

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



NGEnvironment

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

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**ENGAGEMENT TOOLKIT**

**Brochure 2**





***“Foster European Active Citizenship and Sustainability Through Ecological Thinking by NGOs”*** [acronym **NGEnvironment**] is an Erasmus+ project for Cooperation for



Innovation and Exchange of Good Practices – Strategic Partnerships for Adult Education, financed by the European Commission. It has the reference number

**2018-1-DE02-**

**KA204-005014** and

runs between 1<sup>st</sup> of September 2018 and 31<sup>st</sup> of August 2021. Coordinated by University of Paderborn from Germany, the project is implemented by a consortium composed of 8 EU countries.

NGEnvironment arises as a relevant contribute for the EU horizontal priorities of improving relevant and high-level basic and transversal competences of EU citizens, in the scope of adult education and under the perspective of lifelong learning, 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.

By capacitating NGO leaders, NGEnvironment will contribute 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.



NGEnvironment 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.

Social inclusion will be achieved as 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 main general envisaged objectives of the NGENvironment are:**

- To support the development of a new generation of NGO leaders;
- To provide relevant support to existing and future NGO leaders;
- To be at the forefront of strategies and programmes for leadership development that incorporates best practices and current experience/expertise, from a multitude of countries and cultures across Europe (south, north and central).





## Activities and results envisaged by the NGEEnvironment project are:

- An initial Research Report to set the state-of-the-art.
- Two Training Packages, for NGO mentors and new NGO leaders.
- An Online Platform and Observatory (a repository of outputs, best practices, role models).
- An Engagement Toolkit assuring broad outreach of the project and motivating participation.
- Instructive videos with NGOs best practices.
- A ‘Survival Guide for NGO Founding and Funding’.
- A Layman Report explaining the whole projects’ rationale, objectives, main conclusions and resulting case studies.
- A Paper Policy stating why a change of policy approach towards NGO support might be relevant.



## The partners that implement this ambitious project are:

1. Universität Paderborn (Germany) – Project coordinator
2. Rightchallenge - Associação (Portugal)
3. Society for Environmental Education of Korinthia (Greece)
4. Acrosslimits LTD (Malta)
5. Future in Perspective Limited (Ireland)
6. Asociacion Cultural y Medioambiental Permacultura Cantabria (Spain)
7. Sinergie Societa Consortile a Responsabilita Limitata (Italy)
8. Grupul pentru Integrare Europeană (Romania)



NGEnvironment envisages, among other, to inspire new NGO leaders & existing NGO leaders and to motivate leadership & civic participation.

## About NGOs...



**Non-governmental organisations** or commonly known as NGOs are legally constituted organisations created by people that operate independently from any form of government. NGOs play an important **role** in the **social development** of a state, nation or community. For the proper development of a particular country or region, it is very important to **bring education and awareness** to the people about their rights and duties. The first and foremost the NGOs are responsible for disseminating education among the people at large and making them aware of their rights. This is the biggest role as well as the biggest challenge for the NGOs. NGOs need an **efficient and effective group of professional members** who are able to keep supporters informed and motivated [...].

(Source: <https://targetstudy.com/articles/importance-of-ngo-s-in-society.html>)



## How to start a successful NGO in 10 steps

(Source: <https://matadornetwork.com/change/how-to-start-a-successful-ngo-in-10-steps/>)

### **Step 1: Test the waters**

Before starting your own NGO, consider joining for a while one that does similar work.

### **Step 2: Start on the right foot**

You must constantly strive to work yourself out of a job.

### **Step 3: Clarify your goals**

Set clear and achievable goals for yourself and the NGO.

### **Step 4: Make an action plan**

A plan of action is your chance to make an NGO effective, address any potential negative impacts and make sure your NGO will attract donors and volunteers.

### **Step 5: Make a website**

A good website helps you to spread the word, attract volunteers, secure funding and establish a professional appearance.

### **Step 6: Get in the know**

Local knowledge is indispensable. Good use of local knowledge can really make an NGO effective.

### **Step 7: Assess your NGO's financial needs**

Money, when it does come, usually requires great amounts of paperwork and sometimes has strings attached. The quality of the work an NGO does and the amount of its funding are often inversely related. The crucial point is to minimize your NGO's need for money.

