves.

We've worked on projects designed to help local councils improve their ability to respond to public demands, run classes for government workers and have worked with arms-length bodies like Sport England or the Wellbeing Economy Alliance.

We are award-winning digital leaders, thoughtful technologists and engaged citizens.



# 4. SELECTING TECHNOLOGY

# What does the system ecosystem look like?

Client facing



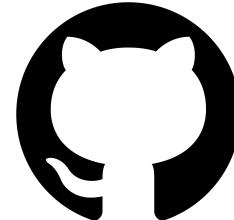
 open collective



 WORDPRESS

 MailPoet

Production oriented



Internal org and comms



 G Suite



# Just because it's popular, doesn't make it the right choice.

When choosing tools, there are a lot of considerations.  
We will develop questions like:

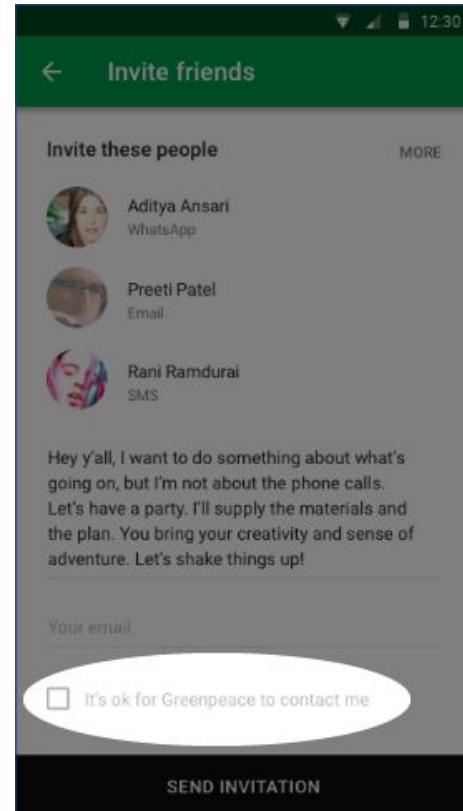
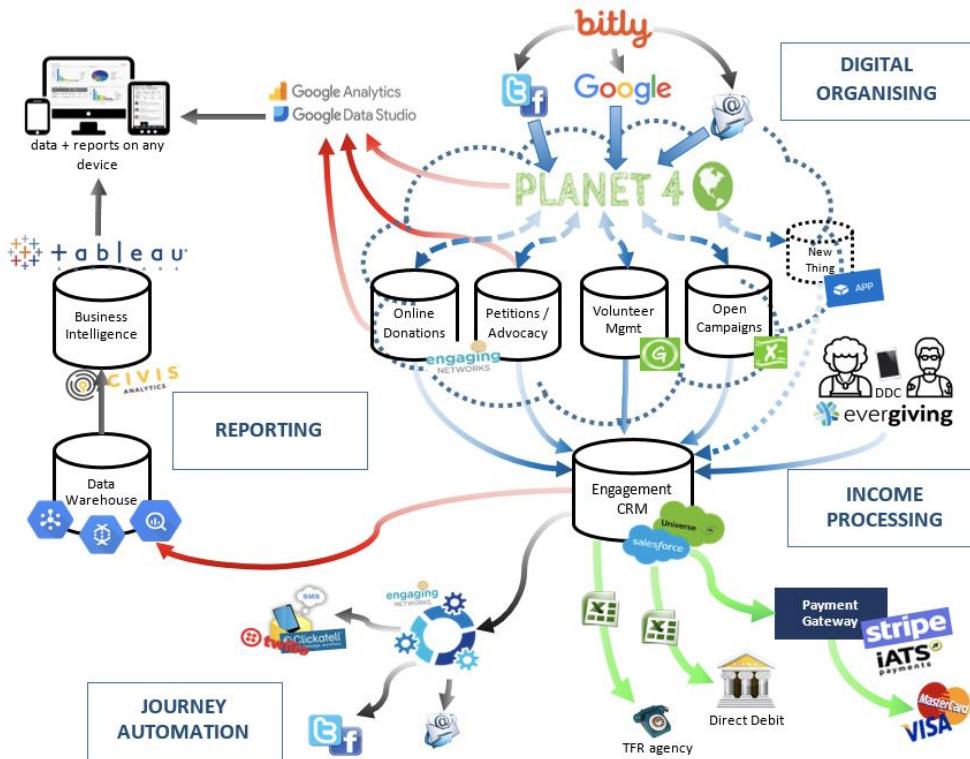
- Can you get in and out?
- Can you use it for free?
- Is it cross platform?

Some other considerations:

- Pricing Structure
- Platform Privacy
- Technical Expertise for Install & Maintenance
- Training Requirements



