



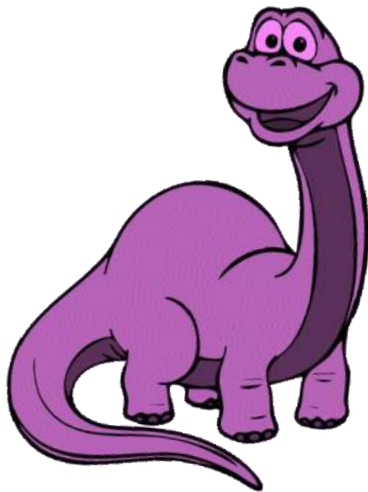
The journey from a 'local' intranet to a global digital workplace at UNICEF

Sydney – 6 June 2018

@ernstdecsey #DEX18



Our journey involved **BIG** shifts



We focused on **users**



Help us build our new Intranet!

Visit us at the Internal Communication stand in the lobby to:

- Choose which Intranet building blocks matter most to you
- Suggest ideas
- Find your way on the Intranet
- Get a new Intranet password
- Win a prize

Content **Collaboration** **Social** **Activity** **News and Events**

We focused on users



<https://digitalworkplace.wordpress.com/2012/07/13/building-a-perfect-intranet-using-lego-blocks>

We focused on **users**



We set our **direction**

“PFP aims for an Intranet that will be the **starting place** to find information or access platforms that **support every aspect of the Private Sector family's work.** **Interactive by nature,** the new Intranet will provide a **unified user experience and consistent look & feel** and will deliver what its audiences need at any time, wherever they are located. It will be **developed on SharePoint 2013 online,** and will offer an intuitive and **simple to use web publishing** interface for publishers.”

(Intranet concept note)

We took bold decisions

The screenshot displays the UNICEF PFP website interface. At the top is a blue navigation bar with icons and labels for: PFP home, How we work, Individual fundraising, Partnerships and advocacy, Content topics, Communicating UNICEF's message, Market intelligence, Emergencies, For PFP staff, and a search icon.

The main content area is divided into four sections:

- Emergencies:** A red header with a background image of a person in protective gear. Below it are tabs for MENA, South Sudan, and Democratic Republic of Congo. The DRC tab is active. Content includes: "UNICEF trying to contain the Ebola outbreak spread" and a list of links: "CNN Interview - Representative, DRC", "Press release", and "More on DRC". A "see all" link is on the right.
- Featured news:** A blue header with a background image of a chalkboard with "INSPIRATION" written on it. Content includes: "The 2018 Skill Share delivers" and "The four-day learning event was a brilliant opportunity for convergence, learning and observing". A "see all" link is on the right.
- Campaigns and planned initiatives:** A blue header with a background image of a smiling woman. Below it are tabs for Early Moments Matter, World Children's Day, and Every child ALIVE. The ALIVE tab is active. Content includes: "May activation: International Day of the Midwife, Mother's Day, World Health Assembly" and a list of links: "Every Child ALIVE campaign" and "Photos, videos and audio (WeShare)". A "see all" link is on the right.
- Latest Photos and Videos:** A background image of colorful handprints. Content includes: "Latest Photos and Videos", "Type, 5.29.2018", and "all media".

We consolidated information

Meetings and Events

Location

- Geneva, Switzerland
- New York, United States of America
- Bangkok, Thailand
- Addis Ababa, Ethiopia
- Noordwijkerhout, The Netherlands
- SHOW MORE

Content Audience

- All Audiences
- Fundraising

Topics

- Meetings and events
- For PFP Staff
- HR
- How we work
- National Committees

Type

- Meeting
- Workshop
- Training

Search for From To

09 MAY 2018 08:00		Career Management Workshop Geneva, Switzerland The one day Career Management Workshop helps staff members identify their skills, strengths, values, and motivators from a career pe...
21 MAY 2018 08:00		Skill Share 2018 Noordwijkerhout, The Netherlands The 2018 Skill Share is a learning event jointly delivered by PFP Geneva and DOC NY.WhatThe 2018 Global Skill Share aims to provide the prac...
22 MAY 2018 07:00		Executive Board pre-session to the first regular session of 2018 and informal briefing New York, United States of America
31 MAY 2018 08:00		National Committee On-boarding 2 Geneva, Switzerland

