



Doing projects – the right way!

A booklet full of ideas, tips and suggestions
to plan and implement project ideas for a
more sustainable world

Welcome!

With this booklet we would like to help project initiators like you who want to make the world a little bit more sustainable – no matter how small or big the project is that you want to realise, whether it's digital or analogue, short- or long-term, and no matter where it is: in school, in your neighbourhood, or in an organization!

That's why you will find an introduction to project management here, and the presentation of a project process with really practical methods. Depending on which stage your project is at, you can find the method to suit you.

We hope you have lots of fun with your project!



About us:

We are the team for youth participation at the donation based foundation **Stiftung Bildung**. With funds we received from the **Federal Ministry for Education and Research (BMBF)**, we launched a youth participation project in the summer of 2017 – **Education for Sustainable Development (ESD)**. And the reason is that education in Germany is to become education for sustainable development. To this end, **representatives from more than 350 organisations from civil society, politics, education and business, and also many citizens** have jointly prepared an action plan in which young people are to participate. The team for youth participation at **Stiftung Bildung** guides and supports the young people in this venture. You can find out more about us and our work in German on our website www.youpan.de.



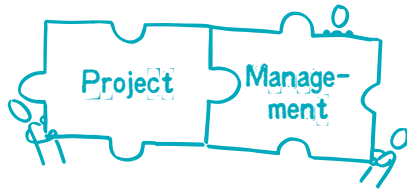
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What is project management?

Project management – we will get closer to this concept now, step by step. For your project, you don't have to re-invent the wheel, but rather you can build on the experience of others. And these others have written down in various places what the dos and don'ts are in project work.



How exactly does this work?

As we see it, a project is an undertaking complete in itself. Projects are planned and realised by a group of people over a certain period of time.

A project can be divided up into different phases. They all contain various goals and tasks. The phases can be illustrated as a closed loop. This is called a project cycle: an instrument used to understand and to plan projects.

On the Internet or in books about project management, you will often find this cycle with even more phases. Depending on how much experience you have gathered already, you can of course work in smaller steps.

Our project sequence includes five single phases which divide the project into the most important stages and easily manageable sections. Since these phases can be repeated, for example, when a project is being revised, the sequence is illustrated as a circle.



Project	Management
<p>Projects are normally measures complete in themselves, and can be evaluated after finalization. People who are following a common objective get together for a certain period of time to achieve this. In this process, they try to change an existing situation or to solve an existing problem.¹</p>	<p>The concept of management comes from English (management = steering, administration). Management means the active shaping of a process, in which a process is structured through active and planned activity. To be included in this are the resources available (Who is working with us? How much money? Which material do we have? etc.) and which hindrances are to be overcome.²</p>

So both concepts together describe the targeted implementation of ideas or overcoming challenges. This is about approaching a project idea systematically in order to increase the chances of being able to realise it, too.³

1 Drews, G.; Hillebrand, N.; Kärner, M.; Peipe, S.; Rohrschneider, U. (2014): Praxishandbuch Projektmanagement. Freiburg: Haufe-Lexware GmbH & Co. KG, Pages 19 – 20.
 2 Kessler, H.; Winkelhofer, G. (1999): Projektmanagement. Leitfaden zur Steuerung und Führung von Projekten. Berlin: Springer-Verlag, Page 10.
 3 Same publication.



The first phase covers the clarification of the project goal and the wh-questions:

- › Who works with whom?
- › What change do we want to initiate?
- › How much time do we want to take for it?

In the second phase, the undertaking is examined:

- › Is our project feasible?
- › Whom or what do we need for it?
- › What could go wrong and how do we prevent this?

An important step in order to avoid frustration, and to save a lot of work!

Planning the measures to be implemented takes place in **the third phase**.

At this point, concrete tasks are planned and shared out:

- › What is to be done?
- › By when?
- › Who does it?

The work finally becomes visible in **the fourth phase**. It includes the implementation. It doesn't matter whether it's a workshop or creating a product, now you and your project are standing in the limelight.

The fifth phase shows that a project is not yet completed, even now, since after you've patted each other's back, there are still a few small "details" to be seen to. For example, the documentation or settling the accounts.

In this bullet point, you have got to know the five phases of the project sequence. In order to process these phases, there are many different tools in the next and largest section of this booklet.



In the following, you can find a suitable method for yourselves for every phase of the project. The methods are described briefly and contain hints to help you to decide what would fit you best. You will find these in the boxes directly before the description of the method.

Phase 1: Start the project



At the first stage of a project, all you want to do is to get it moving – at once. However, if you can just be patient for a moment/stand it for a while longer, even though you're champing at the bit, you can set the course for the success of your project by completing the following tasks:

Become a team:

- › Look for people who also like your project idea. You are stronger together.
- › Who can contribute what kind of motivation? Meet for a soft drink and tell each other about it.

