



Greenpeace

CONSULTANCY
CASE STUDY



Greenpeace, a world leader in peaceful environmental change, had 35+ community managers across 19 countries responsible for 31,754 users they needed to train to a world class standard. They asked FeverBee to help





How do you simultaneously train a huge network of global volunteers?

Greenpeace is the leading independent campaigning organization that uses peaceful protest and creative communication to expose global environmental problems and to promote solutions that are essential to a green and peaceful future.

As a strategic goal to achieve this mission, Greenpeace launched a series of private online communities to help organize its volunteers, called Greenwire. This initiative is being led by Greenpeace's International Volunteering Lab whose strategic goal is to rapidly boost Greenpeace's volunteer community's capacity for on-the-ground and online-to-offline mobilization. The Lab's vision is to add volunteer-led people-power to campaigns by enabling Greenpeace's volunteering community to be as effective and impactful as possible.

Mobilisation Developers Rebecca van Scheijndel and Paula Collet knew they needed help to develop custom training modules for their community of "volunteers coordinators". They needed to help them launch and grow their individual communities to critical mass and to conduct quarterly live virtual Q&A sessions.

This led to a problem; how would they build, deploy, deliver and educate using the right strategy and expert materials on this scale?

There were significant challenges to overcome, not least the disparate spread of coordinators across the globe in different time zones. For many of these volunteers, English was a second language.

Greenpeace asked FeverBee to help.



“Creating Greenwire was a game-changer in how we organize our volunteer communities at Greenpeace. The plan was simple: start to mobilize and organise people online and give them all the support they need to go offline and change the world.

But the more we explored the possibilities of working with the platform to mobilize people, the more we felt the need to understand how to work and develop online communities.

The partnership with FeverBee was a great step to explore the online community universe and to develop our community of leaders to build strong communities themselves.”

Paula Collet,
Mobilization Officer, Greenpeace





The success of this project rested on ensuring the training was specific to the audience in the Greenwire communities. It was imperative to review the current communities, speak to key stakeholders both at Greenpeace and Greenwire, and provide a clear strategy that demonstrated how we would build the final customised course.

From this deep analysis we identified the following challenges:

1 VOLUNTEERS WITH LIMITED EXPERIENCE

Whilst FeverBee's on demand materials cover the full community manager journey from beginner to expert, it became clear that a customised course at the right level would be critical. For many, this would be their first experience of community training. They had to take training around other priorities. We needed to construct the training to deliver high value without overwhelming participants.

2 BE AWARE OF LANGUAGE AND CULTURE

English was not the first language for many Greenwire volunteers. This training would need to consider tools and methods to aid understanding of pre-recorded videos to ensure our message was clear and easy to understand across many cultures and multiple languages.

3 REDUCE THE SENSE OF ISOLATION

Our research revealed that many volunteers felt isolated and unsupported across multiple time-zones and remote, geographic, locations. From the planning, announcement, rollout and subsequent learning experience, we would need to ensure the Greenwire managers understood where and when to get support and ask questions.

4 UNDERSTAND THE BRAND VALUE

Greenpeace is a brand Greenwire managers know and love. Whilst FeverBee were excited to get involved, we needed to be mindful that the managers trusted Rebecca, Paula and the Greenpeace team. We needed to ensure it was clear that Greenpeace were fully immersed and consulted in the final product, to aid understanding and gain trust.



5 LIMITED TIME

With so much material on our hands, we needed to maximise what we could deliver for people with limited time. We also needed to minimize the barriers to entry by ensuring the experience was optimised and the platform was easy to use.

The challenge was multifaceted but came back to the same core values - to deliver a customised on demand training experience that built trust, could be clearly understood and delivered the most value in the least time to develop advanced community and collaboration skills.



“We knew we had to be sensitive to the audience and deliver a product and service that was pitched at just the right level, working closely with Greenpeace’s Vol Lab team.”

