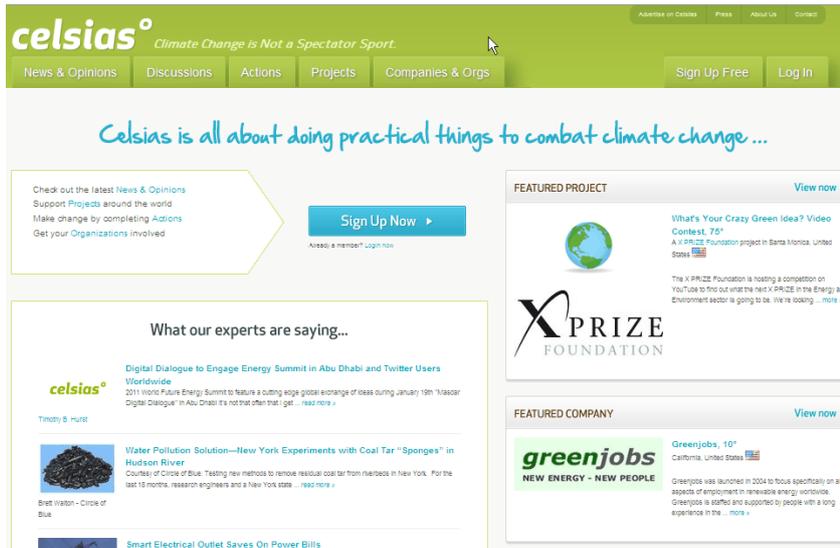


FORWARD CASE STUDY: CELSIAS

Engaging People for Climate and Environmental Action



"Diligent in all editorial duties, flexible and open, and understanding of the nature and operation of start-up companies and the pressures they face...Tolerant of change and most importantly has kept a sense of humour."

- Celsias Director

Situation

Celsias is read by thousands of people in over 128 countries worldwide, making it one of the leading resources for information on climate change and environmental issues. Celsias is 'read every day' by The Wall Street Journal, has been voted a 'top 5 eco-website' by the Times newspaper, is quoted by The Washington Post, and has around 120 contributors from around the World. In the fast paced world of internet start-ups, the site faces numerous challenges including maintaining traffic, financial viability, creating a meaningful user experience, and sourcing unique content.

Challenge

To keep competitive, Celsias needed help on a number of fronts, including sourcing cost-effective content, managing all areas of blog operation, as well as external liaison with numerous parties. An expansion from the international site (www.celsias.com) to one for the New Zealand market (www.celsias.co.nz) also needed careful execution. All of this needed to be carried out on incredibly tight budgets and in the context of 24-7 challenges facing websites in the ever-growing "green" niche.

Solution

Building on successes with other clients including Building Research Association of New Zealand and Sustainable Business Network (see other case-studies), Forward stepped in. We assumed editorial and operational duties for the site, as well as overseeing the New Zealand website rollout. We worked closely with directors, bloggers, web designers, content providers, advertisers/media reps to ensure cohesive delivery on all fronts. Interns were also sourced and trained to assist these processes in a cost-effective way.

Evaluation

To this day, the two Celsias websites maintain their roles as champions of climate and environmental action, and places for individuals and businesses to come together around common causes. Forward involvement saw a steady hand at the wheel during some challenging chapters in the history of both websites. Our participation also saw several content features picked up through media partners and featured on the Reuters.com website, raising Celsias' profile in yet another avenue.

Client: Celsias.com, Celsias.co.nz

Project: Website editorial and content management

Service: Content + communications

Industry: Internet/Media

Challenge: Provide cost-effective, unique content in challenging start-up environment

Results: Working closely with company directors, we helped enable:

- Creation of new content streams from a variety of paid and unpaid contributors
- Sourcing of content and updating of blog daily, year-round
- Sourcing and training interns to assist in website operational duties
- Researching, interviewing, and copywriting stories
- Monitoring and moderating blog
- Assisting with website refinements with web-team
- Introducing more video content to blog offerings
- Broadening perspectives to include NGOs on a wide-range of issues
- Partnering with HB Media (now Tangible Media) for new NZ focused website expansion
- Liaison with advertising media reps as first point of contact
- Facilitating Twitter updates
- Troubleshooting website operational issues
- Customer service for website users

For more information, visit:

Celsias (International)

www.celsias.com

Celsias (New Zealand)

www.celsias.co.nz

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