

PROJECT MANAGEMENT ACADEMY



Weltweit e.V.

„Project Management Summer Academy“

Online Workshop on methods of Participatory Project Planning, Monitoring & Evaluation and Storytelling for effective proposal and report writing for small-scale developmental projects
1. September - 31. October



Weltweit –
Gesellschaft zur Förderung lokaler Initiativen e.V.

Whether or not a development project has a desirable impact and how big this impact is should always be measured in an unbiased and objective way. It improves the project, it can teach others a lesson and it facilitates the decision of donors whether they should invest in its continuation. But first of all you need to know how to plan your project applying tools and logic that convinces your first partners and donors. The international community has come up with many different planning and M&E methods of which we will learn in this workshop the most relevant and most practical ones that we can use for our own projects. Having an idea and results from your project is great but leads to nowhere if you don't know how to communicate them effectively – which you will also learn and practice in this online workshop. This is the online version of our **intensive** project management workshop where you will experience and be obligated to use a variety of online collaboration tools.

Who we are

The workshop is hosted by WELTWEIT E.V. that supports overseas students to plan and conduct development projects in their home countries together with local initiatives.

Aim of this workshop

- a) to prepare you to plan, apply for funding and initiate your own projects
- b) to provide you with the knowledge of practical M&E methods and make you feel ready to walk the first steps managing and evaluating micro-projects yourself according to an international recognized standard
- c) to teach you the rules of effective communication of your project idea.
- d) to demonstrate you the limitations, advantages, and rules of using online collaboration tools.

Instructors

Dorothy Estrada

Weltweit e.V.,
The Bridging Principles™ Master facilitator

Kajo Stelter

Weltweit e.V.

Dr. Meik Nowak

Gustav Stresemann Institut, Bonn

Sabine Wege

Essen & Philipps-Universität Marburg

Dr. Stephen Wagner

Redelandschaften.de, formerly Universität Bonn

and guest lecturers

Powered by:



<https://2811.cl/2020/07/02/online-learning-communities/>

Application: We can only grant a digital seat to a limited number of participants. Please apply via this link:
https://docs.google.com/forms/d/e/1FAIpQLSdf8dVSEnM15QOC2K7_uaQOEknxwk-5dKvhnXbrtRt965w0fA/viewform

Fee: free for students and alumni of DAAD EPOS study programs

Gefördert vom DAAD aus Mitteln des
Bundesministeriums für wirtschaftliche
Zusammenarbeit und Entwicklung (BMZ)

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Contact:

Weltweit e.V.

Gesellschaft zur Förderung lokaler Initiativen



DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

Deadlines

- Deadline applications: August, 7th
- Notification of acceptance: Aug, 10th.

Programme Overview:

Module 1 Project Planning	Kajo Stelter Dorothy Estrada	Calendar Week 38 + 36	14.-19.9.
Module 2 M&E	Robert Heine Sandra Busch	Cw 39	24. – 25.9. + 26.9.
Module 3 M&E	Meik Nowak Sabine Wege	Cw 40	28.9. – 2.10.
Module 4 Storytelling	Julia Diehl Sonja Schwarz	Cw 42 + 43	16.-20.10. + 19.-21.10
Module 4 Storytelling	Stephen Wagner	Cw 44	26.-28.10.
Academy closure	All	Cw 44	31.10.

