

# Introduction of the NGEnvironment Concept and Curriculum

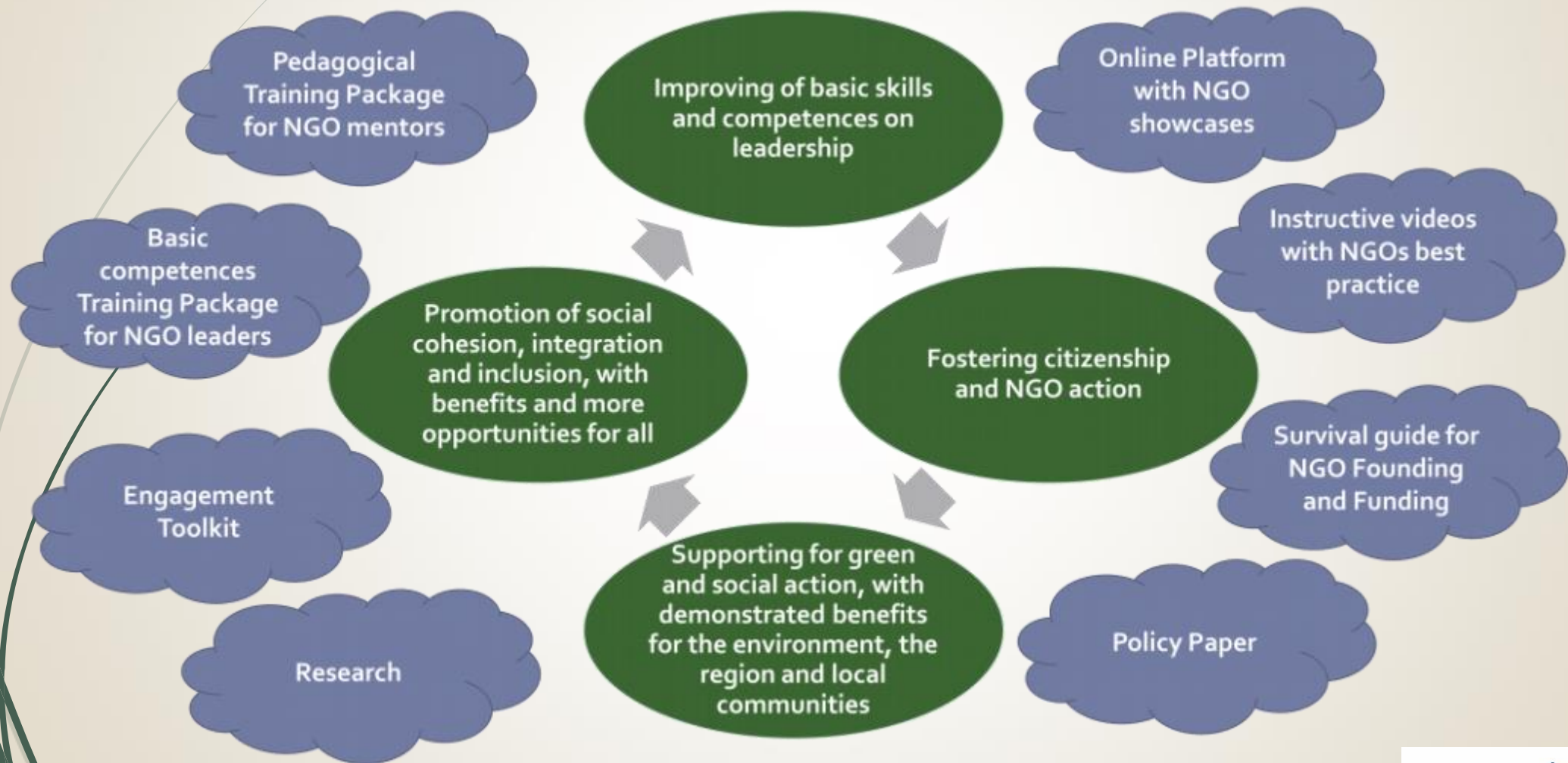
Marc Beutner (UPB)

## NGEnvironment

Foster European Active Citizenship and Sustainability  
Through Ecological Thinking by NGOs



# Core Aspects of NGEnvironment



# Overview on the 9 Intellectual Outputs

IO 1 - Summary research

RC

IO 2 - Induction to Pedagogy for NGO staff

EPEK

IO 3 - Training package for social and green NGO leadership

UPB

IO 4 - Online platform and observatory

AL

IO 5 - Engagement toolkit

GIE

IO 6 - Audiovisual instructive package

FIP

IO 7 - Survival guide for NGO Founding and Funding

PC

IO 8 - Policy paper

SIN

IO 9 - Summary research

GIE

# IO2 - Induction to Pedagogy for NGO staff

## Learning Outcomes:

## Indicative Content:

UPB

**Module 1:**  
Understanding the Non-Governmental Organisations

- Understand the driving forces and structures within the NGOs
- Understand how the current business environment may impact on NGOs
- Understand the characteristics of the green NGOs

