

NGEurope

ENGAGEMENT TOOLKIT



ACTIVE CITIZENS THRIVING COMMUNITIES

Partners



Co-funded by the
Erasmus+ Programme
of the European Union

2017-1-PT01-KA204-035759

This project has been funded with support from the European Commission.

This publication [communication] and all its contents reflect the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

www.ngeurope.net





INDEX

1. THE NGEurope ENGAGEMENT TOOLKIT	3
2. NEED FOR THE NGEUROPE ENGAGEMENT TOOLKIT	3
3. ACCESS TO TOOLKIT RESOURCES	4
4. DESCRIPTION OF TOOLKIT ITEMS	5
4.1. Versatile NGEurope stickers.....	5
4.2. NGEurope bookmarks	6
4.3. Useful USB sticks	7
4.4. Project-branded T-shirts	7
4.5. Individual pens	8
4.6. Sustainable water bottles.....	9
4.7. Reusable shopping bags	9
4.8. Project-branded invitations cards	10
4.9. NGEurope project brochures.....	11
5. CONCLUSION	12



EUROPE

ACTIVE CITIZENS
THRIVING COMMUNITIES



1. THE NGEurope ENGAGEMENT TOOLKIT

The NGEurope Engagement Toolkit is comprised of a variety of materials. These materials have been designed to promote the NGEurope project namely to provide key information, highlight the goals and aims of the project, support target group members in their NGO work and increase engagement in the field.

In line with the project's objectives, special attention was paid to the design of the materials ensuring they are environmentally friendly, reusable, and sustainable. These materials include versatile project stickers, reusable water bottles, USB sticks, T-shirts, pens, and shopping bags branded with the NGEurope project logo. In addition to this, the toolkit includes two informative project brochures which were widely distributed during the project.

A corporate identity was established and applied to all materials creating a unified representation of the NGEurope project. This included the project logo of which the graphic and choice of colours reflect the focus on green ideas. Completing the Engagement Toolkit, several branded dissemination materials including newsletters, posters, a flag, a roll-up banner, project bookmarks and invitation cards were produced.

All NGEurope Engagement Toolkit materials as well as the additional dissemination materials are available for free through the project website at www.ngeurope.net.

2. NEED FOR THE NGEUROPE ENGAGEMENT TOOLKIT

The NGEurope Engagement Toolkit fulfils the essential purpose of raising awareness about the project, spreading the ideas and supporting fieldwork completed in the NGO field. This is a particularly important aspect of all dissemination activities as it prepares the ground for further dissemination and a deeper, more meaningful engagement in the project by potential participants as well as target group members in general. Within the project, various engagement toolkit items were used to engage potential participants of the project's training course and immersion programme, new NGO leaders and volunteers. Towards the end of the project, further distribution of the toolkit items (especially in the planned final project conference) was impeded by the COVID-19 pandemic. As the legacy of the project will





continue beyond the project time, however, the items will of course continue to be available beyond the project's end and all interested parties are invited to use the items for their purposes in the realm of NGO work.

The project aims at being inclusive and open to all people currently working in NGOs or planning to do so as well as to potential future NGO leaders. These people interested in NGO work come from different paths of life and various backgrounds, also including disadvantaged groups such as people with fewer social opportunities, less literate persons or people less familiar with conventional methods of dissemination such as social media and internet in general. These people, in particular, depend on concrete fieldwork actions and engaging activities in order to grasp the ideas and benefits of the project and develop enthusiastic cooperation. The NGEurope Engagement Toolkit items were therefore designed to be highly user-friendly, versatile and attractive to the target groups as well as versatile and attractive for a wide variety of people. Additionally, the toolkit items can be used in a variety of situations and for many purposes.

3. ACCESS TO TOOLKIT RESOURCES

Keeping the project's background and underlying ideas in mind, it was decided early on to create toolkit items on a "print on demand" basis. This is essential, as the project does not want to create any unnecessary waste and items that are not used. The project partnership is convinced that the much more sustainable approach of only printing items when they are needed is the much more sensible option for this project.

