

GREENPEACE

Background

For nearly 50 years, Greenpeace has been sailing the world's oceans protecting our planet and fighting for environmental justice.

Since the 1990s, the widespread adoption of email, mobile phones and social media has unleashed a new kind of campaigning, one that enables individuals to become participants in collective action at historic speed and on their own terms.

To help facilitate this movement, in February 2014, Greenpeace selected Engaging Networks as their technology partner and moved forward with an ambition to instil new approaches to campaign planning, digital strategy and the role of "people-power" in advocacy.

Having previously used Silverpop for email marketing and their own proprietary system for creating landing pages, Greenpeace knew they needed to do more to deliver personalized supporter experiences.

Used in over 30 countries

Greenpeace worked with Engaging Networks to deliver an ambitious six-week roll-out programme, that included:

- Engaging Networks building page and email templates
- Engaging Networks setting up the default data structure to match Greenpeace's main data structure
- Greenpeace hiring a data agency to help collect, clean and organize the data

Today Greenpeace is using the Engaging Networks platform in over 30 countries, equipping individual offices with the functionality they need to successfully raise more money, win more campaigns and engage with their supporters.



Working in partnership

Greenpeace recognised it's not about choosing a technology platform but finding the right partner and building collaboration.

Greenpeace Engaging Networks users are all part of a Skype group where they support each other and ask questions. They can also reach out to Greenpeace's dedicated support specialist who has deep insight into their set-up and is on hand to provide any assistance needed.

Additionally, Engaging Networks mantra of 'always innovating' and putting clients' needs at the forefront, has made it possible for Greenpeace to see new functionality developed that has had significant benefits across their offices.

These developments include:

- **The Master Dashboard:** Designed to support large international organisations with many linked accounts, this tool simplifies operations, streamlines branding and execution of digital efforts, and reduces staff time in campaign implementation. Additionally, Master Dashboard users can securely access all linked accounts (e.g. country offices), have an insight into reporting on top-line activity and have the ability to easily share content and manage data.
- **The Stripe Gateway:** Enabled additional offices to come on board to process both single and recurring donations. For recurring payments, the schedule is set up in the Engaging Networks system, and future payments are triggered by passing a reference code to the gateway. Greenpeace offices using the Stripe gateway, can also directly edit, cancel and pause recurring payments through their Engaging Networks account.

- **Email & marketing automation updates:** The development of custom, editable links in the email-builder to improve integration with Google Analytics reporting; added multiple IF statements in automations to increase the capacity to execute more complex and robust journeys; and the recent addition of SMS within marketing automations is something a number of offices are keen to explore.

Realising operational efficiencies

Not only has Greenpeace increased its digital capacity and promoted community-based, “people-powered” campaigning but it has also set up an internal operational infrastructure designed to facilitate collaboration and success.

Country offices are now able to run integrated campaign activity using the Engaging Networks advocacy, fundraising and email functionality. The ease of sharing via the Master Dashboard also means that offices can benefit from the design investments of other offices. When one office admires the work of another office they can simply ask for the page template to be shared to their account.

The centralization of data through the Engaging Networks Master Dashboard means they have an overview of global supporter numbers and activity across all



country offices. Easy access to all accounts via the master dashboard allows support cases to be centrally managed and quickly resolved. This data can also be consolidated into a progress bar meaning global campaigns can show up-to-date participation numbers for all participating campaigns around the world. Likewise, the Master Dashboard facilitates data transfers to local offices and the easy sharing of page and HTML templates. The ability to share completed advocacy pages to all accounts means offices participating in global campaigns have pre-built pages added to their accounts and they only need to translate for their local markets, rather than rebuild entire pages.

Global and local campaigns are greatly enhanced using Engaging Networks Locales feature which ensures a single campaign can be translated into multiple languages that are then displayed based on a supporter's browser settings.

Fundraising features like e-commerce and next suggested gift functionality, coupled with the segmentation and email tools provides seamless digital fundraising execution, unhampered by time-consuming data-integration issues and cumbersome data requests.

