



Empowering climate action through innovative online training



Oppida

- **Client:** Climate for Change (C4C)
- **Location:** Australia
- **Platform:** Thinkific
- **Sector:** Non-Profit

Oppida collaborated with Climate for Change (C4C) to transition their volunteer facilitator training from a face-to-face model to a dynamic online program. By mapping the learner journey and selecting the Thinkific platform, we ensured the new training maintained the personal connection crucial to C4C's mission. We also provided capacity-building support, enabling C4C to expand their reach and impact nationwide.

The result was a successful online training program that has already engaged hundreds of participants, fostering meaningful climate conversations across Australia.

Let's create a  climate for
CHANGE

About Climate for Change (C4C)

Climate for Change (C4C) is a non-profit organisation dedicated to fostering impactful conversations about climate change and inspiring collective action. Using a unique engagement model, reminiscent of the Tupperware® party plan, C4C has successfully reached over 10,000 people through in-person discussions in homes across Australia. This innovative approach has proven highly effective in reaching new audiences with depth and scale, creating a strong social movement for climate action.

The challenge

As C4C expanded its reach, the organisation faced the challenge of transitioning its volunteer facilitator training from an entirely face-to-face model to a dynamic, online format. The goal was to retain the personal connection and open dialogue that are central to C4C's mission while increasing the number of trained facilitators across Australia. Additionally, C4C needed a solution that would efficiently manage large volumes of data and create a seamless, enjoyable experience for both facilitators and their mentors.

Oppida was tasked with designing and developing an online training program that not only preserved the essence of C4C's unique engagement style but also enhanced the organisation's ability to scale its impact.

The solution

Oppida collaborated closely with C4C to deliver a customised online training solution, focusing on four key elements:

- **Learner journey mapping:** We started by mapping the current learner journey to identify barriers within the existing training process. This analysis revealed opportunities to streamline access to C4C's high-quality learning resources, opening up a new market segment and enabling C4C to train more facilitators nationwide. By removing these barriers, Oppida helped C4C expand its reach and effectiveness in promoting climate conversations.
- **Learning platform analysis:** C4C required a cost-effective, easy-to-manage platform that could integrate seamlessly with the digital tools they were already using, such as Nation Builder, Zapier, Airtable, and Google Drive. Oppida conducted a thorough analysis of various platforms and recommended Thinkific for its user-friendly interface and ability to provide an engaging, visually appealing learning experience. Additionally, we set up H5P access, allowing C4C's creative team to design interactive and visually rich learning tools.
- **Training program design and development:** Working with C4C's existing materials, Oppida developed course maps for four distinct courses, converting the content into storyboard format using learner-centred design principles. We then created a prototype module in Thinkific, incorporating necessary digital integrations, which served as a template for the C4C team to develop the full program.

- **Team capacity building:** To ensure long-term success, Oppida provided scaffolding and project management tools that empowered the C4C team to build their skills in online learning design. As a result, C4C successfully launched four online training courses, with 260 participants already engaged in the training. The feedback from learners has been overwhelmingly positive, reflecting the program's success in maintaining the personal connection central to C4C's mission.

The results

The partnership between Oppida and C4C resulted in a robust online training program that significantly expanded C4C's capacity to train climate action facilitators across Australia.

By transitioning to an online model, C4C is now able to reach more people, foster meaningful climate conversations, and inspire broader action.

The program's success is evidenced by the strong engagement and positive feedback from participants, demonstrating that the transition to online training has not only preserved but enhanced the effectiveness of C4C's mission.



Testimonial

Lisa Whiston, Climate for Change assistant program manager:

“Oppida’s team of specialists helped Climate for Change develop an online learning platform for our Facilitator training program, which equips more than 150 volunteers each year with the skills and resources they need to facilitate hundreds of Climate Conversations throughout Australia.

Oppida provided us with a clear project pathway that kept us focussed on our intended outcomes, and allowed us to both integrate our existing training resources and identify opportunities to develop new materials. The entire experience empowered our team to own the process and has set us up to approach future course development with confidence. The end result is a comprehensive training program that allows new volunteers to dive in straight away and frees our staff up to support their learning journey in more meaningful ways.

We’re very grateful for the generosity of spirit and depth of expertise shown by the Oppida team in this project—helping C4C create the social climate in Australia for effective action on climate change.”

Feedback from our facilitators has been overwhelmingly positive:

- "Excellent pedagogy."
- "Fantastic job in delivering this course. The variety of text, video, audio, presentations, discussion was great to keep my attention and focus. Whilst I had previous thorough knowledge of the content and social theories, I gained a lot because I learned what climate science/impact information to include (and importantly, exclude). Ticks for process, delivery, content, variety, and motivation!"
- "Rated 5 out of 5."





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