

I09: Layman's Report

Prepared by:



NGEnvironment

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Why to develop a Layman's Report?

- ✓ To inform
- ✓ To promote awareness
- ✓ To prompt participatory citizenship

Also to **direct readers to:**

- the projects' platforms
- the web-based tools
- the course-ware
- the documents and audio-visual resources

contributing this way to the sustainability of the project and reinforcing its replicative potential.



For whom?

- ✓ NGOs
- ✓ NGO-sector related entities
- ✓ Non-specialized NGO public:
 - informal groups of citizens
 - schools
 - environmental activists
 - social workers
 - municipalities

and many more!



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What does the Layman's Report contains?



1. Setting the Scene

2. The NGEEnvironment Project

3. NGEEnvironment Solutions

3.1. Insights from “Comprehensive Pedagogical Training Programme for equipping the NGO leaders with new knowledge, skills and resources”

3.2. Insights from “Leadership training addressed to potential new leaders of green and social NGOs”

3.3. Case studies and the NGEEnvironment Online Observatory

4. Target beneficiaries

5. Benefits of the innovative solution provided by NGEEnvironment



Let's have a look in NGEEnvironment Layman's Report!



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Insights from *“Comprehensive Pedagogical Training Programme for equipping the NGO leaders with new knowledge, skills and resources”* in Portugal (Rightchallenge)

The event was divided in two face-to-face sessions on August 8, 2020: one session took place in Penafiel with 20 people, the second in Braga with 14 people.

The participants were volunteers in NGOs, NGO staff and leaders and adult citizens.

We have done our best to encourage and welcome people of all ages, in order to diversify and extend this training to all kinds of people working in green and social NGOs.

We found a wide range of participants, with which we were delighted, such as seniors working as volunteers and young people with fresh and active ideas.



Quotes from the participants



“The training helped me to identify the personal and inter-personal skills needed to manage a NGO as a green or social entrepreneur. I am happy because these are the fields of intervention that pleased me most”.

“It was able to improve multiple pedagogical and communicational skills that I valued and will be of great use in the future.”



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Insights from *“Leadership training addressed to potential new leaders of green and social NGOs”* in Spain (Permacultura Cantabria)

The workshop was held online by Permacultura Cantabria in November 9, 2020.

Previously, participants were given access to the material of the modules so that they could prepare the workshop in advance.

20 participants mainly volunteer of different NGO or people interested in creating a NGO attended the workshop.

An overview of all the training modules was presented, and then, the training was mainly focused on Module 1 (Introducing Leadership).





1.3 Modelo de negocio Canvas y ONGs

¿Cuáles son los componentes del Modelo de Negocio Canvas?



Modelo de Negocio Canvas. Adaptado por
Osterwalder & Pigneur (2010)



Modelo de Negocio Canvas. Adaptado por Osterwalder &
Pigneur (2010)

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Participants' opinions

- ✓ Some participants highlighted the importance of being a good leader when creating or developing a NGO.
- ✓ Participants were more used to work with leaders that apply the autocratic or laissez-fair leadership, and their attitudes are much dependent on the relationship with the leader.
- ✓ Some participants would prefer an enthusiastic leader that create value and inspire employees, but also think that is very difficult to find that kind of leader.
- ✓ One participant was overwhelmed by the amount of skills and competencies required to be a good leader.
- ✓ Many of the participants agreed that leaders play a central role in shaping the destiny of the NGO.
- ✓ Participants liked the contents of the module and the exercise to identification of the style of own leadership, which found very useful.





A case study from our Online Observatory

NABU is a green NGO business in **Germany**. The nature centre Senne (Prinzenpalais Bad Lippspringe) was founded in 2014 and concentrates mainly on the **protection of the national environment** and **sustainable development in the green education sector**. Renewable energy measures are also taken into account. In this context, the program of NABU focuses on dimensions under ecological, economical, sociological and socio-cultural aspects. For example, a current project intends the respectful use of drinking water. Today this NGO employs 5 full time staff and over 100 volunteers.



