

# „Project Management Summer Academy“

## Workshop on methods of Participatory Project Planning, Monitoring & Evaluation and Storytelling for effective proposal and report writing for small-scale developmental projects

15.- 20. of July

At: Bad Soden near Frankfurt am Main



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 workshop.

### 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 make you understand the concept of M&E and how it is done effectively
- c) 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

### 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

**Location:** Evangelisches Gemeindehaus  
Zum Quellenpark 54 | 65812 Bad Soden

**Application:** We can only grant a seat to a limited number of participants. Please apply via this link:  
<https://www.surveymonkey.com/r/VWDSNXX>

**Fee:** 100€ admin. fee (includes all lunch&dinner); **free** for students and alumni of DAAD EPOS study programs

**Accommodation:** will be organized and travel costs partially refunded for EPOS students.

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



**Contact:**  
Weltweit e.V.  
Gesellschaft zur Förderung lokaler Initiativen

I: [www.welt-weit.org](http://www.welt-weit.org)

E: [info@welt-weit.org](mailto:info@welt-weit.org)

## Day 0 – Sunday the 14<sup>th</sup> July

Arrival of participants from outside Hessen at the Hotel Rheinischer Hof in Bad Soden. Welcome by Workshop Assistant at the hotel lobby at 20.00 o'clock with information on orientation.

Hotel address: Am Bahnhof 3 | 65812 Bad Soden | [www.rheinischer-hof.com](http://www.rheinischer-hof.com)

## Day 1 – Monday 15<sup>th</sup>

until 9.00

Arrival of the participants and Welcome with coffee & tea

9.00 – 10.00

### **Introduction into the workshop**

Explanation of the methodological approach and project cycle, short tour of introductions and expectations by the participants

Kajo Stelter, Weltweit e.V.

10.00 – 11.00

### **Introduction of projects by participants; building of working groups**

11.00 – 12.30

### **What is the problem that my project wants to solve? Methods to define a relevant problem and its place in the problem hierarchy**

Kajo Stelter / Dory Estrada

Input lecture by the facilitators followed by group work

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12.30 Lunch

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13.30 – 15.00

### **What is the problem's solution my project provides? Methods to display a simple intervention logic.**

Kajo Stelter / Dory Estrada

Input lecture by the facilitators followed by group work

15.00 – 15.30

### **Who is involved in my project? Methods to determine the stakeholders and their relative importance to the project.**

Kajo Stelter / Dory Estrada

Input lecture by the facilitators followed by group work

15.30– 16.00

### **Under which circumstances will my project be successful? Methods to capture a risk analysis**

Kajo Stelter / Dory Estrada

Input lecture by the facilitators followed by group work

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16.00 Coffee Break

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16.15 – 17.45

### **Putting everything together: the logical framework**

Kajo Stelter / Dory Estrada

Input lecture by the facilitators followed by group work

17.45 – 18.30

### **What will it all cost? Methods of planning the project budget**

Kajo Stelter / Dory Estrada

Input lecture by the facilitators followed by group work

18.30 – 20.00

### **When shall I do what? The Gantt chart and other methods of time management**

Kajo Stelter / Dory Estrada

Input lecture by the facilitators followed by group work

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20.00 Dinner

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## Day 2 – Tuesday 16<sup>th</sup>

9.00 – 10.30

**How do I know my project runs in the right direction? Deciding on indicators and their means of verification for the project monitoring**

Kajo Stelter / Dory Estrada

Input lecture by the facilitators followed by group work

10.30 – 12.00

**External lecturer: A designer perspective on project planning - introduction to design thinking and the Collective Action Toolkit of frogdesign.**

Julia Diehl, ux designer and concept developer

Input lecture by facilitator with practical exercise

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12.00 Lunch

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13.00 – 15.30

**How can I ensure my project is participatory? Utilizing the universal communication and inclusion tools of The Bridging Principles™**

Dory Estrada

Input lecture by the facilitators followed by group work

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15.30 Coffee Break

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15.45 – 17.15

**Cardamom Farms and Secondary Schools: What the management of a small scale project means in reality , and an introduction to the Community Based Approach (CBA).**

**Sandra Busch and Gewang Dorji**

Input lecture following discussion

17.15 – 18.15

**This is my project!**

Open slot for participants to present their former project work and planning methods following discussion

18.15 – 19.00

**Open Group work on so far discussed tools&methods**

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19.00 Dinner

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20.00 – 21.00

**Introduction into the second part of the workshop: Monitoring & Evaluation**

Explanation of the methodological approach, short tour of introductions and expectations by the participants

Dr. Meik Nowak / Sabine Wege

## Day 3 – Wednesday 17<sup>th</sup>

9.00 – 10.30

**Workshop Session “Reflection I: What is my understanding of evaluation?”**

Dr. Meik Nowak / Sabine Wege

Input lecture with Q&A, flashlight rounds and energizers; open space to share first experiences of participants

10.30 – 11.30

**Programming I: Digital processing of your project data with Excell and WebMo**

Robert Heine, CEO of Energypedia Consult

Input lecture with Q&A, flashlight rounds and energizers; open space to share first experiences of participants

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11.30 Lunch

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11.30 – 13.00

**Special I: Opening a new WebMo file with your project**

Guided tour through WebMo with Robert Heine / Hector Alfaro for each working group during lunch break (bring your laptop)

