

Press Releases

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1. Center for Court Innovation

Blenderbox Launches Interactive e-Learning Module

Blenderbox has launched an interactive e-learning module in partnership with Center for Court Innovation (CCI) for the Civil Summons Quality of Life Crimes.

Blenderbox, award-winning digital agency specializing in website design for educational, cultural and nonprofit organizations, has collaborated with the Center for Court Innovation in launching a new and original interactive learning module following the unveiling of the Criminal Justice Reform Act. This new act gives police officers the ability to choose whether a quality of life crime (such as urinating in public, drinking in a park, or littering) is reported as a criminal or civil summons.

CCI is a nonprofit that creates programs in NYC around justice reform. Granted a contract with OATH (the Office of Administrative Trials and Hearings) to introduce an alternative for civil summons fines, CCI enlisted the expertise of Blenderbox to create a community based and electronically oriented solution for people who receive citation for a quality of life crime but elect not to pay a fine. This solution has been provided in the form of an interactive learning module, which provides lessons, practices and learning outcomes aimed at preventing future offenses.

The one hour learning module exemplifies an effective, engaging and user-friendly elearning experience, placing specific emphasis on pairing learning objectives with interactive features, which are central to progressing through the module. “Technology and design are only as good as content,” notes Jason Jeffries, CEO and Co-Founder of Blenderbox. “This project allowed us to combine our creative energy with our knowledge of pedagogy and best practices in instructional design.” In this instance, Blenderbox’s creative capabilities are demonstrated by interactive content creation - the module utilizes storyboards, motion graphics, narrative arcs and game-like quizzes, to structure the learning moments and lessons within the course.

Blenderbox's background in working with educational institutions has proved a valuable asset to CCI's mission and vision for the module. "Understanding how people learn, and what makes learning enjoyable, are important factors to take into consideration when creating alternative educational platforms such as digital learning modules. We were inspired by Moreno and Mayer's primary learning styles, which focus on visual, auditory, reading/writing, and kinesthetic learning," says Jeffries.

As some civil fines can be as high as \$1,000, the launch of this module offers an educational alternative, reduces society's reliance on prisons, and lessens administrative burdens. The design concept and execution of the elearning course itself is innovative and original, as it engages respondents around quality of life offenses, consequences on community, and prevention. Don't be too anxious to see the course in action though - it might just involve you having to commit a civil summon!

2. Critical Ecosystem Partnership Fund

Blenderbox Launches CEPF Website Redesign

The Critical Ecosystem Partnership Fund (CEPF) partners with Brooklyn-based creative digital agency Blenderbox on their latest website redesign.

CEPF, a global organization that provides grants to non-governmental organizations to conserve biodiversity, recently partnered with Blenderbox to redesign and launch their new website. Based in New York, the design agency was able to employ their industry experience in the areas of nonprofit and education to create a successful, interactive and engaging online presence for CEPF. The new website captures the imagination of current visitors and prospective grantees with a host of new features, brought to life by the accompanying updated visual design, abundance of photography, mobile responsive design and refreshed content strategy.

The Fund has been carrying out conservation initiatives since 2001, providing more than \$220 million in grants that support more than 2,200 grantees working across 24 out of 36 of the world's biodiversity hotspots in more than 90 countries. CEPF works with local, national and international organizations, communities, universities and private sector partners in fulfilling their mission to conserve species and protect Key Biodiversity Areas. "We're excited to share this new site," says CEPF Executive Director Olivier Langrand, adding that CEPF is especially enthusiastic about the website's "Learning" section. This portion of the site offers an extensive and impressive array of materials from grantees to share their lessons and experiences with other grantees and conservationists in the form of downloadable pdfs. These case studies and reports are arranged according to categories, and expand on topics ranging from managing protected areas, developing sustainable local livelihoods, raising awareness about conservation, and getting conservation concerns reflected in government policy.

Other key elements that contribute to communicating the mission and story behind CEPF's work are the site's project database and interactive maps. Users can explore the grantee projects, which can be filtered according to location, keywords and more, providing access to nearly 2,000 projects that each have their own web page. Color coded

maps allow for a playful and visual learning experience, navigating through the biodiversity hotspots with impressive precision and detail. Blenderbox's design integrates the nine hotspots in which CEPF are currently investing, as well as 27 others. The website also features a specific section dedicated to the grant application process itself, guiding users through steps of eligibility and proposal writing.

The new website is an example of how a unique, pioneering and inspiring organization can reflect its status and message visually, and on a digital platform. CEPF.net will allow the organization to reach a wider audience, providing a user-friendly experience that will make more potential grantees aware of the opportunities CEPF offers and increasing awareness of the importance of protecting the rich array of life found in the world's biodiversity hotspots. . CEPF is a joint initiative of seven global donors— l'Agence Francaise de Developpement, Conservation International, the European Union, the Global Environment Facility, the Government of Japan, the John D. and Catherine T. MacArthur Foundation, and the World Bank— and CEPF's work with Blenderbox promises to increase global recognition of the results of this partnership via the new website.

Both CEPF and Blenderbox emphasize the importance of motivating change and spreading awareness through education and collaboration. Blenderbox has worked extensively in the education and nonprofit sectors, specializing in creating repositories of knowledge and making critical resources available through their website designs for organizations such as the American Law Institute and We Teach NYC. "This project was especially interesting to work on, because as well as being a space for marketing their mission, the website itself has the potential to scale CEPF's impact," explains UX designer Ashley Scrivner at Blenderbox. "We asked ourselves, 'how can we design tools that inspire and facilitate the client's work, knowledge-sharing, and global value?' This was the energy that ran throughout our team, motivating us to create a digital resource for an organization we care about - helping them do what they do, better."