		hours you need to dedicate to the workshop that day including the self-learning time:	your online attendance is required from:
Day 1	14.9. - Monday	8	12.00 - 18.00
Day 2	15.9. - Tuesday	5	12.00 - 15.00
Day 3	20.9. - Wednesday	3	12.00 - 13.30
Day 4	21.9. - Thursday	5	12.00 - 16.30
Day 5	22.9. - Friday	6	12.00 - 18.00
Day 6	23.9. - Saturday	optional mentoring hour	12.00 – 13.30
Day 7	24.9. - Thursday	6	12.00 - 17.15
Day 8	25.9. - Friday	4	self-organized working hours
Day 9	26.9. - Saturday	optional live session with expert	12.00 – 13.30
Day 10	28.9. - Monday	6	12.00 - 16.30
Day 11	29.9. - Tuesday	4	15.00 - 16.30
Day 12	30.9. - Wednesday	4	15.00 - 16.31
Day 13	1.10. - Thursday	5	14.00 - 17.30
Day 14	2.10. - Friday	optional mentoring hour	12.00 – 13.30
Day 15	16.10. - Friday	2	self-organized working hours
Day 16	17.10. - Saturday	2	self-organized working hours
Day 17	19.10. - Monday	6	12.00 - 16.30
Day 18	20.10. - Tuesday	3	12.00 - 15.00
Day 19	21.10. - Wednesday	2	12.00 - 13.45
Day 20	22.10. - Thursday	3	self-organized working hours
Day 21	23.10. - Friday	1	15.00 - 16.00
Day 22	26.10. - Monday	6	12.00 - 17.30
Day 23	27.10. - Tuesday	6	12.00 - 17.30
Day 24	28.10. Wednesday	2	12.00 - 14.00
Last Day - 25	31.10. Saturday	2	12.00 - 14.01
	sum	91	

Detailed Academy Programme:

Introduction

Kw 36 first week of September

- Invitation to Slack as the workshops main channel for communication
- Submission of project ideas by participants per video pitch
- Selection of 4-7 projects
- Formation of working groups

Kw 37 second week of September

- Mentoring session per group
- Introductions to the learning environment
- Preparation for day 1 workshop commence

Module 1: Participatory Project Planning Tools

Kw 38 14. – 19. September

Day 1 14.9. - Monday

12:00 - 13:00

Live Session: Welcoming of participants and introduction round

Explanation of the methodological approach following a short tour of introductions and expectations by the participants and organizers.

Kajo Stelter / Dory Estrada (Weltweit e.V.), Waldo Soto / Gabriela Carrasco (2811)

13.00

INPUT: What is the problem that my project wants to solve? – input video release by lecturer

Participants get access to video content where they learn about **methods to define a relevant problem and its place in the problem hierarchy**. An exercise to be worked first individually and then in the working group is issued.

13.30 – 14.30 Individual exercise time

Brainstorm on your group's project and how to fill the provided template that is related to the previous input video. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

14.30 – 16.45 (coffee break included)

Live Session: Question Round and group exercise "Problem Tree"

Participants can ask remaining questions to the lecturer following time for group exercise using the provided or designing own template with suggested online tools. The exercise results will be presented and discussed by all.

17.00 – 18.00

Live Session: Working in teams online – rules, roles and self-awareness.

After participants have experienced their first day of group work, methods and exercises to increase the effectiveness of further collaboration will be presented.

By 18.00

INPUT: What is the problem's solution my project provides? – input video release by lecturer

Participants get access to video content where they learn about **methods to display a simple**

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intervention logic. An exercise to be worked first individually and then in the working group is issued.

Evening: Individual exercise time

Brainstorm on your group's project and how to fill the provided template that is related to the previous input video. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

Day 2 15.9. - Tuesday

Morning: Individual exercise time

Keep on *brainstorming* on your group's project and how to fill the provided template that is related to the previous input video. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

12.00 – 13.30

Live Session: Question Round and group exercise "Solution Tree"

Participants can ask remaining questions to the lecturer following time for group exercise using the provided or designing own template with suggested online tools. The results from the previous two exercises, Problem & Solution Tree, will be presented and discussed by all.

13.45 – 15.00

Live Session: Rethinking problems, refining solution, setting activities

Participants will review in their respective groups the logic behind their project and conclude on the necessary activities as steps on their intervention path. Results will be shortly presented and discussed by all.

By 15.00

INPUT: Who is involved in my project? – input video release by lecturer

Participants get access to video content where they learn about **methods to determine the stakeholders and their relative importance to the project**. An exercise to be worked first individually and then in the working group is issued. The afternoon is reserved for self-study, brainstorming and self-organized group work at will. Additional learning material will be released.

15.00 – 17.00

Open mentoring hour with lecturers - optional

The lecturers offer the possibility of a personal online meeting for clarifying input related questions on the exercises.

