



Save the Wildlife

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Plan of Action

General Guide Lines

This campaign is about relating the GNOME brand with social responsible causes, in this case, promoting species that are in danger of extinction. To better represent this campaign, I will use the example of the Iberian Lynx (which currently has a population of under 150 specimens through the world, and if it becomes extinct, it's the first feline to be extinct since the saber tooth tiger 10.000 years ago).

Through this campaign we will focus on two things that are important, the two audiences that we target are:

- # Organizations that work around “endangered species”;
- # GNOME Contributors Community.

From the several organizations that promote causes with endangered species, we are to collect new media for our artists to work and to be made available through <http://art.gnome.org> if our artists team wishes. This media can be used by our artists and should be used to aim bringing new artists to the GNOME Project. Through this media we can also have more wallpapers and other eye candy features if our artists decide to work that way.

We only accept media under GPL, thus providing promotion for our “Free Software” philosophy, and GPL itself.

To the GNOME Contributors Community we aim to deploy more resources to support their work. We aim to promote their work also through the institutions that donate their media, as we can trade links and bring non-GNOME users through their websites to check GNOME Project, and try to gather more contributors. This is mainly aimed for Artists, but due to the nature of GNOME Project, other contributors can be gathered.

We should promote the “Save the Wildlife” cause through a specific wiki webpage regarding this campaign. This web page should reflect a series of concerns:

- # Provide information from the non-GNOME organizations supporting this campaign.

- # Provide GNOME Foundation and GNOME Project information about the concerns of our community towards wild life and the protection of local eco-systems as they are a part of our day to day life (in fact of every human being).

- # Provide information about the work currently done by GNOME Contributors regarding Endangered Species

Proposed Methods

(example: GNOME themes, wallpapers, etc).

Share Donation links with the organizations supporting us against them providing on their websites also links with the same nature for projects like “Friends of GNOME”.

This campaign should focus on the following aspects in order to promote GNOME associated with a social responsible cause:

Associate GNOME Releases with endangered species. This can be proposed using the Iberian Lynx example as follows: GNOME 3.0 iLynx or GNOME 3.0 Iberian Lynx.

This association should have a role to play in the communication related to 3.0 Release by associating key aspects of the Lynx with GNOME, as an example: agility, robustness, security.

Open a challenge to the community to provide with the GNOME 3.0 media that can be used by GNOME users, this can be done through themes, wallpapers and sounds donated by the institutions that are with us on this campaign. I've contacted SOS Lynx regarding providing media and associate them with this campaign and the first impression was that they are willing to help us providing media under GPL to be available through <http://art.gnome.org> and information regarding the Iberian Lynx to be used on our Save the Wildlife campaign page. This challenge should be addressed to the community around GNOME and other relevant artistic communities. This challenge should also be used to promote more artists to join the existing GNOME artistic community. The communication regarding this challenge should also focus on this end.

Explore the possibility of swapping links between GNOME Wildlife page and the institutions that support us on this campaign. This is important as we provide links on their web pages to our Friends of GNOME campaign and also offer links in our Save the Wildlife campaign to their own funding campaigns. This has no costs for either GNOME or them and can benefit both of us.

Establish GNOME as a brand which concerns about ecological issues. This should be used to promote GNOME with possible sponsors in the line of “Friends of GNOME”. It should be correct to assume that most of our sponsors do not all share the same concerns. By being associated with GNOME, our sponsors also can benefit from our positioning towards ecological issues.

Requirements

In order to start this campaign I would like to point the following as requirements:

Availability of a method for the organizations which will supporting us to give us media. I would believe the best way to do this would be through the <http://art.gnome.org>, as our artists should be able to give the best usage for the submitted media. Maybe a new category related to this campaign.

Approval from the GNOME Foundation and the Release Team of GNOME to assign endangered species to the official name of the GNOME Release.

Establish a set of features that are shared between GNOME and the species to be used for the release, so that the communication can focused on this. Establishing such parallelism could be a great marketing effort to highlight some of GNOME's strengths.

A contact person within the GNOME Art Team so that the Marketing Team can prepare communication campaigns which focus on "Save the wildlife" Campaign for items like the release of new themes, wallpapers, etc. This communication should be segmented at least to two different audiences: GNOME Users and Organizations which cooperate with us.

Goals

This campaign promotes above all the GNOME brand and should be translated into the following objective goals:

Establish GNOME Foundation as a socially responsible organization that promotes social responsible causes.

Support GNOME Positioning on the market as a ecological concerned brand.

Improve the art database of GNOME Project. We can see this as an effort to attract more artists into GNOME, providing raw high definition GPL based materials for their work.

Help organizations promoting social responsible and environment related causes, placing the GNOME Community, Project and Foundation as a reference in the GNU Universe.

Promote Open Desktop standards to new artists aimed

to the ease of use and graphically attractive themes fully compliant with GNOME. (As a reference I would assume that most themes available for GNOME, such as GTK don't work properly with the installer due to missing files, despite they work if unpacked by user to the correct folder).

Improve visibility towards the GNOME Community so that more artist join GNOME, specially artists which sympathize with the causes we promote.

Establish a ground from where GNOME Foundation can provide challenges to a wider community and call for participation. As a simple example, imagine the GNOME Foundation decides to take this to an extreme and sends a campaign to arts schools aimed to the creation of a full GNOME theme (Open Desktop compliant) regarding the Iberian Lynx to be distributed with GNOME 3.0.

Introduce where not present and promote free standards for Document Standards and Free Software. Example: SOS Lynx homepage has a link to Adobe Acrobat Reader, that could be swapped to one of our multi-platform PDF Viewers, such as Evince.

Considerations

Personal Notes

I am available to develop this campaign from the early sketch to full production. This can be a one man job, but I will require some tools and would great if I could get some advisors who can co-operate with me for further development. This campaign involves GNOME as a brand, as it involves GNOME Foundation and other Teams from the GNOME Project, having someone to make sure that the parameters of this campaign comply with all of those involved interests would be great.

Practical Benefits

The practical benefits of this campaign should be translated in the following:

- # Easier reference to GNOME Releases (by name).
- # Attract more Artists to GNOME Project.
- # Associate GNOME with pro-social responsibility causes.
- # Segmented communication aiming to other GNOME campaigns, such as Friends of GNOME.
- # Promote GNOME and it's sponsors ecological concerns.

- # Widen the interaction between GNOME and other communities.
- # Create a database of materials for our artists under GPL Licensed Content, thus improving motivation and resources.
- # Promote Free Standards for documentation handling with third party organizations.

References

[The GNOME Foundation](#)
[GNOME Desktop Environment](#)
[GNU Project](#)
[Free Software Foundation](#)
[SOS Lynx](#)
[Friends of GNOME](#)

The Iberian Lynx

According to official sources there are less than 150 Iberian Lynxes, this is due to the lack of hunt, reduction of natural habitat and other human factors.

The Iberian Lynx is only present in two countries, Portugal and Spain and it's symbolics is commonly used by organizations. For example the Portuguese Air Force Police RESCOM (Rescue & Combat) units flavor the lynx on their units badges.

Ladies and Gentlemen, the Iberian Lynx:



The Iberian Lynx (Source: SOS Lynx)