We delivered new features

The screenshot shows a SharePoint search results page. At the top is a blue navigation bar with icons for Home, How we work, Individual fundraising, Partnerships and advocacy, Content topics, Communicating UNICEF's message, Market intelligence, Emergencies, and For PFP staff. Below the navigation bar is a search bar containing the text 'Skill Share'. To the left of the search results is a filter sidebar with sections for Result type (Excel, Image, PDF, PowerPoint, Word, Zip), Content audience, Topics, Type of Information, UNICEF Regions, Countries, Language, and Published Date (with a bar chart showing results from 'One Year Ago' to 'Today'). The search results list several items:

- Skill Share 2018**: The 2018 Global Skill Share aims to provide the practical skills, tools and guidance to deliver on the ... The Skill Share regroups most of the available trainings in these areas ... unicef.sharepoint.com/sites/icon-pfp/.../Pages/skill-share-18.aspx
- 2018 Global Skill Share Agenda**: Communication Directors meeting (National Committees) and ... Presentations rehearsals (for presenters in the Skill Share ... The Skill Share will formally kick off at 18:00 of 21st of May ... unicef.sharepoint.com/sites/.../2018 Global Skill Share Agenda.pdf
- The 2018 Skill Share delivers**: In the closing plenary of the Skill Share on Friday, Mohamed Sidibay from Sierra Leone ... "The first joint PFP-DOC Skill Share reinforced the power of our integrated work between HQ ... unicef.sharepoint.com/sites/.../Pages/skil-share-2018-round-up.aspx
- 2018 Inspire Awards - time to vote!**: PFP Intranet > 2018 Inspire Awards - time to vote ... Welcome to the 2018 Inspire Awards page ... stage, determined the winners which were announced during the 2018 Skill Share ... unicef.sharepoint.com/sites/.../Pages/inspire-awards-vote.aspx
- Skill Share 2018 kicks off in the Netherlands!**: solutions to deliver on private sector goals, the Skill Share 2018 is all about taking the collective ... See the 2018 Skill Share page for more information ... unicef.sharepoint.com/sites/icon-pfp/.../Pages/skill-share-now.aspx


A preview window is open on the right, showing a document titled '2018 Global Skill Shar...' with 2,222 views. The preview displays a table with columns for 'Task', 'Lead', and 'Status'. Below the table, it shows 'PAGE 1 OF 7' and '27%' zoom. At the bottom of the preview, it says 'Changed by: Jasmin Suministrado on 22/05/201...' and provides actions: 'ADD TO PFP CART', 'OPEN', 'POST', 'SEND', and 'VIEW LIBRARY'.

We reassured our audience

The screenshot shows a news article on the UNICEF PFP intranet. The top navigation bar includes links for PFP home, How we work, Individual fundraising, Partnerships and advocacy, Content topics, Communicating UNICEF's message, Market intelligence, Emergencies, For PFP staff, and a search icon. The article title is 'The 2018 Skill Share delivers' with a sub-header 'The 2018 Skill Share delivers'. The main image is a large graphic with the word 'INSPIRATION' in large letters, surrounded by handwritten notes and photos. The article text describes a global learning event in Noordwijkerhout, the Netherlands, from May 21-25, 2018. It mentions Mohamed Sidibay from Sierra Leone and his experience as a former child soldier. A 'Submit Feedback' section at the bottom right features a 'Session Objective' icon and four emoji options: a red heart, a yellow smile, a yellow neutral face, and a yellow sad face. A vertical 'Feedback' button is on the far right edge.

PPF Intranet > News > The 2018 Skill Share delivers

The 2018 Skill Share delivers




28 May 2018

UNICEF staff from around the world working on private sector fundraising, advocacy, communication and engagement gathered in Noordwijkerhout, the Netherlands, from 21 to 25 May to share knowledge and learn from each other.

A global learning event, the 2018 Skill Share aimed to provide participants from National Committees, country and regional offices, DOC and PFP with practical skills, tools and guidance to deliver on UNICEF's ambitious goals for children and young people.

In the closing plenary of the Skill Share on Friday, Mohamed Sidibay from Sierra Leone stressed the urgency of accelerating UNICEF's work for children and young people. Mohamed shared his story as a former child soldier and explained how he dealt with prejudice, hatred and exclusion when he finally returned to his village.



