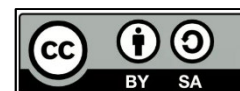




**NGEnvironment -
Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGOs**
Project Number: 2018-1-DE02-KA204-005014
LTTA Meeting in Reggio Emilia, IT

Co-funded by the
Erasmus+ Programme
of the European Union



2nd- 7th of February 2020



NGEnvironment

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Foster European Active Citizenship and Sustainability Through Ecological Thinking by NGOs

Project Number: 2018-1-DE02-KA204-005014

Agenda Learning/Teaching/Training Activity –Transnational Training Event

in Reggio Emilia, IT

2nd- 7th of February 2020

Project Title: Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGOs

Acronym: NGEnvironment

Reference number: **2018-1-DE02-KA204-005014**

Project partners: P1 University Paderborn (UPB), DE
P2 Right Challenge (RC), PT
P3 EPEK – Society for Environmental Education of Korinthia (EPEK), GR
P4 Across Limits Ltd. (AL), MT
P5 Future in Perspective (FIPL), IRL
P6 Asociación cultural y medioambiental Permacultura Cantabria (PC), ES
P7 SINERGIE Soc. Cons. a r.l. (SIN), IT
P8 Grupul Pentru Integrare Europeana Romania (GIE), RO

Host: SINERGIE Soc. Cons. a r.l. (SIN), IT

Venue: Via Martiri Di Cervarolo 74/10
42122 Reggio Emilia, IT

2nd- 7th of February 2020

Tuesday, 4th of February 2020

Timeframe	Monday	Tuesday	Wednesday	Thursday	Friday
Room	SINERGIE Training Room	SINERGIE Training Room	SINERGIE Training Room	SINERGIE Training Room	SINERGIE Training Room
09.00-10.00		Welcome (SIN) Sharing Experiences in NGO work (SIN)	Welcome (UPB) Group Discussion on the Modules M1 / M2	Welcome (UPB) Sharing Experiences	IO3 –M6: Communication and Outreach (RC)
10.00-11.00		Group Discussion on the modules of IO2 and IO3 (PC)	IO2 M3: Developing entrepreneurial ideas (EPEK)	IO3 –M2: Introduction Green and Social Entrepreneurship (EPEK)	IO3 –M7: Funding Mechanisms (RC)
11.00-12.00		Sharing Experiences in Entrepreneurship (SIN)	IO2 - M4: Blended Learning Environments (EPEK / AL)	IO3 –M3: Creative Thinking (EPEK / SIN)	Group Discussion on the Modules M4, M5, M6 and M7
12.00-13.00	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>
13.00-13.30	Welcome and Introduction Round (SIN)	Introduction to the course elements	Group Discussion on the Modules M3 and M4 (PC)	Group Discussion on the Modules M1, M2 and M3 (PC)	Sharing Experiences in NGO work (SIN)
13:30-14.30	Introduction of the NGEnvironment Concept and Curriculum (UPB)	IO2-M1 Understanding NGOs (UPB)	IO2 – M5: Immersion Programme (RC)	IO3 –M4: Idea Generation (UPB)	Final discussion (SIN)
14.30-14.45	<i>Tea and coffee break</i>	<i>Tea and coffee break</i>	<i>Tea and coffee break</i>	<i>Tea and coffee break</i>	<i>Tea and coffee break</i>
14.45-15.45	Introduction of the NGEnvironment report on IO 5 (GIE)	IO2-M2: Improving Pedagogy (UPB)	IO3-M1: Introducing Leadership (UPB)	IO3 –M5: Testing and prototyping (UPB)	
15.45-16.45	Discussion (SIN)	Discussion (SIN)	Discussion (SIN)	Discussion (SIN)	
After 17.00	Social Dinner/Event		Social Dinner/Event		

Part 1: Welcome and Sharing Experiences in NGO work (SIN)

- Short introduction round with all participants
- Introduction of best practices (e. g. Legambiente etc.)
- For more information: <https://www.legambiente.it/english-page/>

Part 2: Sharing Experiences in Entrepreneurship (SIN)

- Green Employment Initiative: Tapping into the job creation potential of the green economy by European Commission (2014)
- Europe Strategy 2020 recognises the central role of the transition towards a green, low carbon and resource efficient economy in achieving smart, sustainable and inclusive growth
- Focus: green growth
- Main idea: Startup, innovation and the environment
- Introduction of the sustainable Development goals of the 2030 Agenda of the United Nations
 - o 5 Awards:
 - o Agriculture and agri-food supply chains
 - o Sustainable mobility
 - o Smart cities and communities
 - o Internal areas network
 - o Circular economy



