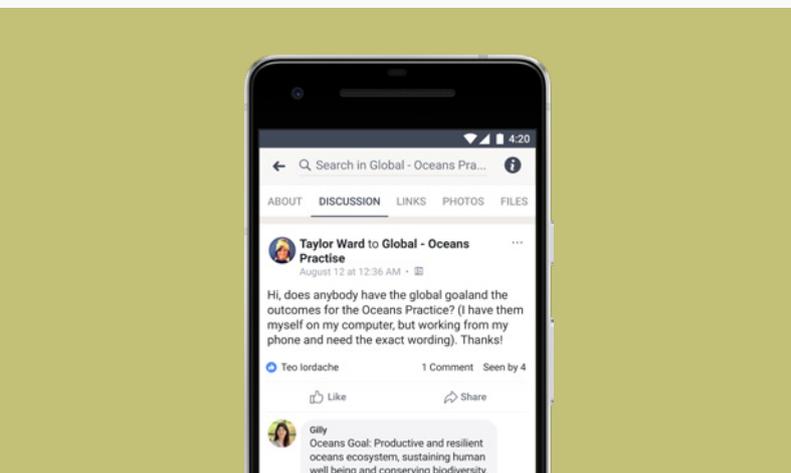




The World Wide Fund for Nature (**WWF**) is one of the most iconic non-profit organizations in the world. For almost 60 years, WWF has been protecting the future of our planet by conserving wildlife and endangered species.

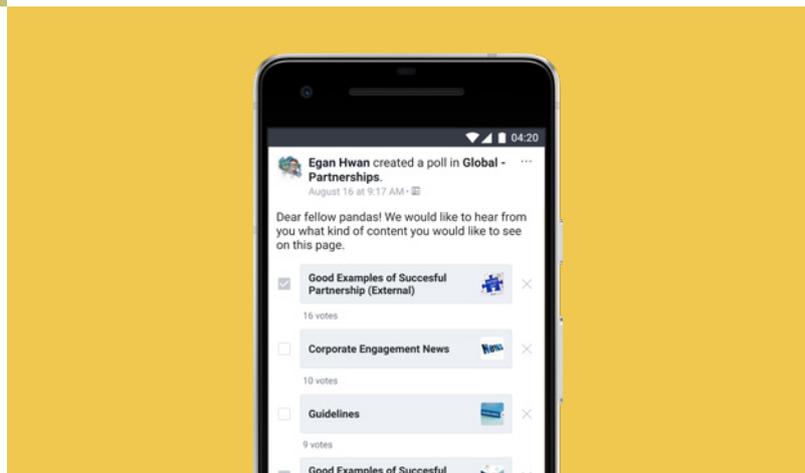


"Workplace is helping WWF develop a new, more open, transparent, and collaborative way of working; bringing offices and people from around the world together, giving them a voice and showcasing a diversity of ideas and perspectives which are critical to tackling the planet's most urgent and important environmental challenges."

Kate Cooke, Head of Network Communications

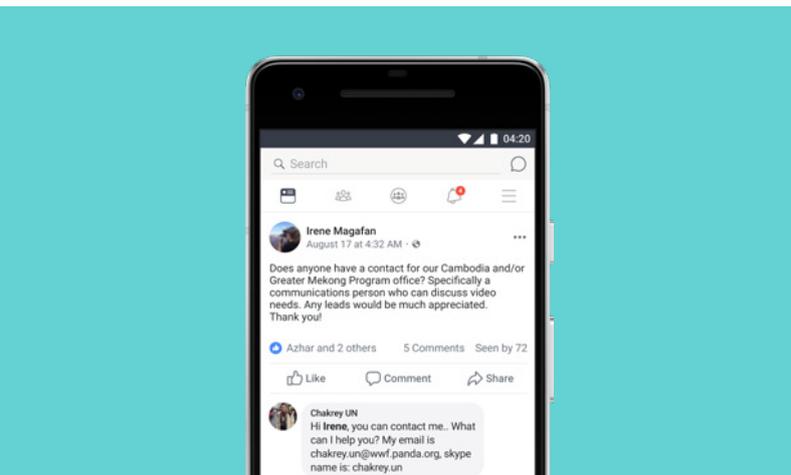
"For me, Workplace truly harnesses the power of OneWWF. It builds synergy, adds to the visibility of the great conservation work that we do, helps spark ideas by learning from all that is going on around us, and brings us together as colleagues, friends, and one Network."

Akash Shrestha, Deputy Director, Communications & Outreach, WWF Nepal



"I've used Workplace as a story and Network activity alert—I've discovered field efforts, anti-poaching successes, non-US focused action campaigns, and more—to inform my team's storytelling. I also use it to alert my team to such opportunities. It's quick, the notifications are seamless with our Facebook-heavy lifestyle, and I find the interface easy and comforting."

Alex MacLennan, Editorial Director at WWF US



How Workplace helped



Mobilizing the global community for better environmental impact

With so many passionate conservationists and environmental specialists working at WWF, Workplace has helped identify expertise within the internal community. National offices share regular updates which other offices can learn from and give input on, which was more challenging before Workplace. This has helped WWF improve collaboration, facilitate sharing, prevent duplication of work, increase innovation, and create a more connected global community.



Live Video boosts engagement at Annual Conference

Traditionally, WWF's Annual Conference is attended by senior stakeholders and C-level executives. This year with Workplace, WWF was able to engage the entire organization by opening it up to all staff via live streaming. This boosted engagement at the conference significantly, and helped WWF gather valuable insight and suggestions from employees weighing in via comments on the live sessions.

The Workplace mobile app has also become a critical tool at events. People share snaps and videos that keep the wider community informed, and leadership staff share selfie videos to deliver quick event recaps.



Multi-company groups power partnerships and Earth Hour

One of WWF's most important multi-company groups is the one that powers Earth Hour. Started by WWF in 2007, Earth Hour has been one of WWF's biggest and most successful global movements that has helped raise the profile of climate change, and more recently, broader environmental issues. With 400 WWF and non-WWF partners in the MCG, it is now the official internal communication channel for organizing and executing the event. The MCG is used primarily to disseminate vital updates, assets and creative material in real-time. It's also used to showcase how Earth Hour is celebrated in as many as 188 countries and territories around the world.

400

WWF and external team members collaborate about Earth Hour in a multi-company group.

100%

of the WWF organization can now participate in their Annual Conference with Live Video



Groups

LIVE

Live video



Workplace
Chat



Auto Translate