

A comprehensive onboarding and learning experience

Creating a future pathway for learning

The Green Climate Fund (GCF) 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 collective vision for new starters

The Green Climate Fund 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, imc 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.

Making sense of diversity and complexity

To design such a large scale orientation solution, there was a large process of consolidating, defining and uniting many factors of content and experience. We 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 Learning Experience Framework

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 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.

Our focus on orientation for education

By gaining clarity of the bigger picture, we were able to move forward more gracefully.

We 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

Through creative and innovative design, these four approaches will create optimal coverage of all content being delivered across the 20 hours of education. **The orientation for the education project is currently in discussion with GCF.**

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

Furthermore imc and the 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.