# What integrations are required?

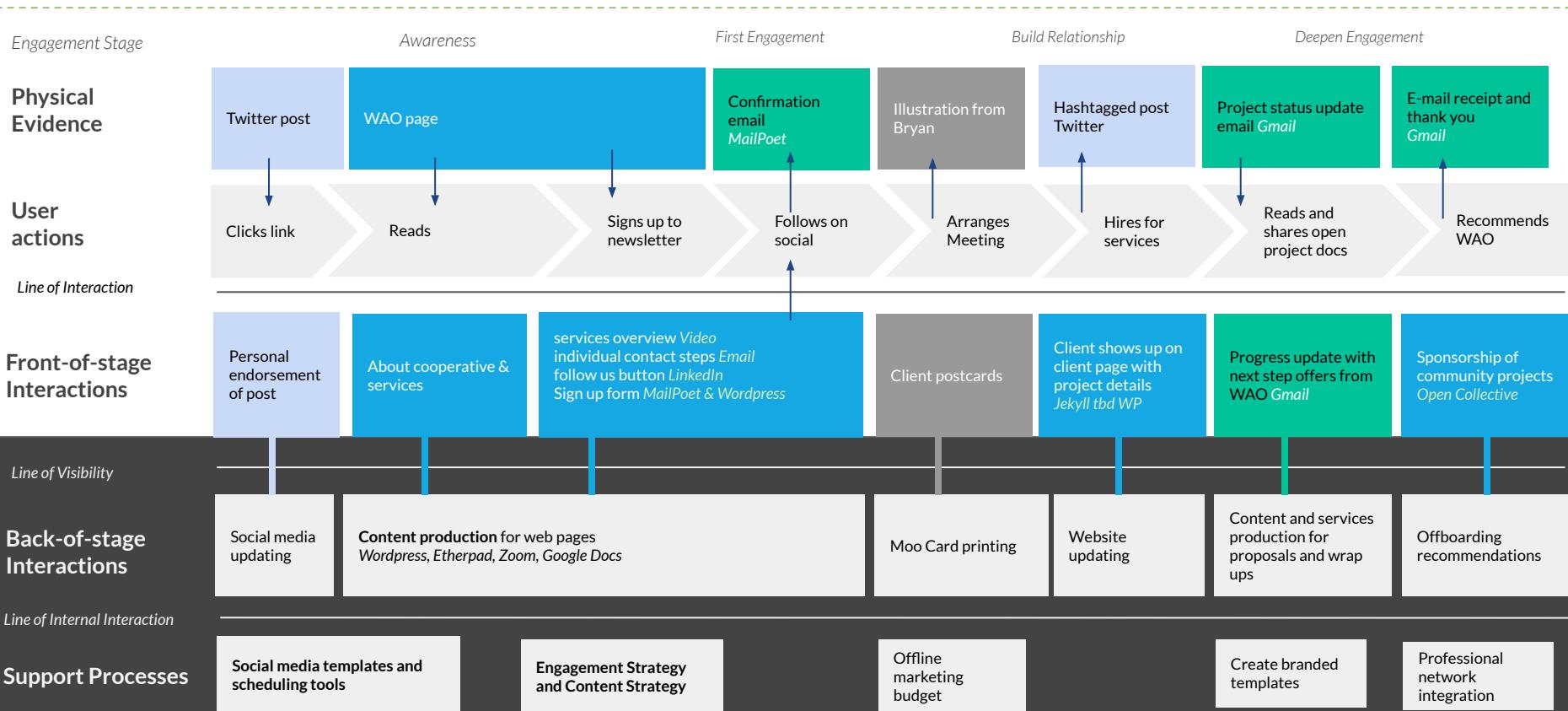




# Example: Service Blueprint

- Social interaction
- Website interaction

- Email interaction
- Offline interaction



# Msg apps

Platform Features	  <b>WhatsApp/WhatsApp Business</b>	 <b>Telegram</b>	 <b>Signal</b>
<b>End to end (e2e) Encryption</b>	Not completely open source Backups not encrypted	Not open source Servers have access to keys	Open source Truly e2e chats
<b>Chat Backups</b>	Third-party cloud backup	In-built cloud backup Secret chats not backed up	Local backups can be enabled; off by default
<b>Screen Security</b>	✗	Only for secret chats	✓
<b>Group chat security</b>	✗	✗	✓
<b>Self Destructing Messages</b>	✗	Only for secret chats	✓
<b>Voice + Video Calls</b> <b>Share files, photos, videos</b> <b>Cross-platform MFA</b>	✓	✓	Video calls will be available soon

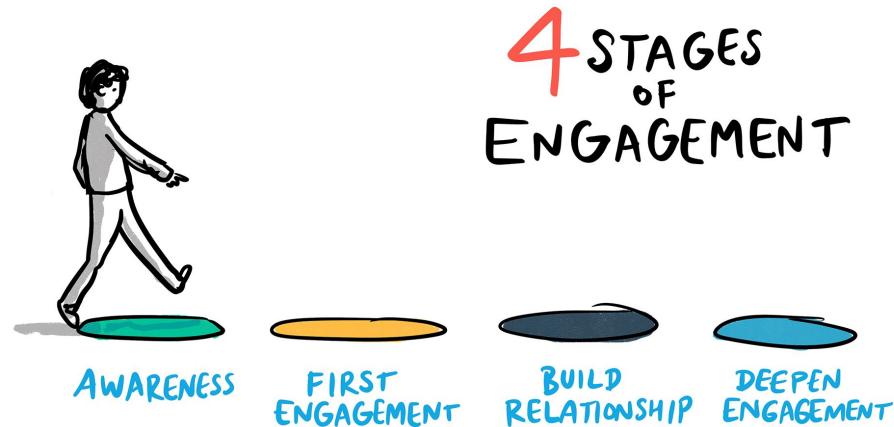


# 5. TRAINING AND MENTORING

# Lifelong learning

As we work openly, our plan for Training and Mentoring is actually to do a lot of it along the way, and save some budget for end of project needs. But, since you asked, here are some of the approaches we'll use to upskill people:

- Working openly
- Email courses
- Online learning events
- Structured learning programmes
- Workshops



