

Module 6: Tools for Creating NGOs

NGO European Lesson Plan

Learning Outcomes: On completion of this module, the trainees will be able to:

- ❖ Understand the importance of creativity
- ❖ Use tools for creating an NGO
- ❖ Assess the viability of new ideas
- ❖ Evaluate the basic parameters in social new venture creation

Contents	Instruction Method	Timing (minutes)	Materials/ Equipment Required	Advice/Tips for the Trainer	Assessment/ Evaluation	Further Reading/ Link to Resources
<p><i>Tool 1: Test your idea</i></p> <p>Having an idea for an NGO or a social enterprise is great, but it is necessary to test and develop that idea into a viable project. First of all, it is important to understand the importance of creativity and innovation in this process. Creativity is about producing ideas whereas innovation is about implementing ideas.</p> <p>Then, to test the start-up idea it's important to answer some basic questions. Using 'The Concept Statement' tool, proposed by MacMillan and Thompson (2013), it will be possible to define the problem, specify the proposed solution and understand the socio-cultural determinants. This tool provides questions of the problem/proposed solution and of the socio-political landscape. Using this tool will help to assess the viability of an idea.</p>	Formal presentation	60 minutes	<ul style="list-style-type: none"> • Projector and laptop • PPT slides • Videos with internet connection 	<ul style="list-style-type: none"> • Ask trainees to participate based on their working experience and input from their social environment • Keep asking questions to the participants in order to keep them interested and 	The trainees will understand how to use The Concept Statement as a tool to assess the viability of a new idea for a social venture or NGO	<ul style="list-style-type: none"> • MacMillan, I. C. and Thompson, J. D. (2013). The Social Entrepreneur's Playbook: Pressure Test, Plan, Launch and Scale Your Enterprise. Wharton Digital Press, USA. • https://creative-entrepreneurs.eu/

				invested in the course		
<p><i>Tool 1: Concept Statement - practice</i> After presenting the Concept Statement tool and explaining how it works it's time for practicing. The trainer delivers the activity as described in Annex 5.</p> <p>After the exercise the trainer hosts a short reflection to ascertain how the trainees found the experience. It is important to do it to make sure the participants understood the exercise and how it works so that they can apply it later. As to emphasize the idea of this exercise, the trainer may show the short video on the Module 6 PowerPoint that discusses 5 key points to success for social entrepreneurs.</p>	Presentation and Individual/ Group Exercise	60 minutes	<ul style="list-style-type: none"> • Projector and laptop • PPT slides • Videos with internet connection • Paper and pen • Annex 5 	<ul style="list-style-type: none"> • Make sure to ask the trainees if they have any doubts about the exercise or the results • Comment on the groups' input and generate a debate about the issues raised during the exercise. 	The trainees will be able to use this tool in the future when planning their own projects.	
<p><i>Tool 2: Business Model Canvas</i> In order to introduce this topic, the trainers show 4 short videos (+/- 10 minutes in total) describing how you transform an idea into a business model, how you create a prototype and how you complete the business model canvas tool. After this brief introduction, the trainer will then explain the Business Model Canvas tool covering three main topics: what it is, why we need it and what are the differences between conventional and social new ventures. The 9 elements (building blocks) of the Business Model Canvas are grouped into 3 categories: marketing-related, finance-related and strategy-related. The trainer should discuss the 9 blocks in detail explaining what the importance of each one and how they interact with each other.</p>	Formal presentation	90 minutes	<ul style="list-style-type: none"> • Projector and laptop • PPT slides • Videos with internet connection 	<ul style="list-style-type: none"> • Ask trainees to participate based on their working experience and input from their social environment • Keep asking questions to the participants in order to keep them interested and invested in the topic 	The trainees will understand how to use the Business Model Canvas as a tool to assess the potential of their new idea for a social venture or NGO	<ul style="list-style-type: none"> • Osterwalder, A. & Pigneur, Y., (2010), Business Model Generation, John Wiley & Sons • A business planning guide to developing a social enterprise (http://www.forths.ectordevelopment.org.uk/documents/New_BusPlanGuide.pdf) • A business planning guide for

				<ul style="list-style-type: none"> • Make sure to ask the trainees if they have any doubts about this tool and understand how it works 		<p>social enterprises, Putting the pieces together http://socialventures.com.au/assets/Business_Planning_Guide_for_Social_Enterprise.pdf</p> <ul style="list-style-type: none"> • https://creative-entrepreneurs.eu/
<p><i>Tool 2: Business Model Canvas – practice</i> After presenting the Business Model Canvas tool and explaining how it works it's time for practicing. The trainer delivers the activity as described in Annex 6.</p> <p>After the exercise the trainer hosts a short reflection to ascertain how the trainees found the experience. It is important to do it to make sure the participants understood the exercise and how it works so that they can apply it later.</p>	<p>Presentation and Individual/ Group Exercise</p>	<p>60 minutes</p>	<ul style="list-style-type: none"> • Projector and laptop • PPT slides • Videos with internet connection • Paper and pen • Annex 6 	<ul style="list-style-type: none"> • Make sure to ask the trainees if they have any doubts about the exercise or the results • Comment on the groups' input and generate a debate about the issues raised during the exercise • Make sure to give extra reading material to the trainees so that they can learn 	<p>The trainees will be able to use this tool in the future when planning their own projects.</p>	

				more from home		
	Total time:	4h30				

