



DON BOSCO GREEN ALLIANCE

Don **Bosco Green Alliance** is an international collective of young people from the Salesian Family institutions, who contribute to global environmental action, thought and policy. Launched in 2018, the alliance is today an active platform where Salesian Family institutions, organizations and individuals exchange ideas and work together on global environmental campaigns.

Melanova Fusion GmbH represented by Melanie Troxler accompanied Don Bosco Green Alliance from October 2018 to January 2021 in becoming a worldwide organization of more the 300 member institutions in more than 70 countries. During the past two years Melanie Troxler has offered the following **services**:

- **Organizational Development for Multicultural and Lateral Network:**
Set up of strategy to further expand DBGA in other regions of the world especially in Latin America and Spanish speaking countries. Set up of structure and processes globally, regionally and locally together with the team of the headquarters in Mumbai. Workshop with stakeholders to further develop the vision, mission, target group and strategy of Don Bosco Green Alliance. Build up the regional and local teams to take the mission of DBGA forward - especially in Latin America.
- **Intercultural Communication and Community Relationship Management in 5 European languages:**
Served as a contact person for Spanish, French, Portuguese, English and German speaking members till the structure had been established and could be taken over by the congregation and local representatives of the congregation. During this time, meetings, several webinars, publications and events took place where Melanie Troxler served as a hub for lingual and cultural diversity. She conducted motivational speeches and represented DBGA in decision taking events, international conferences of partner organizations and meetings in Latin America and Europe.
- **Organizational Communication and Campaigning**
Establishment of communication channels in Spanish and Portuguese together with volunteers of the congregation. Writing of blog articles. She also took part in the creative process to establish the marketing and campaigning strategy and further develop the webpage. Furthermore, she conducted webinars with partners and experts for the members of DBGA.

The following **goals could be achieved due to her services in close collaboration with the global and regional teams**:

- DBGA has been integrated into the structure of the congregation and a strong commitment has been made by the Salesians of Don Bosco to take the mission of DBGA forward by creating an environment that is safe and caring for all life on the planet, while building up a new generation of environmentally committed citizens and leaders.
- Due to her multilingual and cultural background as well as her emphatic and open-minded nature Melanie Troxler could connect to people from different cultural backgrounds and establish a relationship with DBGA. Thanks to her work and initiative an Eco Club in Latin America could be established with representatives from different countries in the region. This model serves now for all other regions in the DBGA network.
- The social media communication channels in Portuguese and Spanish could be established with the involvement of volunteers of the congregation. The DBGA Homepage was also set up in Spanish, Portuguese and German and further developed. The slogan and further campaigns of DBGA were developed together with Melanova Fusion.

What made Melanova Fusion a valuable partner during the set-up of Don Bosco Green Alliance:

Melanie brought expertise to the Green Alliance network that helped it establish itself well in Latin America. Her multi-lingual skills were useful in connecting with native language speakers. This was



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instrumental in bringing people on board the Green Alliance platform as they understood what the Alliance was.

As a colleague Melanie was always willing to share her expertise in communications, campaigning and networking with the team. It was through her efforts that we have established partnerships with Let's Do It World from Estonia and are in the process of potentially setting a partnership with Earth Day Network.

Finally, her experience was crucial in helping set up the processes and the structure of Don Bosco Green Alliance that will be useful in the functioning of the network in the future.

We would like to thank Melanie Troxler and Melanova Fusion for her diverse services and her engagement for Don Bosco Green Alliance and its development. We can highly recommend Melanova Fusion to other organizations who wish to set up a worldwide network. We wish Melanie Troxler all the best for her future projects.

Kind regards

Don Bosco Green Alliance

A handwritten signature in black ink, appearing to read "Fr. Savio Silveira".

Fr. Savio Silveira
Convener

A handwritten signature in black ink, appearing to read "Macson Almeida".

Macson Almeida
Executive Secretary