"I want to thank you and I want to tell the world that without UNICEF,

Y& Like Y& Share Alert me

Contact
Mary Louise Eagleton
Chief Planning
Strategic Planning

Content publishers
Last updated by Ernst Decsey on 31/05/2018 13:13
Published by Priya Delabays on 24/05/2018 15:29

Content audience
All Audiences

Type of information
News

See also
Session Objective

Submit Feedback
😊 😊 😐 😞

Feedback

We got inspired from the web

The screenshot displays a web interface for UNICEF PFP. The top navigation bar includes links for Home, How we work, Individual fundraising, Partnerships and advocacy, Content topics, Communicating UNICEF's message, Market intelligence, Emergencies, and For PFP staff. The main content area shows a breadcrumb trail: Home > Emergencies > Famine crisis > SitReps. Below this, a table lists SitReps with columns for Name, File Size, and Modified. A blue button labeled 'ADD TO PFP CART' is positioned below the table. On the right, a 'PFP CART' overlay is visible, showing a list of items added to the cart, including '2017-02-21 - UNICEF Greater Horn of Africa Drought Update In...', '2017-02 - HAC Uganda', '2017-02 - HAC South Sudan', and '2017-02 - HAC Somalia'. A 'DOWNLOAD PFP CART' button is located at the bottom of the overlay.

Name	File Size	Modified
2017-02-23 - UNICEF Greater Horn of Africa Drought Update	1933 KB	3 days ago
2017-02-21 - UNICEF Greater Horn of Africa Drought Update Infographic	742 KB	3 days ago
2017-02 - HAC Uganda	602 KB	4 days ago
2017-02 - HAC South Sudan	613 KB	4 days ago
2017-02 - HAC Somalia	637 KB	3 days ago
2017-02 - HAC Kenya	508 KB	4 days ago
2017-02 - HAC Ethiopia	655 KB	4 days ago

ADD TO PFP CART

PFP CART

- 2017-02-21 - UNICEF Greater Horn of Africa Drought Update In...
- 2017-02 - HAC Uganda
- 2017-02 - HAC South Sudan
- 2017-02 - HAC Somalia

DOWNLOAD PFP CART

Not an easy journey



Effort + robust methodology
+ talented team = **success!**

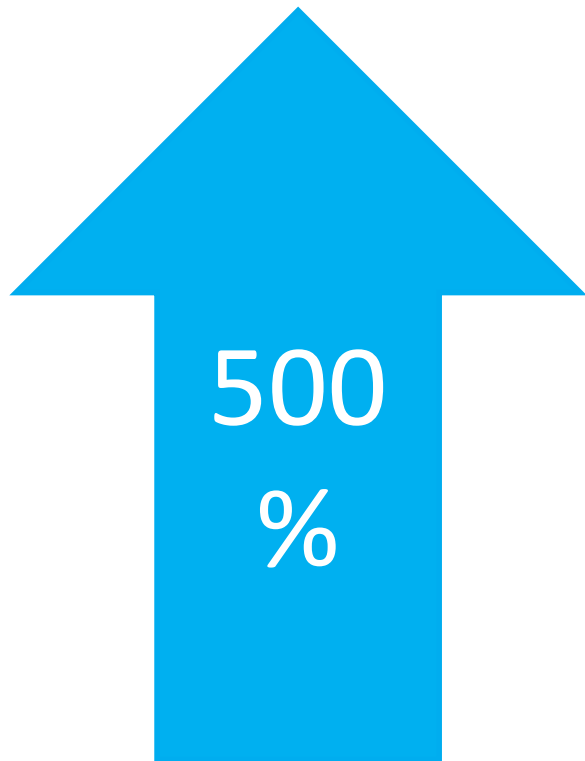


**Gold Award
Winner**

Step Two

**Intranet &
Digital Workplace
Awards**

Well received and **appraised**



I am really impressed by the new design, very user friendly !