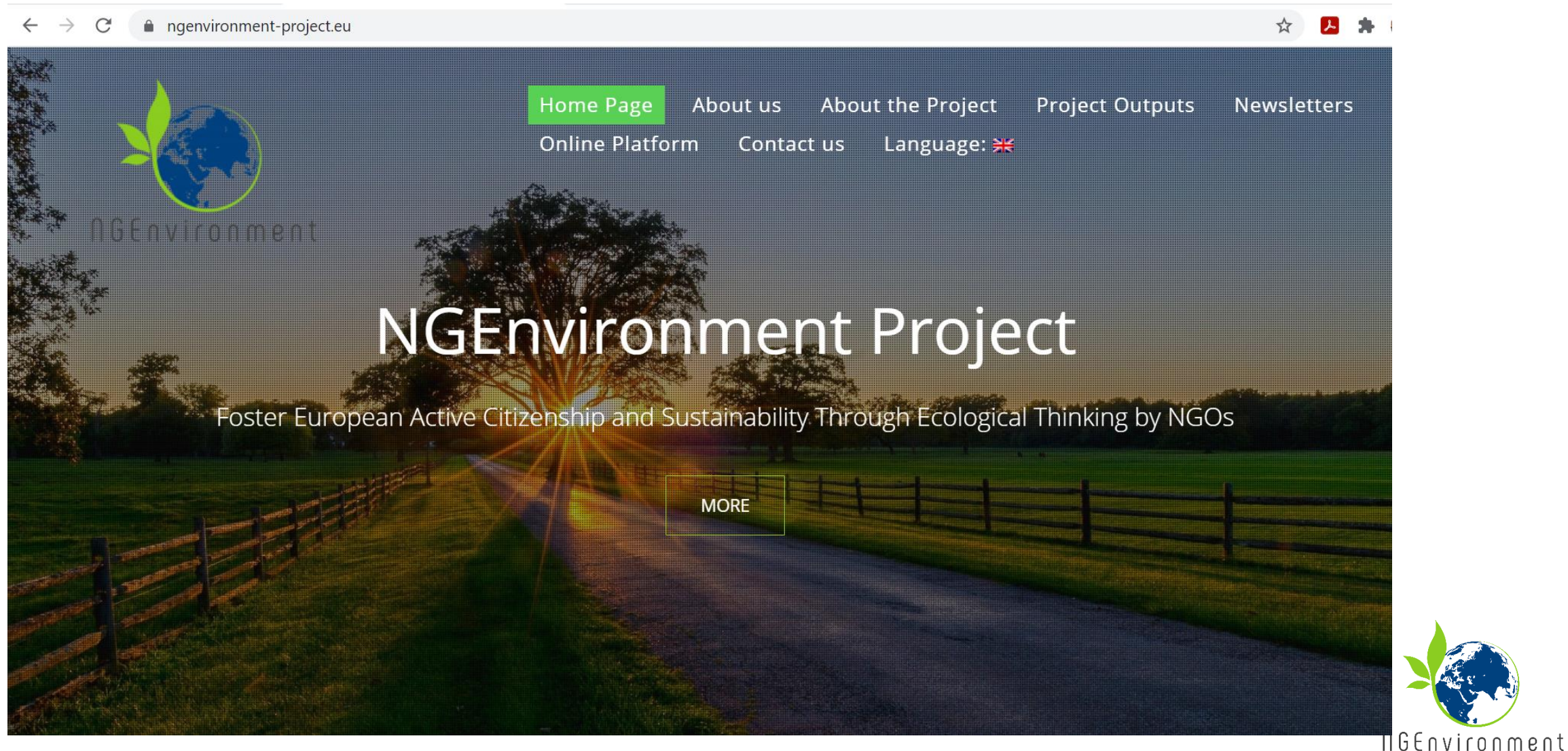
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For the **NABU** the biggest **challenge** is the process of **finding and setting up associations**. Especially the administrative process is very extensive in Germany. Furthermore, it is difficult to find the right partners who share the same goals. In addition, questions have to be asked about financial support. Once an association has been founded and the right partners have been found, a joint project usually follows. For this purpose, project applications have to be written. These applications are very bureaucratic in Germany, so the application process takes a lot of time. With regard to the issue of Development Corporation the NABU sees itself as pioneers for social ecological transformation of society. NGOs has the potential to implement and transfer smaller ideas into large projects. This is also the vision for the coming years. Small regional ideas should experience their high relevance through NGOs and should be expanded nationally together with a large network.



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Thank You



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