BUILDING THE CHILDREN AND CLIMATE CHANGE COMMUNITY
90 DAY PLAN OVERVIEW

Overview: Climate change and its impact on children is a new key focus for UNICEF. At the behest of top leadership, the Climate Change team must begin preparing education, reports and best-practice-sharing.

BUILD Impact: The Climate Change team is small, yet the importance of its work is universal at UNICEF. In order to broadly disseminate information, find experts, and create important conversations about climate change, the team will build an online community as the central hub for information and dialogue about climate change.

Hypothesis: Because climate change impacts every UNICEF office and program, an online community will be the simplest and most effective method of including every voice in dialogue while also disseminating important knowledge, content, learnings, and key dates. Further, due to its universal importance, the Climate Change team has a unique opportunity to establish the community as the official "home " of climate change information, thereby driving adoption of Yammer and SharePoint in an unprecedented way.

Key Adoption Strategies and Tactics:
- Capitalize on the visibility that Climate Change has within UNICEF to draw attention to the community
- Use senior leadership communication to validate the community
- Tap into UNICEF staff motivation to be a part of climate change activities by giving them the opportunity to share insights and expertise in the community; build a welcoming and vibrant environment
- Maintain clear information and conversation architecture from the outset, teaching users how to appropriately use KE tools and the community
- Use information scarcity (posting key content only in the community) to drive adoption

Timing: Begin building mid-March, 2016 and create tentative programming through May, 2016. Evaluate after each event and activity to understand what is working and what is not. Metrics about the community should be gathered immediately prior to starting work (# of users, # of messages per month or week this year, user growth in the past month if possible).

Deploying the BUILD Model

Billboard (advertise the community and its importance)	• Senior leader announcements • ICON page • Global Broadcast emails • Webinars of general interest
Library (house the official content about the topic at hand)	• Official documentation and reports • Links to webinars and recordings • Newsletters from Yammer
Dialogue (create conversation around the people and information)	• Yammer group already established • Post all Q&A and idea-gathering here using the known successful model of curated Q&A to leaders • Unique content with experts • Exclusive home to pre-reading and educational links on the web • Image-heavy focus, using crowdsourced photos and mobile-app uploads to illustrate climate change in our personal lives

Specific Activities

- Utilize senior leader representative to participate in the first webinar, asking him/her to speak about or write about the Yammer community (goal: create legitimacy during a pre-existing activity that the leader will take part in)

- Senior leader to reference Q&A request and his/her commitment to answering feedback through the climate change team (goal: give incentive for people to post content into the community; responses will show that leader is listening and will drive continued use of the group)

- Group Managers to create a monthly digital newsletter that is posted in Yammer and elsewhere, curating interesting content and recognizing users for their contributions (goal: surface Yammer conversations to those people reading the newsletter elsewhere, bringing them in to the group; also, give credit and social recognition to active participants to give them reason to come back.