

Open Source contributes to the Planet

Proposal for a Day of Action program around Greenpeace Planet 4

By We Are Open Co-op & the P4 team

Document audience

- Planet 4 team
- P4 Stakeholders (NROs)
- P4 Steering Committee

What is a Day of Action?

A Day of Action is about making some noise. It's about encouraging synchronous contribution so we can onboard new contributors to the Planet 4 project. It will grow capacity. And it gives us a focus: a date by which a number of plans and processes will be in place.

Greenpeace has a long history of 'Days of Action', which have historically been focused on encouraging action **against** decisions governments and corporations may have made that threaten the environment and disrupt the peace. For this Day of Action, we're proposing action **for** open source contribution in the digital space.

Examples of similar 'Day of Action'-style campaigns from other open source organisations and projects include:

- [Covid-19 Global Hackathon](#)
 - [Oh the German version!](#)
- [Mozilla's Maker Party](#)
- [Wikimedia Edit-a-thon](#)
- [Clinton Foundation](#)
 - [Day of Action program](#)
- [Internet Defense League](#)
 - [SOPA strike](#)
 - [Net neutrality](#)
- [Fight for the Future](#)
 - [Ban facial recognition from college campuses](#)



Why a Day of Action?

The Greenpeace [Planet 4 project](#) is a revolutionary open source project. It is aimed at engaging people who support Greenpeace work and want to take action on behalf of the planet. Right now, with a complex landscape of systems, a billowing backlog and a small team, our technology landscape is fragmented. The P4 project needs and deserves the help of the wider open source community.

This digital Day of Action focused on open source will provide a welcoming entry point for new and established contributors. The aim is to achieve a great deal on the day itself but, crucially, to engage contributors in ongoing development and advocacy work.

To jumpstart contributions, reach [community goals](#) and make the P4 project a healthy vibrant community of contributors, [trust](#) is essential. This is why we will use the [SCARF framework](#) to help build this trust between the P4 team, NROs, and wider contributors.

Participation in the Day of Action will help contributors gain:

- **Status:** The Day of Action will provide a “sense of importance and belonging” as well as social credit to all contributors.
- **Certainty:** We will give staff and other contributors a solid agenda and timeline for contributing to P4.
- **Autonomy:** We aim to organize the Day of Action initiative in a way that anyone can participate from anywhere, and people can choose what they want to work on.
- **Relationships:** The initiative will strengthen connections between staff members, as well as between nonprofit and open source organizations.
- **Fairness:** This will help push the Planet 4 open source project forward, helping to rebalance resources between the world of technology and nonprofit.

Who will be involved?

The Day of Action is a large undertaking that requires above all **communication** and **coordination**.

Greenpeace

From the Greenpeace perspective, we need to balance: (i) finding interesting parts of the P4 project that contributors can focus on, with (ii) the amount of work this could generate for the Planet 4 team. Overall, the aim is for our approach to lead to a net benefit result of additional help and expertise being added to the project through community contribution.

The P4 team has been working on detailing [the current community infrastructure](#). We can collaborate with pre-existing community members to help onboard and coordinate new open source contributors. If we start by focusing attention on existing communities and networks,

such as those built up by NROs, then we can build an appropriate architecture of participation.

We Are Open

We Are Open will galvanise Greenpeace teams and our networks. They will take a leading role in the planning, piloting and coordination of the day.

Other stakeholders and partners

With support from Red Hat, We Are Open will aim to involve [other interesting partners and kindred organizations](#), allowing Planet 4 to claim a leadership position in a wider initiative to bring open source, technology and nonprofits closer together.

With enough time, trial and iteration, we will be able to run a successful, impactful Global Day of Action.

When will the Day of Action take place?

We'd like to coincide the Day of Action with some of the important events in Greenpeace's calendar, for example:

- **Earth Day - April 22, 2020**
 - Announce Day of Action pilot
- **World Environment Day - June 5, 2020**
 - Day of Action pilot (NROs + existing relationship, Red Hat)
- **World Cleanup Day - September 19, 2020**
 - Day of Action (bug hunt)
- **Earth Day - April 22, 2021**
 - Much bigger Day of Action

We aim to announce the Pilot on Earth Day in which we work directly with NROs to rekindle the vision for Planet 4 and onboard new contributors. We will be open and public about the plan in the lead up to the Internal Pilot to both gauge and ignite interest.

