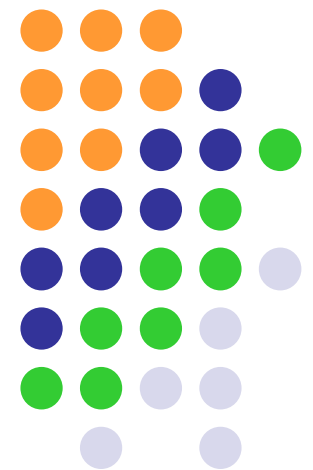


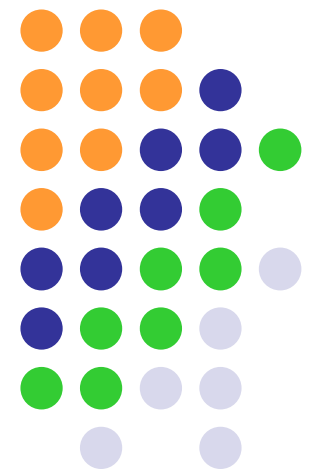
# Project

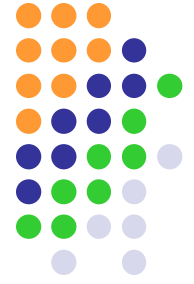
## Management & Implementation



# UNOY Peacebuilders

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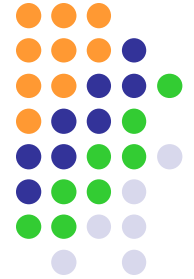




# UNOY Peacebuilders

- Established in 1989
- Located in The Hague, Netherlands
- Network of youth-led organizations:
  - 42 member organizations
  - 350 affiliates





# Our mission

- We embrace and cherish values of non-violence, diversity, inclusion and participation
- We are working towards establishing peaceful societies. In order to do so, our mission is to:
  - To link up young people's initiatives for peace in a global network of young peacebuilders,
  - To help empower their capacities and
  - To help increase the effectiveness of their actions.





# Main projects in 2011

## **ADVOCACY:**

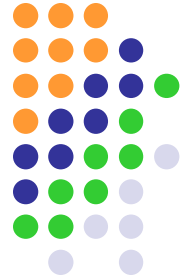
- Advocacy Training for EUROMED
- Hague in Peace – International Day of Peace

## **GENDER PROGRAMME:**

- Publication of a gender toolkit
- Global youth peace conference
- Gender Training in Armenia

## **COMMUNICATIONS:**

- New website
- New logo and visual identity



# What is project management?

- Project Management is the discipline of planning, organizing, and managing resources to bring about the successful completion of specific project goals and objectives.
- A project is a finite endeavor—having specific start and completion dates—undertaken to create a unique product or service which brings about beneficial change or added value.

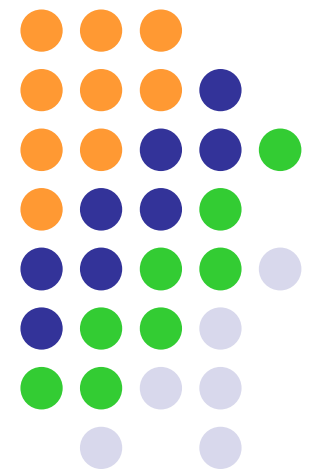
# Project management phases

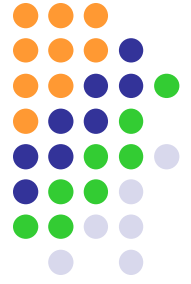


1. Initiation- needs and stakeholder analysis
2. Formulation of aims and objectives
3. Plan of action
4. Implementation
5. Monitoring and evaluation

# 1. Initiation

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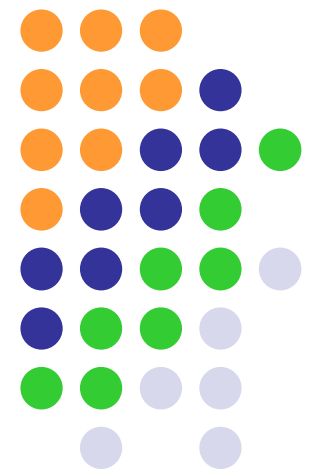
# The W phase

