



GLOBAL ECOVILLAGE

FUNDRAISING & PROGRAMME

DEVELOPMENT

WORKSHOP

15 / 17 December 2014, Ndem, Senegal

AFRICA | AMERICAS | EUROPE | ASIA&OCEANIA

The Global Ecovillage Network is a registered charity: SC043796 and has consultative status in the UN-ECOSOC

www.gen.ecovillage.org



GLOBAL ECOVILLAGE FUNDRAISING & PROGRAMME DEVELOPMENT WORKSHOP

15 / 17 December 2014, Ndem, Senegal

Facilitated by: Steffen Emrich & Jane Rasbash

Attended by: 20 participants - 7 male & 13 female (see attached photo list) from Tanzania, Gambia, Cameroon, Egypt, South Africa, Congo, Germany, Zimbabwe, Namibia, Brazil and Senegal.

Workshop Content: The workshop started with a discussion on the core components of project proposals and this was put into a simple framework. The group split into five teams working on emerging pilot projects and thematic areas. Each group refined their projects according to the proposal components and then presented them to the larger group. The five pilot projects and thematic areas worked on were: -

- Heritage Ecovillage (5 regions in Africa) indigenous peoples
- River of Life - Woman empowerment in Kenya, Congo, South Africa, Namibia, Tanzania
- Pygmy Ecovillage – South Kiru, Beiza National Park, DR Congo
- Bantu Ecovillage Cameroon – World Heritage site
- Greening schools – Malawi, Zimbabwe, Zambia, South Africa, Kenya

The group then gave feedback on the proposals and reworked them considering the input. This was an effective peer led exercise as there were several people in the group who had a high level of experience already and their comments and knowledge were very valuable. The facilitators went on to give input on the project cycle and participatory approaches. It was stressed that the community needs to be involved at all stages – planning – implementing and evaluation for a smooth running project that empowers local people. Thus an ethos of community led projects was introduced. There was a lively group discussion on how to balance needs of the communities with information the donors want. And how to be respectful to donors but not overly led by their requirements. Two of the participants also gave an interesting presentation on another cyclical project design process called Dragon Dreaming. They went through the 4 steps of Dreaming; Planning; Action; Celebration. This was followed by a presentation and discussion on the more formulaic log-frame approach. The group then shared and discussed potential funding sources and the process for fully developing proposals including how to support each other as peers and with GEN in project design and funding. The roles of GEN, GEN Africa, GENOA, CASA, Next GEN etc. were also discussed. The team then went on to co-create the following recommendations for the programme development and fundraising group.

Recommendations and Follow up from Workshop:

1. Identify GEN thematic areas e.g. climate change, food sovereignty, land rights, greening schools etc.
2. Communication Strategy supporting fundraising and programme development in GEN e.g. Links on websites / social networks to open funds / email to group / googlegroup; formal / informal newsletter updates on funds etc; how to link and connect between African groups
3. Sharing Knowledge - more professional videos, magazines & journals to disseminate information and share knowledge; GEN Solutions Library; Internal Newsletter
4. Fundraising Formats & Support Material : - documentation from workshop will be available for participants – this will include a GEN format for basic information for proposals
5. Local Expert Networks - Informal network of people who can support fundraising efforts in their geographic or thematic area
6. Capacity Building – more fundraising trainings local regional training / project management; link to EDEs; online project management / development e-learning; regional gatherings can add in capacity building workshops;
7. GEN official recognition of projects

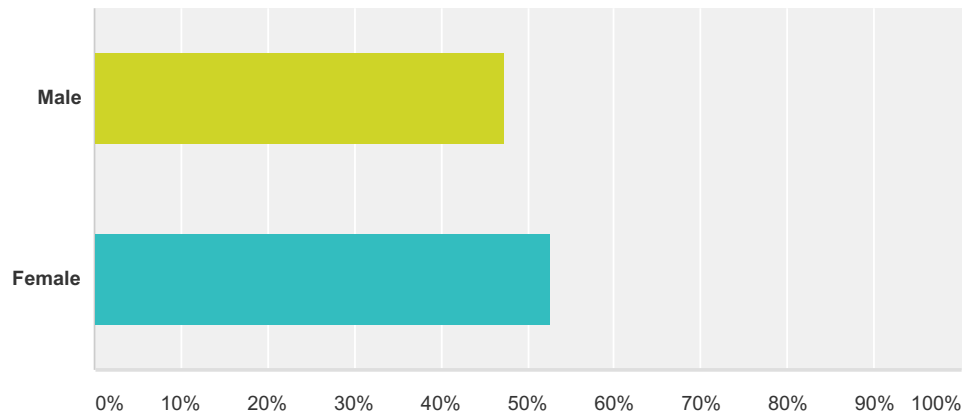
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Q2 Are you male or female?

