

GMP+ International



GMP+

International

Building Global Consistency in Feed Safety Learning

Challenge: We addressed gaps in auditing consistency across diverse markets, languages, and regulations by designing a scalable learning framework that harmonises global standards while enabling local adaptation, uniting internal employees and external partners within a single global digital learning ecosystem.



Global
Reach



Our
Approach

- **Client:** GMP+ International – global feed safety certification and quality assurance organisation
- **Audience:** Large number of global auditors, consultants, and certification partners across Europe, Asia, and South America
- **Delivery:** Blended digital format on the existing digital learning platform with iterative pilot testing, feedback loops, and regional stakeholder input
- **Co-creation partnership** between Doors Open and GMP+ to design a global digital learning ecosystem
- Developed a **foundational e-learning programme** with modular, multilingual, and interactive design
- **Combined global standards with locally relevant content**, ensuring inclusion and contextual accuracy
- **Integrated into GMP+'s existing digital platform** for seamless scalability and long-term sustainability
- Managed **change and communication alignment** with GMP+'s learning and certification strategy to ensure global adoption





Our Impact

- **Global rollout** of foundational e-learning across **three continents**
- **High completion rates** and **positive learner feedback** highlighting clarity and engagement
- **Improved knowledge retention** and **alignment in audit practices** across diverse markets

- **Strengthened global consistency** and confidence in feed safety auditing
- Created a **sustainable, scalable digital learning framework** supporting future growth and specialisation
- Reinforced GMP+'s reputation as a **global leader in feed safety education**