# Working Openly

## How to be a great moderator

A simple moderation process



Laura Hilliger

Published in We Are Open Co-op · 3 min read · Oct 19, 2022

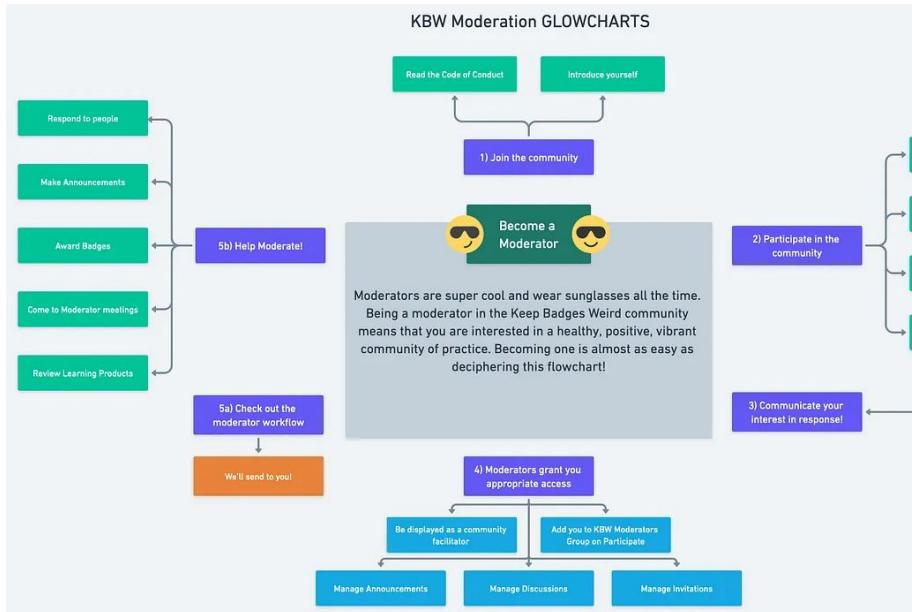
14



...

We've been moderators in various communities across the web and IRL. Great moderators interest themselves for healthy, positive, vibrant Community of Practice. After all, being a moderator is an important community role. It influences the culture within a community!

In this post, we generalise our facilitation approach in online Communities of Practice (and share some classic gifs). We follow these steps to find pockets of activity and be responsive to community members.



# Email courses

[Home](#) » [Courses](#) » [What We Talk About When We Talk About Open](#)

## What We Talk About When We Talk About Open

We Are Open Co-op is proud to present our free email-based course to helping organisations affiliated with Sport England harness the three main benefits of open: **greater agility, faster innovation, and increased engagement.**



[Home](#) » [Courses](#) » [Feminism Is For Everybody, Especially Educators!](#)

## Feminism Is For Everybody, Especially Educators!

We Are Open Co-op is proud to present another free email-based course to help you become introduced to the philosophy of feminist pedagogy. This course is written for leaders and educators who want to integrate more feminist practice into their learning environments.



# Online learning events

Events Calendars Discover



Private Event

## Greening AI Roundtable

NOV 21 Thursday, November 21  
4:00 PM - 5:30 PM GMT+1

Zoom

Registration

Welcome! To join the event, please register below.

Laura Hilliger laura@weareopen.coop

One-Click Register

You have manage access for this event. [Manage](#)

Presented by We Are Open (WAO) >

## OPEN RECOGNITION IS FOR EVERYBODY



Open Recognition is for Everybody (ORE) | focused on recognition in CoPs

Manage

RESOURCES



PAGE Hello and welcome! Anne Hilliger 18/04/2023

MEETUP ORE Community Call Doug Belshaw 26/11/2024 - meet\_up

PAGE Earn Recognition Doug Belshaw 09/05/2023

PAGE Helpful Resources julie keane 17/10/2023

# Structured Learning Programmes

PREPARE	RESEARCH				DESIGN					WRAP-UP	
	DISCOVER		DEFINE		DEVELOP				DELIVER		
Week Z 01 - 05 Feb	Week 0 08-12 Feb	Week 1 15-19 Feb	Week 2 22-26 Feb	Week 3 01-05 Mar	Week 4 08-12 Mar	Week 5 15-19 Mar	Week 6 22-26 Mar	Week 7 29-02 Apr	Week 8 06 - 09 Apr	Week 9 12-16 Apr	Week 10 19-23 Apr
Catalyst welcome event	1:1 meetings	Kick-off workshop	Architecture Of Participation	Content / Programme Audits	System Ecosystems	Paper prototyping	Clickable prototypes	Testing prototypes	User stories	Concept presentations	Playback Reports
Team meeting	Project initiation	Audience analysis	User Journeys	MVP v MLP*	Service Blueprint	Clickable prototype initial dev	Preparing tests	Feedback capture & Analysis	Prioritization		
Admin											

\*Minimum Lovable Product



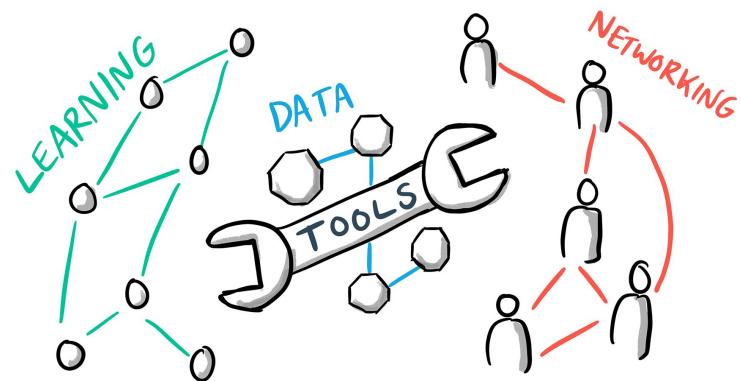
# Workshops



# There's way, way more

We have advanced degrees in education, so we can speak about teaching and learning all day. Here's some other posts and programmes:

- In [Fractional Leadership in Social Impact Organisations](#), we wrote about onboarding people to take over what we've started.
- In [Navigating Greenpeace's Critical Incident Network](#), we demonstrated some of our structured learning programme abilities.
- In [Social Learning: The Heartbeat of Communities and Networks](#), we wrote about experiences and approaches to learning.



**FINALLY...**

**WΔO**

# We love doing this kind of work

This project hits WAO's sweet spot with user research, system and discovery mapping, technology, community, project management, leadership, learning and making an impact.

The next slide outlines the work that we put out into the world for free and openly licensed including email-base courses, podcasts, resources, templates, and more.

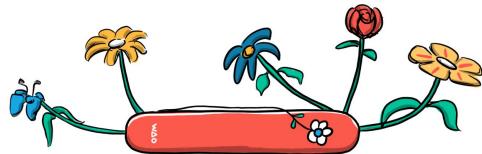
We hope you want to work with us and are ready for all the questions!



