

O5: Engagement toolkit

- idea and work to do -

NGEnvironment project

Kick-off meeting, Lousada 6/7 November 2018

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Technical data of O5

- ▶ **Start date:** 01-10-2018
- ▶ **End date:** 31-08-2021
- ▶ **Output type:** Methodologies / guidelines – Dissemination / exploitation plan
- ▶ **Languages:** EN, DE, GR, PT, IT, ES, RO
- ▶ **Leader:** GIE will lead the development of the engagement toolkit in close collaboration with Acrosslimits in what respects electronic contents, and with strong support, and through regular discussion, with all partners.
- ▶ **Participating institutions:** GIE, Univ. Paderborn, Rightchallenge, SEE Korinthia, Acrosslimits, FIP, ACMP Cantabria, Sinergie SCRL

Why we develop the engagement toolkit...

- The project seeks at engaging *different types of audiences related to the NGO sector*, including disadvantaged citizens.
- The regular *dissemination channels* may be difficult to follow by some members of the target groups, either because they are less literate or because they are not regular end-users of such channels.
- Engaging a wide range of audiences, including talented citizens but with fewer social opportunities, will need dedicated field work and face-to-face approaches made by the consortium partners and the local working groups.
- Such approaches will need to be supported by engaging and explanatory materials that will have to be *portable, easy to show, very visual and appealing*, in order to explain the whole project's scope and objectives but mostly the benefits that end-users may acquire from it.

To whom O5 will address?

- ▶ The **COMPREHENSIVE ENGAGEMENT TOOLKIT** will mostly support and inform field work to engage:
 - potential new NGO leaders *to take part of the immersion programme and the training course*;
 - existing NGO leaders and staff members *to enlist to the project's online platform and observatory* and *to be willing to host the immersion programme*;
 - social and green activists that may not have the necessary competences *to effectively implement their ideas or defend their causes*.

What will O5 actually be?

- ▶ The **ENGAGEMENT TOOLKIT** will comprise a variety of means specifically tailored to different and very specific audiences identified during the research phase, and **may** include:
 - short videos (for portable devices);
 - specific brochures;
 - booklets or leaflets;
 - scrapbooks and photographs;
 - info graphics;
 - audiovisual testimonials, among others...

being different in approach, design and contents from the products generated for the general *dissemination* of the project.

Nota bene:


- ▶ The project's *dissemination plan shall define principles to be followed by the Engagement Toolkit* in order to avoid confusion and misconceptions and to foster the quality of project's outreach and impact.
- ▶ All *engagement activities* resulting from the use of this toolkit *shall be monitored and recorded* during the project execution.
- ▶ The *Engagement Toolkit* should also be understood as a *set of audience specific communication pieces* that can be downloaded and used by any interested parties across Europe (and potentially other countries) in addition to other outputs to engage in the project's philosophy and gather participants elsewhere.

How we will do it...so, tasks for O5:

- ▶ Outlining the Engagement Toolkit
- ▶ Elaborating the draft contents
- ▶ Conducting the research
- ▶ Compiling information resulting from all partner's research
- ▶ Developing the products
- ▶ Realizing the specific tunings based on research results
- ▶ Elaborating the final versions in English
- ▶ Translating the products to all partners local languages

Note:

The Engagement Toolkit will be dynamic and allow for *specific adjustments* according to needs related to partners' cultural and societal realities through the entire project life-cycle.



Task allocation and timetable for O2...

What	Who	Deadline (application)	Deadline (new proposal)
Outlining the Engagement Toolkit	GIE and all partners	KO meeting	KO meeting
Elaborating the draft contents	GIE and all partners	2 nd partner meeting M8 (April 2019)	15 th of Nov 2018 – 15 th of Feb 2019 (3 months)
Establishing the research objectives and methods	All partners		KO meeting
Preparing the research tools	GIE		7 th of Dec 2018 (4 weeks)
Conducting the research	GIE and all partners		20 th of Jan 2019 (6 weeks)
Preparing national research reports	All partners		31 st of Jan 2019 (2 weeks)
Compiling information resulting from all partner's research (Summary research report?)	GIE		15 th of Feb 2019 (2 weeks)
Realizing the specific tunings based on research results	GIE	After M9 (after 30 th of May 2019)	28 th of Feb 2019 (2 weeks)
Developing the products	GIE with support from Acrosslimits and all partners		15 th of June 2019 (3 months and a half)
Discussing and testing the products	All except GIE		16 th to 30 th of June 2019 (2 weeks)
Elaborating piloting reports and sending GIE the reports (feedback on piloting)	All partners		15 th of July 2019 (2 weeks)
Elaborating the final versions in English	GIE	After M10 (after 30 th of June 2019)	31 st of July 2019 (2 weeks)
Translating the products to all partners local languages	All except GIE (?) and FIP	Before the seminar (Multiplier Event) in M11 (before 4/5 July 2019)	14/15 Sept 2019 (2 weeks)

Additional note...

- ▶ The proposed timetable in the previous slide may be eventually adapted IF, after Marc will ask the German NA, we get the answer that we CANNOT postpone the Multiplier Events from 4/5 July 2019 to a later date (in 2019 or even 2020, in order to have finalized more outcomes and be able thus to present them during the Multiplier Events)...

Budget for O2...

<i>Who</i>	<i>What for</i>	<i>Budget</i>
GIE	To compile information resulting from all partner's research, develop the products and adjust them throughout the project life-cycle.	30 research days 12 technical days
The remaining partners (Univ. Paderborn, Rightchallenge, SEE Korinthia, Acrosslimits, FIP, ACMP Cantabria, Sinergie SCRL)	To conduct research, discuss and test final products and translate contents	10 research days 2 technical days

Questions for discussion...and answers from the meeting! (1)

- ▶ What are the research objectives (why we do the research, what we look for with this research)? *Answer: to identify the 'motivational' needs of the 3 project target groups...*
- ▶ What research methods should we use? *Answer: qualitative*
- ▶ What research tools should we use? *Answer: brief questionnaire (f2f or online)*
- ▶ How we will do the life-cycle adjustment of the Engagement Toolkit? Should we add new products throughout the project lifetime? Or just refine the ones agreed at the beginning? How to refine according to 'needs related to partners' cultural and societal realities'? An example? *Answer: we do not add new products/materials. We just refine the existing ones, based on the feedback from stakeholders, participants in the trainings and in the Multiplier Events. The 'needs related to partners' cultural and societal realities' will be contained in this feedback...*

Questions for discussion...and answers from the meeting! (2)

- ▶ Proposed outline of the Engagement Toolkit: as mentioned in the application or we should add more products in it? *Answer: as in the application...*
- ▶ What is the difference/separation between Dissemination Plan and the Engagement Toolkit (as “*the Toolkit means should be different in approach, design and contents from the products generated for the general dissemination of the project*”)? – **for this, we will use the file “Diss Tools and Eng Toolkit - As from meeting - Final.docx”, annexed to this presentation!**



THANK YOU FOR ATTENTION!