Define the parameters:

- › You can do this, for example, by answering the wh-questions: What? When? Where?

Discuss the way you want to work:

- › When, where and how often do we meet? Which communication channels do we use?

Formulate the goals:

- › For the success of a project, it must be clear to all participants why it is important to reach this goal. Details have to be taken into account, but are not a project goal. Goals are put into writing and have to stay flexible. The goal is the actual state that you would like to achieve with your project.

Now we will present you with three methods of formulating your project goal:



SMART

Only five questions until you have a professional formulation of your goal. Just the right thing for inexperienced groups and structured minds.

A SMART goal is essential for the success of a project. You can check for yourselves whether a goal is SMART. The five letters in SMART stand for:

S = specific:

You want to tackle a specific challenge.

M = measurable:

You can examine whether you have reached your goal.

A = attractive:

Your goals are interesting for you and other people.

R = realisable:

You set yourselves goals which you can also reach.

T = timed:

You can reach your goals within a certain time and plan accordingly.

Example

Climate-friendly school

Our goals are:

S = Reduce CO₂ emissions (in front of the school)

M = organise three workshops

A = cool, interactive workshops

R = inform one grade level

T = by the end of school year

Goals pyramid

(Short-, medium- and long-term goals in the pyramid)

An easy method for looking at project goals as a team. Can be managed without huge creative talent.

Example

Fair trade cocoa on sale everywhere

Vision:

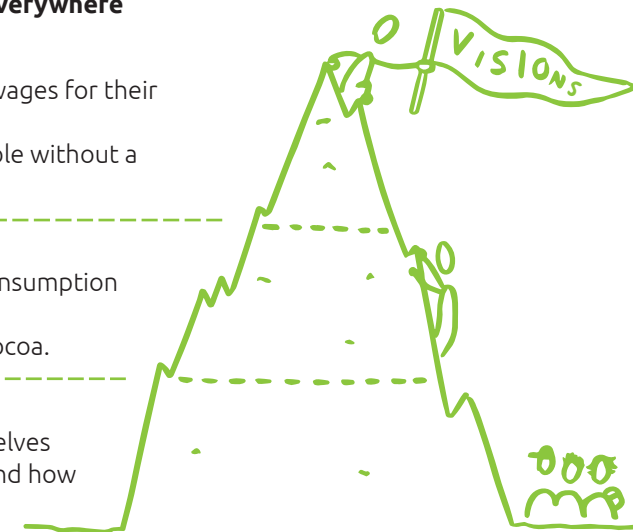
- (All) people are paid fair wages for their work
- Make consumption possible without a bad conscience

Medium-term goal:

- People reflect on their consumption of cocoa.
- The café sells fair trade cocoa.

Short-term goal:

- People can inform themselves about cocoa cultivation and how it is sold.



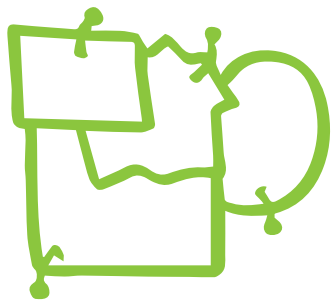
Put your visions together, that means a status that you would like to achieve with your project. From these, you can derive goals which are to be surmounted as “stages” on the way to this vision.

For example, a short-term goal is education or information about a certain topic or the sale of a product. Medium-term goals could be the possibilities now available to people through this information or article. To become empowered yourself or to rectify social evils through your empowerment are the visions that sustain the project.

These goals provide a great basis for your milestone and measures plan.

Visions – make a collage

For creative minds. A great method to have the project goal literally in front of your face. Needs material and a little time.



For this method, you will need old magazines, newspapers and handicraft materials.

Using everything you have available, you each create a collage about the goal of your project. This could be the futuristic youth club, a zero waste café or a fully accessible fairground.

You can also draw, make pottery, dance or create a mandala from natural materials, depending on what fits you and your project.

Tell each other what your idea of the changed situation or the solution to a challenge looks like.

The whole work of art is even more exciting if you use different materials. This picture is your vision and its purpose is to motivate you.

Phase 2: Examine the project

In the second phase of our project cycle, you will examine your undertaking.

At this point, you take a look at the money, time, material and resources that are available to you. Checking the feasibility of the project helps you to plan your measures accordingly in the next phase.

This includes:

- › Where are obstacles?
- › Who will support us?
- › Which resources do we need: money, time, people, material,....?
- › (How) is our plan realisable?

In the following, you will find our favourite three methods for the “Examine the project” phase.



Four-field boards

The four-field board method is very suitable to visualise a project. Particularly within a group, you can easily gather different perspectives of the project with it. These will help you to keep the overview of upcoming steps and challenges. We will show you two variants of the boards: SWOT and GPSP.