Evening: Individual exercise time

Brainstorm on your group's project and how to fill the provided template that is related to the previous input video. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

Day 3 20.9. - Wednesday

Morning: Individual exercise time

Keep on *brainstorming* on your group's project and how to fill the provided template that is related to the previous input video. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

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12.00 – 13.30

Live Session: Question Round and group exercise “Stakeholder Map”

Participants can ask remaining questions to the lecturer following time for group exercise using the provided or designing own template with suggested online tools. The results from the exercise will be presented and discussed by all.

By 13.30

INPUT: Under which circumstances will my project be successful? – input video release by lecturer

Participants get access to video content where they learn about **methods to capture a risk analysis**. An exercise to be worked first individually and then in the working group is issued. The afternoon is reserved for self-study, brainstorming and self-organized group work at will. Additional learning material will be released.

15.00 – 16.00

Open mentoring hour with lecturers - optional

The lecturers offer the possibility of a personal online meeting for clarifying input related questions on the exercises.

Evening: Individual exercise time

Brainstorm on your group’s project and how to fill the provided template that is related to the previous input video. Using the seminar’s collaboration platform comprehension questions to other participants and lecturers can be posed.

Day 4 21.9. - Thursday

11.00 – 12.00 Individual exercise time

Brainstorm on your group’s project and how to fill the provided template that is related to the previous input video. Using the seminar’s collaboration platform comprehension questions to other participants and lecturers can be posed.

12.00 – 13.30

Live Session: Question Round and group exercise “Risk Analysis”

Participants can ask remaining questions to the lecturer following time for group exercise using the provided or designing own template with suggested online tools. The results from the exercise will be presented and discussed by all.

By 13.30

INPUT: What will it all cost? When shall I do what? – input video release by lecturer

Participants get access to video content where they learn about **methods of planning the project budget and methods of time management**. An exercise to be worked first individually and then in the working group is issued. The afternoon is reserved for self-study, brainstorming and self-organized group work at will. Additional learning material will be released.

13.30 - 15.00 Individual exercise time

Brainstorm on your group’s project and how to fill the provided template that is related to the previous input video. Using the seminar’s collaboration platform comprehension questions to other participants and lecturers can be posed.

15.00 – 16.30

Live Session: Question Round and group exercise “Budget Plan and Gantt Chart”

Participants can ask remaining questions to the lecturer following time for group exercise using the provided or designing own template with suggested online tools. The results from the exercise will be presented and discussed by all.

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By 16.30

INPUT: How do I know my project runs in the right direction? – input video release by lecturer

Participants get access to video content where they **decide on indicators and their means of verification for the project monitoring**. An exercise to be worked first individually and then in the working group is issued. Additional learning material will be released.

Evening:

Individual exercise time

Brainstorm on your group's project and how to fill the provided template that is related to the previous input video. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

Day 5

22.9. - Friday

Morning:

Individual exercise time

Keep on *brainstorming* on your group's project and how to fill the provided template that is related to the previous input video. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

12.00 -13.30

Live Session: Question Round and group exercise "Indicator Set"

Participants can ask remaining questions to the lecturer following time for group exercise using the provided or designing own template with suggested online tool. The results from the exercise will be presented and discussed by all.

By 13.30

Input: Putting everything together: the logical framework – input video release by lecturer

Participants get access to video content where they learn about **the logical framework matrix and how to fill it with the project data**. An exercise to be worked first individually and then in the working group is issued. The remaining afternoon is reserved for self-study, brainstorming and self-organized group work at will. Additional learning material will be released.

13.30 - 15.00

Individual exercise time

Brainstorm on your group's project and how to fill the provided template that is related to the previous input video. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

15.00 – 17.00 (including coffee break)

Live Session: Question Round and group exercise "Logframe"

Participants can ask remaining questions to the lecturer following time for group exercise using the provided or designing own template with suggested online tools. The results from the exercise will be presented and discussed by all.

17.15 – 18.00

Live Session: Closure of Module 1

The lecturers will close the seminars first module by asking for feedback and explaining the next steps until the start of Module 2.

