

# I03 – Training package for social and green NGO leadership

## Modul 5:

### Part 1: Testing and prototyping the NGO idea

Prepared by UPB



NGEnvironment

Foster European Active Citizenship and Sustainability  
Through Ecological Thinking by NGO's

Erasmus+ Programme - Strategic Partnership  
AGREEMENT N°:  
**2018-1-DE02-KA204-005014**

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



# 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 the following ones:

- ❖ 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

# Agenda

## 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?

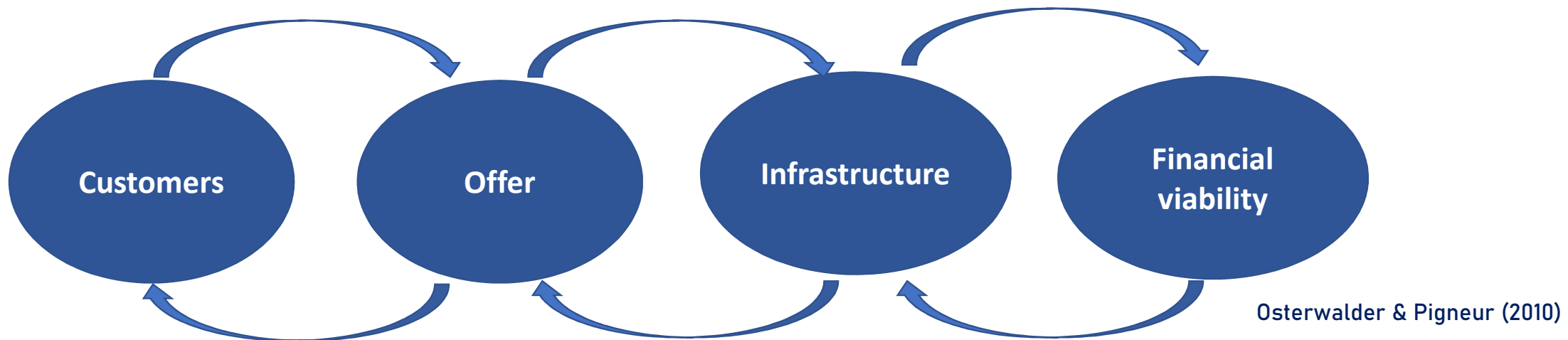
It “describes the rationale of how an organisation creates, delivers and captures value” (Osterwalder & Pigneur, 2010, p.14)

by articulating

“the logic, the data and other evidence that support a value proposition of the customer, and a viable structure of revenues and costs for the enterprise delivering that value” (Teece, 2010, p.173)

## 1.2 Business Model Canvas

In order to facilitate the development or improvement of business structures, proposed the Business Model Canvas as a simple business framework that structures the 9 main blocks of a business model, covering the following areas:



Osterwalder & Pigneur (2010)

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## 1.3 Business Model Canvas and NGO

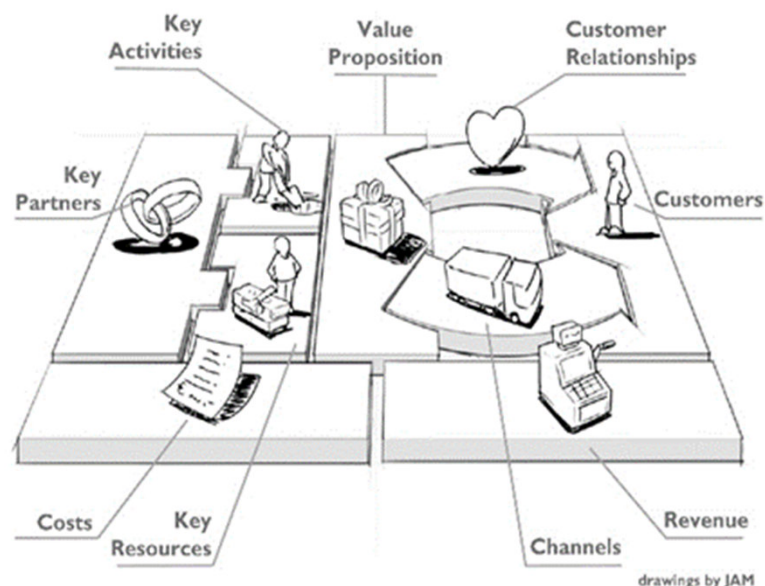
The Business Model Canvas can also be applied in NGOs, non-profit organisations, charities and for-profit social ventures.

The only main difference is the focus of the enterprise, because many social enterprises **don't focus only in profitable activities**, but also in **social and environmental issues**.