SWOT



Do you have a concrete goal in mind? Then it's time to think about which resources are available to you:

- › Who is collaborating on the project?
- › How much money,
- › Time and
- › Material are available?

SWOT is the abbreviation for the English method and stands for: **S**trengths, **W**eaknesses, **O**pportunities (or chances) and **T**hreats (or risks).

Enter which strengths and weaknesses you see in your project idea, and which opportunities and threats could arise. You can create a poster to this end, work at a board or use four pieces of paper with one question each.

Example Climate-friendly school

Which strengths does our project have?

- Students and teachers show interest
- It is specific and measurable

Which weaknesses does our project have?

- We ourselves don't know so much about the topic
- No money for workshops

Which opportunities arise from the strengths?

- Find funds for the workshops
- Find external partners

Which threats arise from the weaknesses?

- Students and teachers show no interest
- Head of school has to be persuaded

Using this method, you can also make the connections clear, since the strengths of the project often let the threats become fewer. For example, you can find alternatives if you don't have the necessary material available. Or a teacher who is supporting your undertaking can perhaps help you to convince the teaching staff of your idea.

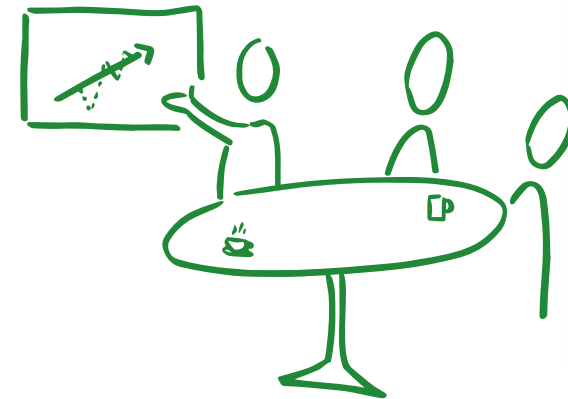
Stakeholder analysis

Is your project initiating a big change? Will you be approaching and challenging people? Then take some time to look really closely at the surroundings where your project is taking place. Method for doing advanced-level project management.

Stakeholder is the specialist English term for people, clubs or groups who have an influence on your project or hold opinions about it.⁴

The point of this method is to see who could have what kind of influence on your project. As a consequence, you can take negative or positive effects from outside into account when planning the measures. The results of the stakeholder analysis are also a basis for your public relations work. The stakeholders can be examined for:

- Their influence on other participants in the project
- Their collaboration (financial, conceptual, technical etc.)
- Their attitude to the project



⁴ Burghardt, Manfred, Projektmanagement: Leitfaden für die Planung, Überwachung und Steuerung von Projekten. Publicis Publishing, Erlangen, 9th edition, 2012. Publisher: Siemens Aktiengesellschaft.

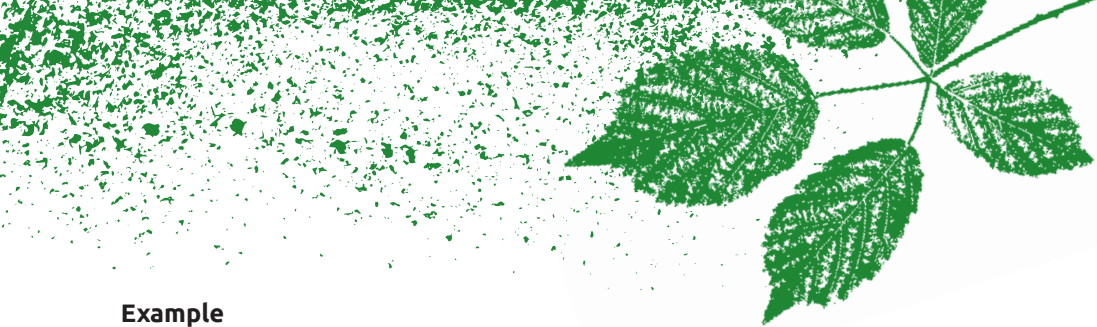
GPSP

A further variant of the four-field board is the GPSP analysis. This method demonstrates that all your deliberations and planning steps should be thought of from the viewpoint of your goals. GPSP stands for **Goals – paths – support – problems**. You can transfer your goals from the SMART method (cf. page 8) or from the goals pyramid method (cf. page 9).



