



Welcome pack

July 2016

What is Oppla?

Oppla is a new knowledge marketplace; a place where the latest thinking on ecosystem services, natural capital and nature-based solutions is brought together.

Its purpose is to simplify how we share, obtain and create knowledge to better manage our environment.

Oppla is an open platform that is designed for people with diverse needs and interests – from science, policy and practice; public, private and voluntary sectors; organisations large and small, as well as individuals. All are welcome and have a part to play in our community.

Membership of Oppla is free and includes access to the following services:



Ask Oppla: A crowd-sourced enquiry service, where members of the Oppla community help to answer each other's questions.



Oppla Marketplace: A 'knowledge supermarket' where you can obtain guidance, software, data and other useful resources – as well as promote the outputs of your own project or network.



Oppla Matchmaking: An easy-to-use system for networking with other members of the Oppla community.



Oppla Webinars: An ongoing programme of web-based presentations and discussions on a wide range of topics.

Over 60 universities, research institutes, agencies and enterprises are contributing to Oppla as part of a joint activity between the **OPERAs** and **OpenNESS** projects, funded by the European Commission FP7 Programme. The Oppla community is already approaching 1000 members.

The full Oppla platform is launching in September 2016. Read on to find out how you can be a part of it...



Supported by the European Commission under the Environment (including climate change) Theme of the 7th Framework Programme for Research and Technical Development.

What can Oppla do for you?

You've received this welcome pack because you represent an organisation, project or network that we'd like to work with.

Oppla is all about collaboration. We know that we can't do everything ourselves and we're aware that a lot of good work has been done already. So we're keen to link with existing projects and platforms – we want to help promote what you're doing and get our community excited about your resources, data and services. This benefits Oppla by helping our members gain access to information they might not otherwise find for themselves. And it benefits you by increasing the availability and impact of your outputs. It's a win:win.

By working together we can:



- **Help you engage with the Oppla community.** Our team is proactive in developing the membership of Oppla and we receive new registrations every day. We can help you engage with this growing community as part of your own outreach activities – saving you time and resources.



- **Promote your work to new audiences.** We are developing Oppla into a 'one stop shop' for environmental knowledge – through which your outputs will reach many more users than via conventional methods.



- **Make your outputs more sustainable.** Oppla is maintained by an independent organisation that is capable of generating its own income. Once your outputs are listed in the Oppla Marketplace, they will remain available long after your own project has finished.

We'd made it as easy as possible for you to benefit from Oppla. Here's how you can get started...

Want to work with us? Start here.

There are a number of ways in which Oppla can benefit your project or network. *These include:*



- **Promoting your outputs in the Oppla Marketplace.**

You can advertise software, datasets, documents, guidance, events, training and consultancy services in the Marketplace – at no cost! Start listing your outputs now in time for the full launch of Oppla in September 2016.

See pages 7–9 for details



- **Raising your profile with Oppla webinars.** We are currently organising an ongoing programme of webinars, featuring presentations and discussions on ecosystem services, natural capital and nature-based solutions. Contact us if you'd like to present about a particular topic.



- **Collaborating with us on projects.** Oppla is an independent organisation that can actively participate in projects. Our team is highly skilled and innovative, with expertise in business development, science, policy, outreach and engagement. Oppla also supports its members, helping them to find new opportunities.



- **Having your say in the Oppla Assembly.** Would you like to get involved in the ongoing development of Oppla? If so, then you may like to join and participate in the Oppla Assembly: a group set up to appraise the work of Oppla and provide feedback on its strategic direction. Contact us for more information.



From September, you will also be able to promote your projects in the **Oppla Case Study Finder**

Commercial services

Oppla offers a range of commercial services to assist projects, networks and individual organisations. *These include:*



- **Integrating your project within Oppla.**

We can give your project a 'home' inside of Oppla, a dedicated space with its own branding, content and website address... essentially your own project website, fully under your control, with the added benefits of Oppla's expert support. *This includes:*

- ➔ **Full integration with Oppla's own functionality:** gain additional access to Oppla services, including facility to create your own Marketplace of outcomes and services, specific to your project.
- ➔ **Full integration with the Oppla Community:** save time and resources usually spent on outreach by instantly accessing Oppla's growing community – and engage with new audiences as the community diversifies.
- ➔ **Long-term sustainability:** the Oppla team can manage and maintain your online presence once your project has finished through our flexible support contracts.



