

# I05 – Research Guidelines

Prepared by GIE



NGEnvironment

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

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



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### Contributors

	<b>Name</b>	<b>Organisation</b>
1	Georgeta Chirleşan	GIE
2	Federica Lo Cascio	Sinergie
3	Marc Beutner	Univ. Paderbon

### Change log

<b>Name</b>	<b>Date</b>	<b>Description</b>
Georgeta	01/04/2019	Deliver of the 1st draft of the document.
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## 1. Aim of the Research Guidelines

This Research Guidelines are developed in the framework of the Erasmus+ project “Foster European Active Citizenship and Sustainability Through Ecological Thinking by NGOs [NGEnvironment]” (ref. no. 2018-1-DE02-KA204-005014) financed by the European Commission and implemented by a consortium of 8 organisations from EU countries – Germany, Portugal, Greece, Malta, Ireland, Spain, Italy and Romania.

The NGEnvironment project aims at stressing that:

1) independent groups of citizens organized in the form of an NGO can have a significant positive impact in their community, boosting change, engaging in new participative models of governance and decision-making led by peers that ultimately may result in more confident, happy, informed and contributively active societies; and that

2) the much needed sustainable and eco-friendly businesses can also promote social inclusion and represent a true social impact.

and has as objectives:

- *To improve the basic skills and competences on leadership;*
- *To foster citizenship and NGO action;*
- *To provide support for green and social action, with demonstrated benefits for the environment, the region and local communities;*
- *To promote social cohesion, integration and inclusion, with benefits and more opportunities for all.*

In order to support the achievement of this ambitious objectives, NGEnvironment consortium will develop an Engagement Toolkit aimed to three main target groups envisaged through the project, as follows:

- (1) to engage **potential new NGO leaders** to take part into an immersion programme and a training course;
- (2) **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; and
- (3) **social and green activists** that may not have the necessary competences to effectively implement their ideas or defend their causes.

To inform the development of NGEnvironment Engagement Toolkit, the partnership will perform a research to identify the ‘motivational’ needs of the 3 project target groups shown above.



Thus, this Research Guidelines are meant for internal use within the NGEEnvironment partnership and aims to support partner organisations to perform field research tasks. It provides the NGEEnvironment partners with:

- the instruments (questionnaires) necessary for data collection during the field-based research (templates for field-based research may be found in Section 3 of this document);
- the template for the IO5 National Research Reports (to be elaborated in English by each partner based on the performed research; template given in Section 4 of this document); and
- the template for the IO5 Summary Research Report (to be elaborated by GIE, by centralising and analysing the main findings from the National Research Reports; template given in Section 5 of this document).

This Research Guidelines also set the deadlines for the activity implementation and delivery of the National Research Reports and Summary Research Report.

All partners will conduct the field-based research by engaging the full range of appropriate target groups and stakeholders.

The National Research Reports to be elaborated by consortium members based on application of questionnaires in each partner country will be delivered only in English.

The Summary Research Report to be elaborated by GIE based on partners' National Research Reports will be designed in English and translated in national languages of the partners. Versions in all partner languages will be available on project website (• [www.ngenvironment-project.eu](http://www.ngenvironment-project.eu) ) as \*pdf files for download and online reading.



## 2. Research Methodology and Plan

### 2.1. Research methodology

The research objectives are:

- to understand the ‘motivational’ needs of our audience to develop effective tools for them;
- to understand how our different country contexts, relate to each other and transnationally across the EU, as the NGEEnvironment outputs must be transversally applicable;
- to find common workable principles/methods based on synthesis of commonalities and also contextual differences that will be identified.

The data that will be collected through field-based research will be then analysed in order to identify how to better motivate and support the engagement of the target audience and thus to develop adequate and customized engagement materials for the Engagement Toolkit, namely:

- 2 specific brochures
- 1 slideshow (including photographs)
- at least 2 infographics
- 16 to 24 audio-visual testimonials and
- 1-2 short videos for portable devices.

The research questions are as follows:

- what are the informational, professional and business *needs* of our audience that could influence the Engagement Toolkit content?
- what kind of dissemination and advertising *materials* could motivate better our audience?
- what kind of dissemination and advertising channels could motivate better our audience?
- what kind of innovative technologies and approaches should NGEEnvironment use in order the Engagement Toolkit reach at its best the project envisaged target audiences?
- what kind of support-media would be more impactful for our audience (audio, print, online, etc.)?
- which recommendations could be necessary and useful for the development of contents and materials within the Engagement Toolkit that NGEEnvironment consortium will develop?