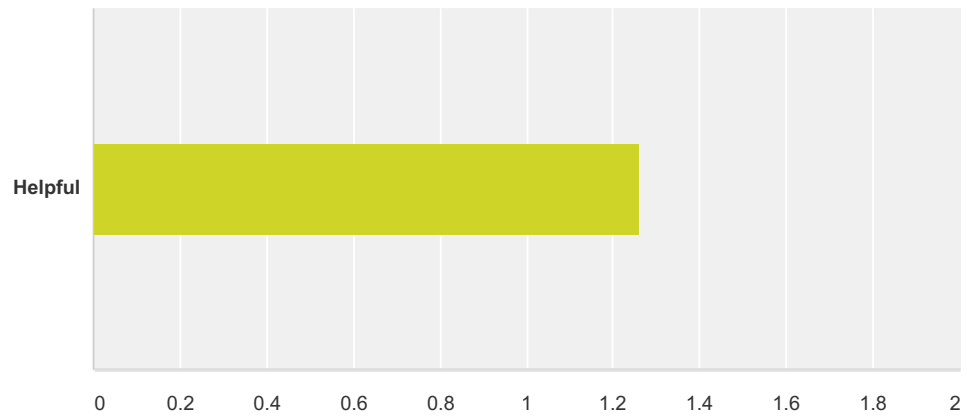
Beantwortet: 19 Übersprungen: 0



Antwortoptionen	Beantwortungen
Male	47,37% 9
Female	52,63% 10
Gesamt	19

Q3 How helpful was the workshop for you?

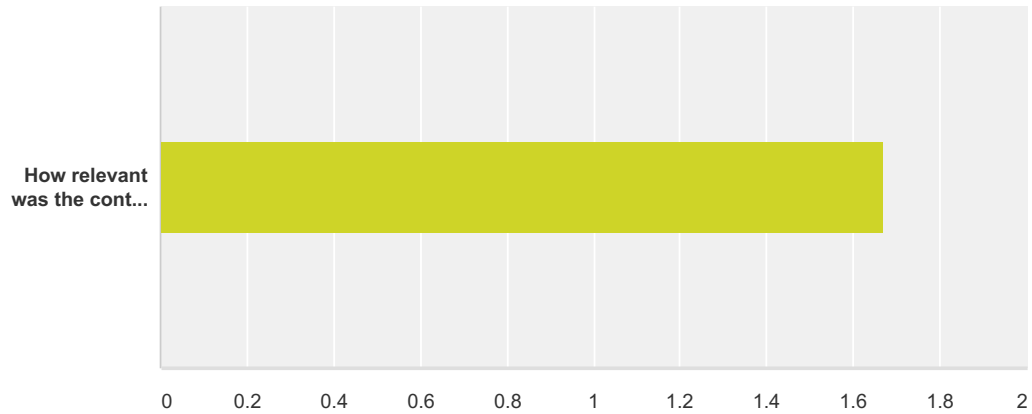
Beantwortet: 19 Übersprungen: 0



	very helpful	(keine Bezeichnung)	ok	(keine Bezeichnung)	not so helpful	Gesamt	Gewichteter Mittelwert
Helpful	73,68% 14	26,32% 5	0,00% 0	0,00% 0	0,00% 0	19	1,26

Q5 Have you used the content of the workshop in your work?

Beantwortet: 18 Übersprungen: 1



	Very relevant	(keine Bezeichnung)	ok	(keine Bezeichnung)	Not relevant	Gesamt	Gewichteter Mittelwert
How relevant was the content in your work?	55,56% 10	22,22% 4	22,22% 4	0,00% 0	0,00% 0	18	1,67

Project Planning Workshop Senegal

Dates 15-17 December 2014 (tbc)

Venue - Ndem

Trainer: Jane Rasbash, Steffen Emrich

Participants: 20

Purpose of the workshop:

Background:

Throughout the world, there are many GEN-related project ideas. Most of them can easily start without any support from outside. Some can organize the support needed themselves. Still, sometimes technical or financial support is needed from outside. The GEN-International programming and development team wants to support these projects. Support is always on request only. Specially when it comes to financial support, GEN-International does not have the financial resources to act as a donor. Fundraising is necessary. In order to raise our chances with big international donors, we need to follow their rules and procedures. This fundraising workshop shall support the capacity building in proposal writing. It is designed as a training workshop as well as a hands on workshop for those who are currently working on proposals. Through peer-feedback sessions and professional supervision we want to bring those project proposals to a stage, where we can actually start looking for funding.

Main Context:

- Introduction into fundraising
- Some funding lines in Europe (we have to select some i.e. Bulldog, Scottish Government, GERMAN-BMZ and AA, EIDHR....)
- Expectations from the donor side - Why do they give us money (sometimes :-)?
- How to write a proposal (including Logframe and Budget) - for those who want to apply directly
- What information do we (fundraising team) need to be able to support you? - for those who would need support
- Minimum standards for documentation

Target Group

- Participants who are currently developing projects
- Participants with projects GEN-Africa/CASA/GENOA/GEN-International would like to support (keeping in mind that GEN might be the official Applicant at the end)

Proposed Agenda:

Day 1 Project Cycle Management

1	45 min	Welcome to the course
2		Introduction of Participants - trainers Expectations
3		Introduction into the workshop
4	45 min	Donor Expectations
5	45 min	Project Cycle Management - Introduction
6	45 min	Main content of a proposal

Afternoon session

1	4*45 min	working on concrete proposals
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Day 2 Logframe

1	45 min	What is the Logframe Approach?
2		How to read a Logframe Matrix
3	60 min	exercise Logframe
4	30 min	What is an Indicator? SMART
5	45 min	how to transfer a Logframe into a budget incl. little exercise

Afternoon session

1	4*45 min	working on concrete proposals
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Day 3 Monitoring and Evaluation / GEN-Procedures / Donor expectations

1	45 min	Monitoring and Evaluation
2	45 min	Funding Lines – How to find a donor
3	45 min	Procedures within GEN-International / GEN-Africa
4	45 min	Minimum documentation standards

Afternoon session

1	4*45 min	working on concrete proposals
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Global Ecovillage Summit
Workshop on Fundraising and Project development
Ndem, 15.-17. december 2014

List of participants :

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