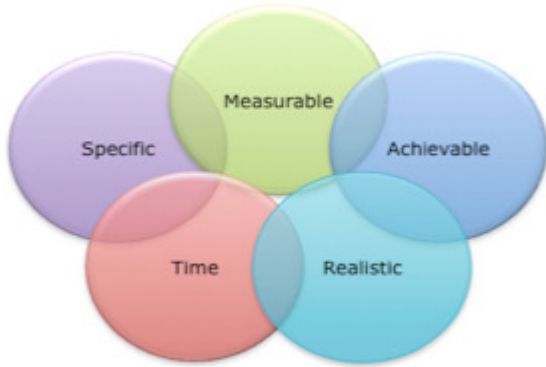
1. Who are you, for whom, with whom?
2. What are you going to do?
3. Why?
4. Where?
5. When?
6. What results do you expect?

→ 6 questions to understand your project and sell it to the sponsors and the public

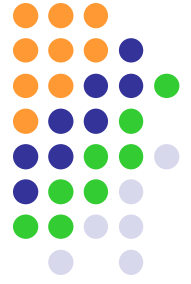
# 2. Objectives & Aims

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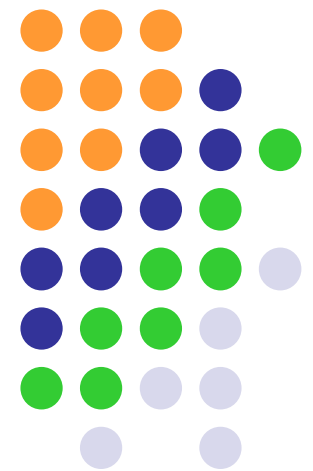
# SMART Objectives

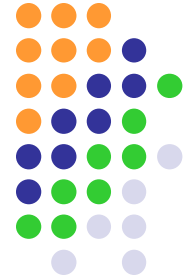


- **S**pecific >>> goal and methods are clearly defined
- **M**easurable >>> objectives are measured numerically
- **A**chievable >>> human possible, project has all need resources
- **R**elevant >>> has to make sense, not just be SMA!
- **T**ime framed >>> deadlines... and meet them!

# 3. Plan of action

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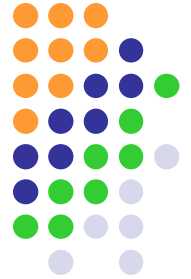


# The SWOT analysis

Identification of SWOTs is essential because subsequent steps in the process of planning for achievement of the selected objective may be derived from the SWOTs

<p><b>Strengths</b></p> <p>→ Characteristics of the project or team that give it an advantage over others in the field</p>	<p><b>Weaknesses</b></p> <p>→ characteristics that place the project at a disadvantage relative to others.</p>
<p><b>Opportunities</b></p> <p>→ <i>external</i> chances to make greater sales or achievements in the environment</p>	<p><b>Threats</b></p> <p>→ <i>external</i> elements in the environment that could cause trouble for the project</p>