What follows after the internal pilot is a pilot-launch. We will reach out to our existing collaborator, Red Hat, to provide a number of creators, developers and designers to test community onboarding mechanisms for a **World Environment Day** pilot. This will be limited in scope and size, but enable us to trial the resources and processes required to 10x the approach for a larger Day of Action.

In September, for **World Cleanup Day**, we will coordinate a 'Bug Hunt', to help the Planet 4 team identify and eliminate software bugs and other kinds of technical debt. After each push, we will run a retrospective, reviewing what worked and where we could improve. This will give us insight to iterate quickly, ready for a big push for **Earth Day** 2021.

What will a Day of Action deliver?

We believe a Day of Action will help us:

- **Model** open engagement and showcase open leadership
- **Showcase** best practice in open source development
- **Forge** partnerships, and cement relations with key stakeholders, e.g. Red Hat
- **Gain** useful contributions to all aspects of the P4 project

How will we do this?

This Day of Action will be a net benefit for Greenpeace, and to the Planet 4 project in particular. It will require coordination, effort, and engagement from the following groups.

Community Engagement

Stakeholders

This group includes the leadership of the project, both from NROs and GPI, Senior Admins, Digital Leads, and Campaigners.

We will identify stakeholder priorities, and then facilitate working groups to ensure everyone's needs are met. Together, we can comb through the backlog and find dev and design work that could be contributed to within a single day.

In a series of Stakeholder calls, emails and one-to-one chats we will identify the priorities and roadmap for the Day of Action.

General P4 Community

The overarching P4 community will have the opportunity to provide feedback and ideas on the Day of Action plans. They will also be invited to help scaffold participation, provide onboarding and otherwise serve as "moderators" for the experience as a whole. We can help this group coordinate other communities as practitioners in the P4 project.

In a series of Community calls, emails and posts we will work with this group to prepare them as moderators / touchpoints for the lead up and day of. Additionally, Greenpeace embracing the open source community is a beautiful story, and this group could help market and socialize the initiative, creating a true community-driven initiative.

Developers

We aim to set up Day of Action tasks in new Github repos (TBD). Developer communities are likely to be happy working via a ticket based system, and we will work with technical leadership (Suzi, Nikos, Ray) and P4 Dev team to discover new areas of contribution and

document what could be done. We will scaffold these tasks so that anyone, whether a new front-end developer or a seasoned technical architect, can contribute meaningfully.

We will work directly with Suzi and the tech team in asynchronous ways and in pre-existing and/or required one-to-one or team calls. We will also ensure Dev Topics feature in general community calls.

Designers

The Design team will lead the work planning for potential design and marketing/content contributors. They will help identify existing design tasks that talented designers could contribute to, as well as where further thinking is needed and how the team can provide onboarding to these ideas.

The Design team can provide buy-in and tips for the marketing of the initiative. They will be essential in working directly with the General P4 Community to ensure that the marketing initiative surrounding the entire Day of Action initiative speaks to Greenpeace design standards.

We will work directly with Magali and Will in asynchronous ways and in pre-existing and/or required one-to-one or team calls. We will also ensure Design Topics in general community calls.

Analysts

This community is primed to help improve Planet 4 based on data and optimization. They are collecting data about features on multiple P4 sites to improve campaigns and audience research. Streamlining and documenting processes for the entire organization will help Stakeholders from across departments.

In the internal pilot, we will help leaders in the Data Analyst community determine and document ideal contributions to create impact throughout the organization. We'll work with the community team (Andrada, Julia, Magali, Luca) and ensure Data Topics in general community calls.

Architecture of Participation

Easy onboarding

This is a way for contributors to go from donating zero percent of their time to a number of hours on the Day of Action. To do this, potential contributors should be able to pick from a list of things that need doing and be able to get started almost immediately.

Modular system

There needs to be ways for people to work on one part of the whole project and not on others. To enable this, we should have external clarity around the purpose of the project, the

various parts of it, and how the part that contributors are being asked to work on fits into the bigger picture.

Leadership

To enable ease of participation, we need to show leadership and make decisions to separate decision-making from contribution. This means clear and unambiguous tasks for contributors to work on.

