



EC Project 610829

**A Decarbonisation Platform for Citizen Empowerment and Translating
Collective Awareness into Behavioural Change**

D 6.1: Mobilisation and Petition Tool

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Executive Summary

This document summarizes functionalities, technical key information and designated use of WWF Switzerland's Mobilisation and Petition Tool for large scale awareness campaigns in the Decarbonet framework.

To collect the voices of mobilised people, WWF Switzerland (and many other national WWF offices) use the e-activist tool from Engaging Networks.

Engaging Networks created a simple, flexible and customisable information and communication technology (ICT) web interface, which can be easily managed by web-administrators of non-governmental organisations (NGOs) and allows people to show their commitment for a certain issue.

Important for any user of this tool is to keep the front-end simple and lower barriers for possible activists by showing just the right amount and type of information.

What kind of information this is and how it is presented best will be concluded from findings in WP5 (direct citizen engagement), WP1 (Decarbonization methodology) and WP6 ("lessons learned" in Earth Hour reports).

Aligned to D1.2 (Social requirements specification), the e-activist tool would be ideally embedded directly in a debate tool (any social media platform, e.g. Facebook), where people have direct personal, emotional and ethical involvement within a group they already know quite well. For Earth Hour 2015 it is expected that we use the e-activist tool to collect signatures for a petition. However as the rough concept for the campaign is still work in progress, there is no decision made on how and where this tool will be embedded, so far.

WWF Switzerland will repeatedly use and improve this tool for future campaigns. Anonymised data will be collected for DecarboNet and connected to publicly available data in social media gathered in WP2 (Extracting stakeholder knowledge from multiple sources). This combined data is, and will be, further analysed in WP4 (Analysing Collective Awareness and Behaviour Patterns). Like this DecarboNet will generate useful knowledge on how to reach and mobilize more people for environmental causes. If strategic leaders of WWF find it useful, the Facebook module of the e-activist tool could also be integrated in the decarbonisation platform developed in WP3.

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1. Introduction

As people get huge amounts of well designed information from financially strong companies with great marketing departments and budgets on a daily basis, it is nearly impossible for non-governmental organisations (NGOs) with comparatively small budget to keep environmental awareness on a high level for a longer time-span. Most people in industrialised countries are aware of environmental issues like climate change and resource depletion and they also know their decisions in the supermarket have an impact.

Despite that, many people ignore their knowledge when they are in the supermarket where they see cheap products or a nice holiday arrangement in “far, far away”. Therefore, it is crucial for WWF and other ecological groups to transform raised environmental awareness as fast as possible into long-lasting structural change. This is most simply done by improving the legislation or showing companies and other stakeholders competitive advantages by implementing sustainable production standards. Like this, products get environmentally friendlier and bad consumption decisions less serious for the environment. However, to reach such structural change a critical mass of environmentally aware people has to be reached and mobilised to show its desires.

The Mobilisation and Petition Tool used by *WWF Switzerland*¹ (WWF) is a web [application](#) which enables people to support WWF with regard to certain environmental concerns.

Described in the DoW is a tool, based on the e-Activist platform from Engaging Networks², which is easily integrated in websites of different parties to collect signatures for special purposes.

Some examples where WWF Switzerland has used the e-Activist tool so far:

- *Lachs-Comeback*: Initiative to enable Salmon to reach Swiss rivers.³
- *Viva M25*: Protect an immigrated brown bear from illegal killing.⁴
- *Anti-Dreckstrom-Initiative*: Stop production of dirty electricity (nuclear, coal, oil).⁵

For WWF Switzerland's Earth Hour campaign 2014 Switzerland (described in D6.2.1) however proprietary software was used to create a similar micro-site in our well-known *Content Management System* (CMS). This was due to smaller issues wrt direct connection with *Inxmail*⁶, which is used by WWF to send additional E-Mails to engaged people in a special follow up. For future campaigns these issues will be solved. This means, for Earth Hour 2015 the tool from e-activist can be used. Either

¹ www.wwf.ch, The national franchise, WWF Switzerland.