WE'LL UNTANGLE YOUR SPAGHETTI

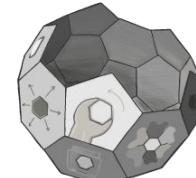


what we talk about  
**WHEN WE TALK ABOUT**



SAME PROBLEMS - *different tools*

learn with  
**WΔO**



BADGE WIKI

We build and sustain free resources such as our podcast, email-based courses, Badge Wiki, and our library of resource templates. All of these are openly licensed, designed for reuse.

# CVs/Portfolios

. Click me!

Laura Hilliger (She/Her)  
Concept architect / Open Strategist / Co-op Director

## Experience

 Director & Founding Member  
We Are Open Co-op - Co-op  
Apr 2016 - Present - 7 yrs 10 mos

As a founding member of the We Are Open Cooperative, I'm working with other members to establish an digital cooperative focused on the ins and outs of digital transformation, open culture and gover ...see more

 Concept Architect / Open Strategist  
Greenpeace International  
Sep 2015 - Present - 8 yrs 5 mos

Swiss Army Knife. Promoting the open ethos and creating engagement software, strategies and initiatives to inspire the global Greenpeace community. Breaking open campaigning for the 21st century, flyin ...see more



 Open Organization Ambassador  
The Open Organization  
Aug 2015 - Present - 8 yrs 6 mos  
Internet

Dedicated to exploring how open principles change the ways we work, manage, and lead. We study and share strategies for building organizational cultures on open principles, which we define as trans ...see more

 Experimental Nonpretender / Writer  
laurahilliger.com  
2011 - Present - 13 yrs 1 mo

Blogging my career – tech, activism, education and whatever else strikes my fancy. Writing about my work, my process, the open web, community engagement, living in a digital world, activism and more. ...see more

 Board Member  
Corteza Project  
2019 - 2021 - 2 yrs

Very pleased to have said some things in the early days that in any way the Corteza Project. In 2021, Corteza is gearing up to do some extraordinary things

Show all 12 experiences →

## Education

 Universität Rostock  
MA, Medien und Bildung (Media and Education)  
2010 - 2012

## Experience

 Founding Member  
We Are Open Co-op  
May 2016 - Present - 7 yrs 9 mos  
Global - Remote

Along with some friends and former Mozilla colleagues, Doug co-founded a co-operative which works at the intersection of learning, technology, and community. Current clients include Greenpeace, Partici ...see more

Skills: Collaborative Problem Solving · Workshops · Management Consulting · Strategic Planning · Project Management · Consulting · Community Development · Organizational Learning · Leadership · E-L ...see more

 Director / Consultant  
Dynamic Skillset Ltd - Full-time  
2014 - Present - 10 yrs 1 mo

Dynamic Skillset Ltd. is Doug's global consultancy business helping organisations with people, products, and process. Current work includes Bonfire, a decentralised social network.

Skills: Thought Leadership · Workshops · Process Improvement · Management Consulting · Organizational Development · Project Management · Consulting · Educational Technology · Educational Leaders ...see more

 MoodleNet Product Manager  
Moodle  
2018 - 2020 - 2 yrs  
Remote (UK)

Doug conceived, led, and hired a team to deliver the world's first federated social network for educators, a 'decentralised digital commons'. Taking MoodleNet from zero to one was a fantastic experience, ...see more

Skills: Team Leadership · Open-Source Software · Product Marketing · UX Research · Product Evangelism · Decentralization · Product Management · Remote Teamwork · Product Development · Strategic P ...see more

 Mozilla  
3 yrs 1 mo  
Remote (UK)

• Web Literacy Lead  
2013 - 2015 - 2 yrs

At Mozilla Doug worked on an international basis around web literacy. Leading work on the Web Literacy Map, which underpins Mozilla's Webmaker programme, involved a significant amount of liaison w ...see more

Skills: Community Management · Community Organizing · Project Management · Curriculum Development

• Badges & Skills Lead  
2012 - 2013 - 1 yr

In his first role for Mozilla Doug led work in Europe around promoting a new, web-native standard for issuing and displaying credentials called 'Open Badges'. He attended 50+ conferences and events, drivin ...see more

Skills: Technology Evangelism · Product Evangelism · Workshops · Facilitation · Community Organizing · Public Speaking · Educational Leadership

## Doug Belshaw

 John Bevan  
Appeared in 42 searches this week, apparently

## Experience

 Founding Member  
We Are Open Co-op  
Apr 2016 - Present - 7 yrs 10 mos

At We Are Open Co-op, we work to spread the culture, processes and benefits of open wherever we can.



 Founder  
dotcomrades  
May 2015 - Present - 8 yrs 9 mos  
London, Dublin & wherever \*you\* want to run a meetup

Scratching my head thinking about progressive, large-scale membership organisations that are punching below their weight. 6M trade unionists and 12M members of a co-op in the UK but you wouldn't ...see more

 Director Client Services  
Altis DXP  
May 2019 - Dec 2021 - 2 yrs 8 mos

 Director Client Services  
Human Made Global  
Feb 2017 - Dec 2021 - 4 yrs 11 mos  
Global from St. Albans

John Bevan joins Human Made  
I am very happy to announce that John Bevan is joining Human Made as Partnerships Lead. With a career trajectory that includes the BBC, The Guardian, Nesta, ...

