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Success Story: David Suzuki Foundation



Go to web site: www.voteenvironment2008.ca

"We want to deliver a strong message to all candidates as we head into the election on October 14. Change comes from individual and community action. IGLOO provides the strong social media presence we need to raise awareness for environmental and related quality of life issues quickly, giving every citizen a platform to be heard."

Peter Robinson
CEO

David Suzuki Foundation

The Community

The David Suzuki Foundation works through science and education to protect the diversity of nature and our quality of life, now and for the future. With a goal of achieving sustainability within a generation, the Foundation collaborates with scientists, business and industry, academia, government and non-governmental organizations. We seek the best research to provide innovative solutions that will help build a clean, competitive economy that does not threaten the natural services that support all life. An independent charity, the Foundation does not accept government grants and is supported with the help of some 40,000 individual supporters across Canada and around the world. You can learn more about the Foundation at www.davidsuzuki.org.

The Challenge

The Foundation was working with a short window - 37 days to be exact. They needed something that could be implemented quickly and would be easy for the general public to use; the campaign requires Canadians to get informed and become engaged quickly. IGLOO's easy-to-use Web 2.0 tools help bring people together faster than ever before to connect and communicate about environmental issues that are critical to the quality of life of all Canadians.

The Solution

The David Suzuki Foundation has created the Vote Environment 2008 website using IGLOO's Corporate Social Networking Suite. Built on IGLOO's Web 2.0 platform, the Vote Environment 2008 online community gives Canadians a forum to share their perspective on one of the top public opinion issues in Canada: the environment. Using blogs, video and e-newsletters, Vote Environment 2008 members have the ability to share information and discuss the role environmental issues play as we head to the polls. Vote Environment 2008, which took only three days to build and deploy, already has more than 500 community members and 16,000 page views each day. Easy-to-use, the IGLOO tools let members quickly post content and opinions to the site and discuss topics such as public transportation, carbon footprints, and climate change and what role these issues should play during the election campaign.

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