Even so, however, access to all items in the NGEurope Engagement toolkit is easy, as all items are freely available for the public. A preview can be found in this document and high definition, printable versions of all items can be requested by contacting the following project email address: info@ngeurope.net. Anyone wishing to print and use the items designed within the NGEurope Engagement Toolkit, can get in touch and a set of files optimised for printing will be provided to them.





EUROPE

ACTIVE CITIZENS
THRIVING COMMUNITIES



4. DESCRIPTION OF TOOLKIT ITEMS

The NGEurope Engagement Toolkit items are listed and described below to provide an overview of all available materials. While deciding which kinds of items should be part of the NGEurope Engagement Toolkit, it was important to keep the project's underlying ideas and objectives in mind. This is why special attention was paid to the items being environmentally friendly, reusable and sustainable.

4.1. Versatile NGEurope stickers

The NGEurope stickers are very versatile, as they can be used to brand many different items without having to spend much money. The idea was to create stickers which can be used to turn a variety of “normal” items into NGEurope-branded dissemination gadgets. There are four different versions of the NGEurope sticker available, in order to provide the right size and shape for different kinds of items. The stickers can be used to decorate items such as folders, paper cups, notebooks, mobile phones or even car bumpers – the areas of application are virtually limitless, thus transporting the NGEurope ideas far beyond the actual project participants and highlighting the importance of NGO work.





This image is an illustration of the branded NGEurope look achieved through the NGEurope sticker on a formally simple black folder. This is a good example of the sustainability promoted in the project: folders, previously been used for another purpose, can be rebranded into unique NGEurope folders by mounting the Engagement Toolkit sticker to the front (and thus covering up any other or former branding). This way, folders can be reusable and perfectly fit their new purpose while at the same time reducing waste.

4.2. NGEurope bookmarks



The NGEurope bookmark is a practical, simple tool to hand out during fieldwork, for example in combination with other items, as a small gift or project teaser. The most essential contact information as well as the project slogan are presented on the bookmark.

4.3. Useful USB sticks

USB sticks are interesting gadgets, as they can transport messages in various ways: not only can the NGEurope logo and basic information be printed on them for decoration, but they are also a great way to promote the project's intellectual outputs, as files can be stored on them when they are handed out at events. In addition to this, USB sticks are normally used for a long period of time, which makes them a sustainable gadget and an ideal way to display the project logo.



4.4. Project-branded T-shirts

Branded T-shirts are great dissemination items and can be very useful to attract attention to a topic, which is why T-shirt designs were included in the Engagement Toolkit. Several different versions of the NGEurope T-shirt design were created in order to accommodate as many tastes as possible. The designs can of course also be used on other pieces of clothing such as jackets. A branded T-shirt is a highly effective and also sustainable way to promote the project logo as it can be used for a long time.





NGEurope. Promoting European social cohesion through Leadership and change engagement by NGOs.
 AGREEMENT NUMBER 2017-1-PT01-KA204-035759



4.5. Individual pens

Pens are a great gadget to hand out at project events and during fieldwork in general. They are rather cheap to produce, easy for people to carry around and everybody needs them. To highlight the NGEurope project’s underlying message of promoting a sustainable, social and environmentally friendly society, green pens are suggested in the Engagement Toolkit in addition to classical white and black ones.





EUROPE

ACTIVE CITIZENS
THRIVING COMMUNITIES



4.6. Sustainable water bottles

Reusable water bottles are a wonderful way to decrease the amount of plastic used in daily life, which is why NGEurope opted to include this item in the Engagement Toolkit. Branding the bottles to the project is an elegant way to raise awareness for the project while, at the same time, doing something good for the environment.