The research methodology consists of a qualitative field-based research conducted in all partner organisations through questionnaire. The questionnaires will be applied to all 3 target groups:

- (1) ***potential new NGO leaders;***
- (2) ***existing NGO leaders and staff members;***
- (3) ***social and green activists.***

Each partner organisation will apply 5 questionnaires to each target groups (thus 15 questionnaires in total, per partner country). The questionnaires may be applied either face-to-face or by phone and/or email.

## 2.2 Research Plan

The **Research Plan** is presented in the table below:

<b>O5: Engagement Toolkit</b>		
<b><i>What?</i></b>	<b><i>Who?</i></b>	<b><i>When?</i></b>
Establishing the research objectives and methods	All partners	KO meeting
Preparing the Research Guidelines	GIE	31 <sup>st</sup> of March 2019
Conducting the research	GIE and all partners	15 <sup>th</sup> of April 2019
Preparing National Research Reports in English	All partners	6 <sup>th</sup> of May 2019
Compiling information resulting from all partner's research and elaborating the Summary Research Report in English	GIE	18 <sup>th</sup> of May 2019 (2 weeks)
Translating the Summary Research Report in English in own language	All partners	31 <sup>st</sup> of May 2019



### 3. Research Tools

#### Template for the field-based research

##### **Questionnaire for potential new NGO leaders, existing NGO leaders and staff members and social and green activists**

This survey will assist to inform the development phase for the Engagement Toolkit in the framework of the project **“Foster European Active Citizenship and Sustainability Through Ecological Thinking by NGOs” (NGEnvironment)** financed by the European Commission through the Erasmus+ Programme.

NGEnvironment project arises as a relevant contribute for the EU horizontal priorities of improving relevant and high-level basic and transversal competences of EU citizens, as it aims at capacitate new leaders for change engagement, improving entrepreneurial, foreign language and digital skills and fostering employability, socio-educational and professional development, through NGO action.

NGEnvironment seeks to train new NGO leaders providing equal learning opportunities for all, despite their gender, religion, cultural background, age, etc. The project will foster social integration by creating jobs for socially segregated or low-skilled people.

The Engagement Toolkit will include paper based, online and audio-visual communication channels and will assure a valorisation framework and broad outreach of the project, while motivating participation of the project’s envisaged target groups:

- (1) potential new NGO leaders;
- (2) existing NGO leaders and staff members;
- (3) social and green activists.

Your participation in this survey will constitute an important input for the project team in designing the set of motivational materials to be included in NGEnvironment Engagement Toolkit.

Your participation is entirely voluntary and you may withdraw your data at any time.

The survey contains a series of statements for which you are asked to choose your answer(s) from a given list of options. There are also a number of open questions to which you have to opportunity to share your ideas and preferences with us (for these, you will be requested to write your answer in the provided space, after the questions).



It is estimated that completing the survey will take approximately 10-15 minutes and your contribution is greatly valued by the project consortium.

The survey results will be included in a Summary Research Report and made available on the project website at [www.ngenvironment-project.eu](http://www.ngenvironment-project.eu) Please help us to achieve relevant responses, which will contribute to providing valid and useful findings for everyone. Thank you in advance!

**Please fill in the requested information below:**

Name (*optional*): .....

Age in years (*optional*): .....

Gender: Female  Male

Category to which you belong:

- potential new NGO leaders
- existing NGO leaders and staff members
- social and green activists

Duration (in years) since you activate in the NGO and/or entrepreneurial field:

- less than 1 year
- 1 to 3 years
- 3 to 5 years
- over 5 years

**1. What kind of information are you interested to receive regarding your actual/potential NGO or business, though various informational and dissemination materials? Please list below the topics/themes/fields you are interested of (e.g. legislation, practices, benefits, incentives, profit, statistics, resources, success factors, obstacles, risks, supporting agencies/authorities, useful links, etc.):**

.....  
 .....  
 .....

**2. What types of materials do you usually access (have access to) for getting information and news within the NGO field and entrepreneurial environment? Please select from the options below (you may select more than one option):**

- |                                      |                                     |  |                                   |
|--------------------------------------|-------------------------------------|--|-----------------------------------|
| <input type="checkbox"/> flyers      | <input type="checkbox"/> leaflets   | <input type="checkbox"/> brochures     | <input type="checkbox"/> posters  |
| <input type="checkbox"/> newsletters | <input type="checkbox"/> guidelines | <input type="checkbox"/> handbooks     | <input type="checkbox"/> handouts |
| <input type="checkbox"/> toolkits    | <input type="checkbox"/> curricula  | <input type="checkbox"/> policy papers | <input type="checkbox"/> reports  |



- statistics
- books
- journals
- reviews
- magazines
- articles
- announcements
- advertisements
- newspapers (ordinary or specialised)
- other (please specify here): .....

