

Case Study

Green Climate Fund



A comprehensive onboarding and learning experience

The Customer

- The Green Climate Fund (GCF) desired to deliver a comprehensive onboarding and induction program that provides a sound understanding of GCF's climate focus, shared values, governance, policies and practices. This would be underpinned by a newly formed learning experience framework and strategy for its realisation and deployment.
- To achieve this vision, imc set out on a co-creative 5-week journey to discover, define, translate and align up to 20-hours of proposed learning to not only deliver on its requirements but to further provide the ideal experience for a new starter.
- This was achieved by connecting everything back to the organisation's greater ecosystem of all things learning, development, knowledge management, change and performance.
- Along the way, we discovered a holistic framework for learning, developed a multi-pathway curriculum framework and learning strategy, while further defining the overarching narrative and experience to be shared by all new starters.

The Challenges

- To design such a large scale orientation solution, there was a large process of consolidating, defining and uniting many factors of content and experience.
- imc had to consider that with every new starter who joins the Green Climate Fund, there is a different story to tell.
- Therefore, we had to understand their perspectives and identify the universal needs shared by many of these new starters, such as setting up a new life far away from home.
- Additionally, across GCF, there are over 80 languages combined with an incredibly complex subject matter concerning climate and financial science that needs to have its learning performance analysed correctly.



The Solutions

- imc took the time to acquire a vast collection of research insights, we begin a process of sense making. Through this, the seemingly disconnected begins to take on new forms of service and experience.
- This is precisely what happened as we began to explore the three emerging modes of education, exposure and experience.
- To validate the path we found ourselves on, we mapped what expert participants said we needed, against what end users said they desired, to have the ideal orientation experience.
- Where we landed was at the beginning of a robust Learning Experience Framework; capable of not only driving all aspects of the orientation project in question but across the entirety of GCF with strategic foresight.

The Advantages

- The Learning Experience Framework is a continuous model of learning and development which embeds opportunities of meaningful experience, exposure and education to occur across all aspects and areas of the Green Climate Fund.
- The Learning Experience Framework grounds the education components of the orientation by providing clarity and insight into what belongs within it at an organisational level.



About The Green Climate Fund



GREEN
CLIMATE
FUND

The Green Climate Fund is a fund established within the framework of the United Nations Framework Convention on Climate Change (UNFCCC) as an operating entity of the Financial Mechanism to assist developing countries in adaptation and mitigation practices to counter climate change.

The GCF is based in Incheon, South Korea, and has raised USD 10.3 billion equivalent in pledges from 49 countries.



A focus on orientation for education

imc began by finalising this newly discovered Learning Experience Framework, and then proceeded with an in-depth meta-analysis of all proposed digital learning topics for the orientation.

Within the 20 hours of Digital Orientation Modules, we identified the need to focus on four core types of digital learning approaches to meet the diversity of needs we discovered throughout our research. These are:

- Storytelling
- Scenario-based learning
- Problem-based learning, and
- FAQ and resource.



Project Implementation Plan

The orientation for education project is currently in discussion with GCF.

Overall, the client feedback was incredibly positive towards the professionalism and work quality of imc team.



An Award Winning Entry

imc and Green Climate fund were recognised as Platinum winners in the 2021 LearnX awards. The international award program honours innovative and creative projects in the fields of learning and design every year.

The project won the Platinum award in the category Best Learning Model: Future Learning.




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We are honoured to receive an outstanding recognition of our project with Global Climate Fund. GCF is one of our reputable client which trusted imc to rediscover its onboarding & learning initiative to engage its new starters and create better learning experience.

Christian Wachter
CEO of imc

Rewrite the way we learn



About imc

imc has been working with organisations across the private and public sectors for over 23 years to redefine the way that learning is designed and implemented through a combination of technology systems and tools, content and strategy.

More than 1,200 commercial enterprises, government organisations and educational institutes with over 5 million users around the world rely on imc's holistic and bespoke solutions.

We are located at 12 offices around the world with 300 employees to serve your complex requirements. imc focuses on supporting organisations where learning is key to the business performance and viability, beyond a feel-good measure and a nice-to-have.

[Contact us now](#)

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