Example Climate-friendly school

	<p>Which paths lead there?</p> <ul style="list-style-type: none"> - Acquire funds - Convince teachers
<p>Which goals are we pursuing?</p> <ul style="list-style-type: none"> - Inform co-students - Animate students to act - Reduce CO₂ emissions - Make school more attractive 	<p>Whom can we win as support?</p> <ul style="list-style-type: none"> - Parents' council - Teachers - Experts from an environmental organisation
	<p>Which challenges could turn up?</p> <ul style="list-style-type: none"> - No money for workshops - Students not interested



Force field analysis

Example Fair trade cocoa on sale everywhere

Stakeholder	Attitude to the project	Affected by the project through....	Influence on the project	Can exert influence on the project through...
Name of club, person, interest group)	(positive, negative, neutral)		(little, medium, big)	
Residents of the street	neutral	visits to the café	quite big	more or fewer visits to the café
Other businesses in the street	more negative	competition	medium	cheaper cocoa

Once you've put together possible stakeholders, enter their attitudes to the project. These can be derived from talks you've had with them, or from experiences from previous projects. However, in order to be really sure, you should always check with them. It's easier for you to comprehend how the stakeholders' opinions are formed if you consider to what extent they are affected by your project. Depending on how strongly a stakeholder is involved, how financially strong he is, or how famous, his influence on the project is correspondingly greater or less.

If the result of the analysis shows that a very influential stakeholder has a negative attitude towards the project, then you should deliberate on whether your project goals were presented to him transparently and logically enough, or how you can convince him about your project.

Discouraged by the stakeholder analysis? Take heart! There is another, easier method for viewing the influence of other people on your project.



This method really helps when taking decisions.

The point of the force field analysis is:

- To contrast the negative and positive effects on the project and to visualise them,
- To get the project participants to reconsider all the arguments that have an influence on a decision, and
- To deliberate on the roots of a problem and its solution.

The topic is written down on a large sheet of paper, a board or similar, and the desired goal status is defined.

Fair trade cocoa on sale everywhere

Topic and setting the goal

Driving forces +

Impeding forces -

Up to now, cheap price for cocoa →

People's interest in fair consumption ←

Supporting the café ←

Phase 3: Plan the project

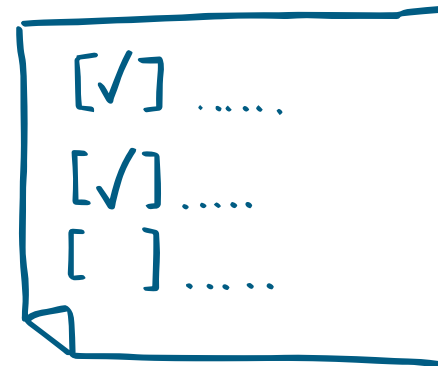


Forces, that is, circumstances or (groups of) people that support the process are entered in the left column. Forces that cause the opposite are put into the right column.

Now you give the forces priorities. Do financial forces play a bigger or smaller role in this case than, for example, forces of time? You can mark this with arrows in different sizes, for instance. This part of the method is the most time-consuming. It can also lead to heated discussion among the project team members.

The biggest arrows in the negative direction should be processed and neutralised as far as possible. To this end, consider how you can counteract these challenges. Positive arrows should be developed and used to compensate for the negative ones.

The third phase of a project is the part with lots of notes and tables. There are ways to organise this transparently, and so that it is helpful for the project. This phase includes writing down exactly what has to happen in order to reach your goal: who buys what, what you still need, who is to be invited, and so forth....



This includes:

- › Who works with whom?
- › Set up a timetable
- › Approach partners
- › Write plans
- › Share out tasks



So that you don't lose track of anything, we want to introduce three different methods to you.

Milestone plan

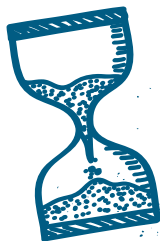


We recommend this method for every project. It makes sense to divide the work into several sections, especially if your project takes longer than a few weeks.

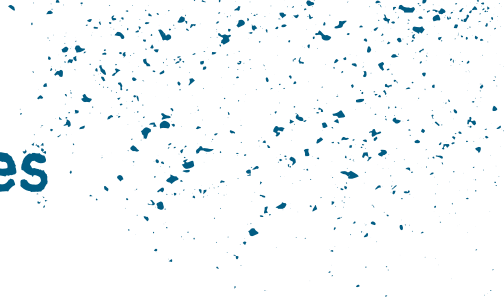
As soon as you have a concrete idea of how you want to tackle your project, then it's time for the milestones. Milestones are important points in time in your project when it is worthwhile to take stock for a moment. It is sensible to determine this when the project starts so that you get a feeling for how much time is available and for what, when it becomes stressful etc.

Example Climate-friendly school

Milestone	By when?	What has to have happened?
Students are informed	Nov	Hang up posters, presentation given
Workshops organised	May	Money receipts and enquiries made to experts
Target: fewer cars in front of the school	June	All measures fulfilled



Plan of measures



Are you a large team and have multifarious tasks to perform? Or do you know that you are actually more the creative-chaotic kind of people? Then this method is a must-have for you!

