



NGEnvironment
Foster European Active Citizenship and Sustainability Through Ecological Thinking by
NGOs
2018-1-DE02-KA204-005014

Online Observatory – Best practices

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Through Ecological Thinking by NGOs

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1 About the tool / criteria for the online observatory

The purpose of this document is to provide the **NGEnvironment** project partners with an overview of the **online observatory to be used by each partner when profiling 1 enterprise** which work within as a green Non-Governmental-Organisation as part of the NGEnvironment project. The aim of this online observatory is to:

The objectives of this observatory are:

- 1) to present role models for NGO leadership to inspire NGO new leaders to develop their ideas and take action;
- (2) to provide instant access to a library of information resources identified by partners during the research process that might be useful to new or existing NGOs in the green and social fields;
- (3) to provide a range of on-line environments and forums where NGO leaders/staff members can exchange ideas and practices with their peers in partner countries, collaborate on potential joint ventures and support each other. These environments will also support transnational networking between the existing NGOs engaged in the project in each partner country;
- (4) to demonstrate the powerful impact that civic action may present in contributing locally or regionally for solving major environmental issues, while at the same time alleviating social issues by promoting integration, inclusion and providing opportunities and competences for all. This way, the observatory will feed powerful evidence-based content for the Policy Paper (O8).

The on-line observatory will be an on-line hosted environment running on a web server tailored for the purpose. It will be built on iCMS Content Management System, based on the Managers Framework developed by Acrosslimits' technical experts. This Managers Framework is a scalable, object-based programming framework including features such as language versioning, object relations and ownership models, all with a flexible connection interface. The core technologies behind the Framework are Open-Source and include PHP, MySQL Database, Apache Web service and RED5 Media Server. The object-based and modular nature of the framework and the services built on it allow for flexible combining of the available modules as well as cost-efficient creation of new ones should the need for special purpose-built extensions arise.

The observatory will be Web 2.0 enabled and cater for all mainstream social networking activities and will be developed in all partner languages. The portal will be optimized for mobile access and will function equally well on laptop, tablet or smartphone. The proposed technology infrastructure will be developed to accessibility compliance standards. The observatory will also include features like rss feeds from appropriate organisations to ensure that the information available through the portal is always up to date.

The partners will collect the showcase and all information and put them together according to a description guideline. This guideline is based on criteria which will be used in the showroom presentation of the information, too. The partners collect graphics, videos, text descriptions on the enterprise, their processes and aims and target groups as well as on contact data.

2 Guidelines for running Interviews

To support partners in organising and facilitating these interviews, UPB as the leader of this task, has put together this short guide for running interviews.

Organising Interviews

Identifying your enterprises

The first step in organising an interview is to decide who you would like to invite. To do this, it is important that you consider your current contacts or networks, which you have access to through your professional contacts. Make a 'wish list' of participants, and invite the individual who you think will contribute most and will yield quality research findings.

Inviting your participant

To invite a NGO entrepreneur/business owner to the interview, an email invitation can be sent; however it may be advisable to follow-up an email invitation with a phone call; this is due to the fact the interviews will be one-to-one so it is good practice to confirm details by telephone.

Setting a time

If necessary, a Doodle Survey could be used to schedule the Interview, however because you will be meeting the stakeholder one-to-one for the interview, it may be easier to arrange the interview over the phone where you can both review your availability and confirm a date instantly.

Finding a venue

When you are conducting an interview, it is advisable to travel to the green NGOs' place of work to conduct the interviews. This is particularly advisable with a NGO, as representative, entrepreneur and business owner often suffer from 'time poverty' so they will appreciate you taking the least amount of time from their working day as possible to conduct these interviews. For this reason, it is also necessary to make yourself available through Skype and telephone interviews if they do not have the time to meet with you face-to-face.

Research Questions for Interviews

When organising and hosting interviews across an international consortium, it is important that there is coherence and consistency in the questions asked, so that the profiles gathered are comparable across all partner countries. As such, when



conducting your face-to-face, Skype or telephone interviews for profiling green enterprises, please adhere to the questions listed in “Profiling Tool” below.

Closing the Interviews

When ending this short interview, partners should inform their NGO leader of when their profile will be published on the NGEnvironment Online Observatory. We need a written email of the NGO in which the NGO allows us to publish the enterprise data within the NGEnvironment Online Observatory. Please, be so kind and ask for such an email to you and to denise.echterling@uni-paderborn.de. Partners should then thank the entrepreneur/business owner for their time and their active participation in the interview. They should then take the name, email address and contact number of this green NGO who would be interested in participating in the filming of a short video or which would like to provide an existing own video which will be showcased through the NGEnvironment Online Observatory. These details should then be passed to UPB.

Enterprise Profiling Tool

Partners are asked to complete the following profiling tool with **one green NGO**. The profile should be completed individually (i.e. one profile for each NGO). The profile should be no more than 2 pages per business with approximately 250 words per page. In addition to the written text each profile should be accompanied by 2 colour photos related to the green business activity or product and if possible a film with insights into the NGO. First profiles should be sent to UPB and until end of November 2020.



Business Profile	
1. Name of the green NGO-business	
2. Years in business	<i>How many years has your business been in operation/ operating</i>
3. Category of NGO-business	<i>How would you categorise your business within a sector? For example, review this list and choose the one most pertinent to your business (some businesses might actually belong to more than 1 category):</i> <i>IT, Clean Technologies, Renewable Energy, Eco-Construction, Waste Management, Tourism, Habitat Conservation, Food Production, etc.</i>
4. Description of NGO-business and their social and eco-political interests	<i>Provide a brief overview/ description of your organisation – the area you operate in, your processes and products, etc. as well as the current status of social and eco-political interests</i>
5. Size of your business	<i>Provide a brief overview of the scope of your business/ number of employees/ number of volunteers/ approximate number of clients (?)/ annual turnover/donations, etc.</i>
6. Supports to set up your NGO-business	<i>Please provide an overview of the supports you accessed when setting up your business as Green NGO , i.e. financial, mentoring, technical aspects, organizational aspects, professional services, marketing, etc.</i>
7. Pitfalls and challenges	<i>This observatory is aimed at NGO leadership and to inspire NGO new leaders. If you were to look at the developing processes and your business again, could you mention something you would do differently this time? Are there any pitfalls to setting up starting a green NGO which new businesses should be aware of? What are the main challenges you faced in this sector?</i>
8. Opportunities and plans for the future	<i>What do you see as the main opportunities in setting up green processes? Do you think there is scope to grow your business in the future? Have you got plans to grow and expand green aspects? Where do you see your green NGO in 10 years?</i>



Logo of business
Maybe: enterprise film

So as to include an image or a film of your enterprise and products / processes on the online observatory, please include the company logo or an appropriate image from their corporate website.