Client Case Study - Greenpeace

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Presented by Neset Kutlug, Process Administrator, Greenpeace Mediterranean

Client Profile

Greenpeace Mediterranean is based on the principle that nature knows no frontiers and neither does the pollution that threatens it.

With main offices located in Malta, Greenpeace Mediterranean also actively campaigns from Egypt, Israel, Lebanon, and Turkey to conduct campaigns throughout the region.

The Challenge

The team at Greenpeace Mediterranean needed a **detailed time plan** and well **defined task management** for better campaign coordination.

Until now, all campaigns and initiatives were being tracked manually, using basic to-do and follow-up lists. This resulted in a less optimal use of human resources, especially when running multiple campaigns at the same time.

"In some of our complex campaign initiatives, manual task management and follow-up created time and resource conflicts, thus jeopardizing the success of those initiatives." says Neset Kutlug, Process Administrator at Greenpeace Mediterranean.

The Solution

Ease of use, rapid tech support and important features such as task dependencies were the deciding factors in finding and evaluating the right software solution.

"We closely examined three other applications before arriving at our decision to choose Easy Projects .NET" says Neset. "The application offers many complex features yet it is able to provide a very **user friendly interface** and **easy to follow workflow structure**."

Easy Projects .NET was chosen as the most **complete** project management application as it could deliver features other solutions could not adequately provide within the set budget.

"The application offers many complex features, yet it is able to provide a very user friendly interface and easy to follow work structure."

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The Implementation

Easy Projects .NET was first deployed in a small scale pilot project, to measure how it would adapt within the organizational culture and work-flow.

This pilot project ran for just over a month, and immediately highlighted a number of internal campaign management aspects which required immediate improvement.

Following the successful implementation of the pilot project, Easy Projects .NET is now used to manage numerous phases of a large scale, multinational projects run by Greenpeace International.

"Starting in October 2009, we set up two very critical projects to be managed through Easy Projects .NET" says Neset. "The shorter of the two was successfully **completed on schedule**, and taught us a number of very important lessons concerning our campaign management and the every-day utilization of project management software."

The second project in the system is slated to be completed in April 2010, and continues to be closely tracked and managed every day through Easy Projects .NET. "As of January 2010, we will be **completely managing all of our campaigning activities through Easy Projects .NET**" adds Neset.

The Outcome

Upon deployment, Easy Projects .NET was immediately perceived as tool which allows for a very organized, effective and focused way to manage projects.

The task dependency feature has allowed the entire project team at Greenpeace Mediterranean to easily link together various campaign tasks, saving them a great amount of time in task tracking and entry.

During the past few months, Easy Projects .NET has been **utilized as a platform** to share information and extensive feedback while managing campaign tasks.

Neset is now working closely with the team in the Greenpeace Jerusalem office, helping them adopt Easy Projects .NET through a pilot project. So far, the results have been flawless.