# Budgeting



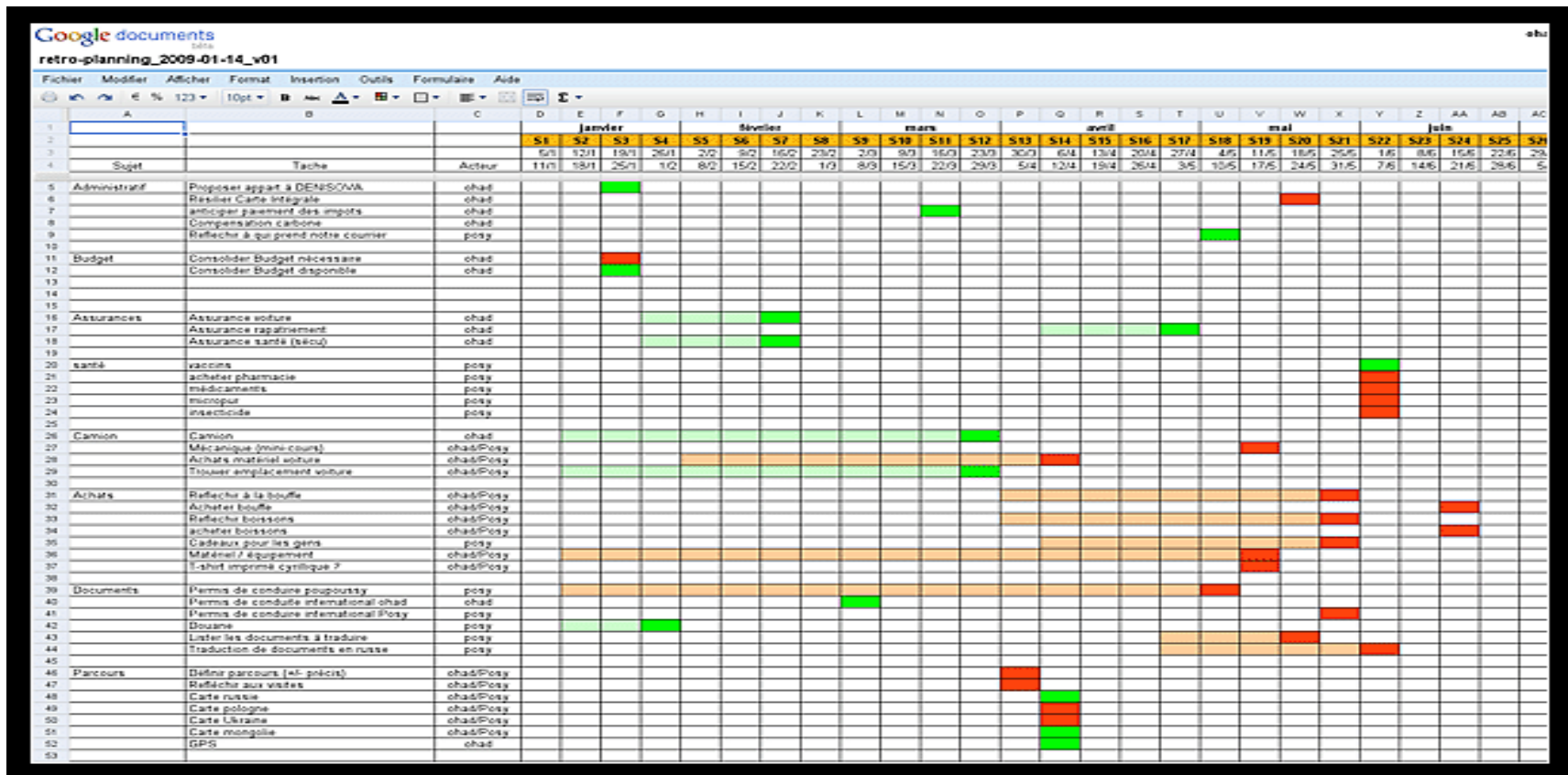
= planning all expenses and revenues

Expenses	Revenues
<ul style="list-style-type: none"><li>-Rent a venue</li><li>-Catering</li><li>-Staff salaries</li><li>-Promotional material</li></ul>	<ul style="list-style-type: none"><li>-Sponsoring</li><li>-Tickets sale</li></ul>



