

Case study / ResourceSpace +



Friends of the Earth



Friends of the Earth's mission is to fight for environmental justice through grassroots campaigns and legal action, and as a proud [B Corp](#) and [Ecologi partner](#) we're delighted to have been supporting this incredible organisation's Digital Asset Management for over a decade.

[Friends of the Earth EWNI](#) first started using ResourceSpace back in 2012, and in the years since the [DAM system](#) has become integral to the creation of campaign and fundraising content, as well as internal communications.

For the second instalment of our Long-Term Case Study series we spoke with Amy Grant, Head of Content and Creative at Friends of the Earth EWNI (England, Wales and Northern Ireland), about the charity's 14-year relationship with ResourceSpace.

"ResourceSpace has been adopted across the entire organisation."

The success of a DAM platform can often be measured by its level of adoption across an organisation. Based on that metric, ResourceSpace has been an invaluable platform for Friends of the Earth EWNI.

"ResourceSpace is relied on by the entire organisation to find great images and create content for our campaigning and fundraising," says Amy.



It's really easy to find assets and makes picture resourcing a much more streamlined process

"Our graphic design and videography teams are using it all of the time, and the latter are also great photographers, so they're always uploading new assets to ResourceSpace too.

"It's really easy to find assets and makes picture resourcing a much more streamlined process. I didn't need to set aside as much time to find compelling images as I used to!"

ResourceSpace is also supporting Friends of the Earth to implement a new organisational strategy

that will focus on what their local groups are doing, rather than talking about the big national campaigns they run centrally.

"A big part of that is showing what work and what impact those small groups across the UK are having," says Amy.

"ResourceSpace will be invaluable for that, and giving all of those groups access to digital assets."

However, ResourceSpace isn't just used for public-facing content, Amy says teams not used to using DAMs have picked it up really well too.

"ResourceSpace is very user-friendly, and this has driven good adoption across the organisation, including for internal presentations.

"We get regular requests from people that want to download images and find it intuitive to do that."

Friends of the Earth's ResourceSpace instance has also been branded to match the look and feel of the organisation, which Amy says has supported adoption because the DAM feels familiar, and very much like a Friends of the Earth platform.



“Consent documentation and storage has been a fantastic development.”

Something so many of our long-term customers love is that we can work with them on development projects, and this flexibility is something Friends of the Earth has really valued.



The consent stuff has been really useful because we've been able to link specific imagery or suites of images with consent documentation

“We were really keen for ResourceSpace to hold consent documentation and we did some development with Montala on this,” recalls Amy.

“The consent stuff has been really useful because we've been able to link specific imagery or suites of images with consent documentation.”

Ensuring every one of the 230 local groups were always obtaining permissions to use images had been an issue for Friends of the Earth. With such a large pool of siloed subgroups, it was hard to train them on copyright processes and make sure they were all using images they actually had permission to use.

“We were finding some of the local groups were relying on Google Images and putting them on websites and emails, so we gave them access to the image bank and that's been really well used so far,” says Amy.

“Creating a granular permissions set was something else we worked with our account manager on, and this meant the local teams could only access and download the assets they should have access to, rather than the entire image library.”

Another feature that Amy and the Friends of the Earth team has found really helpful is Featured Collections.

“When we have a big campaign coming up we'll create a new Featured Collection and populate it with the best images that suit that campaign.”

Without doubt, in the 14 years since the organisation first implemented ResourceSpace, the DAM system has established itself at the very centre of all their content efforts.



“The customer support is really responsive and really helpful.”

Being a ResourceSpace customer for almost 15 years says a lot about how much Friends of the Earth values the platform, and Amy—and so many of our other customers—have found that ResourceSpace’s customer support is second-to-none in the Digital Asset Management space.



I can’t speak more highly of Montala’s customer service

“Our account manager Kerry is really responsive, super helpful and always gets back to me really quickly,” says Amy.

“I’m new to the platform and had to onboard maternity cover for our Creative Producer to the DAM, but Kerry put a call in and didn’t just go

through the questions I had, but also gave me some really useful background information on other things and followed up by email with some easy-to-understand user guides.

“I can’t speak more highly of Montala’s customer service,” concludes Amy.

Read more: [Why ResourceSpace is perfect for... charities](#)

ResourceSpace has established itself as one of the most popular Digital Asset Management platforms for [charities and non-profits](#).

To find out more about why we’re trusted by the likes of Friends of the Earth, UNICEF, British Red Cross, Fairtrade and many more, [book a discovery call](#) with a ResourceSpace specialist today.





Ready to take the next step?

Want to hear more from ResourceSpace customers about what sets it apart from the competition? Check out our full range of [case studies here](#), or if you'd like to find out more about the DAM functionality that has supported Friends of the Earth for more than a decade, book a free 30-minute demo by following the link below.

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