- **Consulting with the Oppla community.**

We can benefit your outreach activities by enabling you to engage directly with the Oppla community. Perhaps you're interesting in recruiting new members to your project, finding audiences for your outcomes, or seeking a community to consult over new ideas and proposals? *If so, we can help by:*

- ➔ **Organising questionnaire surveys with Oppla members:** drawing upon members' knowledge and experiences through web-based surveys.
- ➔ **Establishing specialist focus groups:** we can identify Oppla members with specialist expertise (within and beyond the environmental sector) for the purpose of establishing focus groups and expert panels.
- ➔ **Question and answer services:** we can customise the Ask Oppla enquiry service to help you find answers to specific questions.

Your project, platform
or organisation



MARKETPLACE

Increase the impact of your outputs



MATCHMAKING

Network with new audiences



COLLABORATION

Make Oppla a part of your project



ASK OPPLA

Increase the impact of your outputs



INTEGRATION

Build yourself a home within Oppla



GOVERNANCE

Join the Oppla Assembly and guide us on this journey...

Oppla community

Oppla Marketplace:

How to promote your outputs

The Oppla Marketplace is now open!

Does your organisation have any software, datasets, documents, guidance, training or consultancy services that you would like to promote to the Oppla community? If so, you can now advertise these outputs and others in the Oppla Marketplace. Your organisation will then feature as part of the launch of Oppla in September 2016.

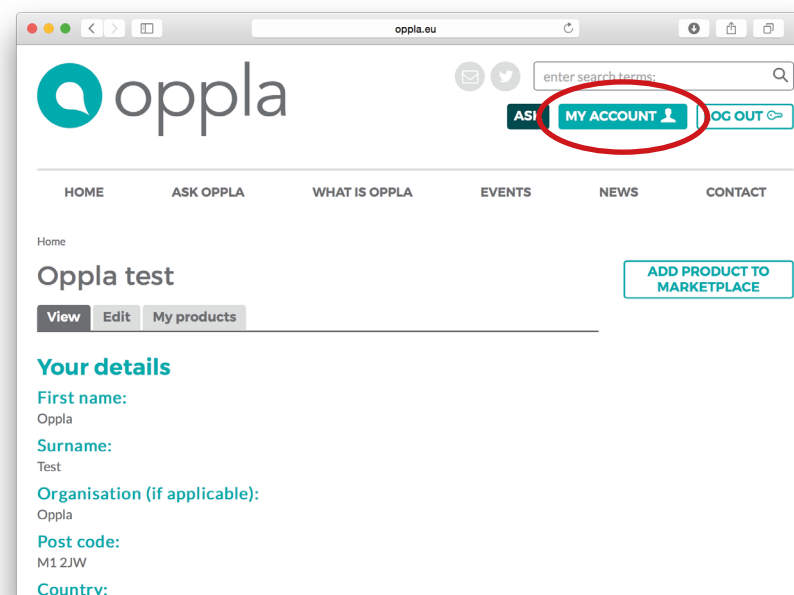
Follow the steps below and contact us anytime if you need help...



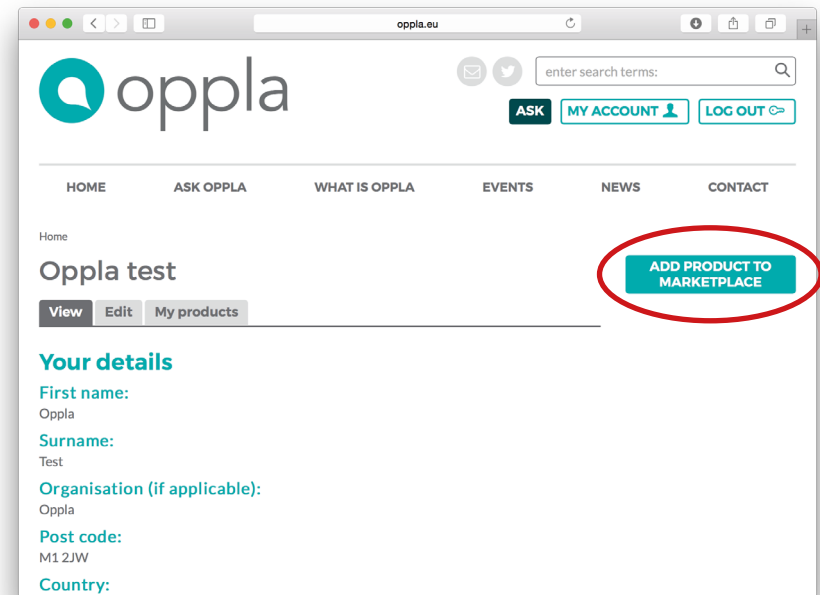
STEP 1: Join Oppla

You must be a member of the Oppla community to advertise products in the Marketplace. Membership is free and open to all.

