

Detox Outdoor Jan/Feb Push Engagement Strategy

2016 January/February Push

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[Introduction](#)

[Objectives](#)

[SMART Objectives](#)

[Offline](#)

[Online](#)

[Social Media / Website](#)

[Website for NROs that have localized detox-outdoor.org](#)

[Alternative solution for NROs that only take part in the Full Power Moment \(aka Magic Moment\)](#)

[Social Media](#)

[Activities](#)

[External Events \(Vanity Fairs: Oktoberfest and Big Panda\)](#)

[Global Week of Action](#)

[Additional Engagement Tools](#)

[Report Consultative Product Testing](#)

[Patagonia and East Asia Expeditions](#)

[Boycott](#)

[Overview and Timeline Jan/Feb 2016 Push \(Full Power Moment\)](#)

Introduction

We are excited to tell you more about the Full Power Moment (aka Magic Moment) for Detox Outdoor in January and February 2016. If you haven't read our [Engagement Strategy](#) for the start of the campaign, please take a look. This document is meant as an update to the previous strategy outlining the new activities and roll out plan.

In the Full Power Moment we will continue to engage the Outdoor communities, but also focus on gathering broader support from the public to pressure specific brands to Detox. The Full Power Moment will be a focused brand challenge, with a goal of Detoxing one or more brands.

We will continue applying Open Campaigning principles by implementing the ideas gathered from Outdoor communities and re-engaging them in the Global Week of Actions, possible petition deliveries and brand challenges.

Mobilization

Objectives

- Re-engage outdoor lovers and supporters from Fall push
- Continue building a movement of people who feel strongly about detoxing the outdoors
- Supporter-journey up the ladder of engagement
- Detox at least one brand through public pressure
- Creating urgency globally around the need for a toxic-free future
- Increase Greenpeace supporter, donor, volunteer and activist base
- List building/Lead building to build our audience base and potentially convert as financial supporters

SMART Objectives

Offline

- 10-15 activities in front of brand stores, HQ
- Re-engage 10-15 outdoor communities and clubs in GWA and/or petition delivery
- 25-30 activities for Global Week of Action
- 2-4 NVDA activities
- Engage 2 outdoor influencers to participate in the campaign

Online

- 150'000 signatures on the petition from NROs already on board since Feb 2015
- 75'000 signatures from newly participating NROs
- More than 4000 people participate in the social media brand attack
- Conversion rate for the petition of 55%

Social Media / Website

Website for NROs that have localized detox-outdoor.org

We will continue to use detox-outdoor.org, so all of the content that was already translated can still be used. The platform has grown with the activities we've had over the first few months of the campaign, so now it's time to refactor and simplify. Because of the push and brand challenge we are planning, the focus in this phase of the campaign will shift from the deeper engagement we had (e.g. product testing, idea submission) to a **more traditional petition-centered approach**. There will still be deeper engagement options, for example to take part in Global Week of Actions activities online and offline, but for online mobilization the petition will be the priority.

Upcoming changes:

- The **visual language** will be geared towards the brand challenge (depending on the selected brand(s)).
- The **dashboard** (user journey) will be removed
- The manifesto will be replaced by a **petition/email** targeting a brand directly.
- The **petition page** will be the most used landing page for social media and email activity. It will be optimized for good conversion rates.
- The informational pages will be restructured slightly, but the same content will be used.
- The home page will show the petition at the top (the same as the manifesto now) and other content like the product testing results.

Alternative solution for NROs that only take part in the Full Power Moment (aka Magic Moment)

For NROs that haven't translated the global Detox Outdoor website or those that are new to the campaign, we will provide a simplified petition page that can be translated very easily. By default it will only contain the petition text, but it will be possible to do adjustments.

Social Media

The messaging on social media will change for the push. Because of the brand challenge, a lot of materials will be **geared directly towards the challenged brand(s)**. In addition to that, the adverse **health effects of some PFCs** will be in the center of attention and those two topics will be combined as much as possible.

Some materials will be prepared in advance, but there will also be a lot of activity around the **external events, the Global Week of Action, the Patagonia expedition and the Buycott app** that will be covered (see chapter [Engagement Tools](#)).

