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102 – Induction to Pedagogy for NGO staff

Module 5 –

The NGEEnvironment Immersion Programme

Part 2: Value Proposition

Prepared by
Rightchallenge



NGEnvironment

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

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014



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NGEnvironment

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Agenda

2. Value Proposition

2.1 What is a value proposition?

2.2 Value Proposition Canvas

2.3 Value Proposition: case study on NGOs



Learning Outcomes of Module 5

- ❖ Recognise the importance of Business models and value propositions
- ❖ Be able to reflect on their own resilience and its value in starting a business
- ❖ Understand the chances of being an entrepreneur with an own NGO
- ❖ Be able to develop a structured business plan
- ❖ Be able to pitch for approval of a business idea



Overview on Module 5: The NGEnvironment Immersion Programme

Module/Unit	Learning Outcomes – The learner will:	Indicative Content
The NGEnvironment Immersion Programme	<ul style="list-style-type: none"> • Understand the characteristics and structure of a Business Model • Understand the importance of the value proposition for NGOs and non-profits • Understand the development process of an NGO • Understand the entrepreneurial process to develop a sustainable business 	<ul style="list-style-type: none"> • Business Models • Value Proposition • Case studies NGOs development • Creation of own entrepreneurship ideas • Opportunity recognition and selection • Business plan • Pitching business ideas



2. Value Proposition

2.1 What is a value proposition?

The value proposition is “an aggregation, **or bundle of benefits** that a company **offers to customers**” (Osterwalder & Pigneur, 2010, p.22).

The **value proposition** design
will help you:

- Understand the patterns of value creation
- Leverage the experience and skills of your team
- Avoid wasting time with ideas that won't work
- Design, test and deliver what customers want



2.1. Value Proposition

Before writing your value proposition, you must reflect on the following questions:
(The Management Centre, 2015)

1.

Who are your target customers/supporters/donors/service users?

2.

Who is your current alternative provider (if any?)

3.

What is your proposed offering?

4.

Which are the key benefits that your offering provides?

5.

Who might your target market compare to and how would you distinguish yourself?



2.2 Value Proposition Canvas

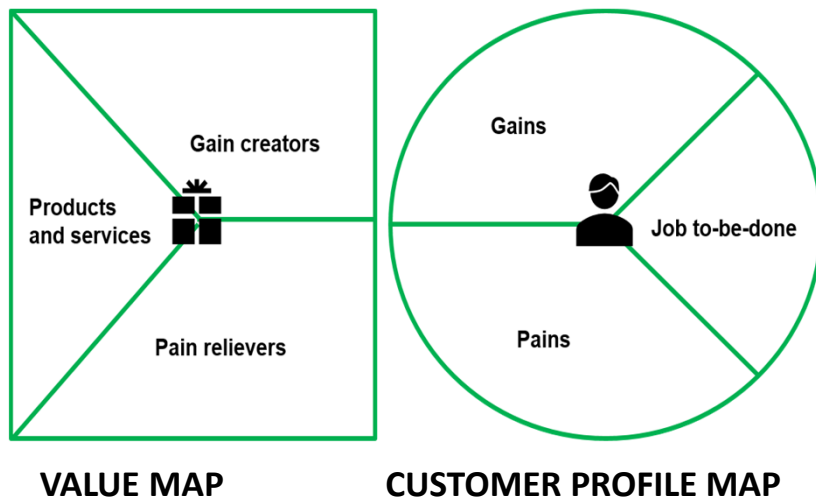


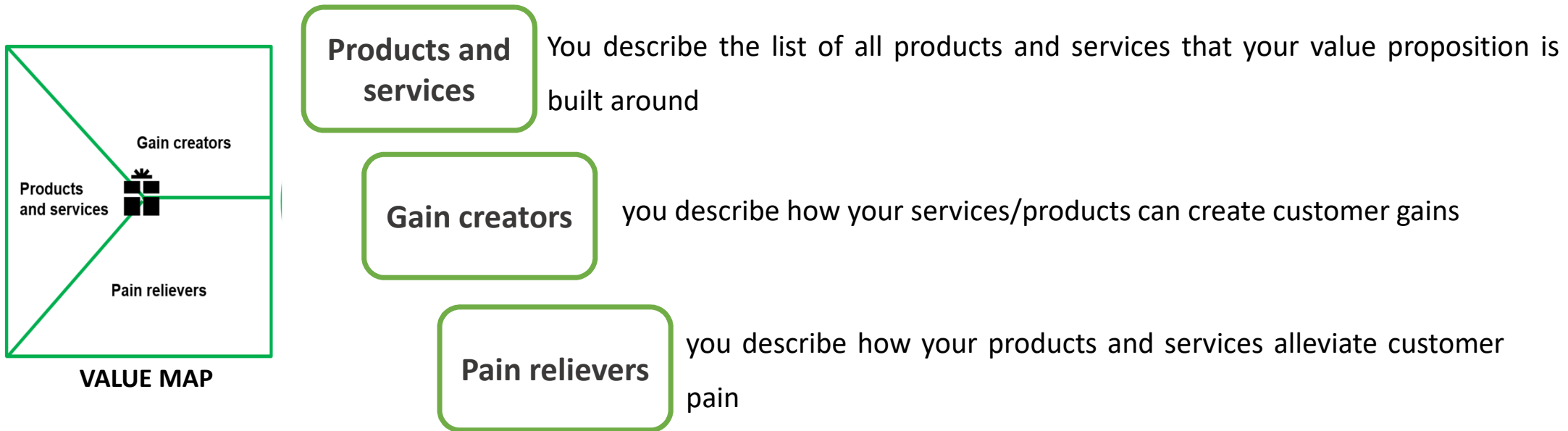
Figure 7: Value Proposition Canvas. Adapted from Osterwalder et al. (2014)