- Megatrends and driving forces
- Drivers of ecological thinking in NGOs
- Technology and technical issues in NGOs
- Benefits of the NGOs
- Structures of NGOs

UPB

**Module 2:**  
Improving your pedagogical skills, communication skills and pedagogical methods

- Understand pedagogical skills
- Understand and use the different types of communication
- Be able to make educational decisions
- Be able to communicate effectively

- Pedagogical methods
- Course creation and didactics
- Communication models
- The development of
- Support for NGO staff in starting and developing a business

EPEK

**Module 3:**  
Ways to develop entrepreneurial ideas

- Understand entrepreneurial competences
- Understand what is meant by creativity and innovation in starting a new business
- Be able to review innovative activity in a new business
- Understand the mindset and skills required to be a successful entrepreneur

- Ideation
- Sources of creativity
- Sources of innovation
- Indicators of innovation and creativity
- EntreComp model
- Entrepreneurial skills

# IO2 - Induction to Pedagogy for NGO staff

EPEK/AL

## Module 4: Blended Learning in NEnvironment

### Learning Outcomes:

- Understand what is meant by blended learning
- Understand the benefits and challenges of blended learning for teachers and adult learners
- Be able to provide feedback in blended learning courses
- Be able to provide online tests and tasks

### Indicative Content:

- Benefits of combining face-to-face learning with online learning
- The NEnvironment Online Course platform
- Feedback structures/ Feedback rules
- Test creation
- Online tasks versus classroom tasks

RC

## Module 5: The NEnvironment immersion programme

- Recognise the importance of Business models and value propositions
- Be able to reflect on their own resilience and its value in starting a business
- Understand the chances of being an entrepreneur
- Be able to develop a structured business plan and to pitch for approval of a business idea

- Business models
- Value propositions
- Creation of own entrepreneurship ideas
- Case Study on NGO development
- Opportunity recognition and selection
- Business plans and planning
- Pitching business ideas



# IO3 - Training package for social and green NGO leadership

UPB

Module 1:  
Introducing leadership

EPEK

Module 2:  
Introducing green and social  
entrepreneurship

EPEK

Module 3:  
Creative thinking, initiative,  
self-confidence

UPB

Module 4:  
Idea generation and  
evaluation

# IO3 - Training package for social and green NGO leadership

UPB

Module 5:  
Testing and prototyping the  
NGO idea

RC

Module 6:  
Communications and  
outreach

RC

Module 7:  
Funding mechanisms

## IO4 - Online platform and observatory

- ❖ To present role models for NGO leadership;
- ❖ To provide instant access to a library of information resources;
- ❖ To provide a range of on-line environments and forums where NGO leaders/staff members can exchange ideas and practices with their peers in partner countries, collaborate on potential joint ventures and support each other;
- ❖ 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;
- ❖ The observatory will feed powerful evidence-based content for the Policy Paper (IO8).



## IO5 - Engagement toolkit

- ❖ This output will then be a comprehensive engagement toolkit that 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.
- ❖ 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.

## IO6 - Audiovisual instructive package

- ❖ To complement the Induction to Pedagogy for NGO staff, the NGO immersion program and the training course a set of 5 audiovisual products will be developed, mainly in the form of 3 minutes videos and animations.
- ❖ Additionally, a set of 3 videos will be created throughout the project lifecycle:
  - 1) a 10 minutes video documenting the project's progress;
  - 2) two 5 minutes videos showcasing selected high performance (role models) NGOs that are contributing to solving environmental issues while at the same time fostering social inclusion

## IO7 - Survival guide for NGO Founding and Funding

- ❖ This output will specifically provide aid to citizens willing to create their own NGOs or to take part of an existing one in an educated way.
- ❖ It will consist of a step-by-step guide explaining all legal and practical requirements needed to found and manage an NGO.
- ❖ It will also suggest funding mechanisms and provide important 'surviving' tips provided from experienced leaders.
- ❖ In brief, it will provide an excellent up-to-date starting point providing tailored support to new NGO leaders

## IO8 - Policy paper

“Unlocking the potential of associativism for social action and change”

The policy paper will address:

- ❖ The main findings of the project;
- ❖ Provide evidence;
- ❖ Discuss why a change of NGO policy approach might be relevant – at least in the green and social fields;
- ❖ The pros and cons of each option;
- ❖ The impact and value for money resulting from NGO action;
- ❖ Recommend a course of action based on the experiences and lessons learned in the course of the NGEEnvironment project.

## IO9 - Layman report

- ❖ Aimed at a large scale distribution within NGOs and NGO-sector related entities but also to non specialized NGO public, such as informal groups of citizens, schools, environmental activists, social workers, municipalities, etc.
- ❖ The report will summarize the project's rationale, objectives, methods, and main results achieved, and provide evidence-based critical discussion on the role and potential that NGOs and civic action have in promoting change engagement for achieving collective sustainability.
- ❖ The laymen report shall also include the main conclusions of the final conference.

# Thank you very much for your attention!

## Contact:

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