² <http://www.engagingnetworks.net/uk>

³ <http://www.salmoncomeback.org/> & <http://www.wwf.ch/de/projekte/schweiz/wasserprojekte/lachs/>

⁴ http://www.wwf.ch/de/aktuell/kampagnen/lasst_den_baeren_leben/

⁵ <http://www.dreckstrom.ch/> & http://www.wwf.ch/de/aktuell/kampagnen/anti_dreckstrom/

⁶ Connected E-Mail Marketing: <http://www.inxmail.com>

tool is and will be used in T6.2 to retrieve data from people who got active for the environment. Such user data (cf. chapter 2.4) is combined with data collected through *Media Watch on Climate Change* (MWCC)⁷ in WP2 and analysed in the Tasks of WP4:

- T4.1 Dynamic User and Context Modelling
- T4.2 Behaviour Analysis and Prediction
- T4.3 Information Diffusion Patterns
- T4.4 Stimulating and Monitoring Change in Behaviour

2. e-Activist Mobilisation and Petition Tool

Engaging Networks *e-activist* is an online advocacy tool for nonprofits that supports advocacy in the US, UK, Canada, Germany, Australia and the EU.

This module offers us the chance to create custom action pages to send targeted E-Mails to politicians, collect signatures for issues we support, or allow constituents to subscribe to our E-Mail broadcasts.

In the software, there are three different types of Advocacy campaigns:

1. [Data Captures](#)⁸ - petitions, sign up forms and surveys
2. [E-Mail to target](#)⁹ - our supporters fill out a form to send an E-Mail to an advocacy target
3. [E-Mail a friend](#)¹⁰ - by filling in the E-Mail addresses of their friends, our supporters can send them E-Mails from our own pages

The front-end of the e-Activist-Mobilisation Tool is flexibly exchangeable according to specific campaigning needs. For example this tool was used in 2014 by WWF Switzerland to collect signatures for the “Anti-Dreckstrom-Initiative” together with NGO’s like Greenpeace¹¹ and Swissolar¹² to increase the price of “dirty electricity” coming from coal-firing and nuclear power plants. With this campaign WWF Switzerland targets to restore the polluter pays principle.

The following sub-chapter describes the most important functionalities of a mobilisation tool needed for a petition like the Anti-Dreckstrom-Initiative.

⁷ www.ecoresearch.net/climate

⁸ <http://support.engagingnetworks.net/advocacy/data-capture>

⁹ <http://support.engagingnetworks.net/advocacy/email-to-target>

¹⁰ <http://support.engagingnetworks.net/advocacy/email-a-friend>

¹¹

http://www.greenpeace.org/switzerland/de/News_Stories/Newsblog/petition-fuer-dreckstrom-abgabe/blog/49702/

¹² <http://www.pro-solar.ch/aktiv-werden/p/kein-dreckstrom-aus-der-dose.html>

2.1. Functionalities

The Mobilisation Tool is a simple web interface which allows supporters to sign them up for a petition as shown in Figure 1.

Figure 1. Front-End for the Anti-Dreckstrom-Initiative (<http://www.dreckstrom.ch>)

Typically a key visual and some text to explain the topic comes along with this box. Typically to visualize progress of the collecting process there is also a counter (cf. orange bar in Figure1). According to special needs of the participating organisations the panels in the box can be extended, for example to include a sign up for a newsletter, etc.).

Figure 2. Appreciation and request to share Petition through social media

People who sign up for the petition then are directed to a second page where they get thanked and are asked to share their activity or to advertise this site through social

media respectively (cf. Figure 2). To confirm that the signature is counted, the tool sends automatically generated E-Mails to signed addresses. These contain again an appreciation of their participation and a request to share the petition through social media.

2.2. Technical possibilities

The Engaging Networks e-activist tool can be easily integrated into Drupal¹³ - Websites and Facebook-Apps.

2.2.1. Module for Drupal

The drupal version is a full-featured module that allows administrators the ability to:

1. Automatically import e-activist actions from Engaging Networks
2. Render the actions as Drupal webforms to end users
3. Automatically send the end user submissions to Engaging Networks for fulfillment to the elected officials targeted in the e-activist action
4. Raise money using fundraising campaigns since version 7.x-2.x.

Furthermore it is possible to store and analyse data collected with this tool.

Typically such data consists of Name, Address, Gender, social-media-connection and E-Mail address for Newsletter subscription. In a local, secured data base this information can be combined with other gathered data on user interactions (donations, membership-number, family-type, etc.). Anonymised data can be combined with publicly available data from social media (e.g. gathered in WP2) and further analysed (cf. WP4) Another important feature of the e-activist tool is the possibility to run the applications in different languages (at least 3 most spoken, official languages in Switzerland). They can easily be implemented through widgets on the e-activist website (cf. Figure 3).

Figure 3. Content management system on e-activist website.

