

Project Management Workshop

“Online workshop on methods of Participatory Project Planning, Storytelling for effective Proposal Writing & Fundraising for small-scale developmental projects.” 03-06 June, 2021



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, you need to know how to plan your project applying tools and logic that convinces your first partners and donors. The international community has many different planning methods, and this workshop will teach the most relevant and practical ones that we can use for your 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 basic M&E methods and make you feel ready to walk the first steps managing and evaluating micro-projects yourself
- c) To teach you the rules of effective communication of your project idea.
- d) To demonstrate to you the limitations, advantages, and rules of using online collaboration tools.

Instructors

Dorothy Estrada

Weltweit e.V., Vice President

Kajo Stelter

Weltweit e.V., President

Sana Iqbal

Weltweit e.V., Member

Dr. Stephen Wagner

Redelandschaften.de, formerly Universität Bonn

...and guest lecturers

Application: We can only grant a digital seat to a limited number of participants. Please apply via this link: <https://forms.gle/aRK1FR4nwKUzYZbC9>

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

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

Contact:

Weltweit e.V. Gesellschaft zur Förderung lokaler Initiativen
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DAAD

Deutscher Akademischer Austauschdienst
German Academic Exchange Service

Deadlines

- Deadline applications: May 14th
- Notification of acceptance: May 21st

Programme Overview:

Module name	Lecturers	Date
Welcome Package	Weltweit e.V. Team	28. May
Module 1 Project Planning	Kajo Stelter Dorothy Estrada	03.-04. June
Module 2 Storytelling	Stephen Wagner	05. June
Module 3 Project Pitching & Fundraising	Stephen Wagner Dorothy Estrada Kajo Stelter Sandra Busch	06. June

Detailed Academy Programme:

Introduction

Week of 24-28 May (Please calculate for **ca. 4-6 hours** of self-paced learning and preparatory work)

- Introductions to the learning environment, and preparation for day 1 workshop commence:
- Invitation to Slack as the workshops main channel for communication, and Miro whiteboard tool
 - Submission of project ideas by participants per short write-up
 - Selection of 4-7 projects
 - **Formation of working groups**

31. May, 18:30-20:00

-Networking evening- General introductions among participants, as well as explanation of the methodological approach and expectations by the participants and organizers. A short exercise using the Miro whiteboard tool will also take place.

01. June and 02. June, 1 hour slots (evening)

- Mentoring session per group: **Working in teams online – rules, roles and self-awareness.**

Participants will get an overview of methods and exercises to increase the effectiveness of further online collaboration.

Module 1: Participatory Project Planning Tools

Day 1 03. June- Thursday

Watch by 09:00

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.

09:00 - 10:30

Live Session: Welcome & 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.

Kajo Stelter / Dory Estrada (Weltweit e.V.)

Watch by 11:00

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

10:30-11:00- Coffee Break

11:00 – 12:30

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.

12:30-13:30- Lunch Break

13:30 – 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.

Watch by 15:30

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.

15:00-15:30 Coffee Break

15:30 – 17:00

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.

Released by 17:00

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.

17:00-17:15

Live Session: Close of Day 1

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

04. June- Friday

09:00-10:00

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.

Watch by 10:30

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.

10:30 – 12:00

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.

Watch by 13:00

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

LIVE SESSION / INPUT / ASSIGNMENTS

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.

12:00-13:00- Lunch Break

13:00 -14:30

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.

Watch by 15:00

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.

14:30-15:00- Coffee Break

15:00-16:30

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.

16:30 – 17:00

Live Session: Closure of Module 1, Introduction to Module 2

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

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.

Module 2: Storytelling

Day 3

05. June- Saturday

LIVE SESSION / INPUT / ASSIGNMENTS

10:00 – 11:00

Live Session: Introduction and Icebreaker Session

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

11.00 – 12.00

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

12:00-13:00 Lunch Break

13:00 – 14:00

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

14.00 – 15:00

Live Session: Story Pitching and Pitch Preparation

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

15:00-15:30 – Coffee Break

15:30 – 16:30

Live Session: Messages, Plot Points, and Story Canvas: World Cafe

After delivering short project presentations, participants will deliver a World Café exercise receiving additional input.

Dr. Stephen Wagner, Redelandschaften.de

16:30 – 17:00

Live Session: Closure of Day 2, Summary & Conclusions

The lecturers will close the seminars second module by discussing learnings and future applications on Storytelling. Facilitators will explain the next steps in the Pitch Delivery Contest.

Dr. Stephen Wagner and Dorothy Estrada

17:00-18:00

LIVE SESSION / INPUT / ASSIGNMENTS

Optional: Online Networking Hour

The lecturers invite participants to share a drink and spend a social hour online together.

18:00-19:00: Group exercise time (recommended)

Groups will be allocated extra time to meet online in their rooms to practice for the 5 minute project pitch that will occur Sunday morning.

Released by 18:00

INPUT: The Basics of Proposal Writing – input video release by lecturer

Participants get access to video content where basic elements of proposal writing and its linkages to good storytelling will be covered, as well as resources for effective proposals. Questions can be posted on provided platform for next day discussion.

Dorothy Estrada (Weltweit e.V.)

Released by 18:00

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.)

Project Pitching & Fundraising

Day 4 06. June- Sunday

09:00-11:00

Live Session: Pitch Preparation

Groups will use this time to meet online in their rooms and prepare their official project pitch to judges. Facilitators will be online and able to assist as needed.

Dr. Stephen Wagner and Dorothy Estrada

11:00 - 13:00

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. *****15 minute break included**

Dr. Stephen Wagner and Dorothy Estrada

13:00-14:00 Lunch Break

14:00-15:30

Live Session: Expert Consultation- Financing Your Project!

Lecturers will answer questions and give feedback from their experience fundraising for non-profit, social enterprise and private entities.

Sandra Busch, Dorothy Estrada and Kajo Stelter

15:30-16:15

Live Session: Live Session: Final Summary, Q+A, and Feedback

Each moderator summarizes his/her workshops within 5 minutes each. Remaining time for final Q+A and farewell. All participants will be asked to fill out the feedback evaluation.

All Moderators and Lecturers

16:15- Close of Online Workshop
