

Case Study: ResourceSpace + Care International



Background - a universal system to facilitate global action

At CARE International, humanitarian aid is a truly global concept. A confederation with 14 member countries and offices and staff based in 94 developing countries, this charitable organisation responds to humanitarian emergencies and runs poverty-fighting projects around the world.

With such an extensive logistical reach, and with staff dispersed worldwide, CARE International needs systems which can cope with its need for a highly-connected approach to sharing key information and communications, instantly, around the globe. For Chandra Prasad, the Photo Library Co-Ordinator at the CARE international Secretariat, ResourceSpace has proved to be the Digital Asset Management system that offers truly international scope for sharing content.

“Because we do a lot of humanitarian response and emergency assistance work, you want content to quickly be shared across the CARE world so our communicators and fundraisers can start using it. Before ResourceSpace, we had difficulties sharing resources globally – we relied on basic online sharing tools or requesting content directly via email, which significantly delayed the speed and quality of available digital assets, as well as resulting in many of our best assets getting buried in personal hard-drives or elsewhere, limiting their potential for broad use.”

“Now we can upload, share and store our best digital files across all our global channels for staff across the CARE world to instantly access – significantly improving our ability to respond in a coordinated manner, and at speed”

Internally we can share these files across different departments like communications, fundraising, policy and digital marketing, and externally we can share with journalists, and design and marketing partners. It's a great tool to share content in real time, across different time zones."

In this way, using ResourceSpace makes it easier to collaborate with colleagues who may be out in the field – for CARE International, a photograph taken in East Africa can be instantly uploaded to ResourceSpace, and immediately accessed and used in a fundraising campaign by a marketing department thousands of miles away.

Getting assets uploaded when speed is of the essence on the ground.

Having rolled out the system in June 2016, the ResourceSpace platform at CARE International now holds some 21,000 images, with 495 users in worldwide locations. For an organisation that relies on urgent communication and speed of content availability, CARE International struggled with its previous approach to Digital Asset Management (DAM).

As Chandra explains, *"Because CARE is a confederation, and in the absence of a global resource, our different members adopted their own systems. It was a scattering of disparate approaches - for example, some had a bespoke DAM system in place, others had their own conventional folder hierarchy structure, and others used Google's Picasa. This meant that when the whole organisation was getting behind the same issue – a large scale emergency appeal for example - often different visual content was being driven from different parts of the organisation which negatively impacted our brand, and our ability to 'speak with one voice' as a global organisation on global issues."*





“We knew of a lot of humanitarian charities who were with ResourceSpace, so were influenced by the fact that our peers in the sector were using it successfully, and gave us great feedback”

ResourceSpace working hand in hand with Not-for-Profit

For CARE International, this disruption led to a joint decision by the communications teams across the confederation to implement a standardised and comprehensive DAM system that the whole of the CARE confederation could benefit from. And they didn't have far to look when it came to making their selection, as it was ResourceSpace's association and experience with other charitable bodies that recommended them as the DAM software of choice.

“The communications directors chose the system because quite a few of our peers use ResourceSpace, such as Save the Children and Macmillan, who are actually based in the same building as CARE UK. We knew of a lot of humanitarian charities who were with ResourceSpace, so were influenced by the fact that our peers in the sector were using it successfully, and gave us great feedback.”

ResourceSpace was originally developed for another not-for-profit, Oxfam GB, to make it easier to centralise assets and collaborate with colleagues across the world. As Chandra notes, it has since been widely adopted by an array of high profile not-for-profit names, such as ActionAid, Friends of the Earth, and Fairtrade International.



Open source is opening doors for charities

For the not-for-profit sector, the fact that ResourceSpace is built using open source software brings great appeal, as it means that there are not the usual fees to pay which are associated with a commercial license. This makes ResourceSpace an inexpensive and scalable option as there is no cost per user or administrator.

Open source software also offers limitless potential for customisation and further development, something that CARE International looks to progress as they explore the integration possibilities open to them with ResourceSpace:

“We are now exploring ways of integrating ResourceSpace with the Collections Management System. That’s also an open source system, called Collective Access. Because CARE is over 70 years old, with a rich history and huge historical archive, we are discussing integrating ResourceSpace with Collective Access, because that’ll be the big archive, so things can be pushed from Resource Space to Collective Access, and vice versa.”



ResourceSpace showing real results for relief efforts



For the charity, getting the system up and running was smooth process. Chandra recalls that ***“It was not a difficult process to get started – there was onboarding support and that was good, plus in emergency situations I have found the support service to be quickly accessible and helpful.”***

As a result of implementing ResourceSpace, CARE International has made Digital Asset Management easier for its team of busy staff, whose priorities need to be focused towards urgent humanitarian issues, rather than admin.

Chandar summarises, ***“It’s a great tool to have. You can keep control of quality, and it’s made people’s lives easier in terms of sharing content and facilitating communication between different departments.”***

When sharing news and mission critical images with the world could literally mean life or death for people affected by disasters, conflict and other global emergencies, CARE International is one of the many charities who entrusts its most precious digital assets to ResourceSpace.

CARE International

Founded in 1945, CARE International works around the globe to save lives, defeat poverty and achieve social justice. CARE puts women and girls in the centre because poverty cannot be overcome unless all people have equal rights and opportunities. Last year, CARE worked in 94 countries around the world to assist more than 80 million people improve basic health and education, fight hunger, increase access to clean water and sanitation, expand economic opportunity, confront climate change, and recover from disasters. To learn more, visit www.care-international.org.

Ready to find out how ResourceSpace can transform the way your organisation manages its digital assets?

Book your free demo below and we'll give you a 30-minute tour of the platform and demonstrate all of the features and benefits other Not-for-Profit organisations have found to be so invaluable.

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