

“Foster European Active Citizenship and Sustainability  
Through Ecological Thinking by NGOs”  
NGEnvironment

Erasmus+ Programme – Strategic Partnership  
AGREEMENT N°:

2018-1-DE02-KA204-005014

Duration: 36 months  
01-10-2018 - 31-08-2021



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# AL's role in the NGEnvironment project

- Develop the projects' website by M2.  
It will be available in all partner languages and will be updated throughout the project life-cycle.
- In charge of the branding strategy
- Set up & manage Facebook page by M1
- Leaders of Output 4 -Online platform and observatory.
- To send 2 trainees to Reggio Emilia training activity in M13
- To organise an NGO leadership seminar in July 2019 for 30 stakeholders
- To host PM5 in Malta in October 2020



# Project Website

AcrossLimits will develop a project Logon & website which will go live on-line in month 3.

Domains available are:

- [www.ngenvironment.eu](http://www.ngenvironment.eu)
- [www.ngenvironment-project.eu](http://www.ngenvironment-project.eu)



# Website Translations

The project website will be available in all partner languages and will be kept updated throughout the project life-cycle.



English



German



Italian



Spanish



Romanian



Portuguese



Greek



The website page will also be linked the Facebook page and Twitter Account



# Suggested Tabs

- Home
- About
- E-Learning portal
- Project outputs
- News
- Contact us



# Google Analytics

The website will be monitored by google analytics from inception to get insights on the amount of website visitors, where those user's are located, their behaviour on the site (which pages get the most views compared to other pages) and how many users return to the website after their first visit.



# Google Analytics

# EU Logo & Disclaimer



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To find your language please visit

[https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en)

Logo 1



NGEnvironment

Logo 2



NGEnvironment

PLEASE VOTE



# IO4 - E-learning platform/Observatory

Acrosslimits will develop an online observatory of NGOs as a showcase for successful cases of green and social entrepreneurship in each partner country.

There is no similar resource/network in Europe and any interested green or social NGO may enlist, optimizing their network and the showcase power of the observatory.

# IO4-E-learning platform

- The platform will also be translated in the partner languages: EN, DE, PT, EL, IT, RO, ES
- It will be fully web 2.0 compliant and will include all the standard and expected social media features that are now an essential part of on-line learning;
- It will incorporate a learner tracking mechanism to enable professionals monitor the progress of the learners through the various different curriculum modules provided;
- The portal will be optimized for mobile access and will function equally well on laptop, tablet or smartphone.



# IO4 – The observatory

The on-line observatory will be an on-line hosted environment running on a web server tailored for the purpose such as Moodle.



The objectives of this observatory are:

1. to present role models for NGO leadership to inspire NGO new leaders to develop their ideas and take action;
2. to provide instant access to a library of information resources identified by partners during the research process that might be useful to new or existing NGOs in the green and social fields;
3. to provide a range of on-line environments and forums where NGO leaders/staff members can exchange ideas and practices;
4. to demonstrate the powerful impact that civic action may present in contributing locally or regionally for solving major environmental issues, while at the same time alleviating social issues by promoting integration, inclusion and providing opportunities and competences for all.

This way, the observatory will feed powerful evidence-based content for the Policy Paper (IO8).

# Examples of e-learning portals

<http://newcourses.kre8r-project.eu/my/>

<http://newcourses.outsidein-project.eu>

<http://newcourses.scobeproject.eu>

# The Deal

- 8 Partners
- 8 Countries
- 36 months



To create something great  
and tell as many people  
as we can about it.

# Our Promise

AcrossLimits with the help of **all the partners** will make every effort to create a good visual branding strategy through a multidisciplinary approach that combines a coordinated, digital ecosystem constructed of PR, social media, search and other elements, so the target audience will be able to clearly recognize the project & its objectives



# Branding items:

- Website & Logo
- Power point presentation
- Word doc – landscape & Portrait
- Templates for e-learning content
- Google Drive file repository
- Email Loop for internal communication



# Branding

# Social Media

Social Media will play a big part in Dissemination, providing a greater outreach towards stakeholders. Facebook and Twitter pages will be set up in the project name. Partners will be given editor rights. It is envisaged that all partners will post regularly on Facebook and/or Twitter with photos and articles from events, meetings etc, to reach the widest possible audience.

500 

By the end of the project





# Social Media Roster

## Next 6 months



Month	Organisation	Country	Tasks	Likes
November 2018	Acrosslimits	Malta	At least 4 posts	+15
December 2018	University Paderborn	Germany	At least 4 posts	+15
January 2019	Right Challenge	Portugal	At least 4 posts	+15
February 2019	EPEK	Greece	At least 4 posts	+15
March 2019	FIPL	Ireland	At least 4 posts	+15
April 2019	Association Cantabria	Spain	At least 4 posts	+15
May 2019	SINERGIE	Italy	At least 4 posts	+15
June 2019	Grupul Pentru	Romania	At least 4 posts	+15

**Full roster till the end of the project will be circulated via email**

# NGO Leadership Seminar

- AcrossLimits will host a leadership seminar in Malta in July 2019.
- The information seminar will present the full suite of pedagogic resources and opportunities.
- This seminar will also enlist support for the NGO immersion programme in order to engage trainees for the training course that will take place two months after the Seminar.
- The seminar will be attended by 30 stakeholders.



# 5<sup>th</sup> Transnational Partner meeting

- Acrosslimits will host the 5<sup>th</sup> transnational meeting in Malta;
  - The meeting is expected to be held in October 2020;
  - Acrosslimits will host the meeting at their premises in Hilltop Gardens, Naxxar;
- ... and pray for decent weather!





acrosslimits

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