# Timeline

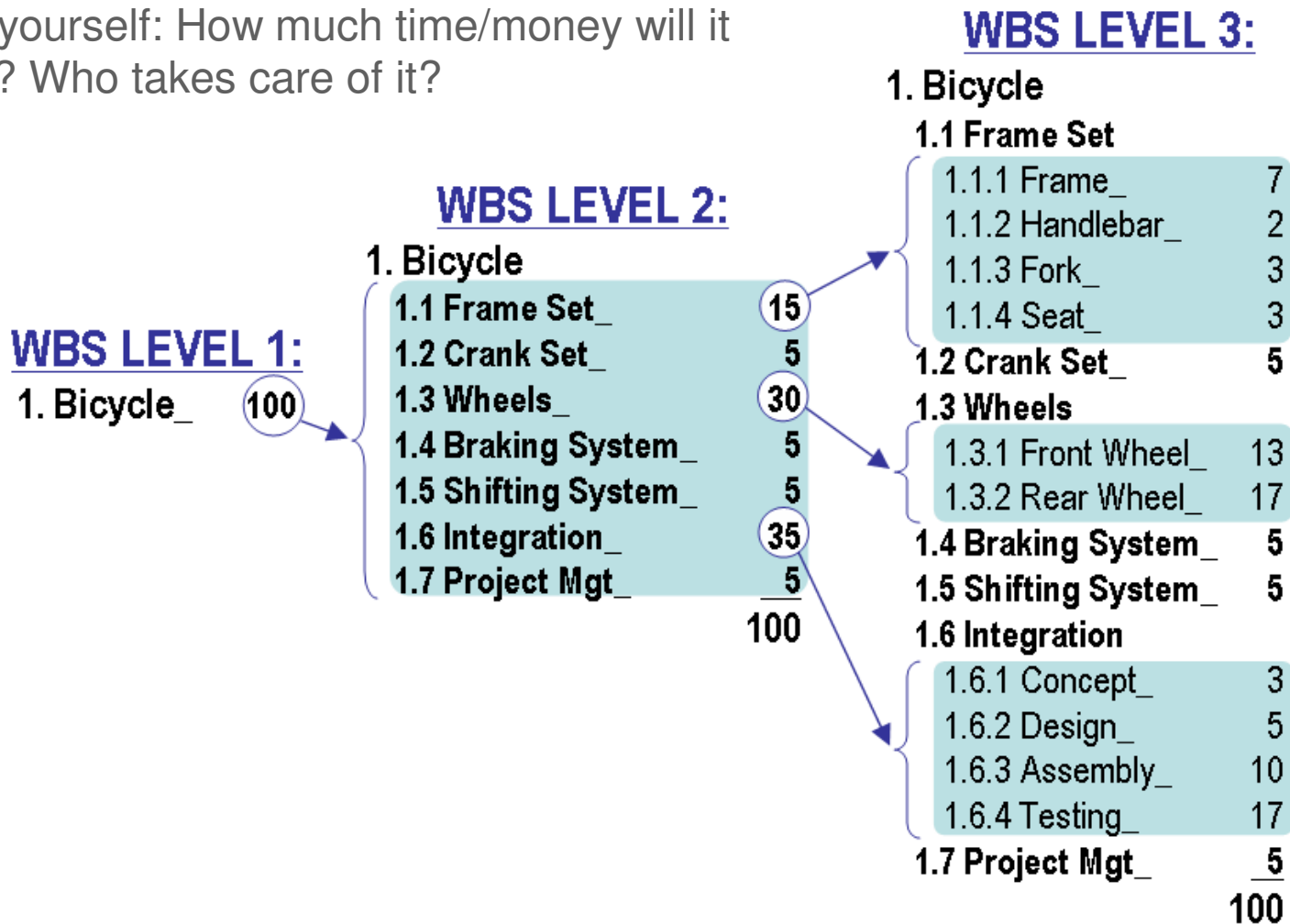
- Assess how much time will be needed globally and in detail and plan the whole project





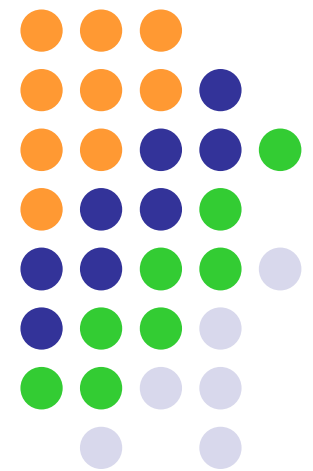
# Work Breakdown Structure (WBS)

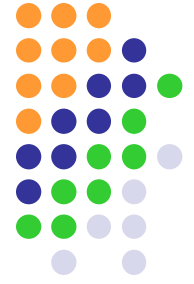
There are always sub-activities or sub-tasks.  
Ask yourself: How much time/money will it cost? Who takes care of it?



# 4. Implementation

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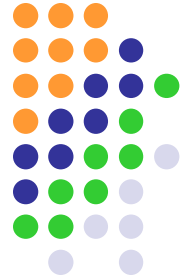




# Developing your project

- Develop the idea
- Write a:
  - concept note: summary of the project: idea, aims, targets, partners, prospective budget/timeline
  - project proposal: all details are needed!!!

# Partners



- Find partners and make clear who does what
- Partnership agreement with deadlines
- A written proof is always better!