Clear mission

Contributors should be clear as to why they are participating. The rationale for the overall project, but also the Day of Action should be crystal-clear. This helps prevent scope-creep, and also means that contributors can feel like they have contributed successfully. defined

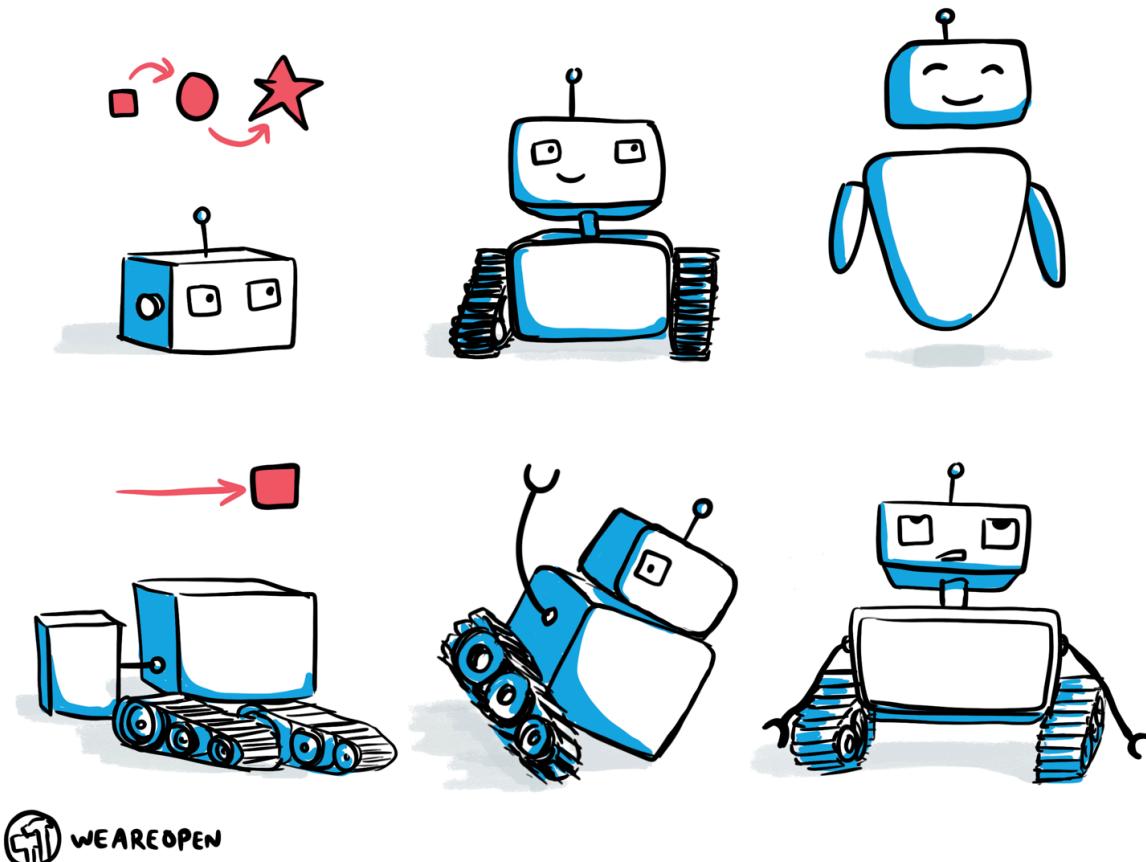
Working openly

There are limits to working openly, including regulations such as GDPR and important considerations to do with safeguarding. However, the benefits of working openly are numerous, including the information necessary to complete tasks. There should be a default, canonical place to go/ask to find out an authoritative answer if participants are stuck.

Social credit

Contributors want to feel like they're contributing to something bigger than themselves and being appropriately recognised for this work. This can be anything from a shout-out or a thumbs-up to some form of digital credential which they can proudly display. Anything that is shareable provides 'social proof' that the contributor is acting in line with their self-image (*"people like us do things like this"*)

What does an MVP look like?



A Minimum Viable Product (or MVP) is a lean and agile way of building products. It can also be used as an approach for almost any venture. The key is to build something that works, however minimally, test it with real users, get (and analyse) their feedback, and then iterate. Over time, this approach might lead the team in unexpected and interesting directions. However, the focus is always on solving problems for an identified audience or community.