STEP 2: Log in and click on 'My Account'...



STEP 3: Click on
'Add product to Marketplace'...



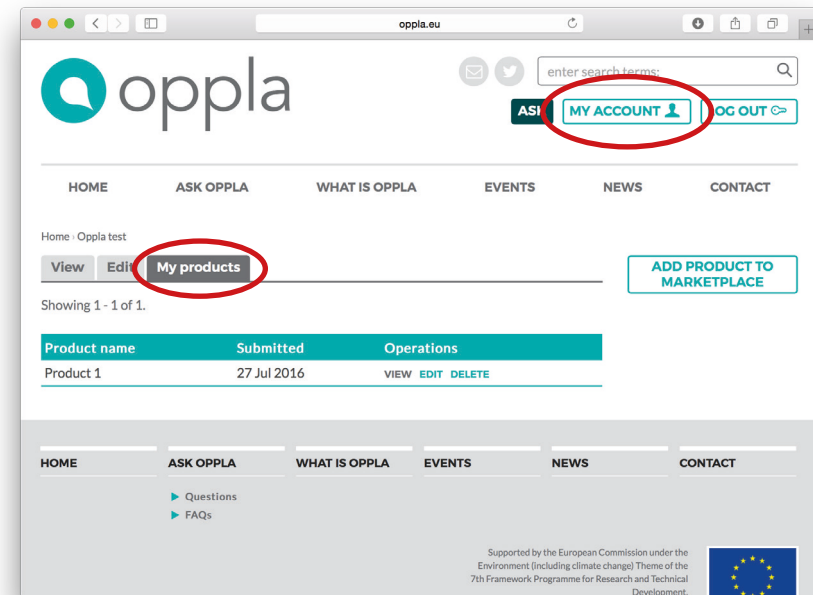
STEP 4: Complete the online form

This will create a listing for your product in the Oppla Marketplace. Click on **'Submit Product'** at the end to complete the listing. That's it – done!

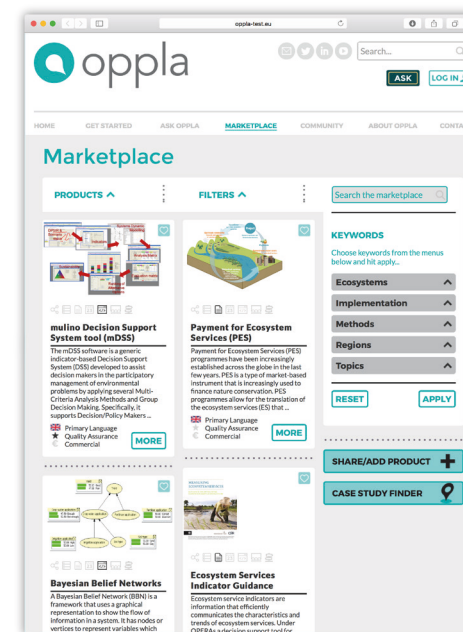
A screenshot of the 'Product form' on the Oppla website. The form is titled 'STEP 1: DESCRIBING YOUR PRODUCT'. It features a progress bar at the top with several steps, the first of which is active. Below the title, there is a text input field for 'PRODUCT NAME' and a list of checkboxes for 'PRODUCT TYPE' including Consultancy, Dataset, Document, Event, Guidance, Software, and Training. The navigation bar and top right buttons are consistent with the previous screenshot.

STEP 5: **You can edit your product listings at any time**

Click on **'My Account'** and select the **'My products'** tab to view and edit any listings you have created.



Your product(s) will be publicly available in the Oppla Marketplace from September 2016.



Have questions?
We're happy to answer.

www.oppla.eu



JOIN OPPLA...

...and be a part of this exciting new community.

It's quick and easy to become a member of Oppla. Membership allows you to contribute to the Oppla Marketplace, network with other members and participate in Oppla events, such as webinars.

www.oppla.eu

If you have any questions about Oppla, or would like to discuss working with us, then please get in touch – we'd love to hear from you!

✉ email: info@oppla.eu

🐦 tweet: [@OpplaCommunity](https://twitter.com/OpplaCommunity)