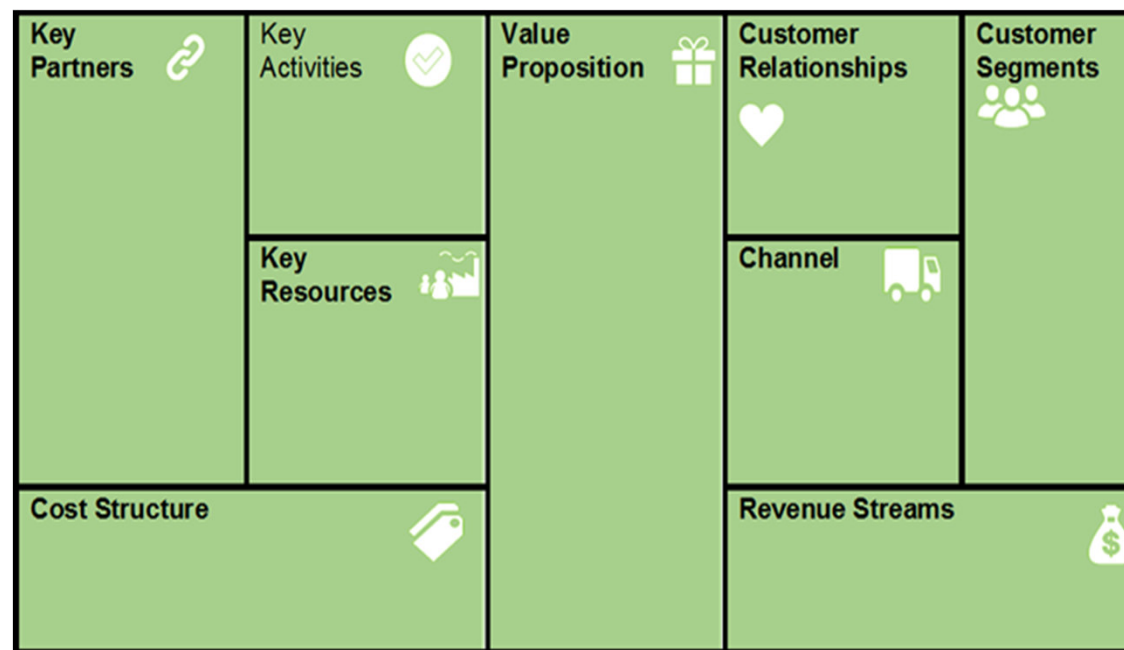
Qastharin & Liu (2014)

# 1.3 Business Model Canvas and NGO

What are the components of the Business Model Canvas?



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



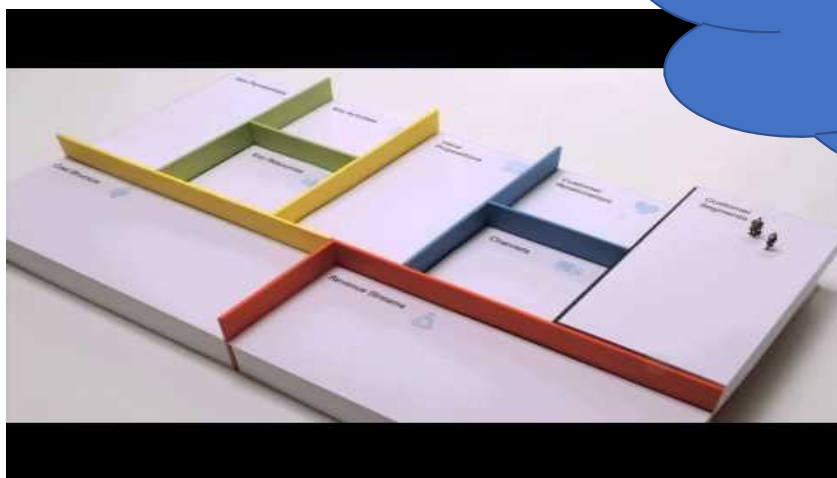
Business Model Canvas. Adapted by Osterwalder & Pigneur (2010)

## 1.3 Business Model Canvas and NGO

### Task

### TASK!

Please watch the video and take notes. Please use the following Business Model Canvas template (next slide).



