

Success Story

Livelink ECM™ Strengthens CARE Canada's *I Am Powerful* Campaign

CARE Canada creates a knowledge repository using Open Text Livelink ECM to empower women globally

CARE Canada is a non-profit and non-religious charitable organization. As a member of one of the world's largest independent relief and development federations, CARE International, CARE Canada's mission is to improve the provision of security and well being for the poor in developing regions and war-torn societies. For over half a century, CARE has been bringing emergency relief to those in need around the world. This past year, CARE Canada initiated the *I Am Powerful* campaign to promote the empowerment of women internationally. CARE Canada is implementing Open Text's Livelink ECM, which it named Minerva, as its main tool for information storage, knowledge sharing, and distribution to help support the campaign.

The inherent power of women

CARE's community-based programs in approximately 70 countries place a special focus on working with women because they are disproportionately affected by poverty and are crucial to fighting it. Hana Gunn, *I Am Powerful* Campaign Assistant, explains, "We've found with all of the work that we have done on the ground, and all of the programs that we have established, women are very much leaders of

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*Hana Gunn,
Campaign Assistant, CARE Canada*

change within their communities. And when you look at the statistics, it's supported as well: women who can make a good income spend about 90 percent of that income on their family, whereas men spend 30-40 percent; women produce half of the world's food, but only own one percent of its farmland; and women who are educated are far more likely to send their own children to school. When women are empowered, with better access to education, sources of income, and decision making, they use those resources towards building healthier families, communities, and ultimately nations."

Industry

Non-profit

Customer



Business Challenges

- Access to accurate, relevant information
- Inconsistent branding internationally
- Slowness of information retrieval and transmission

Business Solution

Livelink ECM

Business Benefits

- Consistent branding with information sharing from one, easily searchable location
- Improved collaboration between agencies worldwide
- Increased response time for partnership opportunities
- Enhanced access to advertising stores for repurposing
- Faster transmission and availability time for information

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The *I Am Powerful* campaign was successfully launched in 2005 by CARE USA to bring attention to the hidden face and inherent power of women in the fight against global poverty. Following its success, the campaign has since been adopted by other factions of CARE. CARE Canada needed a way to organize, store, and share various campaign resources within their organization to ensure branding consistency and use of the most accurate, updated information. Many of CARE's contributors are not highly technical, so the solution had to be user friendly, interactive, and easily accessible. Having trusted Open Text Livelihood ECM since 1998 as the foundation for their intranet, CARE Canada revisited the solution, which they named Minerva, to develop their knowledge repository for the *I Am Powerful* campaign.

Open Text Livelihood empowers collaboration

Creating the *I Am Powerful* campaign's repository in Minerva was an intuitive process. "What we did was set up a front page for *I Am Powerful* where people can go to find all of the different folders containing information," explains Gunn. "There are certain folders that are only accessible to certain groups. We used the drag-and-drop feature that is so easy, and it was a surprisingly quick transition to get our information out of our emails and personal network drives and into the system so that we could share it with other parts of CARE Canada."

The repository is organized for easy accessibility. All of the campaign folders have sub-folders that are very specific. "I've organized them in such a way that if you are looking for something from an East Coast airport, or for a French magazine, you will be able to find it quickly because the folders are self explanatory. One of the beauties of Minerva is that it is adaptable to what I'm looking for, is very simple, user-friendly, and the layout can be changed so that different people can view the folders in their own, unique ways," says Gunn.

The campaign's repository contains seven main folders, each with approximately five subfolders, and hundreds of documents. CARE associates may upload information from anywhere in the world to the folders they have access to. The associates may sign up for an email that notifies them when new documents are added to a particular folder so they can stay attuned with current information. Another Minerva feature allows participants to submit articles and information they feel should be shared online with the greater community.

"We have reports, statistical background information, and documents from our different programs around the world that focus on women. So if somebody goes into the field into Kenya or Tanzania and sees a project that is targeting women, the idea is that they'll gather some details about that project and a story that they'll be able to send to me via the submission functionality of Minerva. As a result, hopefully I'll be able to collect stories and documentation from the field more directly, which is something that will be very beneficial for the organization," explains Gunn.