The plan of measures is the core planning instrument of your project. You enter everything here that has to be dealt with so that nothing is forgotten. Watch out that you always enter the person responsible, and set a date by which the to-do has to be finalized.

The smaller you make the measures, the better you can follow the progress of your project.

So that all tasks are performed, the best would be to appoint a person who checks the plan of measures and reminds everyone in the project group about their tasks.

Take time at regular intervals to revise the plan of measures and to add the new tasks. What's really good fun is ticking the task boxes! Don't hesitate to give each other a pat on the back for that occasionally.

Example Climate-friendly school

Who?	Does what?	By when?	Check?!
Lisa	Summarise information for the posters	15.12.	<input type="checkbox"/>
Joy	Create posters	5.1.	<input type="checkbox"/>
Joy and Lisa	Present idea at teachers' conference	3.4.	<input type="checkbox"/>
Joy and Lisa	Enquire about workshops	2.5.	<input type="checkbox"/>

Gantt chart

For pro project managers and everyone who wants to become one. Intricate and a bit complicated to explain. However, if you fight your way through, you will be in possession of the ultimate master plan for your project!

So-called Gantt bar charts are a graphical option for clear time schedules. These bar diagrams visualize the time sequence of your project. In this way, you can see at a glance who is working on what at that moment, by which deadline individual measures or project phases and blocks have to be ended, and how these depend on each other.

When you compile a Gantt chart, you have to decide how much detail you want to have: Do you only want to specify the bigger phases of the project or every single measure? It is important that it stays transparent. But you also always have the option of generating more Gantts for single project parts.

When you are planning the time, watch out that you distribute your resources well. If all the core steps of a project are planned well time-wise, and aligned with each other, then that is half the battle.

Take heed:

Which steps follow on from others?

- › In which order do the sub-projects and measures have to be finalized?

When can the steps be implemented?

- › And when can they not? Plan in when people are sitting exams, are on holiday etc. You can't work much on your project during these times.

Plan in buffers.

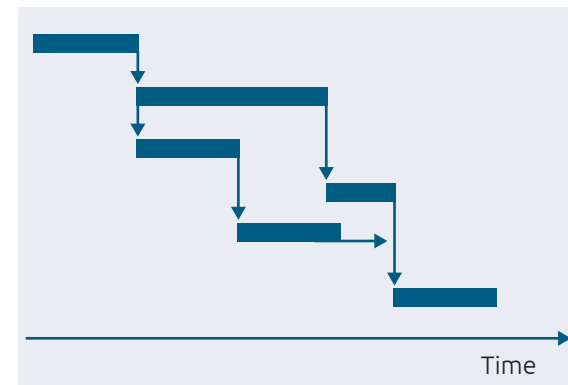
- › Allocate a little more time than you really think necessary to the individual project steps. Better to be finished too early than too late.

Sometimes it can be sensible "to plan backwards".

You start with the finalized project and look at what has to happen to get there. In this way you prevent your time plan getting too tight towards the end. Gantt charts provide a good overview of the planning. However, they are not suitable as a control tool since they do not give an insight into the time and effort and detailed progress of the single tasks.

You can easily generate such charts yourselves. You will find numerous free programs to generate them in the Internet.

Project plan



Phase 4: Put the project into action

After many meetings, e-mails and phone calls, at some point it's time to put the project into action: Publication! The workshop! Selling the product! First of all, congratulations. Up to now, you have done and moved so much.

It's also important to have a plan for the implementation period, which means the concrete days or hours.

There are two useful methods for this:



RCI matrix

Transparent working in project teams is important. To finish off, there is a little tool which helps you to keep the overview of who has to get which results. When working in big teams, it often happens that someone is forgotten or that all the information is always sent to everyone. The RCI matrix is one possible way to avoid both.

The results from the single work areas are entered into this table and you can read off who is working / collaborating on a sub-project, who is responsible and who has to be informed.

There are three categories thereby:

R= this person is responsible

C = consultant, i.e. the person who supports the respective work process

I = this person must be informed

What?	Who?	Who?	Who?	Who?
	Anton	Beyza	Ms Müller	Sam
Set up in café	C	R		
Organise technical stuff	I	I		R
Create flyers		C	R	
Phone printer's			R	I

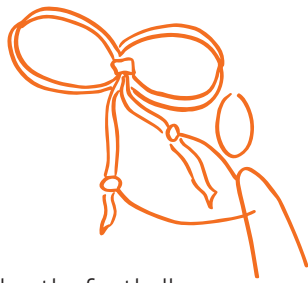
Master plan

If you're organizing an event or a workshop, a detailed plan of activities is very recommendable. In it, you note down even the smallest activities, and who performs them and when. In this way, you have an overview, you know who is where and when, and who can have a break, and when.