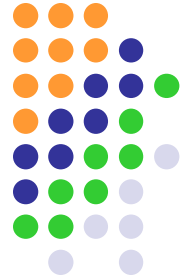
# Fundraising



- Types of donors:

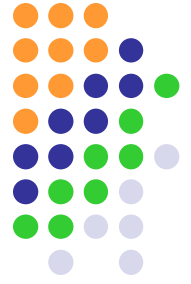
<p><b>Corporate : Important Social corporate responsibility (CSR)</b> <i>Promote your project to corporate friends and get in touch with their HR colleagues!</i> <i>Create Corporate packs which include flyer, project related material, business card, annual timeline of events etc</i> <i>Set up meetings with corporate donors in their offices</i></p>	<p><b>NGO</b> <i>Get business cards or search the internet!</i> <i>Make first contact and update the donor database</i> <i>Set up timeline of deadlines and ensure applications are made on time!</i></p>
<p><b>Government</b> <i>Use the grapevine and get tips from other NGO friends!</i> <i>Make first contact and update the donor database</i> <i>Set up timeline of deadlines and ensure applications are made on time!</i></p>	<p><b>Sponsor</b> <i>Keep an eye out for these people at various functions and get their business cards!</i> <i>Call them up and invite them to visit the UNOY head office and to meet the team or invite them to the next event!</i></p>

# Fundraising do's and don't's



Do's	e.g Don'ts	Scenario
<b>Be On Time</b>	<i>Be Late</i>	<i>Submit an application one day after the deadline (and miss out on a EUR 35k grant)</i>
<b>Keep It Simple</b>	<i>Overcomplicate</i>	<i>Try and create new flyers for a donor instead of using templates and run out of time!</i>
<b>Maintain Structure</b>	<i>Become chaotic and unstructured</i>	<i>Forget to follow up on a call made to a donor and create a bad relationship!</i>
<b>Promote UNOY</b>	<i>Miss a fundraising opportunity</i>	<i>Forget to collect business card of a person that seemed interested in your project/organisation</i>
<b>Learn From Others</b>	<i>Miss a learning opportunity</i>	<i>Forget to let the fundraising team know of a good NGO website which appealed effectively to corporate donors - forego an opportunity to build on something which has already worked!</i>

# Advertising

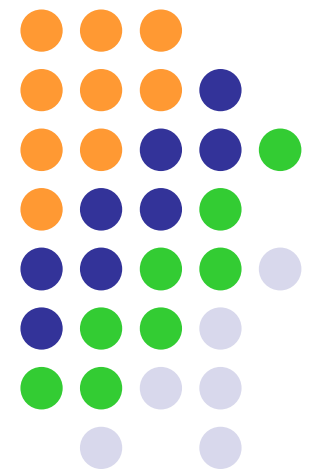


Target audience and get known!

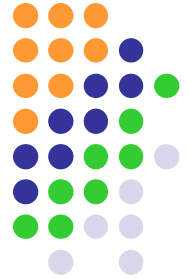
- Website
- Facebook
- PR: press release, press pack
- Viral buzz
- Network

# 5. Monitoring / Evaluation

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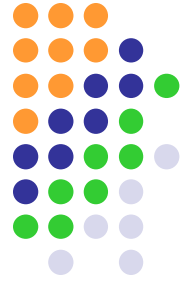


# Monitoring & Evaluation



Why do you need evaluation?

- To assess achievements
- To check effectiveness
- To develop further
- To re-commit people/public/volunteers/sponsors