CARE Canada is the lead contact for many programs in various countries including Indonesia, Zimbabwe, Chad, and Kenya. Gunn describes CARE's international outreach, explaining, "We work with specific communities to target what they would like to see happening. CARE is very participatory, very community-oriented, and has ground-up programming, so there is always a lot of input from many stakeholders in terms of guiding the programming to fit the needs of a particular community. As a result, all of our programs are very diverse. For instance, we have programs for girls in Malawi who face gender-based violence, abuse and discrimination, working on decreasing violence within the community and increasing support for girls' education."

Gunn hopes that the campaign's reference group, comprised of women responsible for spreading the *I Am Powerful* message within their own circles of the organization, will champion the repository. The reference group works in different departments, such as overseas programming, or with emergencies or finance, and in numerous sectors. The folders they use may contain documents for distribution, information for their personal use, and in-depth knowledge that is restricted to their view only. Minerva has proven to be a secure repository that encourages knowledge sharing and informational consistency within the reference group and throughout the CARE organization.

"The reference group supplies the *I Am Powerful* campaign with new information and photos. Because *I Am Powerful* is a CARE campaign, we need to be consistent throughout the whole organization. Minerva is a vital tool that allows CARE to achieve this consistency; everyone in CARE has access to the latest and most accurate campaign information. The system really facilitates that sharing of knowledge. If somebody calls and asks me for a document, I can tell them where it is in Minerva

in seconds as opposed to having to go and find it in my personal files and then email it to them. Oftentimes, documents are too large to email. The solution really is very convenient,” says Gunn.

Gunn adds, “*I Am Powerful* is a relatively new campaign for CARE Canada and by nature quite responsive. When we get opportunities that come forth we need to respond very, very quickly before they disappear. These include partnership opportunities and placements for ads in magazines or on television. When these opportunities arise, Minerva allows us to access all of the information we need, no matter where we are, with a very quick turnaround rate. So, if someone asks for a document, even if I’m not at work, I can easily access it and provide it to them. Minerva gives us that flexibility.”

Creating a CARE repository

Already accustomed to Livelink, CARE’s implementation of the *I Am Powerful* repository was merely a matter of organization. CARE’s intranet was updated and renamed Minerva to differentiate the previous Livelink enabled intranet from the new. Once the intranet was online, Gunn went to work creating folders for the campaign and uploading information. “We discussed what we wanted the repository to look like to make it work. I’m still adding lots of documents and folders as we come up with more information that people want to access,” says Gunn.

Training has also been uncomplicated. “Training includes very basic instructions on use, a little more in-depth information on how to set up your own site for your department or group, how to link, how to download documents, and so forth. It is very step-by-step because this is a big transition for a lot people who have always saved to their desktop or kept information in their email. The training sessions are very well attended, so that’s a positive sign,” says Gunn.

Training and the ease of use of the *I Am Powerful* repository has been encouraging. CARE Canada is also working to relay the importance of the campaign’s repository to all members of the organization. To make the relationship with Minerva and the campaign as seamless as possible, a link was set up to log CARE contributors into Minerva that takes them directly to the *I Am Powerful* page. Emails have circulated to remind people to use the site. “CARE Canada has a lot of divisions, a lot of different sections, and sometimes it’s a bit of a process to find the exact information that you’re looking for,” says Gunn. “All in all, it’s definitely a transition, but I have seen increased use, especially within the Fundraising and Communication Team. We’re making a very conscious effort to try to store documents there, really trying to use it more than our internal email and personal desktops.”

Building a better tomorrow

CARE Canada is confident that the site is running as planned and Gunn is hoping to see increased usage with more people putting their own information onto the site. “I think that’s the next big push, especially with people from the field: getting them to bring their stories and then submit them to me via Minerva for everyone’s access. But I think that’s just an offshoot of the learning curve that we’re on with the establishment of Minerva as CARE Canada’s main knowledge distribution and sharing tool. As more people get on, more people will start to use it, get more comfortable, and start sharing on it. The site is the most sustainable way of storing and sharing all of our knowledge.”

CARE may also set up the system to include forums, blogs, and partner access to the repository. “Eventually, we may extend Minerva access to our partners to improve opportunities and the exchange of information,” says Gunn.

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