¹³ <https://www.drupal.org/documentation>

2.2.2. Module for Facebook

The Facebook Module allows people to sign a petition without leaving Facebook. Features of the Engaging Networks campaigning platform:

- Make it easy for fans to sign a petition or E-mail their Member of Parliament (MP) without leaving Facebook. The campaign can be embedded in any Facebook page by using prepared widgets.
- Easily add social sharing icons to campaign and thank you pages.
- Assess the effectiveness of the social media presence by tracking campaigns. With the tracking feature it is possible to compare social media visits against other channels.

2.3. Application Programming Interfaces (API)

Data can be sent back and forth from Engaging Networks by using RESTful API. This can be accessed through a secure web page. File format options include XML, JSON, and CSV.

To sync with an external database like Raiser's Edge, one can call the API using a private token for authentication. The transactional data file has a consistent data structure. It includes stored supporter data fields and data fields specific to a transaction like a membership purchase. Requests to the data service can be made as frequently as required.

The API can also be used to import files. To do this, one can set the import format in its account dashboard. Duplicate records can be prevented by setting up a primary key field in the account, which stores the unique constituent ID from an existing database. One can import both transactional data (for example about previous donations) and supporter data.

2.4. Data collection

Data collected and shared with the Consortium for EH14 (described in D6.2.1.) is listed in Table1.

Table1: Collected Data of WWF Switzerland through mobilisation tool during EH14

Field	Description
user_id	User/session id. (=Hash created from email address)
user_created_date	Date
user_created_time	Time
user_language	German, French, Italian
user_salutation	m(ale), f(emale)

GDE_NR	Official Municipality Number (KEY). GDE = Gemeinde = Municipality
coupon	1 for all records. Incentive: voucher for buying a LED light bulb.
petitionary_email	flag. Petition sent to GDE. Only one petition per user_email could be sent.
newsletter_subscription	flag. Users could subscribe to the WWF eLetter.
facebook	flag. Clicked on the facebook icon. We don't know, whether actually sent.
facebook_nickname	(Although more than one facebook/twitter nickname could be stated, only the first one was registered for this dataset)
twitter	flag. Clicked on the twitter icon. We don't know, whether actually sent.
twitter_nickname	(Although more than one facebook/twitter nickname could be stated, only the first one was registered for this dataset)

WWF internally additional information is collected, which due to data protection reasons is not shared with the consortium (name, family-members, address, donations, received E-Mails, etc.). Through information described in Table1, WP4 is able to analyse additional online engagement of these users in social media.

3. WP6 Use Case Outline & Roadmap

WWF wants to use collective environmental awareness to change social structures by legislation or by implementing new production methods in the supply chain of commodities. This way the environmental impact of raised awareness for an issues is lasting sustainably even if, after some time, nobody cares anymore about this issue.

*E.g. Stratospheric ozone depletion¹⁴ was a big environmental issue between 1970 and 2000 that was solved by the globally ratified Montreal Protocol in which up to now 197 nations promised to phase out production of ozone-depleting substances. Back in 1990 many people were aware of the problem and decided to buy only products without **CFC** (chlorofluorocarbon) compounds which were used for many products back in 1990. Today we do not have to worry if products contain CFC's as such products are not produced anymore.*

¹⁴ http://en.wikipedia.org/wiki/Ozone_hole

As the example with ozone depletion indicates, this system works fine and is way easier than telling people again and again that they should pass on CFC-containing products. However there are many laws and supply chains left to improve. This means, WWF has many issues to address with its campaigns. As it is really hard to set agendas on its own, WWF decided to go for the “low hanging fruits” by surfing waves of general interest (e.g. food waste is a topic which is all over the media in Germany and Switzerland, which is why WWF Switzerland will have its autumn campaign wrt this topic).

For the WP6 road map, despite the specific topic of future campaigns is unknown (or has to be embargoed until dissemination), we know that we have to mobilize people through well told stories and interesting pictures and videos to support our cause. Through knowledge gathered in WP4 we will improve these stories and their dissemination paths with the goal to win as many people to engage on the e-activist tool.

3.1. Prototype Development

WWF will adjust the front-end flexibly and quickly with regard to contemporary issues while the back-end normally stays the same and only needs small improvements for different data needs.

At any time the front-end of the mobilisation and petition tool will be kept as simple and intuitive as possible so potential activists can easily engage.

Technical adjustment of this tool is minor work compared to the effort that has to be done to get people onto it.

