



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

IO5 – Engagement toolkit

Prepared by GIE

ERASMUS+ Programme – Strategic Partnership

Agreement No.

2018-1-DE02-KA204-005014



NGEnvironment

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

Description of IO5

❖ **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** has led 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

Description of IO5

- ❖ 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, needs dedicated field work and face-to-face approaches made by the consortium partners and the local working groups.
- ❖ Such approaches needed to be supported by engaging and explanatory materials that needed 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.

Description of IO5

The **COMPREHENSIVE ENGAGEMENT TOOLKIT** 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*.

Description of IO5

The ENGAGEMENT TOOLKIT comprises 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.

Summary Research Report- Purpose

The Report has informed the toolkit development and supported the project consortium to design appropriate contents and formats for the toolkit's materials.

It contains *findings* obtained from the *research* performed by the project partners with the purpose of identifying the '*motivational*' *needs* of the 3 project target groups, namely:

- ❖ *potential new NGO leaders*
- ❖ *existing NGO leaders and staff*
- ❖ *social and green activists*

Research methodology...

Qualitative field-based research (questionnaire)

- ❖ 134 filled in questionnaires applied face-to-face, by phone, email, WhatsApp, Facebook and LinkedIn public posts or as Google Form survey
- ❖ Period - March-May 2019

Main research findings... (1)

- ❖ The project target groups were interested to get information and materials for the field of NGO or business upon specific issues such as (i) *good practices*, (ii) *legislation*, (iii) *success factors* and (iv) *resources & support materials*, which means that the Engagement Toolkit should be oriented towards these topics.
- ❖ The types of informational materials most accessed and preferred by our respondents are *articles*, *newsletters* and *reports*.
- ❖ Our target groups would like to receive information about the NGEEnvironment project and its outcomes mainly through *printed newsletters* (with different types of contents), *reports/summaries* and *articles*.

Main research findings... (2)

- ❖ Regarding the dissemination and advertising channels that NGEEnvironment should use, the respondents mentioned a strong preference for (a) *websites, emails* and *social media* for online environments, (b) *workshops, meetings* and *conferences* for face-to-face channels and (c) *written press* (followed by TV and radio) when it is about the press.
- ❖ The support-media that should be found within the Engagement Toolkit are first of all *video* and *online media* but *mobile phones* should be also envisaged.
- ❖ NGEEnvironment partners should bear in mind to use *web-based* and *mobile technologies* when developing resources for the Engagement Toolkit.
- ❖ Clearly, the NGEEnvironment Engagement Toolkit should *provide information in a very structured (concise) approach and with given links for more details*.

Main research findings... (3)

- Additionally, the tools of the Engagement Toolkit must have:
 - ❖ a user-friendly and accessible language;
 - ❖ a nice layout design, good visual impact
 - ❖ disclosable contents
 - ❖ an index of materials
 - ❖ a link-list and information with addresses of other people in the same situation
 - ❖ short overviews and media suitable for people ‘*on-the-go*’

while also including information on how can Ecological Thinking be used for involving actively the citizens in the sustainable development.

We may appreciate that there is a very good match between the toolkit features and the research findings!

Consequently, we performed the following:

- ❖ 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 is quite dynamic and allow for specific adjustments according to needs related to partners' cultural and societal realities through the entire project life-cycle.

Leaflet



Erasmus+ Project for Cooperation for Innovation and Exchange of Good Practices
Strategic Partnerships for Adult Education
Project no.: 2018-1-DE02-KA204-005014

Foster European Active Citizenship and Sustainability Through Ecological Thinking by NGOs [NGEnvironment]