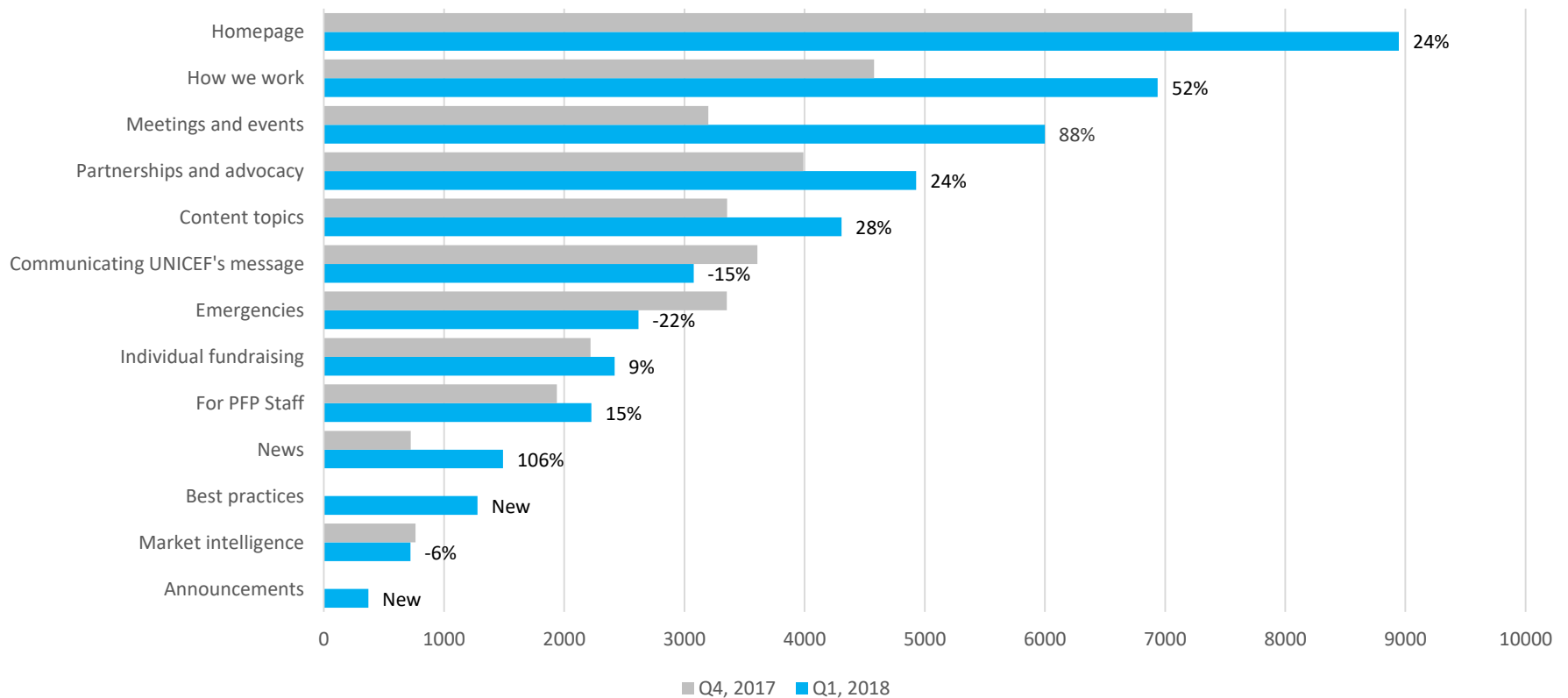
It's looking great – 2 min in!