3.2. Use case integration

Development of effective stories to mobilize more people is the main challenge for WP6: What kind of information is needed and how it should best be presented varies from topic to topic for which collective awareness should be raised.

For future campaigns findings from other work-packages will be used to improve this story-telling. For example:

- “times five” - process model developed in WP5¹⁵
- “Guideline to Design and Evaluate Intervention Strategies” [Abrahamse, 2005], described in the Decarbonisation methodology developed in WP1¹⁶
- WP6 (“concept evaluation” in Earth Hour reports).

Aligned to D1.2 (Social requirements specification), the mobilisation tool would ideally be embedded in a debate tool (any social media platform, e.g. Facebook), where people have direct personal, emotional ethical involvement within a group they already know quite well. If WWF Switzerland integrates the tool into social media platforms

¹⁵Further described in D5.1 Engagement Road-map, p. 10

¹⁶ Further described in D1.1.1 Decarbonisation Methodology

will be decided from case to case but is highly desired for the upcoming Earth Hour campaigns.

The tool will be further improved by using the users as designers methodology developed by Waag-Society and the workshop-format which was used together with WWF Switzerland to create knowledge/contents for D1.2.

Additionally to gain further insight in the mechanisms that are useful to increase reach and engagement through social media, anonymised data will be collected by WWF and shared in the consortium. This data will again be connected to publicly available data in social media gathered in WP2 (Extracting stakeholder knowledge from multiple sources). This combined data is, and will be further analysed in WP4 (Analysing Collective Awareness and Behaviour Patterns, cf. list in chapter 1. Introduction).

4. Conclusion & Outlook

Deliverable 6.1 presents a technical possibility for users to engage in online petitions and mobilize other people to follow their lead. The e-Activist platform from engaging networks can easily be adjusted to the special needs of the collective awareness platform.

As there are many different issues to address with regard to environmental protection each national WWF office focuses on creating awareness for the topics with the highest leverage achievable in their field of action. Additionally there are many cultural social differences that have to be included in the designing processes for such awareness platforms.

Therefore for WP6, T6.2, focus of WWF Switzerland's Earth Hour campaigning activities lies on target groups in Switzerland. However analysis of awareness generation done in WP4 also includes findings from all over the world.

The Mobilisation and petition tool will be adjusted to current topics where WWF authorities locate the highest impact for activities during Earth Hour 2015 and 2016.

WWF Switzerland intends to use Earth Hour 2015 as a preparation for the United Nations Climate Change Conference in Paris (COP21): Swiss citizens shall sign a petition so Swiss members of parliament are more aware of the important role of their statement in Paris. This intention is perfectly aligned with the plans of Earth Hour global. They did undertake an extensive and comprehensive consultation, interviewing over 30 WWF NOs and Committees and online responses from a further 68 Earth Hour offices to help formulate the 2015 strategy for Earth Hour.

The results of this process were as follows:

- Earth Hour 2015 will be focused on Climate from a global point of view in order to leverage the topicality and the resurgence of the debate; it also leverages EH's roots.

- WWF offices aligning to this theme will customize the climate message in their own geography and, where possible, create climate-related conservation outcomes that can be driven by ‘the crowd’.

Therefore it is quite likely that WWF UK, WWF AU, WWF US and other English-speaking national offices will launch similar campaigns. This would give us the opportunity to integrate the Facebook module of the e-activist tool into the English decarbonisation platform, developed in WP3.

5. Project Management Acronyms

Acronym	Description
CA	Consortium Agreement
DoW	Description of Work, i.e. GA - Annex I
EC	European Commission
GA	Grant Agreement
IP	Intellectual Property
IPR	Intellectual Property Rights
PC	Project Coordinator
PMB	Project Management Board
SC	Scientific Coordinator
PO	Project Officer
PSB	Project Steering Board
DM	Data Manager
AB	Advisory Board
WP	Work Package

6. Technical Acronyms

API	Application Programming Interface
CSV	Comma-Separated Values
HTML	Hypertext Markup Language
ICT	Information and Communication Technology
JSON	JavaScript Object Notation
NGO	Non-Governmental Organisation / Non-Profit Organisation
REST	Representational State Transfer
WWF	World Wide Fund for Nature, National Office Switzerland
XML	Extensible Markup Language

7. References

Abrahamse, W., Steg, L., Vlek, C. and Rothengatter, T. (2005). “A Review of Intervention Studies Aimed at Household Energy Conservation”, *Journal of Environmental Psychology*, 25(3): 273-291.

8. DecarboNet Consortium

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