<https://www.youtube.com/watch?v=QoA0zMTLP5s>





NGEnvironment

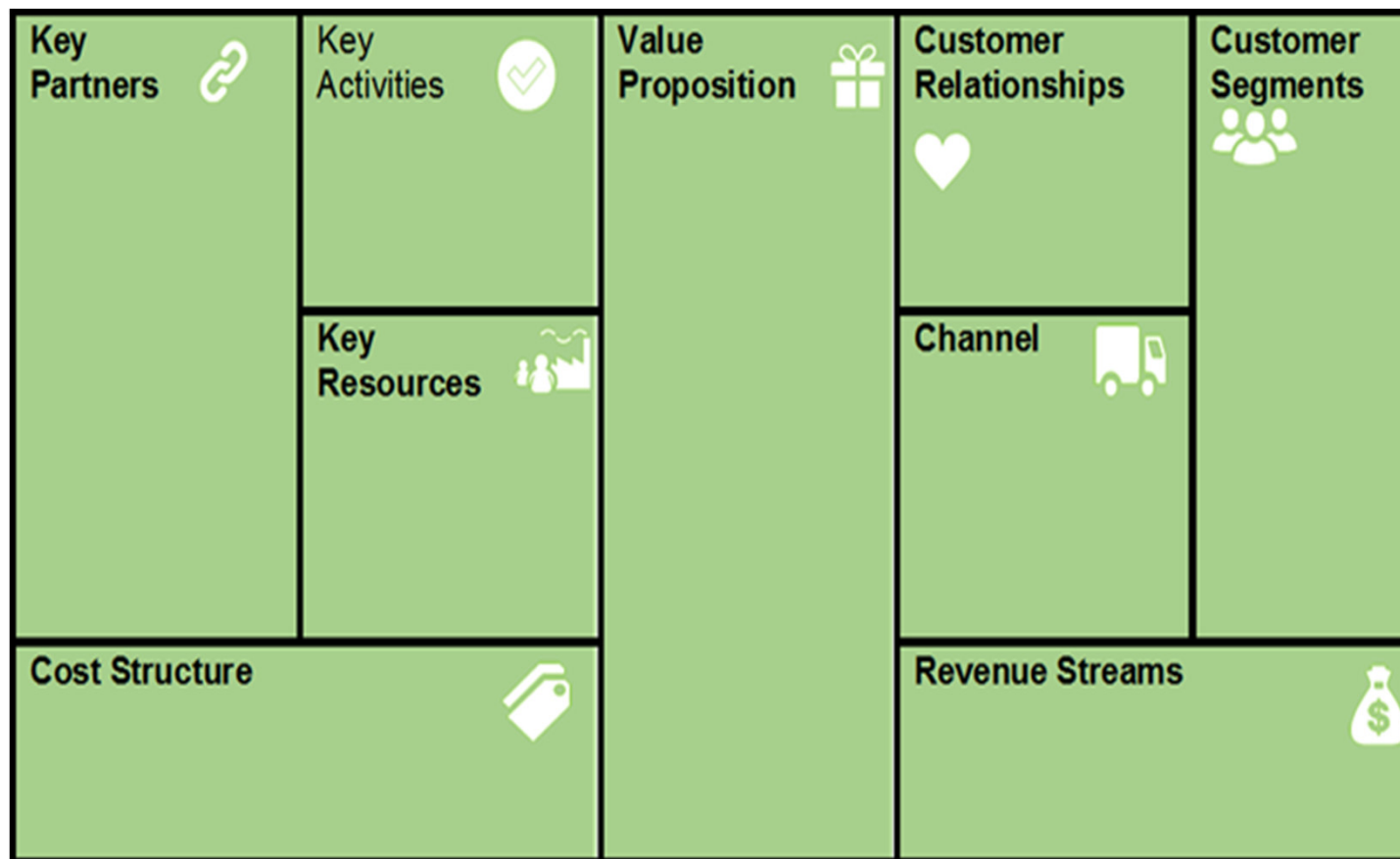
NGEnvironment -  
Foster European Active Citizenship and Sustainability  
Through Ecological Thinking by NGOs  
Project Nummer: 2018-1-DE02-KA204-005014  
103 – Training package for social and green NGO leadership –  
Module 5