There will be some funding available to help with NRO social media promotion during the push.

Activities

External Events (Vanity Fairs: Oktoberfest and Big Panda)

Oktoberfest (code name) and Big Panda (code name) are the most important fairs in EU and Asia for the outdoor sector. Brands want to present themselves and their newest high performance products in the best light during these days. The events are not open to the general public, but only to professionals from the sector (eg direct customers of the brands who are going to sell their products, (outdoor shop owners, retailers etc, but also journalists, suppliers, chemicals manufacturers etc))

For us it is the perfect time to pressure our target brands to Detox. We are planning some exciting parties and activities during these two events. Although we will focus our activities on specific brands, the entire sector will know about it and feel the pressure since everyone is present at the events.

Global Week of Action

The Global Week of Action will be one of the crucial moments for the Detox Outdoor campaign, where people from all over the world will organize activities and send a strong message to a brand to Detox. We will continue applying the Open Campaigning principles by selecting from the ideas submitted on the website during the co-creation phase in 2015 for the GWA activities.

The Global Week of Action activities are a great opportunity to continue engaging outdoor communities by involving them in planning and implementing the activity. It will also engage new people to attend and get involved in the campaign. The Global Team will pick two of the most voted ideas submitted to promote and produce materials for, the ideas that will be selected will be based on the ones with the most outreach potential and pressure to the brand. **However the NRO can choose to do any of the activity ideas that were submitted on the website (including their own).**

GWA will have both offline and online mobilization activities.

Additional Engagement Tools

Report Consultative Product Testing

The results of the consultative product testing will be ready by the end of January 2015. We release the results at a press conference at the Vanity Fair in Munich

The results will also be communicated on the website and on social media. The results will be used in the content for the brand challenge.

Patagonia and East Asia Expeditions

One of the ideas submitted to our campaign came from David Bacci, an Italian climber, who is **going to Patagonia to climb Cerro Torre and Fitz Roy using PFC-free clothes**. David's expedition starts in December and he will provide us with blog, video and photo content that we can push on Greenpeace's and David's own Social Media channels. David and his team have their own strong outdoor enthusiast following that we can tap into and the expedition will not be Greenpeace branded. The main climbs are planned for January and February, due to weather conditions it's not possible to exactly plan when he will be climbing.

GP Andino will also be supporting the PFC-free ascent of twin sisters in a different part of Patagonia and in January GP East Asia will also have their own PFC-free expedition!

The main **message** we are sending with these expeditions is that **alternatives to PFCs exist and to show that PFC-free alternatives are tough enough for the roughest conditions**.

Buycott

Buycott is a mobile phone app where users can join the Detox Outdoor campaign then scan barcodes and check if a certain product uses PFCs. They can also contact the brands directly from the app via Twitter, Facebook or email to tell them to Detox, and receive push notifications from GP. A new version of the app will be launched at the beginning of December 2015 and Detox Outdoor will be featured on it. **We will have access to the email addresses of the users that sign up for Detox Outdoor on Buycott.**

For us, the app is mainly a tool to reach additional audiences. It already has a large user base (over 2 million) and they will feature the Detox Outdoor campaign for new subscribers when they launch the new version. In the second stage, if there are many people interested in the

Detox Outdoor Buycott campaign, NRO's can advertise the app to our supporters because it's also a good way to communicate campaign news and reach people directly.

Campaign Contacts:

Please take a look and update this list of participating NRO [contacts](#) with the right people in your NRO!

Please check out the list of campaign material delivery dates [here](#).

Overview and Timeline Jan/Feb 2016 Push (Full Power Moment)

Push Calendar: [click here](#)

Event (Main Push Events are Bold)	Date
Bycott App launched	Dec 1-Feb
Patagonia Expedition	Dec-Feb
Oktoberfest	Jan 24-27
Brand Targeted Petition	Jan 24 - Feb 28
Product Testing Report	Jan 26
Global Week of Action	Jan 30-Feb 7
Traditional NVDA's	Feb 15-21
Big Panda	Feb 24-27

Detox Outdoor Dream Team: We look forward to working with you!

