

Green Finger



We have created an [interactive website](#) and a [iGoogle gadget](#) for the WWF Green Finger campaign.

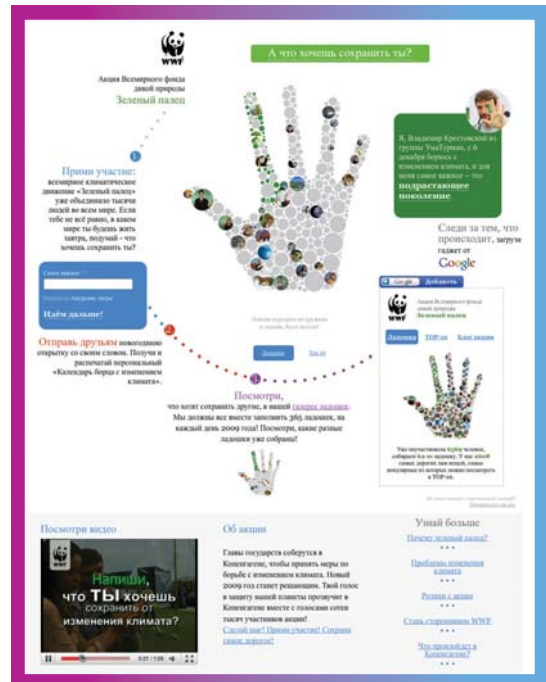
Goals: in December 2009, a UN summit on climate change took place in Copenhagen. In order to public opinion, WWF launched the Green Finger campaign. Participants uploaded pictures of their open hand — with index finger painted green and palm carrying their personal message about what they wanted to protect from climate change. The collected pictures were displayed on Copenhagen streets for the summit members to see.

Task: to create an adequate website for the campaign, offer a very simple way to take part, provide an interesting way to spread campaign information and gain new participants in a viral way, and add a Google gadget to use on iGoogle personal pages.

Solution: any such campaign is based on the participants enthusiasm and sense of involvement. We had to interest Russian users in ecology which is not very popular topic in Russia.

To achieve this, we had to use lots of incentives:

- exceedingly simple to participate. We put a very detailed step-by-step manual right on the front page. For those who couldn't or didn't want to take a picture of their hand and upload it, we made a simple text form to get a message through. And as a nifty bonus, the message was then used as a Google Image search query. The user could then choose one of three suitable images of the object described;
- virtual gifts. The uploaded picture (or chosen image) underwent a moderation process. When it passed, the participant received some gifts: personal «climate defender» calendar (an A4 PDF page with his/her name, the description of what is to be preserved, the image that was chosen or uploaded and the yearly calendar), and a way to send campaign-labeled e-cards to friends;
- celebrity company. We invited some well-known musicians and journalists to take part in the campaign. When visiting the website, a user saw a Russian celebrity and what the celebrity has chosen to preserve;
- “5 minutes of fame”. Every participant could see his own name on the front page. It looked like “I, John Doe, am fighting against climate change since October 18th, and the most important thing for me is — polar bears.” Campaign banners to put on a personal blog were also made available — a personalized one, with a name and a picture, and a generic one, with the campaign «palm» symbol made of small changing pictures. Along with the e-cards, this served as a means to virally spread campaign information;



- interesting content and a funny display method. All participating images — both uploaded and chosen from Google Images search — were automatically assembled into little «palms» made of round mini-pictures. Images that were predominantly green ended up in a «palm» finger. For every day of the year a separate «palm» was assembled, with different pictures and participant names. We also put up a top ten list of things people want to protect from climate change. Finally, the website displays video clips from the WWF Youtube channel, detailed information on the campaign, Copenhagen summit and WWF itself, and also a blog;
- iGoogle gadget. For iGoogle personal pages we created [the campaign gadget](#). The gadget displays a picture of a current «palm» being filled up this week and keeps a running tally of «palms» assembled before, chart of preservation objects chosen by participants and names of campaign participants.

Results: up to the date of the Copenhagen summit 6584 people have participated the action; 62 «palms» were assembled. Participants have named 2614 things most valued by them. The website design went offline, as the picture of the «palm» made of circles became the central element of advertising for the campaign in media and on the streets.