ENE ClimateVision 2020

Speaking Truth on Power, Emissions, and Environment



Challenge

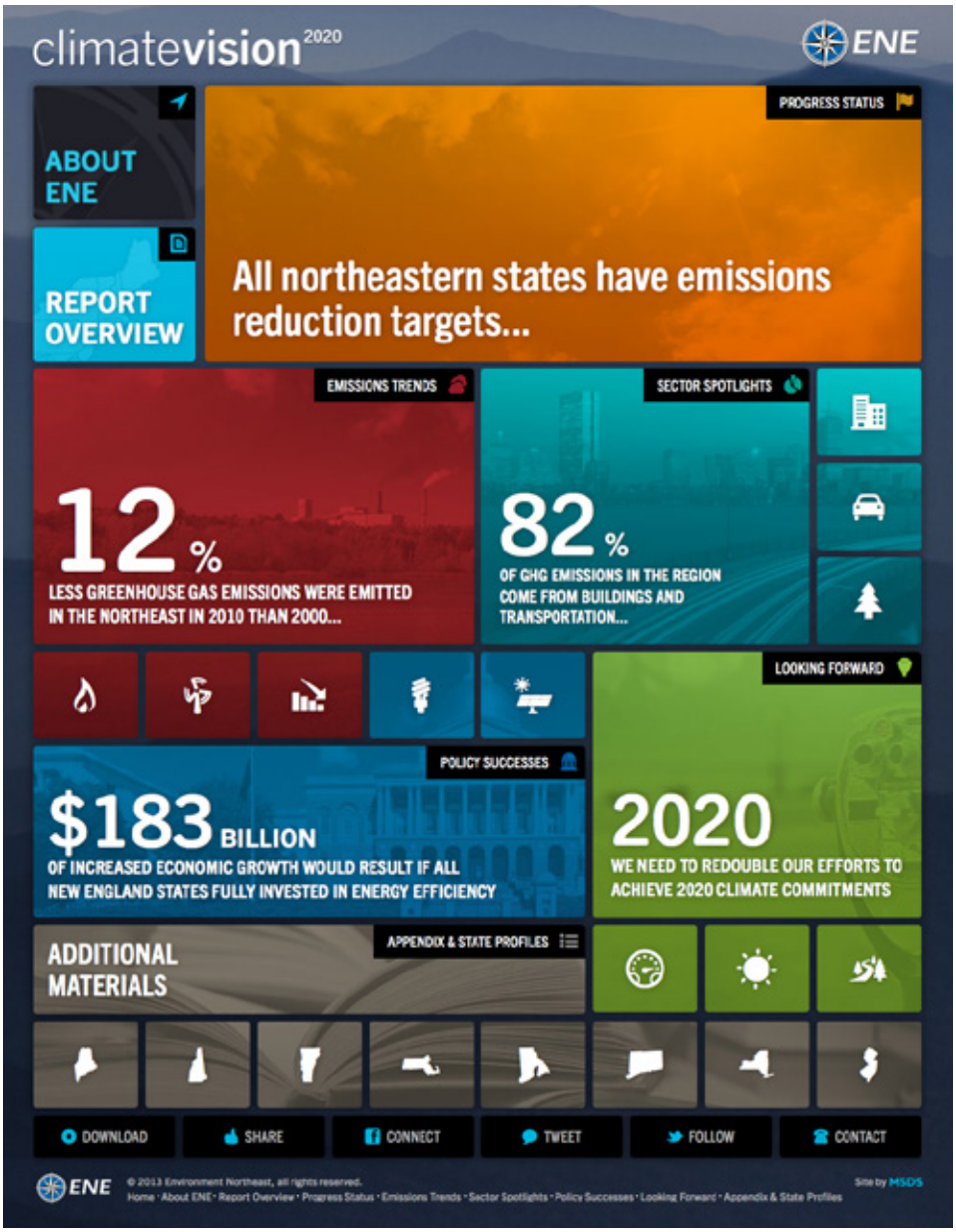
In 2001, eight northeastern states agreed to a series of emission reduction targets to address the rising threats associated with climate change. Environment Northeast (ENE) — a leader on environmental and economic sustainability issues throughout the region—created a comprehensive report on progress towards these goals. The problem was, this report needed traction beyond the traditional core of policy wonks; it needed to raise broader public awareness of the issue and put ongoing pressure on both the public and private sector to continue making headway on emission goals.

What We Did

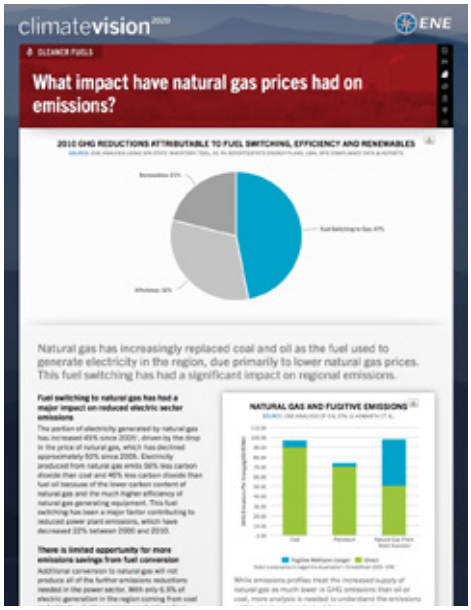
MSDS partnered with ENE to transform their content into a dynamic interactive experience that appealed to a diverse audience. First up was information architecture; by organizing and dividing content into digestible pieces, we made it more accessible. Using a modular dashboard-style layout and at-a-glance statistics, the design compels user-directed investigation of each topic. Interior pages feature rich data visualizations and top-level takeaways to explain trends in lay terms, while progress-bar navigation in the footer promotes a linear progression through the content to reinforce a synthetic understanding of the issues.

The Results

The site analytics are encouraging; in just one week, ENEClimateVision.org has achieved a 38% reduction over the bounce rate of the main site, with an average site visit of over five and a half minutes—almost double what their main website was getting. Translation: this isn't just another policy report that nobody wants to slog through. By combining vibrant design schemes, rich data visualizations and an accessible content structure, we've overcome issue fatigue and reinvigorated the conversation on energy, emissions, and climate change.







"MSDS is a great partner for many reasons, first of which is how collaborative they are in working with our team. I was immediately impressed by their ability to listen and make sure they understood our goals, and how we value using data to make our points. They did a great job making our content visually engaging and accessible to a wider audience. They challenged us to refine our messages, turning work that can often be highly technical and wonky into an enjoyable, usable and highly effective narrative. We've gotten incredibly positive feedback from the people and organizations we're trying to reach most."

Dan Sosland, President & CEO