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- 6 special mentions:
 - o Agriculture and agri-food supply chains
 - o Sustainable mobility
 - o Smart cities and communities
 - o Internal areas network
 - o Circular economy
 - o Energy systems and communities

Presentations of NGO best practices:

- Youth Association in Europe (AGE); Laura (SIN)
 - o Main projects (e. g. Ovunque, Du iu spik inglsh?; Eye 2020 etc.)
- Garden project (Terry, IRL)
 - o Target group: disadvantaged young people and families
 - o Therapeutic gardening (Gardening for Metal Health)
- Anome (Paolo, ES)
 - o Main values: ecology, collective, respect and care, autonomy, weaving and immersion, learning experimentation
 - o Activities: Workshops, a place for experimentation, projects outside the space
- Altrapo Lab (Laura, ES)
 - o Aims: recovering value of clothes, lengthen cycle processes etc.
 - o New project: discussion group of recover rural life

Introduction to the course elements:

I02-M1 Understanding NGOs (UPB)

1. What is a NGO?

- Megatrends and driving forces:

- o Brainstorming-task:
 - o 1) What is a NGO? (Non-Profit Organisation; volunteers;)
 - o 2) Can you name some NGOs?
 - o 3) Do you know some green NGOs?
- 1.1 Megatrends: Globalisation; Environmental and climate threats; Global increasing migration
- 1.2 Ecological thinking in NGOs: Fight against poverty and social exclusion; no discrimination; public policy; poverty reduction; development of social and institutional structures
- 1.3 Characteristics: Non-State and Independence; Non-Profit Status; Voluntariness; Legality; Legal Status; Publicity; Super-Personality
- Task: H5P task (have a closer look on H5P)

-2. What are their specifics?



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- The legal status varies from country to country
 - o Germany: No special regulations; free choice of legal form; legal framework for NGOs
 - o Malta: voluntary organisation: for any social purpose; non-profit; voluntary
 - o Portugal: collective entities of private law, with a voluntary basis without any profitable; legally founded in Portugal; are not religious organisations
 - o Greece: usual characteristics of Social Movement Organisations; based on voluntary work; regard to professional associations, religious organisations etc.
 - o Italy: limited information on legal regulation; restructuring of NGOs in the context of the refugee crisis; July 2017: submission of Code of Conduct regulating the activities of NGOs in the Mediterranean region

3. What are they doing?

- Task 1: You Tube Video
 - o 1. In which sectors/ areas are NGOs active?
 - o 2. Where do they work?
 - o 3. What are the aims of an NGO?
 - o 4. Which common rules do NGO share?
- Answers to 3: legal civic rights; human rights; development of society; human (first); better future;
- Task 2: What are NGOs doing (H5P: Drag the words)

I02-M2: Improving Pedagogy (UPB)

-1.1 Overview on Module 2

- Task (Priming)
 - o Priming: influencing the processing of a stimulus in a way that a previous stimulus has activated implicit memory contents
 - o Priming activities positive associations in our mind
 - o Priming creates positive associations with signal word or images

-1.2 Communication model according to Shannon and Weaver – the Mathematical Theory of Communication

-1.3 The Approach of Schulz-von-Thun: 4 sides of a message

-Task: You Tube Video:

- 4 most important aspects of 4 sides of a message; write down an own example; share your ideas with the group

-Part1: What are pedagogical methods?



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-2.2. Instruments:

- Non verbal signals – “the nodding trick”
- Body posture – The head leans to the left
- Speech patterns – visual language
- Repetition and attention control
- Use the Moment of Control
- Use the “I”
- Put everything in a positive way

-Pedagogical Methods: seven principles of good teaching practice; e.g. Encourage contact between students and faculty; Give prompt feedback; Emphasize time on task; Communicate high expectations

-Teaching methods: comprises the principles and methods

-Task: What teaching methods do you know?

- E.g. Interviews; Case studies; Idea drawing; Simulation; Mind Mapping etc.

-Task H5P (Flip cards): Pros and Cons of learning scenarios

-Task: You Tube video: Write down the most important Teaching Methods!

Wednesday, 5th of February 2020

Denise

2nd- 7th of February 2020

Thursday, 6th of February 2020

I03-M1: Introducing Leadership

Unit 1: What are methods to generate ideas?