**3. What kind of materials would you like to receive about the NGEEnvironment project and its outcomes? Please list them below:**

.....  
 .....  
 .....

**4. What kind of dissemination and advertising channels do you prefer, in general? Please select from the options below (you may select more than one option under each category):**

**(A) ONLINE**

- emails
- websites
- blogs
- social media (Facebook, Twitter, WhatsApp, Instagram, etc.)
- Skype, Zoom, WEBex, etc.
- other (please specify here): .....

**(B) FACE-TO-FACE**

- meetings
- workshops
- conferences
- round tables
- seminars
- info fairs
- thematic/specialised exhibitions
- information centres
- civic events (peaceful marches, demonstrations, etc.)
- other (please specify here): .....

**(C) PRESS**

- TV
- radio
- written press
- other (please specify here): .....

**5. What kind of support-media would be more impactful for you when it is about the NGEEnvironment Engagement Toolkit?**

- audio
- video



- print
- online
- CD-ROM
- memory sticks
- PC and PC-Tablets
- mobile phones
- other (*please specify here*): .....

**6. What would be the technologies that would arouse your interest and motivate you better to learn about the NGEEnvironment project and to make efficient use of its outcomes? Please select from the options below (you may select more than one option):**

- web-based technologies
- mobile technologies
- hypermedia technology<sup>1</sup>
- multimedia technologies<sup>2</sup>
- other (*please specify here*): .....

**7. How would you like the provided information to be structured/approached within the materials that the NGEEnvironment consortium will prepare for you and include in the project's Engagement Toolkit? Please select from the options below (you may select only one option):**

- very structured (concise) and with provided links for more details
- complete, with all details at once
- sequential ('portions' of information delivered one after the other, provided at different stages in project's lifetime)

**8. Do you have any necessary recommendations for the NGEEnvironment consortium regarding the development of contents and materials to be included in the project's Engagement Toolkit? Please write your answer below:**

.....  
.....  
.....

***Thank you for filling in this questionnaire!***

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<sup>1</sup> *Hypermedia technology* is used to create individual groupings of related information, and provide the ability to branch instantly to the selected content and back to the original document. It includes links among any set of multimedia objects, including sound, motion video, and virtual reality. It can also connote a higher level of user/network interactivity than the interactivity already implicit in hypertext.

<sup>2</sup> *Multimedia technology* incorporates different technologies of computer, CD-ROM, telecommunication, CD player, video camera, and combines them into a powerful communication centre. Thus, it refers to interactive, computer-based applications that allow people to communicate ideas and information with digital and print elements.



## 4. Template for the IO5 National Research Report

The IO5 National Research Report will be composed of:

- An **Introduction** presenting the implemented research (number of respondents, category, profile – age, gender, length of experience in the NGO field, how the questionnaires have been applied – f2f, by email, by phone, any other aspects important for the research purpose)
- **Main findings** obtained from processing the questionnaires (please follow the questions in the questionnaire; present the findings by using the same numbering as for the questions in the questionnaire)
- **Conclusions** on the most relevant aspects that should be taken into consideration when designing the Engagement Toolkit.

Specifications for the IO5 National Research Report:

- Length: minimum 2, maximum 4 pages
- Font: Arial, size font 12, 1.15 spacing.
- Please use English (UK) rather than English (US) for proofing.

## 5. Template for IO5 Summary Research Report

The IO5 Summary Research Report will be composed of:

- An **Executive Summary** (one page) presenting the purpose of report and briefly describing the main parts of the reports and the research methodology.
- A part presenting the main **findings from field-based research** (survey through questionnaires) in all partner countries. This part will summarise the most important and impactful features that the materials of the Engagement Toolkit should have to highly motivate the audiences for which they are designed, as they have been identified in the National Research Reports by project partners. Similarities and differences among the preferences of the analysed target groups will be also searched for; the most spread common characteristics will be made obvious and then taken into account by the project consortium when designing the NGEEnvironment Engagement Toolkit.
- A **Conclusion** (one page) making more obvious the main aspects and area(s) that the research findings suggest could make the Engagement Toolkit work efficiently.

The IO5 Summary Research Report will have maximum 12 pages, Arial font size 12, 1.15 spacing.



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