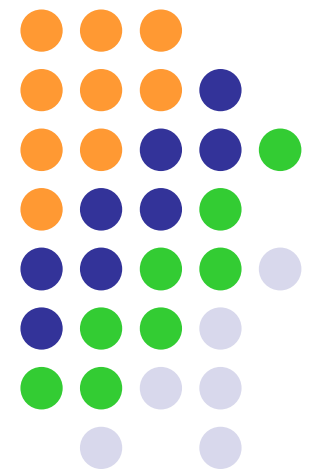


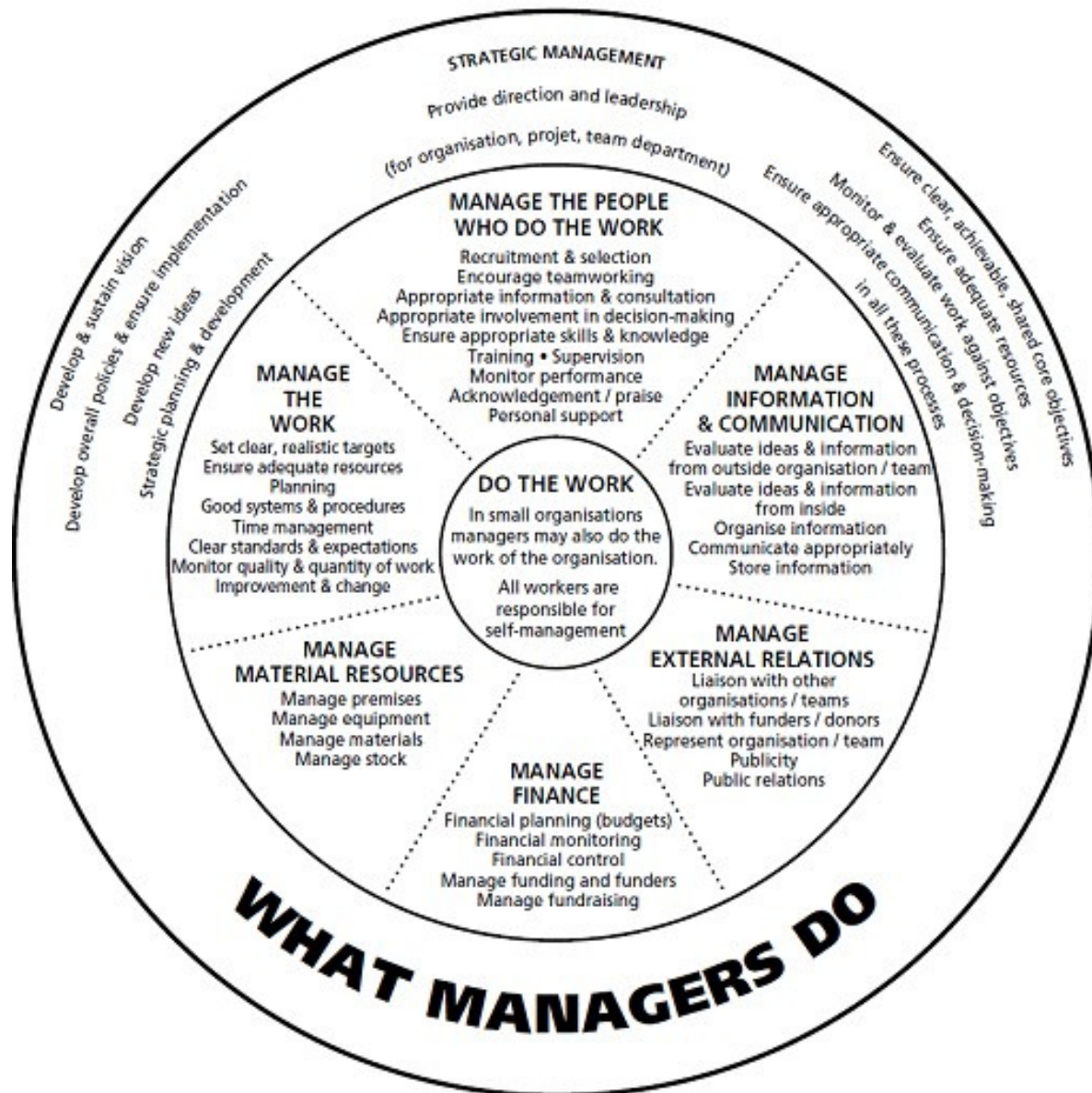
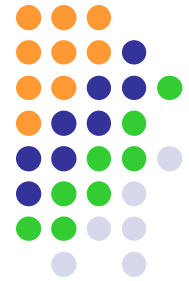
# How to evaluate

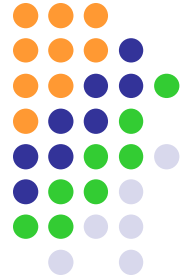
- Quantitative
  - Define KPI = Key Performance Indicator
  - Numbers!
- Qualitative:
  - Questionnaire or interviews
  - Comments on blog...