- 1.1 Importance of idea generation
- 1.2 Methods to generate ideas

Unit 2: What are evaluation methods to rate and assess the generated ideas

- 2.1 Importance of evaluation methods
- 2.2 Evaluation methods

The aim of this module 4 is to introduce you to idea generation and evaluation. The learning outcomes can be defined as follows:

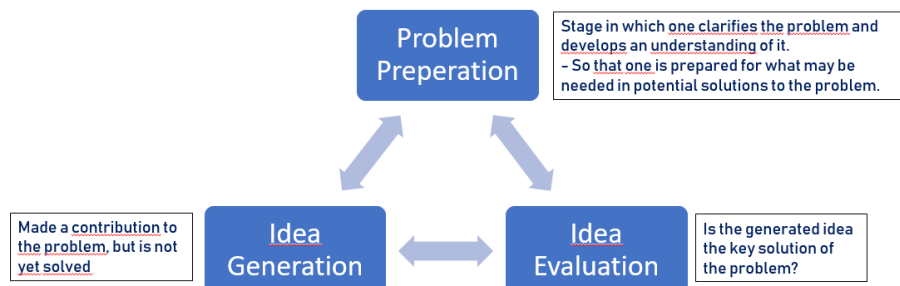
- ❖ Understanding the importance of idea generation
- ❖ Creating an inventory of idea generation methods
- ❖ Learn skills in order to rate and assess the generated ideas
- ❖ Learn evaluation methods for generating ideas

1.1 Importance of idea generation

Task:

- What do you think?
- Do you agree with the statement?
- Why or why not?

1.2 Methods of idea generation



Task: Problem preparation

- Please think of your company!
- What problems do you have to struggle in your daily business? Please try to preperate this problem, based on the hints of the last chart!

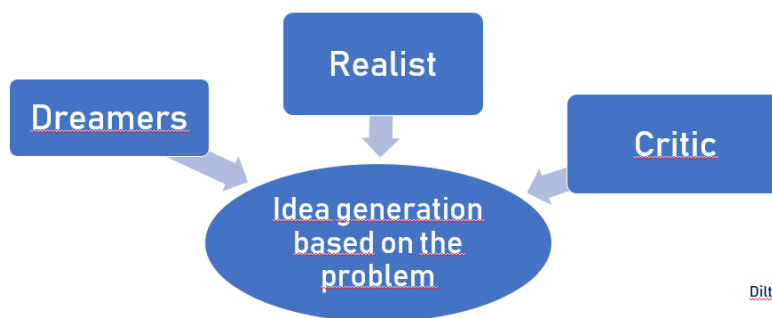


A deeper insight into the methods	
Pressimist Vs. Optimist	Randomness
Break & Bulid	Right Braining
Provocative Actions	Mind Mapping

Task:

- What are the main criteria if this methods?
- Compare your notes with the ones of our partner?

- Introduction of Disney Method:
 - o One problem but 3 perspectives:
 - complex creativity strategy: group uses specific thinking styles in turn
 - involves parallel thinking to:
 - analyse a problem,
 - generate ideas,
 - evaluate ideas,
 - construct and critique a plan of action.



Unit 2: What are evaluation methods to rate and assess the generated ideas

2.1 Importance of evaluation methods



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Evaluation (is)

-involves collecting and analyzing information about a program's activities,
- characteristics,
- and outcomes.

-About being open to continuing feedback and adjusting your program(s) accordingly.
-3 main types of evaluation methods are goal based, process based and outcome based.

(Patton, 1987).

Task:

Watch the video and take some notes! (<https://www.youtube.com/watch?v=ZdsNljHPdxw>)

Task:

1. What methods do you already used to evaluate your idea?
2. Which evaluation methods shows the video?
3. Which one did you already know? What is new and why is it useful for you?



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IO3 –M5: Testing and prototyping

Learning Outcomes:

The aim of this module 5 is to test and prototype the NGO idea. It highlights the importance of distinguished competences to test and prototype NGO idea.

The learning outcomes can be defined as follows:

- Learn what is important by founding an NGO
- The Business Model Canvas: overview, repetition and practical relevance
- Learning skills to test and prototype the NGO idea
- Examples for running a NGO

Unit 1: What is important to found an own NGO?