Day 6

23.9. - Saturday

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12.00 – 13.30

Open mentoring hour with lecturers - optional

The lecturers offer the possibility of a personal online meeting for clarifying input related questions on the exercises and tools of Module 1.

Module 2: Monitoring Kw 39 24. – 25. September

Day 7 24.9. Thursday

12.00 – 13.00

Live Session A: Digital processing of your project data with Excel and WebMo

Participants will learn about different options for digitalization of monitoring data.
Live input by instructor following Question Round and discussion.

Robert Heine, CEO of Energypedia Consult

13.00 – 14.00

Live Session B: Opening a new WebMo file with your project

Guided tour through WebMo by instructor. Each working group will receive its WebMo account and prepare the incorporation of its project data with the help of the instructor.

15:00 – 16.30

Individual and Group exercise time

[Insert project data into WebMo in your groups and/or start the Excel tutorials individually](#)

16.30 – 17.15

Live Session: Finalization of WebMo project and Question Round

Participants can finalize the insertion of project data into their project WebMo following its presentation/discussion with all.

By 17.15

INPUT: Using Excel as the basic M&E tool – input video release by lecturer

Hands on tips how to use Microsoft Excel, guided by Robert Heine. Participants get access to learning videos with exercises.

Module 3: Monitoring & Evaluation Kw 39/40 25.9. – 1.10.

Day 8 25.9. Friday

Until 12.00

INPUT: The Basics of Monitoring & Evaluation – input video release by lecturer

Participants get access to video content where they learn about the most basic terms and concepts of M&E. Additional reading is provided for self-study until next live session. Questions can be posted on provided platform and will be peer reviewed.

Dr. Meik Nowak / Sabine Wege (Gustav Stresemann Institut, Bonn)

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Until 12.00

INPUT: Strategies of fundraising in Germany – input video release by lecturer

Participants get access to video content where they learn from an example of a German Ngo the basics of fundraising - from collection of individuals' donations to institutional funds. Questions can be posted on provided platform for next day discussion.

Sandra Busch (Nomadenhilfe e.V.)

Day 9 26.9. - Saturday

12.00 – 13.30

Live Session Extra: But who will pay the cost of my first project?

Discussion and Question Round with lecturer and organizers on the content of the previously released input video on basics of fundraising for project financing.

Sandra Busch (Nomadenhilfe e.V.)

Day 10 28.9. Monday

12.00 – 13.00

Live Session: real time welcoming of instructors and Answering Round of remaining questions

By 13:00

INPUT: Theory of Change vs Logical Framework: what's the difference at all? – input video release by lecturer

Participants get access to video with additional reading provided.

13.30 – 15.00 Individual exercise time

Brainstorm on your group's project and how the content of the previous input video and the additional reading provided can be applied to your group's project. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

15.00 – 16.30

Live Session: Question Round, Group Exercise, Presentation of Results, Feedback

The participants can discuss questions about previous video content with instructors and will receive a related group work exercise that is completed Live with the results presented and discussed.

By 16.30

INPUT: Qualitative Methods – input video release by lecturer

Participants get access to video with additional reading provided. Questions can be posted on a provided platform and will be peer reviewed.

Evening: Individual exercise time

Brainstorm on your group's project and how the content of the previous input video and the additional reading provided can be applied to your group's project. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

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Day 11 29.9. - Tuesday

Morning: Individual exercise time

Brainstorm on your group's project and how the content of the previous input video and the additional reading provided can be applied to your group's project. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

15.00 – 16.30

Live Session: Question Round, Group Exercise, Presentation of Results, Feedback

The participants can discuss questions about previous video content with instructors and will receive a related group work exercise that is completed Live with the results presented and discussed.

By 16.30

INPUT: Quantitative Methods – input video release by lecturer

Participants get access to video with additional reading provided. Questions can be posted on a provided platform and will be peer reviewed.