Example
Climate-friendly school

Time	What?	Who?	Where?
Tues pm	Shopping	Anton and Sam	Supermarket
Wed 9 am	Pack car	Anton and Beyza	Office
Wed 9 am	Compare notes for last time in café	Ms Müller and Sam	
Wed 10 am	Set-up in café	Everyone	Café

Phase 5: Finalise the project



Your exhibition has opened, the playground is renovated or the football tournament is over. A final feedback session is very important in order to take something with you from the project, to develop it further and to document it. On the one hand, now you realise how much you have learnt during this project, and on the other hand, you are performing valuable preparatory tasks for the next project.

As well as an evaluation, the following points are also part of finalising the project:

Celebrate!

- › Take time to look back together. The main thing is, have fun and celebrate your project and yourselves as a team!



Document!

- › Depending on whether you have to do accounting and documentation for promoters or sponsors, there are different specifications. We recommend that you study these at the beginning of the project so that you can work on them on the way. Apart from this, it is good to take photos and to collect notes and reports – but also receipts and the like.



Say thank you!

- › The printer's, the dance studio or your godmother gave you advice, sponsored you or gave you support? Why not send them a photo of the event and say thank you for the help. They will be delighted and will be glad to help again the next time.



Present it!

- › Proud of your project? Rightly so! You can inspire others with it and initiate a change in new places. Perhaps there's a homepage, a blog or a social media channel where you can post a photo and a short text on your project. Maybe your partner club or event venue has a notice board or a newsletter where you can present yourselves.

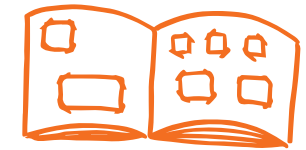


Retrospect with photos



A method for visually-minded people and projects that are well documented.

When you meet for an evaluation, you can use this method to have a structured look at your project and exchange your views.



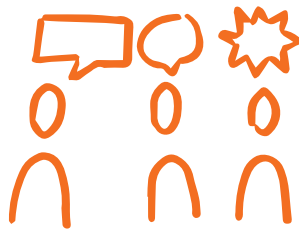
For this purpose, you will need photos (or print-outs of important documents) of your process: selfies that you took at your meetings, photos of the event venue, important e-mails, photos from the day of the event, and anything else you can think of.



Two variants that you can try out:

1. Every person brings along photos or print-outs of their most important moments. You present them to each other and talk about what went well or where you met with challenges.
2. Together, lay the photos beside each other onto a timeline, and thus compile a retrospective gallery of the process and the steps that you took in order to realise your idea. To do this, mark the start of the project on the floor or a pin board and the day you meet for the evaluation. Lay or hang the photos between these points. What connections do the photos have for you? What were your favourite moments? Were there times when you wanted to give up? What happened then?

Feedback in the team



For a cosy meeting with tea or soft drinks, but focussing on the assessment of individual task areas and the teamwork.

In order to evaluate your project, you can orient yourselves on the following questions. You don't have to work through all of them or exactly in this order. They are only meant to represent a base for a talk.

Before you begin, you can collectively put together what you would like to know or evaluate. You organised the technical side and you would like to know if everyone was happy with it? Or if the others had doubts about your idea? Gather your questions and answer them together.

Our suggestion:

Personal evaluation:



- › What feeling do I get when I look back on the project?
- › What were my tasks? Did I feel alright with them and how did I master them?
- › What was fun for me in this project? What do I not want to experience again?
- › What would I do in exactly the same way in other projects? What would I change in the work process or way of working?



Evaluation as a team:

- › Have we implemented our project goals?
- › If yes, how?
- › If no, why not?
- › How did we handle our resources?
- › Spent too much or too little money?
- › Needed more time than we thought or got to the goal quicker?



- › Have we implemented our measures as planned? (For this you can consult your milestone or plan of measures.)
- › How did we work together as a team?
- › What gave us a lot of fun during the project work?

Feedback from participants

It's not only from the evaluation in the team that you can learn a lot. Feedback from outside is also valuable!

As visitors or consultants, the participants of your project can give you a first-hand report of how the project went from their point of view. To this end, you can ask them questions. For example:

- › How did you find out about us?
- › What did you enjoy the most?
- › What was missing, in your opinion?
- › What would you like to give the team to take with them for a future project?

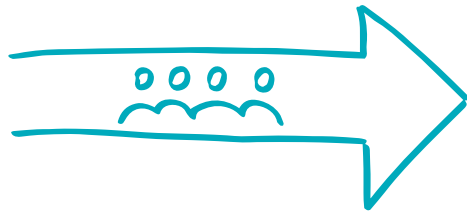
You can do this both with a questionnaire at the event or on pin boards on-site. However, you can also print a link to a digital survey in the programme or send it via e-mail afterwards.



One, two, three, many – how do we organise ourselves as a team?