- ❖ The Value Proposition Canvas helps you to understand what your **customers want** and to create **products and/or services that match their needs;**
- ❖ VPS has two different sides: in the **customer profile**, you describe your **customer understanding**. In the **value map**, you describe how **you're going to create value for your customer**. (Osterwalder et al., 2014)



2.2 Value Proposition Canvas

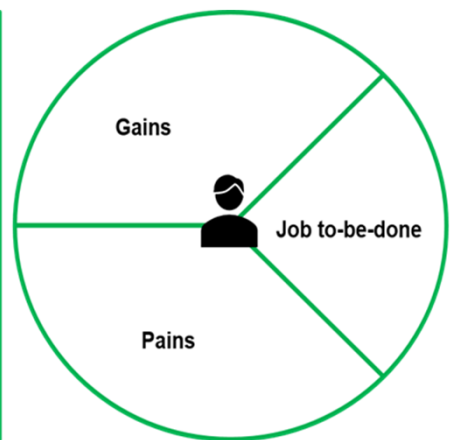
❖ On the value side map:





2.2 Value Proposition Canvas

❖ On the customer profile map:



CUSTOMER PROFILE MAP

Gains

you describe the outcomes that the customers want to achieve or the concrete benefits that they are seeking

Job

you describe what customers are trying to get done with their work and their life, as expressed by their own words

Pains

you describe the bad outcomes and obstacles related to customer jobs



Value Proposition Canvas: Customer Profile

❖ Step into your customer's shoes: exercise (Osterwalder et al., 2014)

❖ **Objective:** Mapping out your customer's profile

Task

Step 1: Download the [customer profile canvas](#)

Step 2: Grab some sticky notes and/or post-its

Step 3: Map out your customer profile

Instructions:

1. Select a customer segment that you want to profile
2. Identify your customer's jobs
3. Identify your customer's pains
4. Identify your customer's gains
5. Prioritise jobs, pains and gain: order jobs, pains and gains in a column, each with the most important jobs, pains and gains on top and the moderate pains and nice-to-have gains at the bottom.



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2.3 Value Proposition: NGOs case study

UNICEF
Human Rights Watch
Care International



Source: Pexels

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2.3 Value Proposition: NGOs case study

UNICEF

According to Frentz (2017), UNICEF **has a clear value proposition**, both in an **individual and stakeholders'** level.

❖ **For individuals**, their value proposition acts in terms **of altruism**, by **giving the opportunity of helping children around the world**. Individual donations also provide “the ability to offer individualised and innovative contributions to support the work of UNICEF linking them to the different programs targeting the different causes” (Frentz, 2017, p.7).



2.3 Value Proposition: NGOs case study

UNICEF

❖ **For stakeholders**, UNICEF strengthens alliances between **companies with the same agendas** and provide **knowledge-sharing initiatives to reinforce the cooperation between them.**



Multisectoral partnership

- strategic philanthropy through cash & in-kind contributions
- humanitarian relief and support of emergency appeals
- cause-marketing initiatives, events and sponsorship
- innovation and program solutions for children
- policy and advocacy for children's rights
- capacity building
- promoting corporate responsibility and training

Source: UNICEF (n.d.)



2.2 Value Proposition: NGOs case study

Human Rights Watch

Human Rights Watch is an NGOs whose research is the heart of the organisation. HWR is independent in their mission, and committed to (Frentz, 2017, p.14):

- ❖ Being on the frontline
- ❖ Checking and crosschecking facts
- ❖ Partnering with community members and groups
- ❖ Exposing evidence of abuses
- ❖ Convincing key decision-makers to act
- ❖ Providing expertise

Unlike UNICEF, HRW does not distinguish their value proposition towards corporates nor or individuals.

In terms of donations, the concept is similar to UNICEF: it's an altruism opportunity, **but there is no reciprocal interaction between HRW and the donors.**



2.2 Value Proposition: NGOs case study

Care International

CARE believes that **transparency and trust** are the most important things to consider while creating partnerships with stakeholders, subsidiaries and civil society. Their strong Programming Principles contribute to strengthen the international code of conduct of the organisation worldwide.

- ❖ **For stakeholders**, CARE “facilitates the dialogue by means of creating the opportunity to tailor-made projects for institutional/corporate input publics” (Fretz, 2017, p.14)
- ❖ **For individuals**, there are some initiatives launched for CARE (e.g. ‘who cares’ initiative by CARE The Netherlands) to create awareness in civil society.



Value Proposition: NGO case study



- **Video 1: UNICEF | for every child**
<https://www.youtube.com/watch?v=E1xkXZs0cAQ>
UNICEF – YouTube Standard Licence
- **Video 2: Thank YOU for every child | UNICEF**
<https://www.youtube.com/watch?v=OX9AZylUuzY>
LeWeb- YouTube Standard Licence
- **Video 3: HRW: The Investigators**
<https://www.youtube.com/watch?v=LudmeeQPCMs&t=63s>
Human Rights Watch: Youtube Standard Licence
- **Video 4: How CARE assists people affected by disasters and conflict**
<https://www.youtube.com/watch?v=iiMQ8CVWRkY&t=66s>
CARE International: Youtube Standard Licence
- **Video 5: CARE Emergency Relief**
<https://www.youtube.com/watch?v=bpFOU86yFaY>
CARE International: Youtube Standard Licence

Questions for reflection:

- ❖ What are the main differences in the value proposition of these three organisations?
- ❖ What kind of donations does each organisation focus on?
- ❖ What are the keywords that these organisations focus on to appeal to their value proposition to the public?



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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/>



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