The achievements speak for themselves

Greenpeace is constantly challenging corporations and holding them to account:

Tell Coke's CEO: our oceans can't stomach any more plastic.

Email Coca-Cola's CEO

Tell Coke's CEO: our oceans can't stomach any more plastic.

First name:

Last name:

Email:

Please select country/region:

I am happy to receive email updates from Greenpeace about important campaigns.

SEND MESSAGE

Mr. James Quincey
CEO, Coca-Cola

Coke's Plastic Footprint

Plastic pollution is one of the greatest threats facing our oceans. Up to 12 million tonnes of plastic is entering the oceans every year. This is affecting sea life, with one in 3 turtles and up to 90% of seabirds are now estimated to have ingested plastic. Plastic is even ending up in the seafood on our plates.

The plastic bottles that are found littering beaches around the world are a major part of this ocean plastic problem.

Coca-Cola produces an estimated 110 billion throwaway plastic bottles every year - and billions of these will end up on beaches, in landfill and in the sea. We're calling on the soft drinks giant to reduce their plastic footprint and stop Coca-Cola bottles choking our oceans.

Send them an email today. Just enter your details in the form to get started.

Plastic - from bottles and

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Nestlé: stop endangering our oceans, our communities, and wildlife around the world

GREENPEACE #PlasticMonster

Stop Single-Use Plastic

Plastic pollution is jeopardizing human health and harming marine animals like whales and sea turtles at alarming rates.

We cannot recycle our way out of this crisis. Over 90 percent of plastics have not been recycled. Countries in Southeast Asia are used as dumping ground through the global waste trade. We have to hold brands accountable and demand alternatives to cheap throwaway plastic packaging.

Recent cleanups and audits of plastic waste have found that Nestlé is one of the worst plastic polluters. Nestlé sells a billion products a day with 98% of them wrapped in single-use packaging.

Nestlé must stop endangering our oceans, our waterways, our communities, and wildlife around the world.

Tell Nestlé to stop producing single-use plastic and immediately start shifting toward systems of refill and reuse!

**To: Ulf Mark Schneider
CEO of Nestlé**

"Nestlé: stop endangering our oceans, our communities, and wildlife around the world."

First name

Last name

Email

Country/region

Dear Mr. Schneider,

I am writing to you about an issue close to my heart and one that affects us all: the plastic pollution crisis. By 2050, it is predicted that there will be 12 billion tonnes of plastic waste in the world.

I am happy to receive email updates from Greenpeace about important campaigns.

[Send >>](#)

Oreo: stop buying from rainforest destroyers

GREENPEACE DIRTY DIRTY PALM OIL

Stop rainforest destruction

Almost 10 years ago, Mondelez, maker of Oreo, promised to stop buying palm oil from rainforests destroyers. But they are failing to keep that promise.

Mondelez buys huge amounts of palm oil from Wilmar to make products like Oreo. With more than 110 million Oreo cookies produced every day, they play their part in turning Indonesia's tropical forests into lifeless landscapes.

Destroying forests for palm oil is feeding a climate and extinction crisis. Oreo has the power to change the entire palm oil industry. Dropping Wilmar is the start.

Will you email Oreo's CEO and tell him to drop Wilmar before it's too late for Indonesia's rainforest?

**To: Dirk Van de Put
CEO of Mondelez**

"Stop buying from rainforest destroyers"

1,118,636 people worldwide have told big companies to drop dirty palm oil. Let's reach 1,500,000.

First name

Last name

Email

Please select country/region

URG: Stop rainforest destruction

Dear Mr Van de Put,

I was shocked to learn that your palm oil suppliers are destroying rainforests in Indonesia.

Rainforests are the lungs of our planet. Millions of people and countless species depend on them. Scientists say we have to protect all the world's forests if we're to stand a chance of saving the planet.

I am happy to receive email updates from Greenpeace about important campaigns.

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Seeing results that outperform the sector trends:

Greenpeace Canada improved monthlygiving by 332%



And, their constant focus on innovation means supporters are continuously delighted and inspired to support them:

Greenpeace Belgium introduced the gift of 'nothing'