01.09.2018 to 31.08.2021

<p>NGO's play a crucial role in the wellbeing of mankind and their relevance as promoters of positive change in the world is undeniable.</p> <p>However, starting an NGO is usually a lengthy, time consuming process that arises many doubts and uncertainties.</p> <p>We believe the difficulties of the process to start an NGO can be minimized by following a consistent series of steps and seeking advice. This is where the NGEnvironment Project steps in.</p> <p>NGEnvironment seeks to promote active citizenship and sustainability among adults in Europe. The project partners will create a multitude of tools to train potential and current NGO leaders. Beneficiaries will have the opportunity to improve their skills and basic competencies in leadership, citizenship and NGO management whilst also being given the opportunity to support green and social actions.</p>	<p>NGEnvironment:</p> <ul style="list-style-type: none"> ➤ Empowers you! ➤ Trains you! ➤ Supports you! <p>The project provides two Training Packages, one for NGO mentors and one for new NGO leaders.</p> <p>An online Platform and Observatory for online training is also put at the disposal of our beneficiaries: a repository of outputs, best practices, role models.</p> <p>Our instructive videos - showing NGOs best practices - motivate and increase participation of those interested.</p>		
<p>Be one of the NGEnvironment beneficiaries!</p> <p>For more information, please visit our website: www.ngenvironment-project.eu</p>	<p>Join us on Facebook and Twitter: https://www.facebook.com/pg/ngenvironment https://twitter.com/NGEnvironment1</p>		
<p>The NGEnvironment partnership is composed of:</p> <table border="0"> <tr> <td style="vertical-align: top;"> <ol style="list-style-type: none"> 1. UNIVERSITAET PADERBORN (Germany) - coordinator 2. RIGHTCHALLENGE – ASSOCIAÇÃO (Portugal) 3. SOCIETY for ENVIRONMENTAL EDUCATION of KORINTHIA (Korinthia) 4. ACROSSLIMITS LTD (Malta) 5. FUTURE IN PERSPECTIVE LIMITED (Ireland) </td> <td style="vertical-align: top;"> <ol style="list-style-type: none"> 6. ASOCIACION CULTURAL Y MEDIOAMBIENTAL PERMACULTURA CANTABRIA (Spain) 7. SINERGIE SOCIETA CONSORTILE A RESPONSABILITA LIMITATA (Italy) 8. GRUPUL PENTRU INTEGRARE EUROPEANĂ (Romania) </td> </tr> </table>		<ol style="list-style-type: none"> 1. UNIVERSITAET PADERBORN (Germany) - coordinator 2. RIGHTCHALLENGE – ASSOCIAÇÃO (Portugal) 3. SOCIETY for ENVIRONMENTAL EDUCATION of KORINTHIA (Korinthia) 4. ACROSSLIMITS LTD (Malta) 5. FUTURE IN PERSPECTIVE LIMITED (Ireland) 	<ol style="list-style-type: none"> 6. ASOCIACION CULTURAL Y MEDIOAMBIENTAL PERMACULTURA CANTABRIA (Spain) 7. SINERGIE SOCIETA CONSORTILE A RESPONSABILITA LIMITATA (Italy) 8. GRUPUL PENTRU INTEGRARE EUROPEANĂ (Romania)
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Infographics



Infographics 1

Foster European Active Citizenship and Sustainability Through Ecological Thinking by NGOs [NGEnvironment]

A participatory society can only work when citizens are well informed, actively engaged in civic activity and equipped with the skills of advocacy, debate, compromise and leadership!

The NGEnvironment project

- STAKEHOLDERS**
Presents clear and tangible benefits for all stakeholders involved.
- Improves basic skills and competences on leadership, citizenship and NGO action.**
- Supports for green and social action with demonstrated benefits for the environment, the region and local communities.**

REMEMBER!
The promotion of social cohesion, integration and inclusion, with benefits and more opportunities for all in a win-win situation for all parties involved!

Civic engagement, social cohesion and other dimensions of social capital affect social, economic and health outcomes and, therefore, measurement of these phenomena is in the public interest.

"Young Europeans are actively engaged. Three quarters have been involved in some form of organized movement. More than seven in ten young respondents have voted in local, national or European elections, while one third have been involved in organized voluntary activities in the last twelve months."

Between 2014 and 2020 more than EUR 100 billion from the European Regional Development Fund will be invested to create more sustainable cities and communities.

(Flash Eurobarometer survey 478, April 2019, p. 7)

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Infographics 2

Erasmus+ Project for Cooperation for Innovation and Exchange of Good Practices Strategic Partnership for Adult Education 2018 1 DE02 KA204 005014

NGEnvironment:

- Aims at capacitating new leaders for change engagement, improving entrepreneurial, foreign language and digital skills and fostering employability, socio-educational and professional development, through NGO action.
- contributes to improve/extend the supply of high-quality learning opportunities tailored to the needs of low-qualified adults so they acquire literacy and entrepreneurship skills, with the recognition of such skills.
- Is specifically tailored for adult audiences, fostering social cohesion, boosting talent and taking their specific needs/concerns into account, and delivering novel learning approaches through a holistic, participative, motivational pedagogical process that will ultimately result in the development of many key competences with a long-term effect on European active citizenship for sustainability.