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



## 1.3 Business Model Canvas and NGO

Task



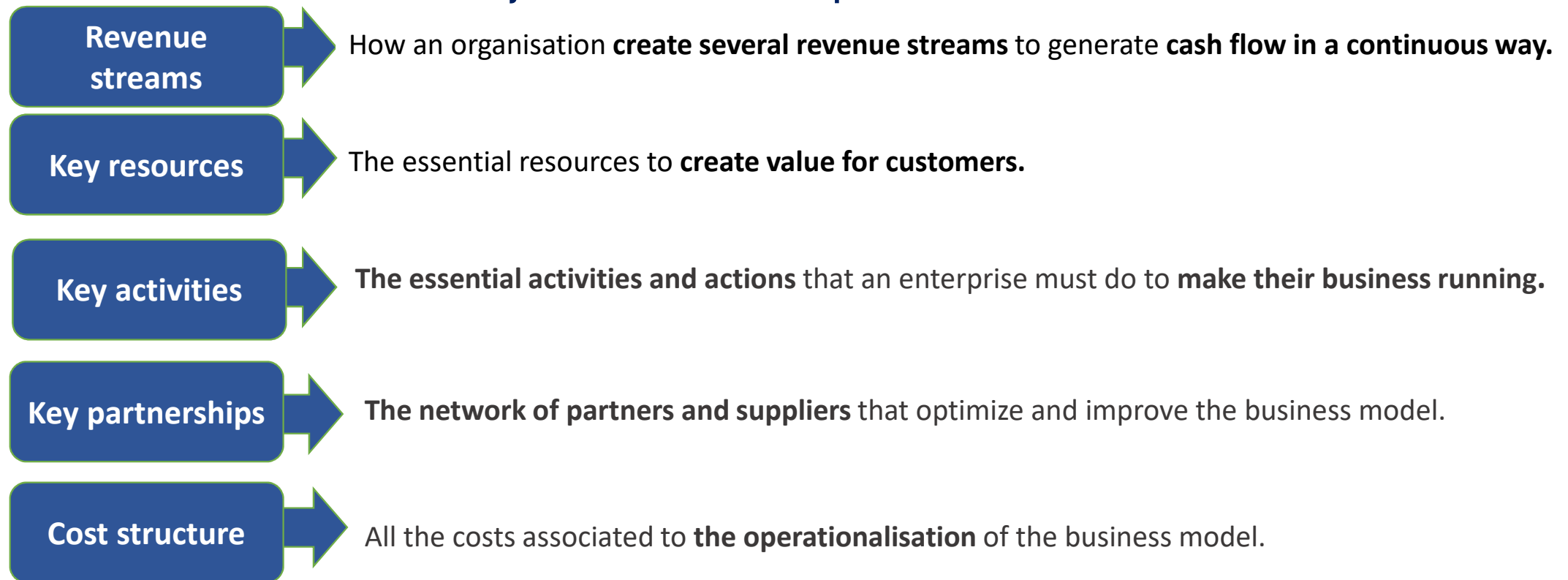
Please use this  
Business Model  
Canvas template

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

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## 1.3 Business Model Canvas and NGO

### Summary of the main components of the Business Model Canvas



# H5P-Task

## NGEnvironment - IO3 - M5 - Business Modell Canvas Task 1.3

[View](#) [Edit](#)

[Clone content](#)

Submitted by NGEEnvironment on Tue, 04/28/2020 - 16:38

 Thank you for trying out H5P. To get started with H5P read our [getting started guide](#)

Which statements about the main components of the Business Model Canvas are correct.

Please tick the correct box(es).

- ☐ Key partnerships: The network of partners and suppliers that optimize and improve the business model
- ☐ Revenue streams: How an organisation create several revenue streams to generate cash flow in a continuous way.
- ☐ Key activities: The essential activities and actions that an enterprise must do to make their business running.
- ☐ Key resources: The essential resources to exist as company
- ☐ Cost structure: All the costs associated to the operationalisation of the business model.
- ☐ Key partnerships: The network of customers that optimize and improve the business model
- ☐ Key resources: The essential resources to create value for the customers
- ☐ Key activities: The essential investments and actions that an enterprise must do to make their business running.

 [Check](#)

# Thank you very much for your attention!



NGEnvironment

Foster European Active Citizenship and Sustainability  
Through Ecological Thinking by NGO's

Erasmus+ Programme - Strategic Partnership  
AGREEMENT N°:  
**2018-1-DE02-KA204-005014**

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

# Sources

- ❖ Canvas Model (Online 30.01.2020);  
Link: <https://www.bing.com/search?q=canvas+model+english&qsn&form=QBRE&sp=-1&ghc=2&pq=canvas+model+en&sc=3-15&sk=&cvid=3287E869094C42E4B10F3A291FAEEA09>
- ❖ Osterwalder, A. (2009). *The silly business model innovation cow exercise*. Website. Retrieved from: <http://businessmodelalchemist.com/2009/02/silly-business-model-innovation-cow.html>
- ❖ Osterwalder, A. & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Games Changers and Challengers*. USA: John Wiley & Sons
- ❖ Osterwalder, A., Pigneur, Y., Bernarda, G. & Smith, A. (2014). *Value Proposition Design: How to Create Products and Services Customers Want*. USA: John Wiley & Sons
- ❖ Tandemic (2019). Social Business Model Canvas. Website. Retrieved from: <http://www.socialbusinessmodelcanvas.com/>
- ❖ <https://www.youtube.com/watch?v=QoAOzMTLP5s>