Evening: Individual exercise time

Brainstorm on your group's project and how the content of the previous input video and the additional reading provided can be applied to your group's project. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

Day 12 30.9. - Wednesday

Morning: Individual exercise time

Brainstorm on your group's project and how the content of the previous input video and the additional reading provided can be applied to your group's project. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

15.00 – 16.30

Live Session: Question Round, Group Exercise, Presentation of Results, Feedback

The participants can discuss questions about previous video content with instructors and will receive a related group work exercise that is completed Live with the results presented and discussed.

By 16.30

INPUT: Outcome and Impact: a heretics point of view or just an assessment of reality? – input video release by lecturer

Participants get access to video with additional reading provided. Questions can be posted on a provided platform and will be peer reviewed.

Evening: Individual exercise time

Brainstorm on your group's project and how the content of the previous input video and the additional reading provided can be applied to your group's project. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

Day 13 1.10. - Thursday

Morning: Individual exercise time

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Brainstorm on your group's project and how the content of the previous input video and the additional reading provided can be applied to your group's project. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

14.00 – 15.30

Live Session: Question Round, Group Exercise, Presentation of Results, Feedback

The participants can discuss questions about previous video content with instructors and will receive a related group work exercise that is completed Live with the results presented and discussed.

15.30 Online Coffee Break

16.00 – 17.30

Live Session: Wrap-Up - M&E in a nutshell

The participants can discuss questions about previous video content with instructors and will receive a related group work exercise that is completed Live with the results presented and discussed.

Day 14 **2.10. - Friday**

12.00 – 13.30

Open mentoring hour with lecturers - optional

The lecturers offer the possibility of a personal online meeting for clarifying input related questions on the exercises.

Module 4: **Storytelling**

Kw 42/43 **16. – 23. October**

Day 15 **16.10. - Friday**

A designer perspective on project planning - introduction to design thinking and the Collective Action Toolkit of frogdesign

Julia Diehl, UX designer and concept developer

By 12.00

INPUT: Know your Users – input video release by lecturer and exercise instructions

Participants get access to video content where they learn about human centred design & tools of a UX Designer. The exercise “Stakeholders & Personas” is issued via the learning platform including instructions.

Afternoon/Evening: Individual exercise time

Brainstorm on your group's project and how the content of the previous input video can be applied to your group's project. Using the seminar's collaboration platform comprehension questions to other participants and lecturers can be posed.

Day 16 **17.10. - Saturday**

Individual and Group exercise time

Work individually and discuss with your group on the given exercise using the online tools provided

Day 17 **19.10. Monday**

12.00 – 13.30

Live Session: “One day in the Live of...”

Q&A round with lecturer and further instructions on group exercise that is building upon the previous and will ask you to sketch a user journey or typical day in the life of one chosen stakeholder of your project. The exercise is solved Live in groups, following presentation and short discussion by all participants.

By 13.30

INPUT: Design Thinking for Social Innovation – input video release by lecturer and exercise instructions

Participants get access to video content where they learn about design thinking methods, agile project handling and how to create high-impact solutions that work bottom up rather than being imposed from the top. The exercise “Insights & Ideation” is issued via the learning platform including instructions.

14.00 – 15.00 **Individual and Group exercise time**

Work individually and discuss with your group on the given exercise using the online tools provided

15.00 – 16.30

Live Session: “Go Crazy”

Q&A round with lecturer and further instructions on group exercise that is building upon the previous and where you will generate new and crazy ideas about your project. The exercise is solved Live in groups, following presentation and short discussion by all participants.

By 16.30

INPUT: CAT - a toolkit for solving community problems – input video release by lecturer and exercise instructions

Participants get access to video content where they learn about the Frog Collective Action Toolkit and how it enables your team to organize, collaborate and create solutions for problems affecting a community of people. The exercise “Skills Matrix” is issued via the learning platform including instructions.

Day 18 **20.10. - Tuesday**

12.00 – 13.00

Individual and Group exercise time

Work individually and discuss with your group on the given exercise using the online tools provided

13.00 – 15.00

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Live Session: “Skills, Roles, Opportunities”

Q&A round with lecturer and further instructions on group exercise that is building upon the previous and where you will share your skills, define team roles and sketch an improved user journey. The exercise is solved Live in groups, following presentation and short discussion by all participants. Feedback round with instructor.