 Digital Strategy Steering Group  
NCVO  
Sep 2015 - Sep 2017 - 2 yrs 1 mo  
London, United Kingdom

Show all 19 experiences →

## Education

 Aberystwyth University  
BScEcon (Hons), International Relations  
1998 - 2001

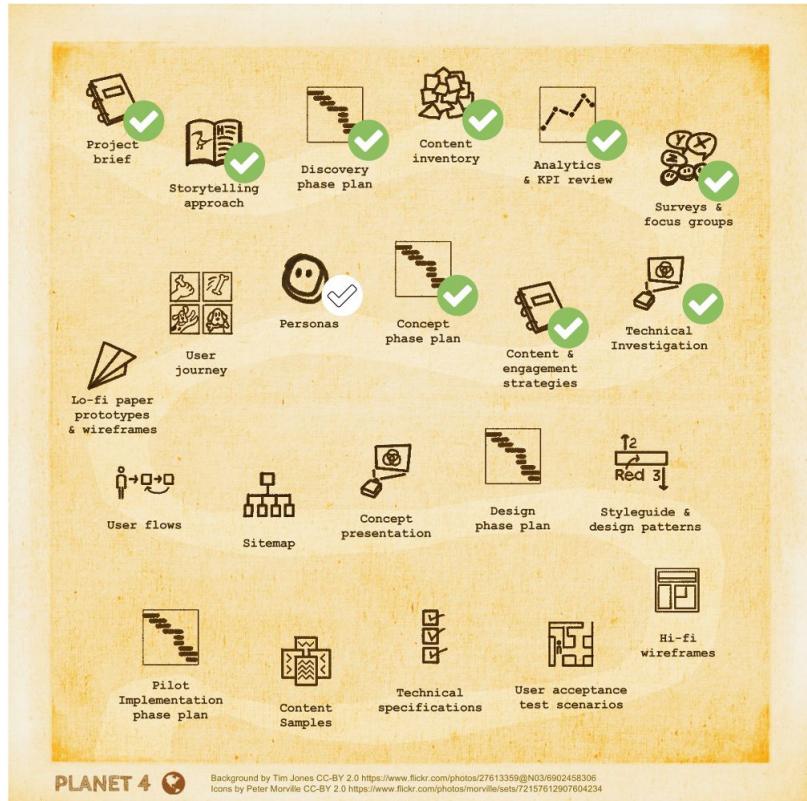
# Extra slides

# Greenpeace Planet 4

Since 2015, Laura has worked with Greenpeace International (GPI). She led an open source engagement platform project called Planet 4, which had some things in common with AIUK's Online Community Platform project.

In early 2020, Laura brought the rest of We Are Open into GPI work, and we've been involved in a number of projects ever since.

We're starting here because it's big, complex and demonstrates our ability to figure out what needs to be done, do it and bring people along with us.



# Archetypes

## Stewards

Concerned about future generations and feel guilty for not doing more, want to set a good example. Internally motivated and have both expertise and (some) time to give. Regularly read environmental news, sign online petitions from time to time when they come via emails, but unsure of impact.

## Connected Evangelists

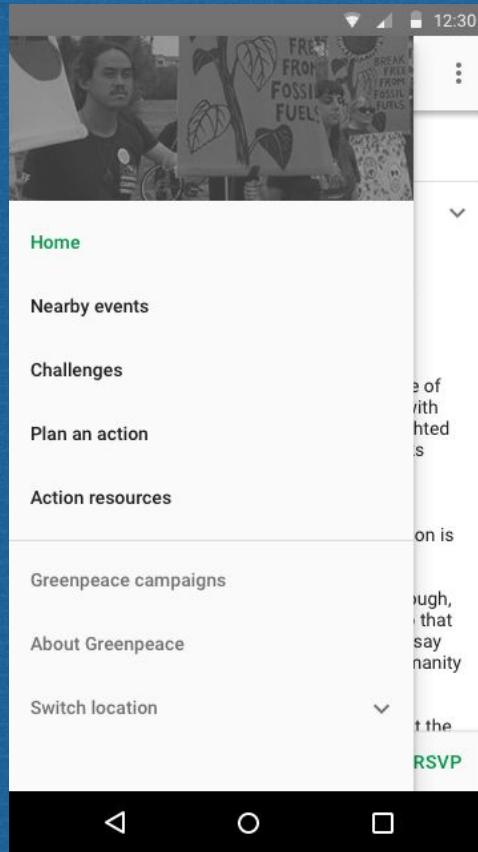
Thoughtful progressive beliefs based on widely accepted facts. Regularly share articles and post political opinions on social media. May engage in online debate. Feel strongly about ideas and want to enlighten others.

## Webbies

A person who needs to publish on behalf of Greenpeace. Concerned about the consistency, accuracy, and functionality of the website. They want control as editors, instead of handing things off to other people to produce. Webbies should be able to follow guidelines.

# Your action is primary. Greenpeace is here to help.

Opportunities  
Tactics  
Tools  
Vision  
Context  
Inspiration



Greenpeace did something

You can too

← News

That Time We Hung a Giant 'Resist' Banner Above the White House

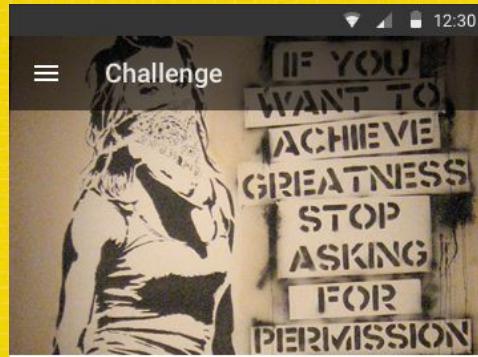
Last week, seven Greenpeace activists scaled a crane near the White House and inspired a million promises to #ResistOften.

HOW TO: Guerrilla Projection

Learn how to turn the side of a building into a giant message with a projector and a little ingenuity.

