



TRACE CASE STUDY: ONLINE LEARNING I APP

**WWF INTERNATIONAL
CHOOSE TRACE TO SUPPORT
THEIR GLOBAL CULTURE OF
PRIVACY BY DESIGN**

CLIENT TESTIMONIAL

"As an organisation with a complex global structure, data protection compliance seemed like a daunting topic to tackle, but Trace was able to break the issues down in simple bite sized chunks, so that even the most reluctant to engage staff, understand their role in the process. There were several bumps in the road that Trace helped us to overcome, but their calm, professional approach, and in depth knowledge and insight into the subject matter, meant that they always found an innovative solution.

The platform is so effective, yet simple to use. I cannot recommend them highly enough."

Richard Hart
WWF International



EXECUTIVE SUMMARY

The World Wide Fund for Nature (WWF) is the world's largest conservation organisation with over 5 million supporters worldwide, working in more than 100 countries. WWF aims to "stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.". WWF Internationals' iconic panda represents this fantastic organisation who have supported thousands of conservation and environmental projects globally.

WWF International chose Trace to help engage and train their internationally located team on Privacy by design, and to support adoption of Trace platform for operationalised data compliance.

WWF wanted to go beyond regular Data Protection compliance training and engage the core and wider team on the what and why of privacy for WWF as an organisation committed to data ethics, and create an interactive resource and 'playbook on privacy' for the team. Trace worked closely with WWF's privacy team to create content, learning material and interactive modules including videos and visuals which would set the context for Privacy, right through to sustaining a culture of Privacy by Design. Trace developed storyboards, scripts, custom interactions through to delivery of online learning for WWF.



CHALLENGES

WWF International and Trace had originally intended to deliver part of the training face to face; however, travel disruption in the wake of the pandemic plans meant we re-developed material for online using Trace's online learning capability with Articulate interactive design.

RESULTS

The move from face to face to online has been a common one, in light of the Covid-19 crisis, so it is fantastic that both WWF and Trace were able to adapt plans. The benefit is that online learning content and modules are better suited to a distributed team and represents better value, supporting learning across the globe at the wider team's own pace. Additionally, a remote based approach is more sustainable for the environment, supporting WWF International and Trace's mutual environmental goals for limited travel. The client found the platform easy to use and the content powerful in engaging the global team.