# Managing a project

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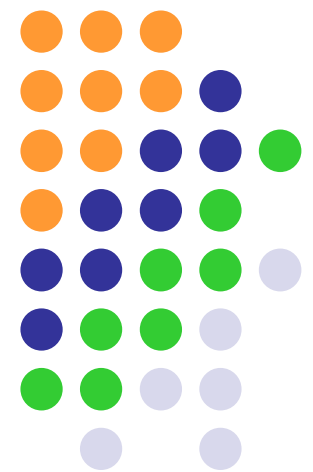


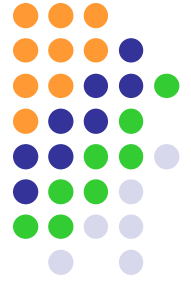


# A project manager must be

- **An organiser**, with capacity to understand, plan and co-ordinate efforts and resources to meet the objectives
- **A strategist**, able to set clear long and short-term objectives, keeping these in mind together with the reasons for the project's existence
- **A motivator**, with skills and attitudes enabling him/her to motivate and commit people to the project or to participate in it (workers, volunteers, young people)
- **A fund-raiser**, with knowledge and confidence to apply for funds to administer and account for them with integrity and competence
- **An activist**, in the meaning of someone able to spot initiatives and to organise ideas into meaningful social actions with clear values evolving over time
- **A visionary**, someone able to imagine social innovation and change
- **A community worker** with particular concern for the affairs of the community or/and organisation he/she are involved in,
- **A social worker**, capable of caring for people without replacing them, i.e. instilling in them the motivation and confidence to take part in shaping their own future and realising their projects
- **A teacher and a learner** capable of empowering people while at the same time being able to learn from the experiences and use that for the organisation, project or community – monitoring and evaluating a process in relation to the objectives, changing plans and ultimately objectives in relation to the circumstances

# Tips





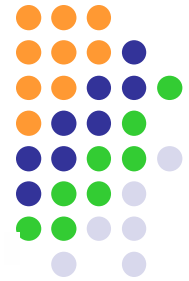
# Threats of each project

- Time: there is never enough of it!
- Scope: want to do too much in too little time => focus
- Cost: budgeted amount available is always less than the money we need!