4.7. Reusable shopping bags

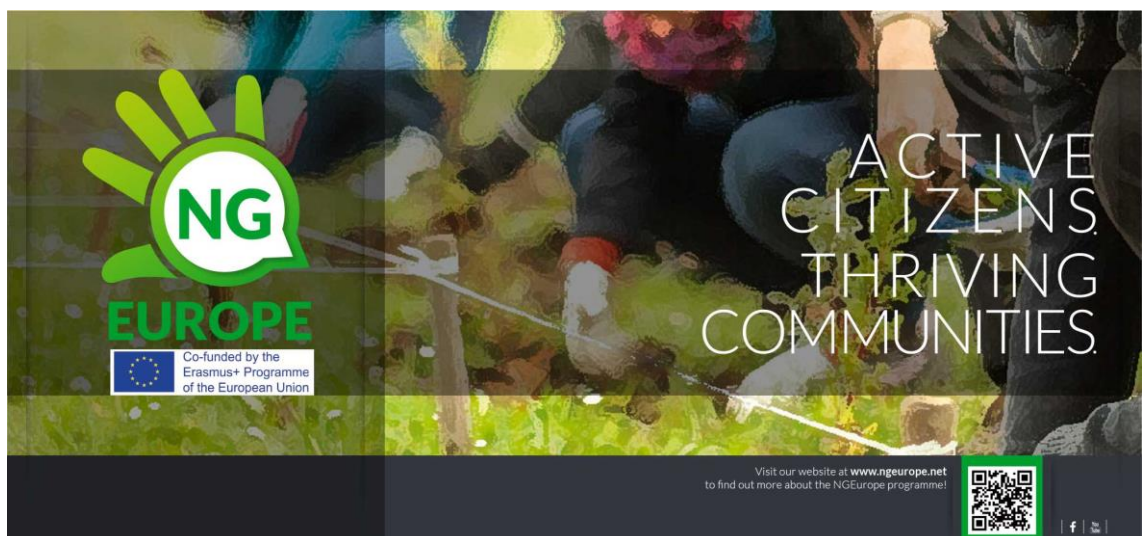
Remaining in the spirit of the project's objective to promote sustainability, and in accordance with the EU's recent ban of single-used plastics, one of the NGEurope Engagement Toolkit items is a reusable shopping bag. These fabric bags can easily be branded into NGEurope items by printing the created layouts onto them. Several different versions of shopping bag designs were created, all prominently displaying the project logo. As an additional added benefit, these bags can be filled with project information, other project-branded gadget and handed out to event participants and during fieldwork.





4.8. Project-branded invitations cards

For any event held in the spirit of NGEurope, these practical invitations cards can be used, displaying the NGEurope branding and slogan. The invitation cards can be filled with information about the event and mailed to potential participants or handed out directly. In addition to this, these versatile cards can also be used as cue cards for trainers, event hosts and moderators, for example for trainers holding the NGEurope training course.





4.9. NGEurope project brochures

Within the NGEurope project, two informative, branded project brochures were produced and handed out to participants at NGEurope events and other interested parties. These brochures provide general project information and also inform readers about certain aspects of the project. A modern and unique layout was chosen for the brochure to attract more attention and make the brochure interesting and engaging.

Throughout the project runtime, the brochures were widely used and distributed at the NGEurope activities such as the training courses and engagement seminars. NGEurope immersion programme participants also received copies of the brochures to give them a good idea of the project's background and goals.

The **NGEurope brochure 1** was published in May 2018 and includes information about the project such as project goals and objectives, target groups, key information and general project outline.

NGEurope brochure 1:



The **NGEurope brochure 2** was published in early 2019 and presents the project's concepts of the engagement seminar, training courses, and immersion programme. It also features an overview schedule of all project training courses.

NGEurope brochure 1:



5. CONCLUSION

The NGEurope Engagement Toolkit offers an interesting variety of products designed to raise awareness, create interest in the project and transport the project ideas. Special attention was given to establishing products which are sustainable, easy to use and versatile, as these factors will ensure an ongoing use of the materials and a far-reaching impact.

All NGEurope Engagement Toolkit materials are available for free through the project website at www.ngeurope.net or directly by contacting info@ngeurope.net.