How we do it:

- Immersion in an NGO**
Existing NGO leaders will host new NGO leaders, within the NGEnvironment immersion model.
- Real working environment**
New NGO leaders develop their entrepreneurship ideas in a real working environment. They will be provided with a short-term opportunity to experience NGO 'ownership' first hand.
- Training**
New NGO leaders will receive training and develop specific skills through socially inclusive and sustainable practices.

Qualities that the NGO professionals must possess:

- Effective communicators:** effective leaders are always good communicators.
- They have their eyes on the goal:** they dare to ask a lot of questions to their staffs, donors and other stakeholders.
- Inspire and empower:** with their ideologies, passion, compassion and working styles, effective NGO leaders always keep inspiring others.
- Take initiative:** leaders are confident, pro-active and they take initiative at their field of work.
- Believe in transformation:** over and above all, their best quality is strong belief in transformation.

(Source: <https://www2.bundestag.de/eng/leadership-qualities-essential-qualities-ngo-professionals/>)

Leadership qualities are essential for modern NGO professionals!

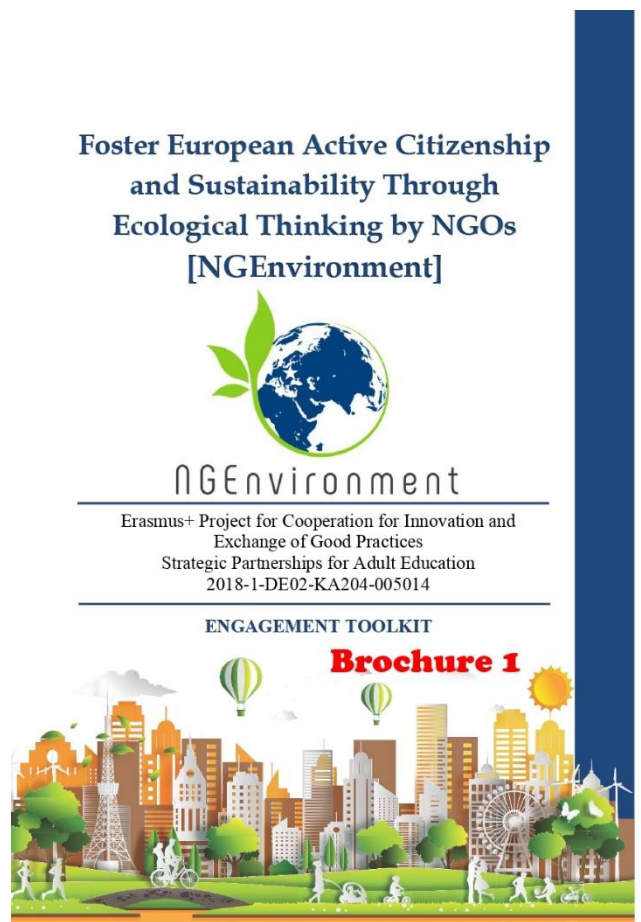
NGO and sector development professionals work in difficult and challenging circumstances. With limited resources and constantly changing, complex and dynamic situations, an NGO professional has to be on toes all the time to adapt to the environment. Working in this sector demands dynamic personalities, leadership qualities and management aptitude and skills.

(Source: <https://www2.bundestag.de/eng/leadership-qualities-essential-qualities-ngo-professionals/>)

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Brochure



Testimonials

❖ <https://www.youtube.com/watch?v=DbUiv9yGoYU>

❖ <https://www.youtube.com/watch?v=WVej6eP9qFM>

❖ <https://www.youtube.com/watch?v=6UF6QyTQbF4>

❖ <https://www.youtube.com/watch?v=XQJP878Aje0>

❖ <https://www.youtube.com/watch?v=Dl9ICb5neh4>



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Thank you very much for your attention!

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Websites:

<http://www.ngenvironment-project.eu/>

<http://ngenvironment.eduproject.eu/>