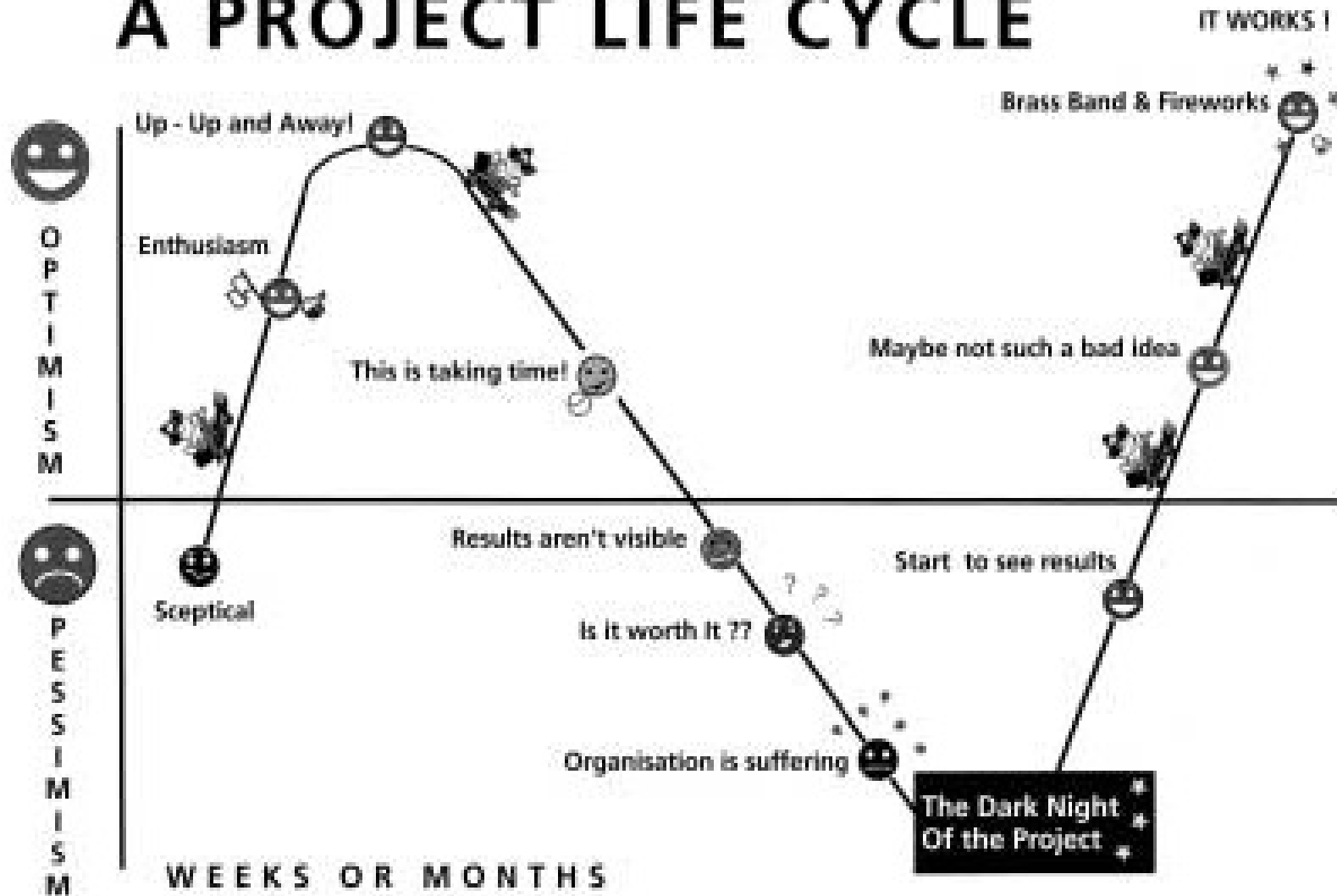


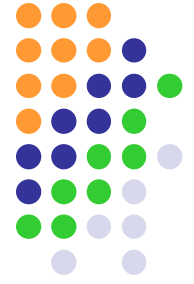
# Oh so true quotes

- “Remember the carpenter’s rule: measure twice, cut once”
- “by failing to prepare, you are preparing to fail” B. Franklin, American statesman, scientist and philosopher



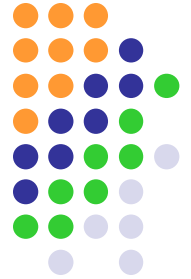
# A PROJECT LIFE CYCLE





# The Oh.... moments

1. Oh, boy! >>> fun & enthusiasm
2. Oh, shoot! >>> reality sinks in... obstacles are visible
3. Oh, well! >>> assessing the difficulties but rewards/benefits are worth the effort
4. Oh, wow!!!! >>> great results achieved!

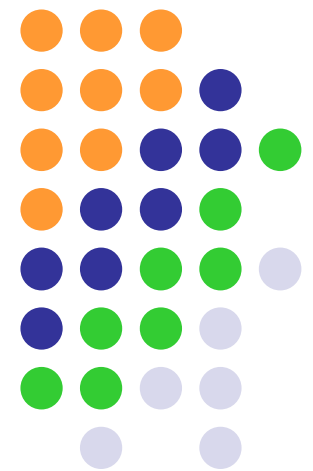


# Exercise

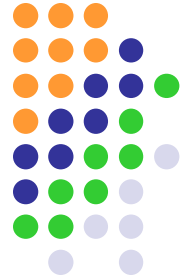
- You want to organize a concert in The Hague to celebrate the International Day of Peace (21 September each year), 100 participants, target audience: 16-24 years old, international students
- Each group works on 1 step of the process:
  - SWOT + writing a concept note
  - Budgeting
  - Fundraising
  - Advertising
  - M&E
- 1 representative of each group summarizes the group inputs

# Thank you for your attention!

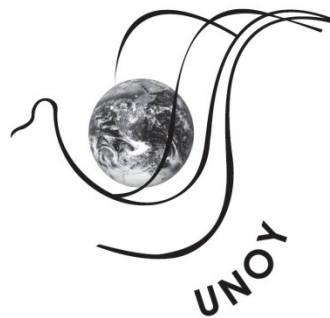
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# Contact



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