Day 19 **21.10. Wednesday**

12.00 – 12.45

Live Session: Learning the language of pictures - Key elements of storytelling using photography

Participants will learn about the importance of images in project reports and how photos are taken most effectively. The input is given live on Zoom following Q&A round and instructions on a group exercise that involves active photo taking to produce a visual project-storybook.

Sonja Schwarz, Photographer

12.45 – 13.30

Live Session: The Photo Storybook: Exercise Discussion in Groups

Participants can brainstorm within their groups how and when to solve the exercise.

13.30 – 13.45

Live Session: Clarification of remaining questions with instructor.

Day 20 **22.10. - Thursday**

Individual and Group exercise time

Work individually or with your group on the given exercise using the online tools provided

Day 21 **23.10. - Friday**

Until 12.00

Submission of the photo storybook

The Instructor will review the photo storybooks and return with comments

15.00 – 16.00

Live Session: Presentation of exercise result and discussion

Each group will present its photo storybook followed by short discussion among all participants

Module 4: Storytelling

Kw 44 **26. – 28. October**

Day 22 **26.10. Monday**

12.00 – 13.30

Live Session: Introduction and Icebreaker Session, Part 1

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You will receive background information about the history and essentials of storytelling and criteria to develop a great story. All participants will be involved by discussions and exercises.

Dr. Stephen Wagner, Redelandschaften.de

13.30 Online Coffee Break

14.00 – 15.30

Live Session: Introduction and Icebreaker Session, Part 2

We will compare various types of storytelling. Discussions and exercises will be delivered in breakout sessions as well as in the whole group.

Dr. Stephen Wagner, Redelandschaften.de

15.30 Online Tea Break

16.00 – 17.30

Live Session: Story Development

Participants will apply principles of high-quality stories and develop their first draft of personal and project stories. High-quality stories are complemented by personal passion, connecting facts and emotions. We will discuss real-world examples and enhance messages of our personal and project stories.

Dr. Stephen Wagner, Redelandschaften.de

17.30 Online Beer Break

17.45 – 18.30

Optional Live Session: Moderated Networking & Online Drink

Day 23 **27.10. - Tuesday**

12.00 – 13.30

Live Session: The Narrative Spectrum

This exercise provides further input regarding vivid stories in research and project reports, including surprising twists and using even more creativity.

Dr. Stephen Wagner, Redelandschaften.de

13.30 Online Coffee Break

14.00 – 15.30

Live Session: Story Pitching

Participants will learn to draft an elevator pitch. Once they have developed their first story draft, they will learn how to summarize and highlight the most essential parts in an elevator pitch, and will be given real-world examples.

Dr. Stephen Wagner, Redelandschaften.de

15.30 Online Tea Break

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16.00 – 17.30

Live Session: Pitch Preparation

Building off of the previous exercise, participants refine a project pitch prior to delivering it as part of a contest (on the next day).

Dr. Stephen Wagner, Redelandschaften.de

17.30 Online Beer Break

17.45 – 18.30

Optional Live Session: Moderated Networking & Online Drink

Day 24 **28.10. Wednesday**

12.00 – 14.00

Live Session: Pitch Delivery (Contest)

Participants will deliver their refined project pitch as part of a contest. All participants will be given feedback by lecturers, organizers and invited special guests.

Dr. Stephen Wagner and Dorothy Estrada

14.00 Online Coffee Break

14.15 – 15.30

Optional Live Session: Moderated Networking & Online Drink

Dr. Stephen Wagner and Dorothy Estrada

16.00 - 17.00

Open mentoring hour with lecturers - optional

The lecturers offer the possibility of a personal online meeting for clarifying input related questions on the exercises.

Academy Closure

Last Day – 25 **31.10. Saturday**

12.00 -14.00

Live Session: Live Session: Summary and Q+A

Each moderator summarizes his/her workshops within 5 minutes each. 5-10 minutes time for specialized Q+A. 30-60 minutes final Q+A and farewell.

All Moderators and Lecturers

14.00 Online Barbecue