Within minutes of the "RESIST" climbers unfurling their banner over the DC skyline, the Greenpeace community (that's you) was right there beside them pledging to resist any and all attacks on our

# Changing the world is more fun with other people.



## Throw a poster party

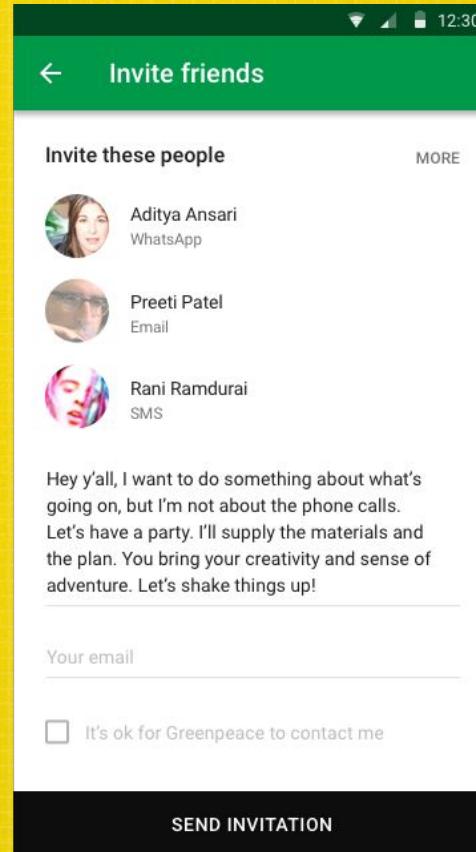
Make posters and use homemade wheat paste to put them up around town where they'll get attention. All you need are people, poster materials, wheat paste (recipe below), and a sense of adventure.

*Greenpeace does not endorse putting up posters on public property in highly visible places where politicians will be sure to see them.*

### Wheat pasting 101

1.5 parts water  
1 part flour

INVITE FRIENDS



Challenge

← Invite friends

Invite these people MORE

Aditya Ansari WhatsApp

Preeti Patel Email

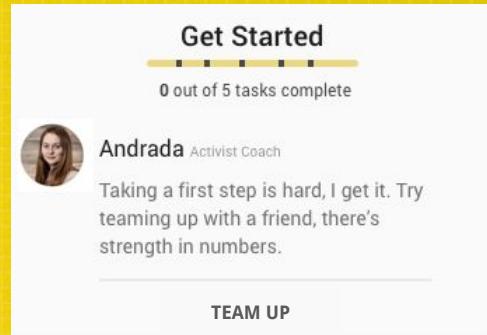
Rani Ramdurai SMS

Hey y'all, I want to do something about what's going on, but I'm not about the phone calls. Let's have a party. I'll supply the materials and the plan. You bring your creativity and sense of adventure. Let's shake things up!

Your email

It's ok for Greenpeace to contact me

SEND INVITATION



Get Started

0 out of 5 tasks complete

Andraida Activist Coach

Taking a first step is hard, I get it. Try teaming up with a friend, there's strength in numbers.

TEAM UP

We can stop the pipeline together

374 people in your community made a call against #NoDAPL in the past week.

JOIN IN

Normal / fear of missing out

# We make clear why it matters.

Call your representative

## Why this works

Calling shows commitment to a cause. Representatives know that if they don't hear the concerns of their constituents, it could impact their ability to get reelected.

### Goal

200,000 calls by January 2018

### Progress

83% of people in your area made calls  
53% of people in your area made state calls  
23% of people in your country made calls

### What's needed

You  
100,000 calls made

Call your representative

## Why this works

Calling shows commitment to a cause. Representatives know that if they don't hear the concerns of their constituents, it could impact their ability to get reelected.

### Who to call

**999-999-9999**

This is the number of the representative's office. Don't worry, you have the right to call and they have the duty to listen. By doing this you are making your community a better place.

### What to say

Hi, my name is [NAME] and I'm from [CITY].

I'm calling to request that in the upcoming infrastructure planning the councilor advocates for companies that use renewable energy and fair labor practices.

Thank you for your hard work and attention.

### What's next

Once our voices are heard we will join the upcoming public meeting on March 25 to claim major changes in current renewable energy and labor practices. We'll send you updates on the impact and results.

OUR GOAL  
**200,000**  
calls by March 24, 2018

**12**  
days left

100,000 calls made  
50%

#### Our impact in numbers

Category	Count	Percentage
calls from people in your area	7,012	83%
calls from people in your state	32,145	53%
calls from people in your country	90,589	23%

SEND NUMBER TO YOUR PHONE

SHARE THIS

# We inspire action through meaningful examples.

GREEN STORY  
Meet Tweesna Rose Mills

She has helped protect her water by joining a resistance camp to fight the construction of the Dakota Access Pipeline.

[READ MORE](#)

**Until the pipeline is stopped, no one is going anywhere.**

**Top needs**  
Ways that you can help

- FIREWOOD (large quantities - PREFERABLY OAK, MAPLE, ASH)

[GIVE](#)

[DONATE GAS CARD](#)

12:30

CELEBRITY SUPPORT  
Emma Thompson

I'M BACK AND I'M KNITTING TWEETING #ARCTIC HOME

by Farrah Khan - 18 August, 2016

Oscar-winning actor and activist **Emma Thompson** and her daughter **Gaia** are traveling to the Arctic with Greenpeace for a second time to learn about the Arctic from its original defenders: the very people who call it home.

**About Save the Arctic Campaign**  
The courageous Inuit community of Clyde River is

[ADD YOUR NAME NOW](#) to stop seismic blasting in the Arctic

12:30

DIE STORY  
Einer Held  
Brian Fitzgerald

Brian hat über 30 Jahre für Greenpeace als Angestellter gearbeitet. Jetzt ist er freiwilliger Mitarbeiter. Er teilt seine Greenpeace Geschichte mit der Community jeden Dienstag.

[MEHR LESEN](#)

**Jede Geschichte hat irgend welche Probleme. Wie wir mit den Problemen umgehen, ist ein Teil der Geschichte.**

**Mitmachen**  
Wie du auch mitmachen kannst

Königlicher Atemschutz

EINE GESCHICHTE ERZAHLEN

12:30

Mit dir haben wir viel erreicht... Danke!