It's great to carry out a project in a team. You can share out the work and realise bigger ideas together. However, working with many people can quickly become tiring and confusing. Two important things to avoid this are a clear division of tasks within the team and good communication.

Tips

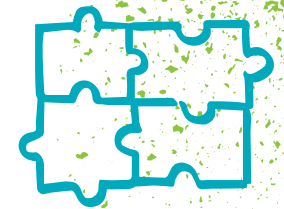


We have put together some tips here which will help you to keep cool in potentially heated situations:

- › People work in **different ways**. Discuss what times you are fit, or whether you prefer mails or phone calls...
- › To make **meetings** exciting, collect the topics that you want to discuss beforehand and write them down.
- › Planning common break-out times may sound absurd but is very valuable. To do a project parallel to school or vocational training can be a lot of time and effort. Reward yourselves and agree on times when you are definitely not working. Have you maybe tried out the kinds of sports that the other team members do?
- › **In this booklet, we have introduced you to only a few methods.** There are many more besides these. Become informed and decide what fits best to you and your project.
- › Distributing the roles and tasks means transparency and small task packages. For this, use a plan of measures that everyone can read.

We would like to tell you more about the tasks and roles you can have in a team in the next chapter.

Share the tasks



Some roles and tasks can be found in almost every project. Others are tailored very individually to the project. At a big party, you maybe need one person who is responsible for the decorations. For a digital project, there is likely to be one person responsible for the technical area. Adapt the task areas and roles to your project.

It is not compulsory that one person takes on a certain role or an area of responsibility. This involves a lot of pressure and responsibility. If several people share their work areas, then you can have a peep at different areas and learn from each other.

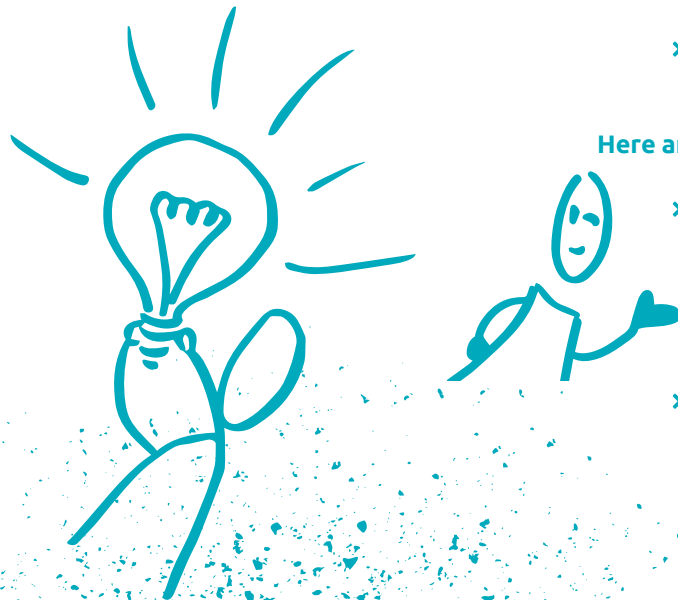
The most common areas of responsibility are:

- › **Project coordination:** In some projects, someone is in charge. It is this person's task to keep track of everything or to organise meetings. That is a lot of responsibility and work. This work is better fun in a team!
- › **Budget:** One person can maintain an overview of the money. They have to know how much money there is and what it is being spent on. They can also be responsible for procuring fresh money from sponsors.
- › **Control:** One person can be responsible for keeping an eye on the plan of measures and to remind everyone to stick to their deadlines.
- › **Material:** One person can keep an eye on the material: make sure that everything that is needed is there, that it's at the right place at the right time and that nothing disappears.
- › **Organise helpers:** You will need a lot of people to help you in a big project. One person should be responsible for them and make sure that they are at the right place at the right time, and have all the information.
- › **Communication:** One person should be responsible for the communication with others, for example, with people who give you money or do something in your project, right up to contact with the media.

What else should you know?

Luckily, in the meantime, we can fall back on experiences from other projects. We have collected tips and tricks for you which you should bear in mind.

- › **Collect everything** you can think of – really everything. If the beverage store cancels two days before your event, you can come back to the offer that you still have in the drawer. Moreover, good, clear accounts are necessary for the funding of many projects.
- › You cannot not communicate, it is said. But you can **communicate too little!** Are you not sure whether someone has organised the technical stuff? Have you booked the room? Let the others know.
- › **Document like mad.** Collect your notes, save the minutes of your meetings and take photos of important things.
- › **Stay flexible!** Does Plan A not work? That leaves 25 others.
- › **Perceive errors as opportunities** – this may sound a bit banal. If you talk about what has gone wrong and how you can avoid a repeat, then you have already seized an opportunity.
- › **Have an emergency plan:** keep the phone number of an electrician handy, and have a place in mind for an open air event where the program can take place if it rains.
- › **Network with other projects.** Is there a party at the youth club? Then go and join them with your workshop. A street festival in the neighbourhood? Great for publicity!