13.00 – 14.30

**Programming II: Introduction into Theories of Change and Indicator Sets**

Dr. Meik Nowak / Sabine Wege

Input Lecture with Q&A, flashlight rounds and energizers

14.30 – 16.00

**Workshop session “Reflection II: Which evaluation design fits my project the best?”**

Dr. Meik Nowak / Sabine Wege

Reflections and considerations of the input lectures in the open space-format by using storyboarding, energizer and other activation techniques

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16.00 Coffee Break

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16.15 – 17.45

**Design I: “From story to structure – deepening your understanding of the logframe as the main instrument for project design (LFA)”**

Dr. Meik Nowak / Sabine Wege

Input Lecture with Q&A, flashlight rounds and energizers

17.45 – 19.00

**Design II: “Indicators and their means of verification”**

Dr. Meik Nowak / Sabine Wege

Input lecture with Q&A, flashlight rounds and energizers

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19.00 Dinner

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## Day 4 – Thursday 18<sup>th</sup>

*Optional:*

9.00 – 12.00

**Special II: Using Excel as the basic M&E tool**

Hands on tips how to use Microsoft Excel, guided by Robert Heine / Hector Alfaro (bring your laptop)

*Or*

9.00 – 10.30

**Design III: “Qualitative and quantitative methods”**

Dr. Meik Nowak / Sabine Wege

Input lecture with Q&A, flashlight round and energizers

10.30 – 12.00

**From project to practice I: “Contribution and attribution”**

Dr. Meik Nowak / Sabine Wege

Inputs by the facilitators with the following in-depth work in interested-related breakthrough groups, formation of those groups based on the content of the first day

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12.00 Lunch

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13.00 – 14.30

**Excursion: visiting MESSER GROUP – a traditional family owned business producing industrial gases internationally**

*Optional:*

14.30 – 16.00

**External Lecturer: Introducing the Center for International Migration and Development (CIM) and the importance of M&E for international projects**

N.N., CIM

*Or*

**Data collection and processing with Openforis**

**Introduction to FAOs tool set for monitoring and reporting**

Alexander Wellenbeck, Weltweit e.V. and free consultant

Input lecture and guided tour through relevant applications (bring your laptop)

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16.00 Coffee Break

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16.15 – 17.30

**From project to practice II: “The implementation of a M&E design into micro-projects and the pitfalls of implementation”**

Dr. Meik Nowak / Sabine Wege

Inputs by facilitators with following in-depth work in interest-related breakthrough groups

17.30 – 18.30

**From project to practice III: “Time, what is time? ToR, preparation phase and kick-off phase of evaluations”**

Dr. Meik Nowak / Sabine Wege

Inputs by the facilitators with following in-depth work in the respective “Breakthrough Format”

18.30 – 20.00

**Wrapping up your project’s monitoring plan based on the Theory of Change; following presentations of the preliminary results for the respective evaluation designs**

Group work with discussions

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20.00 Dinner

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21.00 – 22.00

**Late Night Soccer in the park**

## **Day 5 – Friday 19<sup>th</sup>**

9:00 – 12:00

**Introduction and Icebreaker session**

We will provide background information about the history and essentials of storytelling, criteria to develop a great story and comparing various types of storytelling. All participants will be involved by discussions and exercises.

Dr. Stephen Wagner, Redelandschaften.de

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12.00 Lunch

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13.00 – 15.45

**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 our messages.

Dr. Stephen Wagner, Redelandschaften.de

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15.45 Coffee Break

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16.00 – 17.00

**The Narrative Spectrum**

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

Dr. Stephen Wagner, Redelandschaften.de

17.00 – 18.00

### **Story Pitching**

Participants will learn to draft a 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

18.00 – 19.00

### **Pitch Preparation**

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

Dr. Stephen Wagner and Dorothy Estrada

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19.00 Dinner

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20.00 – 20.30

### **Introduction to WELTWEIT E.V. and its programme: Empower the Locals**

Kajo Stelter

## **Day 6 – Saturday 20<sup>th</sup>**

9.00 – 10.00

### **Pitch Delivery (contest)**

Participants will deliver their refined project pitch as part of a contest. All participants will be given feedback.

Dr. Stephen Wagner and Dorothy Estrada

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10.00 Coffee Break

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10.30 – 12.00

### **Proposal Writing**

Basic elements of proposal writing and its linkages to good storytelling will be covered, as well as resources for effective proposals.

Dorothy Estrada, Weltweit e.V.

12.00 – 12.45

### **Messages, Plot Points and Story Canvas**

How can we deepen our messages using all senses and including plot points in stories? What's the key message? Having collected the essentials of Storytelling, participants will now summarize their content preparing and delivering short project presentations.

Dr. Stephen Wagner, Redelandschaften.de

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12.45 Lunch

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13.30 – 15.15

### **Learning the language of pictures: Key elements of storytelling using photography**

Participants will learn how to effectively apply images. Input with following exercise and feedback on everyone's photos from the exercise. (Bring your phone/camera)

Anton Sahler, Photographer

15.15 – 16.00

### **Messages, Plot Points and Story Canvas: World Café**

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

Dr. Stephen Wagner, Redelandschaften.de

16.00 – 16.30

### **Summary and Conclusions**

We will summarize and conclude the workshop by discussing learnings and future applications on Storytelling. Questions and workshop evaluations will be finalized.

Dr. Stephen Wagner and Dorothy Estrada

16.30

**End of the workshop**

17.30 – open

**Barbecue Party at Weltweit e.V. headquarter, Talstr. 1 Bad Soden**