2016 Schutzbkommen Great-Bear-Rainforest

[mitmachen](#)

0:17 / 1:30

**Wild und schön**

Der Anfang ist getan: Vor kurzem hat die Regierung beschlossen, ein nationales Register der verbliebenen Urwälder zu erstellen.

High impact 1 hour

**Mitmachen mit die 4 schritte**

- Schauen wie unseren Urwälder bedroht sind
- Kartieren heißt schützen. Lernen wie wir dokumentieren.
- Verbliebenen Urwälder systematisch identifizieren

[ICH BIN BEREIT](#)

12:30

# User Stories

As a	I want to	so that I can	Parts of site effected	Priority	Category
User	be able to comment anonymously	feel more comfortable sharing my ideas freely	blog	MLP	Comments
User	flag inappropriate content in comments from other users	help Greenpeace moderate a discussion topic	blog	MLP	Comments
User	login using my existing social media (Facebook) account and email (Google) account	easily log in on the website / sign a petition / comment	login	MLP	Log-in, Comments, Social Media
User	visualize both planned and current impacts a Challenge will have/has on the issue	decide whether to join/pledge for this Challenge	challenge, profile	MLP	Content Visualization, Transparency
User	understand why each challenge matters	be sure I'm getting involved in something meaningful	challenge	MLP	Content, Engagement
User	have an estimate of time commitment each challenge will require	plan ahead and evaluate if it's a good fit for me	challenge	MLP	Content, Engagement
User	have a simple script for me to use and/or adapt	feel more comfortable doing comms related challenges (i.e. calling someone, sending an email about an issue, etc.)	challenge	MLP	Content, Engagement
User	pledge participation to a Challenge	help a campaign that I believe in be successful/achieve a certain goal	challenge, profile	MLP	Engagement
User	follow an issue or campaign	get updates on what interests me directly in my email/phone	issue, campaign, profile	MLP	Engagement
User	see excerpts from challenges and actions I can do related to a topic I'm reading (i.e. issue, campaign, report, post)	decide which challenge to join/pledge for	issue, campaign, report, blog	MLP	Engagement
User	make a contribution/donation quickly (within few steps)	make up for my lack of time to support our common cause	challenge, donation	MLP	Engagement, Productivity
User	be reminded (with my consent and in a friendly way) about on-going Challenges that I've pledged for	complete them	email, profile, notifications	MLP	Engagement, Settings
User	understand how my donation will be used (not an itemized list)	trust my donation will make a real difference	donation , challenge	MLP	Engagement, Transparency
User	get curated content based on my preferences, interests and location	access content relevant to me and have a unique Planet 4 experience	profile, home	MLP	Personalisation
User	be able to sort search results by date / campaign / content type / author / publication / relevancy	refine my search to what I am looking for	search	MLP	Productivity
User	be able to search the entire site for posts, tags, authors, issues, campaigns, challenges	find specific content more quickly	search	MLP	Productivity

# Who are the “early tribe” members for Planet 4?



“A **tribe** is a group of people connected to one another, connected to a leader, and connected to an idea.”

**Seth Godin, Tribes:** We Need You to Lead Us

---

*Who will love you so much that they'll get a tattoo of your company? Ok, not really, but it's the sentiment.*

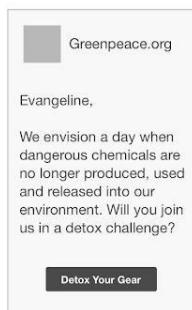
# PLANET 40 EVANGELINE USER FLOW



bocoup.com @bocoup

## Persona User Flow: Evangeline the Evangelist

Task: Evangeline pledges for a challenge, logs in, and completes a challenge



Greenpeace.org

Evangeline,

We envision a day when dangerous chemicals are no longer produced, used and released into our environment. Will you join us in a detox challenge?

**Detox Your Gear**

**Challenge: Detox your gear**

We envision a day when dangerous chemicals are no longer produced, used and released into our environment.

This challenge has 4 steps:

- Read why PFCs are toxic
- Go to an outdoor store
- Photograph the store
- Photograph a clothing label that has PFC

**Pledge for Challenge**

**Access your profile**

username  
password

Create account  
Forgot password? **Login**

**Pledge for Challenge**

**Pledged for**

**Challenge: Detox Your Gear**

We envision a day when dangerous chemicals are no longer produced, used and released into our environment.

This challenge has 4 steps:

- Read why PFCs are toxic
- Go to an outdoor store
- Photograph the store
- Photograph a clothing label that has PFC

**Pledge for Challenge**

EMAIL: You're doing great! Just 3 more steps to complete the challenge.

**Profile**

**Challenge Pledges**

Detox Your Gear: 1 of 4 steps completed!

● ● ● ●

**Related Challenges**

**Challenge Pledges**

Detox Your Gear: 2 of 4 steps completed!

● ● ● ●

**Profile**

**Challenge Pledges**

Detox Your Gear: 2 of 4 steps completed!

● ● ● ●

**Steps**

- Read why PFCs are toxic
- Go to an outdoor store
- Photograph the store
- Photograph a clothing label that has PFC

**Profile**

**Challenge Pledges**

Detox Your Gear: 3 of 4 steps completed!

● ● ● ●

**Steps**

- Read why PFCs are toxic
- Go to an outdoor store
- Photograph the store
- Photograph a clothing label that has PFC

**Profile**

**Challenge Pledges**

Detox Your Gear: 4 of 4 steps completed!

● ● ● ●

**Steps**

- Read why PFCs are toxic
- Go to an outdoor store
- Photograph the store
- Photograph a clothing label that has PFC

**Profile**

**Challenge Pledges**

Thank you for completing all 4 steps in the Detox Your Gear challenge!

● ● ● ●

**Consider pledging to another challenge!**

Evangeline, a Greenpeace newsletter subscriber, clicks the call-to-action link.

She reads the challenge page and decides to pledge for the challenge.

