



**NGEnvironment Lesson Plan for
 IO2 - Induction to Pedagogy for NGO staff
 Module 5 – The NGEnvironment Immersion Programme
 Rightchallenge, Vanessa Gomes**

Content and Instruction Method	Timing (minutes)	Materials / Equipment Required	Assessment / Evaluation
1. Business Models 1.1 What is a business model? 1.2 Business Model Canvas 1.2.1 Components of the Business Model Canvas 1.3 Business Model Canvas for NGOs, non-profits and third sector organisations 1.3.1 Third party funded business model 1.3.2 Triple bottom line business model 1.3.3 Social business model canvas	1h30min	PPT presentation Computers/mobile phones/tablets Project screen Wi-fi connection Social Business Model Canvas template Post-its Pens/pencils Papers	Task 1: “The Silly Cow Exercise” (Osterwalder & Pigneur, 2010) Task 2: Build your business model canvas The final task is a multiple-choice evaluation test
2. Value Proposition 2.1 What is a value proposition? 2.2 Value Proposition Canvas 2.2.1 Value Proposition Canvas: NGOs case study 2.2.1.1 UNICEF 2.2.1.2 Human Rights Watch 2.2.1.3 Care International	60min	PPT presentation Computers/mobile phones/tablets Project screen Wi-fi connection Value proposition template Post-its Pens/pencils	Task 3: “Step into your customer’s shoes” exercise (adapted from Osterwalder et al., 2014) Task 4: Value Proposition: analysis of the case studies on NGOs The final task is a multiple-choice evaluation test
3. Case studies on NGOs development 3.1 Charity:water 3.1.1 About the founder 3.1.2 The development 3.1.3 The power of marketing for getting personal connections 3.1.4 The power of digital marketing for charity fundraising 3.1.5 Results	60min	PPT presentation Computers/mobile phones/tablets Project screen Wi-fi connection	Task 5: Analysis of the <i>charity:water</i> and Teach for All case study The final task is a multiple-choice evaluation test



<p>3.2 Teach for All 3.2.1 The educational need before the idea 3.2.2 Mission 3.2.3 Results</p>			
<p><u>4. Creation of own entrepreneurship ideas</u> 4.1 How to do it 4.2 Entrepreneurship ideas for social and green entrepreneurs</p>	45 min	PPT presentation Computers/mobile phones/tablets Project screen Wi-fi connection	<p>Task 6: “Can you guess the steps for entrepreneurial ideas?” Evaluation quiz</p> <p>The final task is a multiple-choice evaluation test</p>
<p><u>5. Opportunity recognition and selection</u> 5.1 How to select the right opportunity 5.2 Opportunity selection and recognition in social and green entrepreneurship 5.2.1 Screen-in-criteria</p>	60min	PPT presentation Computers/mobile phones/tablets Project screen Wi-fi connection Zambia Feeds and Ikotoilet case study worksheet	<p>Task 7: Opportunity selection and recognition in social and green entrepreneurship: case study on Zambia Feeds and Ikotoilet (MacMillian & Thompson, 2017)</p> <p>The final task is a multiple-choice evaluation test</p>
<p><u>6. Business Plan</u> 6.1 The structure 6.1.1 The team 6.1.2 The business model 6.1.3 Financial analysis 6.1.4 External environment 6.1.5 Risk analysis 6.2 The process 6.3 do’s and don’ts</p>	1h30min	PPT presentation Computers/mobile phones/tablets Project screen Business Plan template Wi-fi connection	<p>Task 8: Build your Business Plan</p> <p>The final task is a multiple-choice evaluation test</p>
<p><u>7. Pitching business ideas</u> 7.1 What is a business pitch? 7.2 The elevator pitch 7.2.1 do’s and don’ts 7.2.1 The elevator pitch for NGOs and non-profits 7.2.1.1 The hook 7.2.1.2 The body 7.2.1.3 The wrap up</p>	60min	PPT presentation Computers/mobile phones/tablets Project screen Wi-fi connection “Build your elevator pitch for NGOs and non-profits” worksheet Pens/pencils Wi-fi connection	<p>Task 9: Build your elevator pitch for NGOs and non-profits</p> <p>The final task is a multiple-choice evaluation test</p>



**NGEnvironment -
Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGOs**

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IO2 - Induction to Pedagogy for NGO staff – Lesson Plan Form

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