1.1 What are Business Models?

1.2 Business Model Canvas

1.3 Business Model Canvas and NGO

Unit 2: Running your own NGO idea

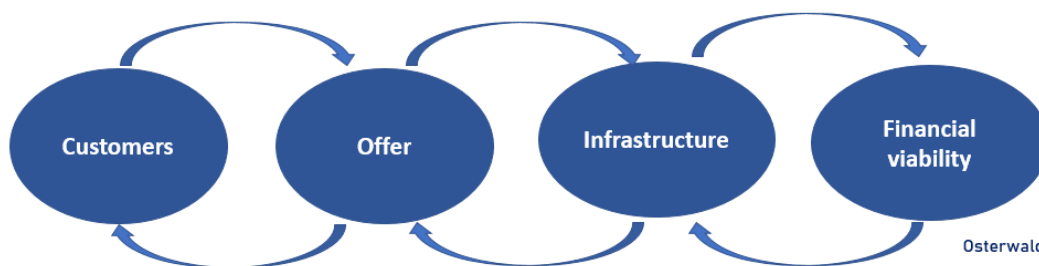
2.1 Example for running your own NGO Idea

2.2 What is your NGO idea?

2.3 Closer look: What is important for founding your NGO

1.1 What are Business Models?

1.2 Business Model Canvas

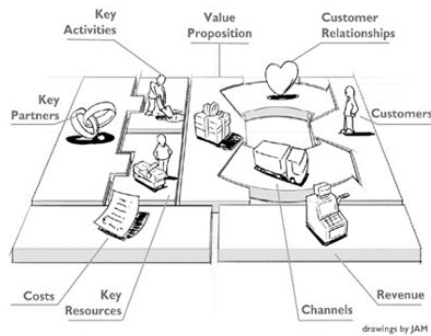


Osterwalder & Pigneur (2010)

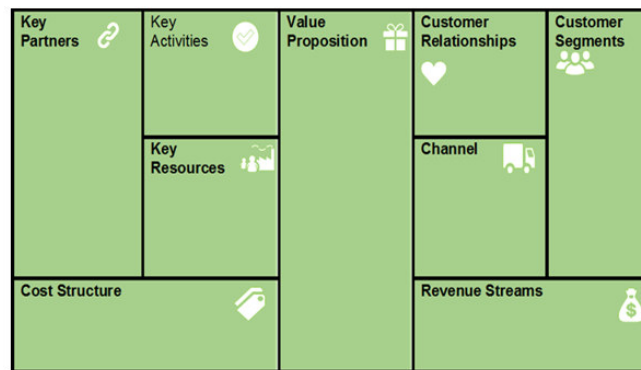
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1.3 Business Model Canvas and NGO

What are the components of the Business Model Canvas?



Business Model Canvas. Adapted by Osterwalder & Pigneur (2010)



Business Model Canvas. Adapted by Osterwalder & Pigneur (2010)

Task:

- Please watch the video and take notes. Please use the following Business Model Canvas template (<https://www.youtube.com/watch?v=QoAOzMTLP5s>)

Unit 2: Running your own NGO idea

2.1 Example for running your own NGO Idea

- e. g. Protect the turtles

2.2 What is your NGO idea?

Task:

- Please describe your NGO idea and create a name for your NGO!

2.3 What is important for founding your NGO ?

- Key partners
- Key activities
- Key resources
- Value propositions
- Channels
- Customer segments



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- Cost structure
- Revenue Streams

Task:

- Think of your NGO idea!
- Please use this Business Model Canvas template to fill in the blanks!
- Please present your NGO idea to the group!

Task:

- Think of your NGO idea!
- Please use this Business Model Canvas template to fill in the blanks!

Task:

- Please present your Business Plan!

IO3-M6: Communication and Outreach

Communication Plan is necessary for founding a NGO

- Be Smart – the SMART Goals: Specific, Measurable, Achievable, Realistic, and Timely
- Internal Scan
- External Scan
- Frame your Position

Strategy

- Target Audience: e. g. age, etc.
- Choose your platform
- Measure analytics

Social networks

- Facebook
- Twitter
- Instagram
- Website (Analytics, donations)
- Mailing list



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IO3 –M7: Funding Mechanisms

Funding

- Most important parts of an NGO
- E. g. Erasmus+-program (Introduction of key actions; LIFE – Climate actions and environment)
- Europe of Citizen
- Horizon 2020
- European Commission Calls for Grants
- Donations
- Crowdfunding
- City Councils