4.5



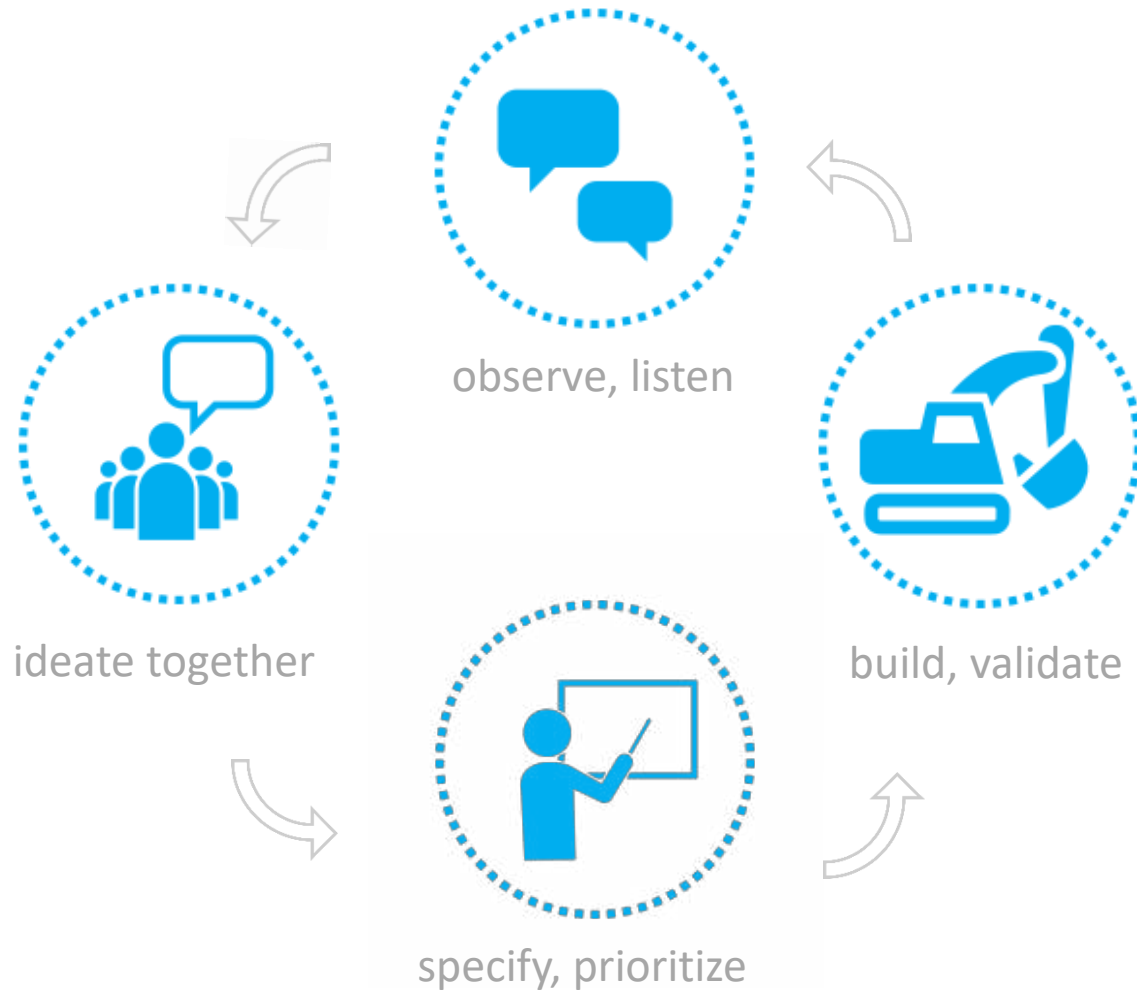
“Compared to the old PFP Intranet, how does the new Intranet make you feel? (more smileys = happier)”

Continuous increased usage



Most proud of

Not the end... **this is a journey**



Continuously **observing** and **listening**

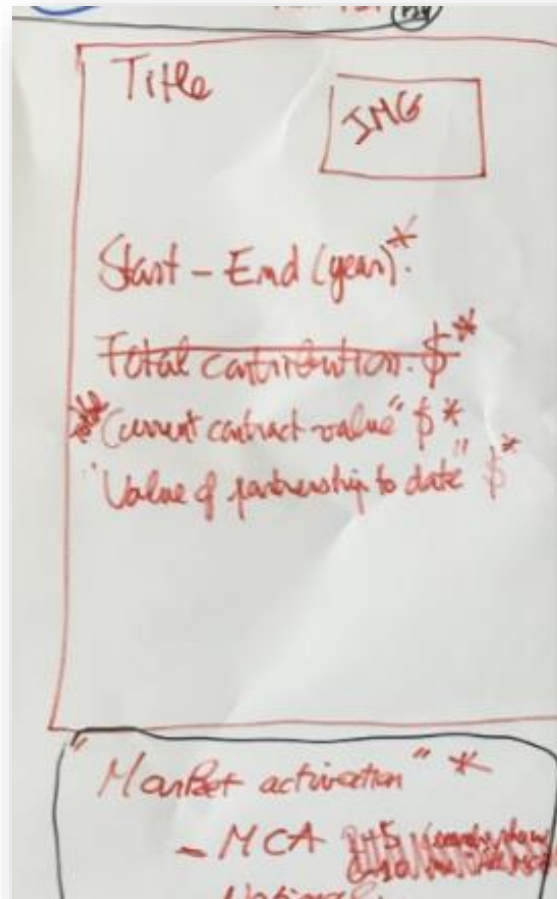


Submit Feedback

👉 😊 😐 😞

Feedback

Ideating together



Specifying and prioritizing



The screenshot displays a SharePoint page for a 'Partner Title'. The page includes a navigation bar at the top with 'Office 365', 'SharePoint', and a 'LOGO'. Below the navigation bar, there are several tabs labeled 'New 1' through 'New 8'. The main content area is divided into several sections:

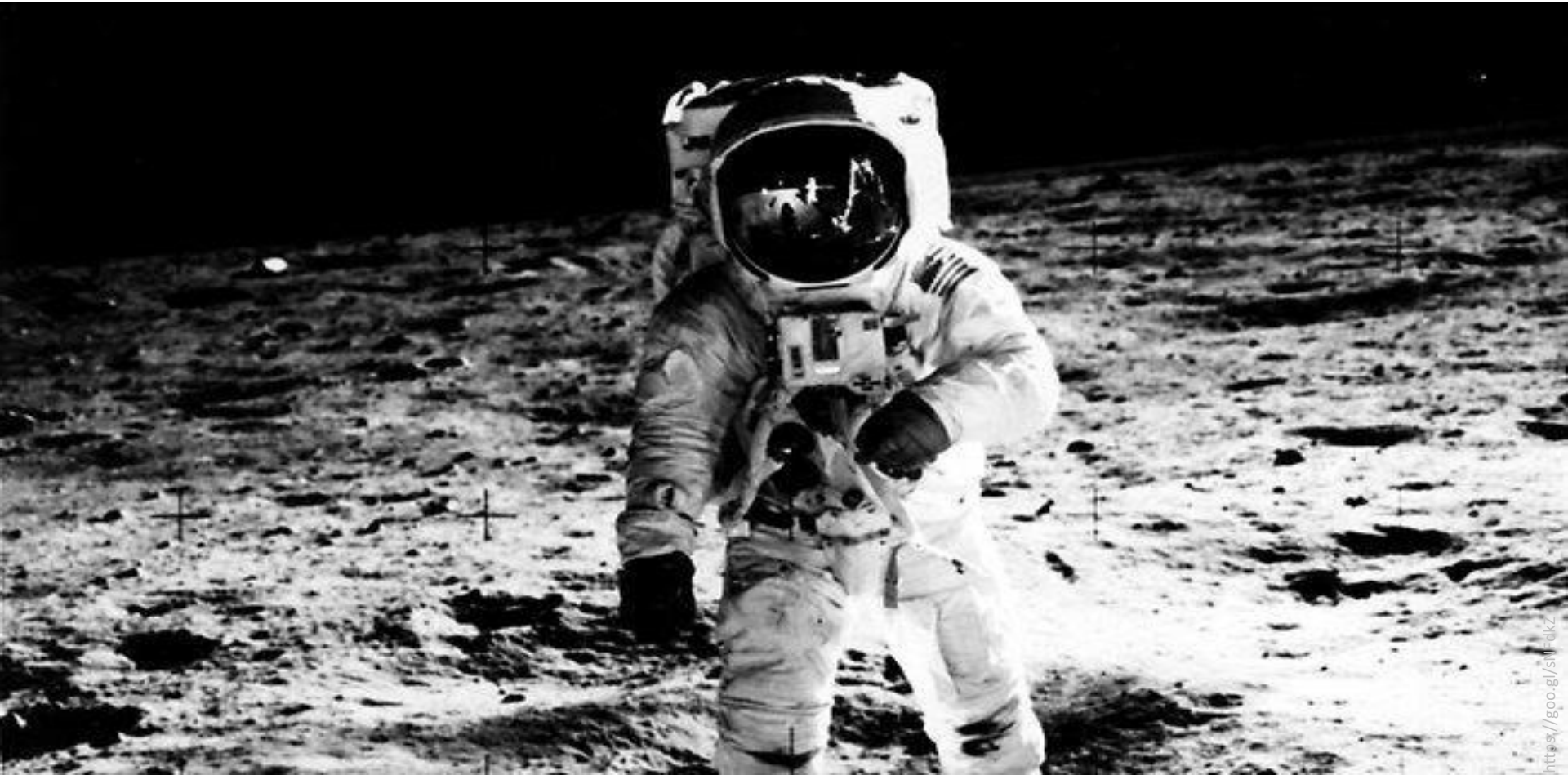
- Partner Title**: A card with a yellow notification icon (1) containing the following fields:
 - Start year - End year: 2001 - 2011
 - Total current contract value (US\$): 500,000
 - Value of partnership to date (US\$): 2,000,000
 - Type of partner: Corporate, Foundation
 - Industry sector: Automobile, Construction
 - Strategic purpose: Child Rights and Business, Income, Influence
 - Type of engagement: Advocacy & Policy, Engagement with Business, Customer Fundraising
 - Supported programmes: Health, Education, WASH
 - Funding type: Emergency, Human
 - Market activation: Multi-country activation
 - Active: Yes
 - IP? : Yes
- Overview**: A section with a yellow notification icon (4) containing three paragraphs of placeholder text.
- Types of engagement**: A section with a yellow notification icon (3) containing two paragraphs of placeholder text.
- Outcomes**: A section with a yellow notification icon (8) containing one paragraph of placeholder text.
- Lead office**: A section with a yellow notification icon (1) showing a dropdown menu with 'Office1' and 'Office2'.
- Lead office focal point**: A section with a yellow notification icon (14) showing a list of three contacts, each with a placeholder 'Contact Name' and 'Job Title'.
- Lead division**: A section with a yellow notification icon (13) showing a dropdown menu with 'PPF', 'Innovation', and 'Supply (SC)'. Below it is a section for 'Lead division focal point' with a yellow notification icon (14) showing a list of three contacts, each with a placeholder 'Contact Name' and 'Job Title'.