### **Step 8: Network, network, network**

Make friends with people and organizations doing similar work so that you can learn from their successes and mistakes. Networking helps you to know when to team up and when to divide your efforts for maximum effectiveness.





### Step 9: Find balance

Be realistic about how much time you want to give to your NGO. Taking on projects beyond your comfortable limits won't yield much benefit in the long run. Finding balance between work and personal life is key to success.

### Step 10: Re-evaluate everything

Take a step back and look at what you have done and where it is all headed. Your own awareness is the best tool to avoid over-emphasizing the NGO to the detriment of the cause, but don't hesitate to ask someone from outside of your NGO for an evaluation. With constant awareness, you can keep your focus and resources flowing to your original goals.

### *Bill Gates's Top 10 Rules For Success*

1. Believe in your *ideas*
2. Create the best products
3. Don't take things *personally*
4. Always be a student
5. Be fanatical
6. Take your competitors *seriously*
7. Learn to say No
8. Make a difference
9. Surprise the *pessimists*
10. Earn respect



(Source:

[https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwibyr7n\\_uTIAhWHy6QKH RldBvcQjRx6BAGBEAQ&url=http%3A%2F%2Fwww.vpyash.com%2F2017%2F02%2FBill-Gates-top-10-rules-for-success.html&psig=AOvVaw3KW\\_5axBw5ugZfgxhDMZmQ&ust=1573658887744936\)](https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwibyr7n_uTIAhWHy6QKH RldBvcQjRx6BAGBEAQ&url=http%3A%2F%2Fwww.vpyash.com%2F2017%2F02%2FBill-Gates-top-10-rules-for-success.html&psig=AOvVaw3KW_5axBw5ugZfgxhDMZmQ&ust=1573658887744936))



## About NGOs and civic participation...

**NGO activities** include, but are not limited to, environmental, social, advocacy and human rights work. They can work to ***promote social or political change*** on a broad scale or very locally. **NGOs** play a critical part in developing society, improving communities, and ***promoting citizen participation***.

(Source: <https://grantspace.org/resources/knowledge-base/ngo-definition-and-role/> )

A fundamental aspect of a ***democratic state*** is the right of its citizens to participate in decision-making processes. The success of development and participatory governance depends on both a robust state and an ***active civil society*** with healthy levels of ***civic engagement***. Empowered and active citizenship is an end in itself: essential for inclusive growth and national ownership.

(Source : United Nations Development Programme,  
[https://www.undp.org/content/undp/en/home/partners/civil\\_society\\_organizations/civic\\_engagement\\_dialogue\\_series.html](https://www.undp.org/content/undp/en/home/partners/civil_society_organizations/civic_engagement_dialogue_series.html) )







## NGOs are vital to democracy!

### Thoughts on civic participation and engagement – famous quotes

- ***“What really matters from the point of view of social capital and civic engagement is not merely nominal membership, but active and involved membership.”***

(Robert Putnam, American political scientist)

- ***“Civic engagement is a way of life, a kind of reflex to every small and big decision in our daily lives.”***

(Nelly Corbel, Director of the Lazord Academy, the American University in Cairo Egypt)

- ***“Civic engagement means working to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values and motivation to make that difference. It means promoting the quality of life in a community, through both political and non-political processes.”***

(Thomas Ehrlich, consulting professor at the Stanford Graduate School of Education)





***“The first lesson in civics is that efficient government begins at home.”***

***“Voting is a civic sacrament.”***

(Rev. Theodore Martin Hesburgh, ordained priest of the Congregation of Holy Cross, the president of the University of Notre Dame (1952–1987); educator, author, public servant and social activist; he received the United States's Presidential Medal of Freedom in 1964 and the Congressional Gold Medal in 2000)



**Time for a short quiz...**

***1. Which of the following is a benefit of civic participation? (only one answer is correct)***

- a) a controlling government;
- b) working for the good of those in power;
- c) disengaging from other's problems;
- d) living conditions improve in our communities.



**2. Which of the following would NOT be a result of civic participation? (only one answer is correct)**

- a) social isolation;
- b) increased community involvement;
- c) decreased crime rates;
- d) informed citizens.

Correct answers: 1d, 2a.

(Source: <https://study.com/academy/practice/quiz-worksheet-civic-participation.html>)

***Be a leader, teach leadership, inspire  
other to become leaders!***



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