

„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 2.- 7. of September

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 equip you with the communicative skills that helps you find partners and supporters
- d) to let you network with students of other disciplines and with relevant organisations

Instructors

Kajo Stelter & Rukayya Mahe
Weltweit e.V.

Dr. Stephen Wagner
Redelandschaften.de, formerly Universität Bonn

Robert Heine
Energypedia Consult

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://forms.gle/fxzQWBUTkfkHLKaR6> Apply before **30. of July**

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

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

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

E: info@welt-weit.org

Programme

Day 0 - 2.9. Monday

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

Day 1 - 3.9. Tuesday

until 8:30

Arrival of the participants and Welcome with coffee & tea at the Evangelisches Gemeindezentrum, Venue address: Zum Quellenpark 26 | 65812 Bad Soden

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 / Rukayya Mahe

Input lecture by the facilitators followed by group work

12:30 Lunch

13:30 – 15:00

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

Kajo Stelter / Rukayya Mahe

Input lecture by the facilitators followed by group work

15:00 – 16:00

Group presentations and panel discussions of group work.

16:00 Coffee Break

16:30 – 17:15

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

Kajo Stelter / Rukayya Mahe

Input lecture by the facilitators followed by group work

17:15– 18:00

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

Kajo Stelter / Rukayya Mahe

Input lecture by the facilitators followed by group work

18:00 – 18:45

Group presentations and panel discussions of group work.

18:45 – 19:30

Introduction and guided tour through the Action Network Worldwide network and learn platform. Please bring your laptops.

Marie Wellenbeck

19.30 Dinner

20.30 – 21.30

Self-introduction of all participants of their previous work/studies

Day 2 - 4.9. Wednesday

until 8:30

Arrival of the participants at workshop venue. Coffee/Tea & Bread will be available.

9.00 – 9.30

Reflection of the previous days and short discussion on improvement of collaboration.

9:30 – 12:00

Introduction to the second part of the workshop and Icebreaker session: Storytelling

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

12:00 Lunch

13:00 – 14:30

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

14:30 – 16:00

Picnic Session at the nearby park: Story Development I

We will enjoy some snacks at the park close to the Messer building and learn about principles of high-quality stories. High-quality stories are complemented by personal passion, connecting facts and emotions..

Dr. Stephen Wagner, Redelandschaften.de

16:00 – 17:15

Story Development II

Return to seminar venue. Discussion of real-world examples and enhancing of messages.

Dr. Stephen Wagner, Redelandschaften.de

17:15 – 18:00

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

18.00 – 19.00

Pitch Preparation

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

Dr. Stephen Wagner, Redelandschaften.de

19.30 Dinner

Day 3 - 5.9. Thursday

until 8:30

Arrival of the participants at workshop venue. Coffee/Tea & Bread will be available.

9:00 – 10:00

Introduction to the third part of the workshop: Monitoring & Evaluation

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

Robert Heine

10:00 – 10:45

Theory I: “Qualitative and quantitative methods”

Robert Heine

Input lecture with Q&A, flashlight round and energizers

11:00– 11:45

Theory II: “Contribution and attribution”

Robert Heine

Input lecture with Q&A, flashlight round and energizers

11:45 – 12:30

Theory III: “Indicator Sets”

Robert Heine

Input lecture with Q&A, flashlight round and energizers

12:30 Lunch

13:30 – 15:00

Group presentations of projects and monitoring plans following discussion with the invited expert

15:00 – 16:00

Practical I: 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)

16.00 Coffee Break

16:30 – 18:30

Practical II: Using Excel as the basic M&E tool

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

18:30 – 19:30

Free time at the park

19.30 Dinner

Day 4 - 6.9. Friday

until 8.30

Arrival of the participants at workshop venue. Coffee/Tea & Bread will be available.

9.00 – 9.30

Reflection of the previous days and explaining how to finalize the project planning

9.30 – 10.30

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

Kajo Stelter / Rukayya Mahe

Input lecture by the facilitators followed by group work

10.30 – 11.15

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

Kajo Stelter / Rukayya Mahe

Input lecture by the facilitators followed by group work

11.15 – 12.30

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 / Rukayya Mahe

Input lecture by the facilitators followed by group work

12.30 Lunch

13:30 – 14:30

Group presentations and panel discussions of group work.

14:30 – 16:00

Putting everything together: the logical framework

Kajo Stelter / Rukayya Mahe
Input lecture by the facilitators followed by group work

16.00 Coffee Break

16:30 – 17:30

External Lecturer: Introducing the D&C magazine

Dr. Katharina Otieno, D&C

17:30 – 19:00

Group presentations of the entire project plan with following panel discussions

19.30 Barbecue at the Weltweit Headquarters: Talstr. 1 | 65812 Bad Soden

20.00 – 20.30

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

Kajo Stelter

Day 5 - 7.9. Saturday

until 8:30

Arrival of the participants at workshop venue. Coffee/Tea & Bread will be available.

9.00 – 10.45

Pitch Preparation & Rehearsal

Project groups can refine their prepared project pitch from the previous day and rehearse it with feedback from the experts.

Dr. Stephen Wagner and Kajo Stelter

11.00 – 12.30

Pitch Delivery (contest)

Participants will deliver their refined project pitch as part of a contest. Invited guests, including press and foundation representatives will be in the audience and in the jury. All participants will be given feedback. The winning project will be rewarded with a project kick-off support.

Dr. Stephen Wagner and guests

12.30 – 13.00

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.

13.00 Lunch

14.00

End of the workshop