In terms of the Day of Action, our audience/community is existing open source developers who we would like to contribute to the Planet 4 project. We are surveying their wants and needs, and then designing an MVP Day of Action to engage them. This should be small enough to be quick to organise, but fleshed-out enough so that we can see if it would scale.

There are three main areas that we need to co-ordinate around:

- **Resources** - what is the smallest amount of documentation we can produce and/or point potential contributors toward for them to feel ready to contribute?
- **Processes** - how can we fit potential contributors into our existing workflows instead of having to design new ones from scratch?

- **Responsibilities** - how do we co-ordinate within and across teams without too many overlaps and burden upon one person (or a small group of individuals)?

To be able to do this, we need to stand in the shoes of potential contributors and see the Planet 4 ecosystem through their eyes, rather than through our own. What are the enablers which will make them feel valued and wanted? What are the barriers which we need to remove to enable their participation? How can we ensure that Planet 4 is both an accessible and ‘legible’ project for contribution?

What do we need?

Buy in.

PR agreements.

Dunno how we swing an open contribution day from GP perspective...

Audience

-

General setup

Developers: Set up environments

We set up Day of Action tasks in new Github repos for defined priority areas.

Marketing materials

Since we need to communicate with both internal and external stakeholders, we will need a variety of marketing materials such as:

- Messaging plan
- Checklists to help NROs to attract local contributions
- Guidance for NROs to prepare their “roadmaps” for contribution
- For Volunteer Units to get involved with localized groups
- For partners to help get their networks and communities involved

Defined priority areas

Review the stakeholder wants and needs...

<https://datastudio.google.com/u/1/reporting/1AdSvT53qABu0DYj97aoi9DadgltZ26hW/page/uYPCB>

Development / Design

With a bit of planning, we can collect a backlog of contributor-friendly tasks in certain areas. We can use tagging (e.g. #firstbug, #accessibility, #designthinking) to help filter tasks. It's important to note that we're planning the Day of Action as a one-off 'event' but also as an onramp to more sustained contribution by community members.

This means that the overall project needs to be ‘legible’ - e.g. decisions made in non-public channels should be documented in public spaces. Dependencies should be obvious, and context should always be given. Making the project legible to community contributors not only leads to greater participation, but also makes the day-to-day work on the project easier for existing team members.

Handbook / Documentation

From how-to guides for editors to descriptive tech contribution methods, the [Planet 4 Handbook](#) is the go-to place for all P4 documentation. Running on its own install of Planet 4, the Handbook is content heavy. What needs to be done to make it better? We might also sprint on the Tech Team’s new GitBook on this day.

Backend Infra

Talk to Ray and Mark.

Appendix 1: Comms Roadmap

- **T-10 Weeks:**
 - Initial announcement & Save the Date
- **T-8 Weeks:**
 - Collaboration Leads Meeting
 - Plan swag (??)
 - Comms meeting and strategy
- **T-7 Weeks**
 - Intention to participate form opens
 - Private solicitation for participation email
 - Team wide Day of Action meeting
 - Finalize Swag
 - Blog to announce the day of action!
- **T-6 Weeks**
 - Comms plans
 - mention the Sprint 1 x weekly via tweet, mentions in GP newsletter, community calls, or other regular communications
 - point people back to day of action blog post
 - mention exciting collaborators that have been added
- **T-5, T-4**
 - mention the Sprint 2 x weekly via tweet, mentions in newsletters or other regular communications
 - point people back to blog post
 - mention exciting collaborators that have been added, other news
 - highlight deadlines for registration
- **T-3 Weeks**
 - Site submissions closes
 - Progress meeting

- **T-2 weeks:**
 - Webconferencing testing
 - Finalize “Day Of” format for check-in / demos schedules
 - Comms plan
 - Highlight countdown to day of action
- **T+0 Days: (Earth Day)**
 - Begin live broadcast
 - begin live-tweeting event
- **T+2 Days**
 - Wrap up Comms
 - thank you emails
 - Follow-up on post-event surveys
- **T+5 Days**
 - Report back
 - Storify #GPP4ACTION
 - blog analytics + map