

Organization: UN PRME Working Group on Climate Change and Environment**Project Title:** Digital Strategy Development for the CLT-ECOS

Project objectives: Are you passionate about climate solutions and creating a sustainable future for all? You may be a great fit for this climate action driven project! Carbon Literacy Training for Educators, Communities, Organizations and Students (CLT-ECOS) is a virtual Train-the-Trainer project developed and upscaled by Nottingham Business School, Nottingham Trent University, UK, in collaboration with the UN Global Compact PRME Working Group on Climate Change and Environment. Our mission is to empower people to embed high-impact climate solutions in their personal, professional and community life. We have designed programs tailored to different sectors and countries, and now we're determined to accelerate the snowball effect. We'd love to work with engaged and bright young people to scale our impact by developing short- and long-term digital strategies for all the stakeholders: the academic community, business and non-profit professionals, youth and communities.

Expected Outcomes:

1. A market scan, giving an overview of the top 10 most successful projects of the similar kind defined by maturity, number of participants per year and recognition/reputation of partners involved;
2. PESTLE or Strength Weaknesses Opportunities Threats (SWOT) analyses for CLT-ECOS, with a heatmap of targets – geographical, economical, sector, socio-demographic;
3. A digital strategy from A to Z: domain choice, SEO, SMM, content guidelines (personas, tone of voice, vocabulary, etc) and engagement.

Deliverables:

- Report on market analysis;
- PESTLE and SWOT analysis reports with observations and recommendations;
- Map of main stakeholders' journeys;
- Create a forward-looking value proposition;
- Develop guidebooks on Search Engine Optimisation, Social Media Marketing, etc. for use by non-specialists;
- Digital strategy covering:
 - Online presence – main website, social media profiles, relevant marketplaces
 - Digital marketing – with a particular focus on free opportunities
 - Online engagement – capturing and storing personal information, tracking contacts and interactions, digital marketing performance tracking, Client Relations Management, etc.
 - Leads/registrations generation and conversion

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- Online security – backup systems (cloud), member policies for data usage
- Mobile-based solutions – responsive website, apps (internal and external), plug-ins
- Efficiencies through technology – business process optimisation

Is this project reoccurring?

Yes

Would you like for this project to be delivered by more than one team?

Yes

Which sector is this project focused on?

Education; Intergovernmental Organisations

Which skills might be required for the successful delivery of your project?

Market Research	Consumer & Market Analysis
Content Marketing	Content Strategy
Digital Strategy	Email Marketing
Search Engine Marketing	Search Engine Optimisation
Social Media Advertising	Social Media Marketing
Social Media Strategy	Data Analysis
UI/UX Research	

Can the project outcomes be shared with the public?

Yes

SDGs related to this project: SDG 13

Resources available to the team:

- UN PRME working group on climate change and environment website:
<https://www.unprmeclimate.org/>
- UN PRME Working Group on Climate Change and Environment:
<https://www.unprme.org/prme-working-group-on-climate-change-and-environment>

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