How do others hear about the project?

We could probably write another booklet for effective public relations work. To give you an indication of the topic in any case, we have collected a couple of tips her.

You can make a lot of things possible with a good public image:

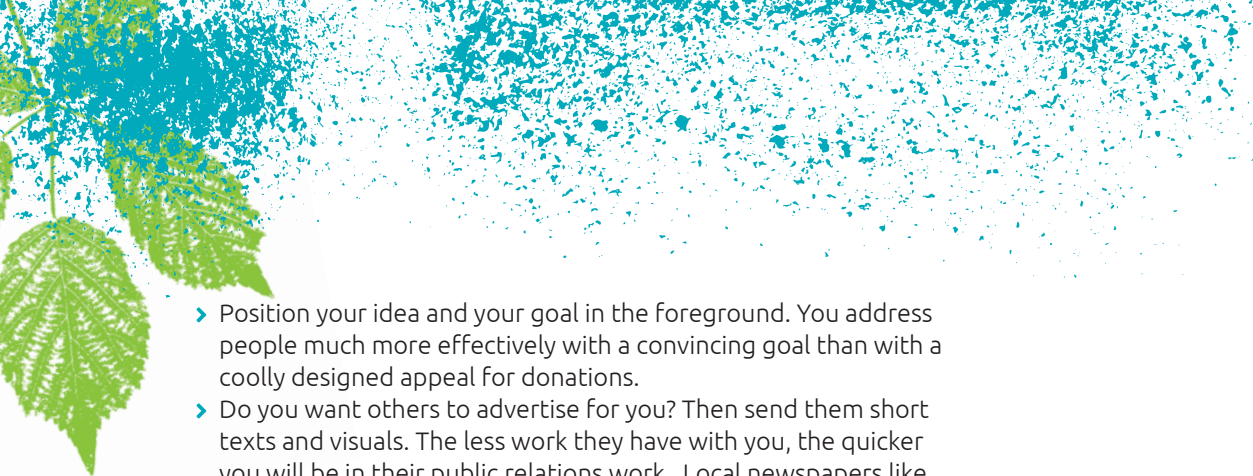
- › Draw attention to a problem
- › Invite people to an event
- › Find supporters
- › Approach sponsors
- › Make information available

Before you start with public relations work, we have some questions which you should ask yourselves:

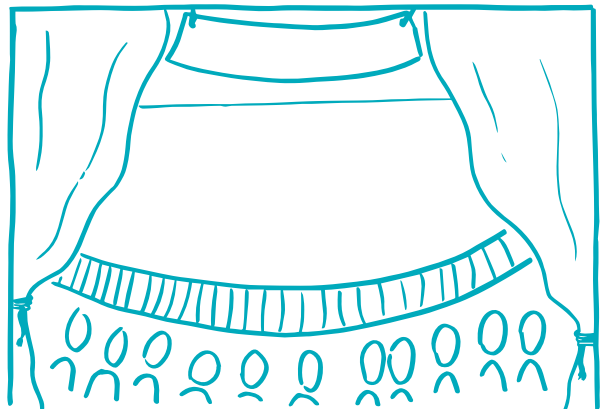
- › Who is our target group? Where can it be found and which media does it use?
- › Why should we cause attention? What do we want or need from people?
- › Do we want to advertise in digital or analogue space? Which options arise from each?

Here are some tips:

- › Take photos of everyone and each one, but only if they are OK with that, of course! For minors in particular, a declaration of consent is legally necessary. However, in general it is wise to ask everyone beforehand for permission, or to enquire about any objections. Both for a documentation and also for social media reports or articles, this is very useful.
- › Use unusual material or extraordinary places! The printer's next to your school maybe has extra capacity in a contract and can print flyers for you.



- › Position your idea and your goal in the foreground. You address people much more effectively with a convincing goal than with a coolly designed appeal for donations.
- › Do you want others to advertise for you? Then send them short texts and visuals. The less work they have with you, the quicker you will be in their public relations work. Local newspapers like this style, too!
- › In particular regional press and public service broadcasting media for children and young people are glad to report on cool projects. You should present the goal of your project and all hard facts (time, place, target group) in short press releases and make it clear with catchy quotes why your project is important and sustainable.
- › Make your project documentation useful and turn it into a presentation! A retrospect consisting of photos instead of a text document, and it's ready to use for that.
- › Use more than three photos in one Facebook article. People look longer when there's an album!
- › If your project does not run so long, then your own online presence is perhaps not worth it. Can you use your partners' platforms?
- › Have a positive feeling when you're working and share your posts yourselves on social networks. In this way, you will achieve a greater reach.



Imprint

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