To do so, she accesses her Greenpeace profile through a login mechanism (on-page component, modal, login page, etc.).

Evangeline reads the challenge tasks and goes to an outdoor store to take a photo of a shirt label and the store itself.

Above screen: she receives email notifications intermittently about the challenge's next tasks.

After having visited the store to take photos, Evangeline logs into her dashboard.

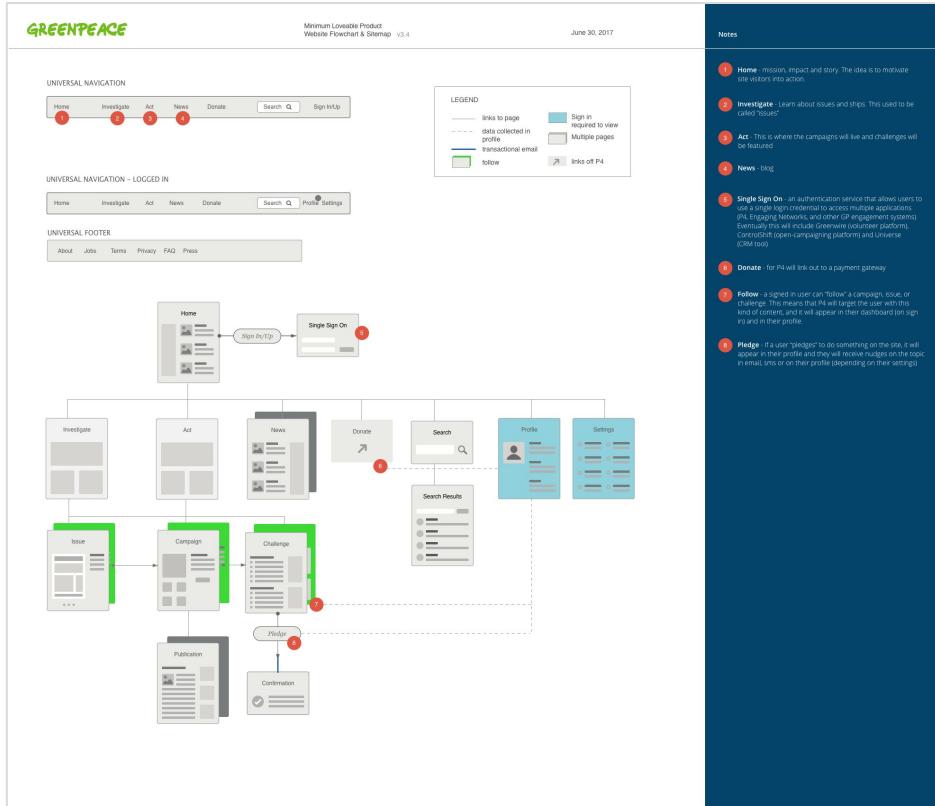
While reviewing the challenge's task list, she confirms that she visited the outdoor store.

Next, she clicks that she photographed the store, and is then prompted to upload/link her photo as proof.

Then she reads the next task in the list and completes the rest of the task.

Evangeline gets a notification of completion, along with some recommended calls-to-action.

# Sitemap



link

Planet 4: Content Model: **TYPES**, **Attributes**, **Examples**. See [Content Type Relationships](#) here, see [definitions here](#)

<b>PAGE</b> Title Summary Take action excerpt Story  • Overview • About / Institutional • General Get Involved • Privacy policy, TOS	<b>POST</b> Topic tag Title Summary Take action excerpt Story  • Blog • Stories • News • Press release	<b>TOPIC</b> Topic tag(s) Title Vision brief Take action excerpt Conflict Post excerpts Publication excerpts  • Issue • Campaign	<b>PROFILE</b> Title Following topic tag(s) Following Take Action (Impact icon) User Settings link  • NRO contacts • Individuals / non-GP entities	<b>TOOLKIT</b> Topic tag Title Summary Text samples Graphics Links Publication excerpts  • Campaign assets	<b>META CONTENT TYPE (header and footer)</b> Logo Regional site links Localization features Sharing features Privacy policy Terms & Conditions Code of conduct CC notice Links to About, FAQ, Jobs, & Press pages
<b>PUBLICATION</b> Topic tag Title Summary Take action excerpt Chapter Navigation Impact  • Consumer guides • Research	<b>SPECIAL PAGE</b> Title Community statement Story Excerpts Take action excerpts (Blog posts) (About content) (Subscription CTA)	<b>MEDIA (metadata)</b> Topic tag Title Summary Attribution Links  • Media brief, report, reatives • Photo, video, audio • Webcams	<b>IMPACT</b> Topic tag Title Take action statistics  • Victories (?) • Data Library (?)	<b>EVENT</b> Title Summary Take action excerpt Date/Time Location Link	<b>STORY TEMPLATE CONTENT TYPE</b> Characters Conflict Vision Tactics Timestamp Settings / geolocation*
<b>FORM</b> (Topic) Title (summary) Form field: User name Form field: Password Optional Form fields*  • Donation, Petition, Sign in, UGC • Proof of action form, Poll	<b>UPDATES</b> Topic tag Title Timestamp Geolocation (take action) (Profile) Summary  • Notifications	<b>TAKE ACTION</b> Topic tag Title Summary Tasks Impact Share / Proof of action  • Challenges • Consumer guides (step by step)	<b>USER SETTINGS</b> Title User Name* Email Address Change Password Address* Phone* Biography* Profile pic* Privacy Settings (TBD) Subscriptions  *optional	<b>DOWNLOAD</b> Title Summary PDF link	<b>SEARCH RESULTS</b> Title (metadata of categories and tags) (embedded posts) (media)
<b>MAP</b> Title Location pin Profile icons/modules					

# Open Source & the Planet

the kind  
of world  
we want  
to see



# Example: Academic inquiry

## Different meanings used or inferred for the word 'system'