DARREN GOUGH,
Director of Client Services, FeverBee



For a customised training experience of this type, we knew that developing a close working relationship with Rebecca and Paula would be vital. This would let us track and factor in development challenges to get the product right.

1 ADDRESSING LANGUAGE

As many of our students would be non-native English speakers, we needed to source and work with a trusted partner to ensure all our content had English subtitles which could be displayed upon request.

This allowed students to follow what they were hearing in real time to aid comprehension and to pause or replay any part of the video as required to ensure clarity.

2 PLATFORM BUILD

FeverBee walked Vol Lab through our own learning platform in depth and gave Paula and Rebecca the confidence to agree that the platform would be suitable for both the team and the audience to work with.

We were able to build a completely customised course from our own materials, and add videos produced by Vol Lab at key points to aid trust, familiarity and uniqueness to the build.

FeverBee's work helped Greenpeace to train 35 managers. The expected reach of this training is calculated to potentially reach 28,000 new volunteers into the online community worldwide.



“It was really smooth and really nice to work with the FeverBee team. Their knowledge about the subject, their willingness to support us in making the most of the course and their availability to answer to any kind of doubt is amazing. What could have been a hard, and tired work ended up being a pleasured and great team project.”

Rebecca van Schneijndel,
Mobilization Officer, Greenpeace

3 SUPPORT SESSIONS

Aside from the on-demand custom materials, we ran a series of live support sessions with the students and the Greenpeace team to introduce key topics from the modules and demonstrate how the platform worked.

These brainstorming sessions proved to be hugely valuable for problem solving with mutual support, to provide further supporting materials as needed and ensure the managers felt they were not isolated and were part of a learning community.

We also built a private area within our own [Experts community](#) where students could discuss learnings with each other and the FeverBee team.

4 SPECIFIC INTERVENTIONS

We understood that building a highly collaborative and milestone based relationship with the Greenpeace team would be vital to ensure we met the needs and expectations of the brand and the community.

Having regular agenda driven check-ins, supported by an ongoing document build in Google Drive that could be seen, commented on and actioned at any time was the foundation of a successful outcome.

In this sector, and for the managers, we needed to be granular, specific and highly methodical to overcome the cultural, learning and brand awareness challenges.



CUSTOM COURSE

Our custom build courses were delivered over a 6-8 week period to an audience of around 35 Greenwire managers, and were fully supported by Q&A sessions run jointly between Greenpeace and FeverBee. To ensure everyone had access to the Q&A we mirrored the support sessions in two different time zones.

FeverBee Greenwire Community Management Course M2

[Start](#)

About the Course

As you have just completed module 1, you know the we from Vol Lab have been partnering up with Feverbee, who are the leading professionals in online community management.

And we've asked them to develop a training which will help you grow and develop your Greenwire community.

This second part of the course works the same as the first one you just completed. You will soon see Caty Kobe again, who will be leading you through this training. The

0% Complete


Course Outline

Introducing Growth Tactics for Greenwire

- Course Introduction (1:44)
- Housekeeping Tips (3:20)

How to Grow an Online Community

- Section Introduction (0:46)
- Growth Principles (8:46)
- Growth Channels (8:26)
- In-Depth: Direct Growth (8:50)
- In-Depth: Promotional Growth (2:07)



“The students are already practicing their learnings, changing the way they lead their communities and applying the main concepts in their daily work.

All students left the course with a plan on how to work with their Greenwire communities in the next year. And we are sure that the community will get bigger, stronger and better prepared to face the challenges of changing the world.”

Paula Collet,
Mobilization Officer, Greenpeace



“Working with organizations that strive to make a difference is always rewarding, but working with Greenpeace has also been a complete joy. Both Rebecca and Paula are focussed and passionate about this project, and I’m very happy with the results we could deliver together ”



Darren Gough, Director of Community, FeverBee

The team from Greenpeace were looking for a way to scale up their international volunteer efforts with online community. It was highly rewarding to work with Paula and Rebecca to help them chart that course.



Todd Nilson, Director of Consultancy, FeverBee