Building and validating



✓	ID	Title	Assigned To	Issue type	Status ▼	Environment	Area concerned	Priority	Due Date	Notify Work	Modified ↓
	267	Skill Share - Track and themes 🌱	... Martin Hatch	Feature request	On-hold	PROD	Skill Share	2		Stage 1	5 hours ago
	72	Alert rethink	... Martin Hatch	Design	Open	NA	Overall	7		Stage 1	Tuesday at 12:35
	255	Script to find pages based on text contents	... Martin Hatch	Feature request	Open	PROD	System	5		Stage 1	May 24
	265	Skill Share: List of contacts	... Martin Hatch	Bug	Open	PROD	Skill Share	1		Stage 1	May 24
	259	Refactor deployment of Fields and Content Types	... Martin Hatch	Bug	Awaiting testing	PROD		5		Stage 1	May 24
	264	Skill Share: resources and related links in mobile version	... Martin Hatch	Bug	Open	UNITST	Skill Share	1		Stage 1	May 22
	253	New "Content Page" layout to replace FreeWiki	... Martin Hatch	Feature request	Open	NA	Overall	1		Stage 1	May 21
	168	Partners page layout and landing page	... Martin Hatch	Feature request	Open	NA		1		Stage 1	May 18
	248	Announcement: Date issue	... Martin Hatch	Bug	Open	PROD	News	7		Stage 1	May 18

The pioneer effect



Where is the **source of innovation..?**

“Typically **major intranet projects are run out of head office, with substantial budgets and the latest technologies. In theory, the new intranet is then rolled out across the organisation, to the farthest corners of the globe. But this is where the problems start.** What works in New York, Frankfurt, London or Paris, doesn’t necessarily work in Singapore, Sydney, Beijing or Rio. Resources are tighter, needs are different, and cultures vary. What some organisations are discovering is that the **greatest source of innovation is not the latest technology in head office, but the solutions already developed in far-distant locations.”**

(James Robertson, 2011)

Top-down, consultative and **freedom within a framework**



- **Need to use the core components of the digital workplace**
(e.g. document management, login...)
- **Need to comply with standards of the digital workplace**
(e.g. security, architecture, design, branding...)

An 'app market' philosophy



Freedom within a framework



Ideally in a culture where one can **experiment** and **take risks**

Freedom within a framework



Increases chances of
not going 'hors pistes'

Freedom within a framework



Liberates and takes advantage of **local energies and resources**

Freedom within a framework



Allows to be **closer**
from user needs and
more reactive

Freedom within a framework



Encourages
entrepreneurial spirit
within the organization

Freedom within a framework



Promotes rewards and recognition

Freedom within a framework



Happy?

THANK YOU!

<https://www.unicef.org.au>



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unicef 

private
fundraising
and partnerships

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