



Do projects with method(s)!

A brochure with ideas, tips and suggestions for
Planning and implementation of project ideas for a
more sustainable world

Welcome!

With this brochure, we want to support project creators like you who want to make the world a little bit more sustainable – regardless of whether you want to implement a small or large, digital or analogue, short- or long-term project in your school, your neighborhood, or an organization!

That's why you'll find an introduction to project management and a presentation of a project process with very specific methods here. This way, you can immediately find a suitable method depending on the stage of your project.

We hope you have fun with your project!



About Us:

We are the youpaN office of the **Stiftung Bildung (Education Foundation)**. With funding from the **Federal Ministry of Education and Research (BMBF)**, we launched a youth participation project on **education for sustainable development (ESD)** in the summer of 2017. We did this because education in Germany should become education for sustainable development. **Representatives from over 350 organizations from civil society, politics, education, and business, as well as many citizens, have jointly** developed an action plan, in whose implementation young people are to participate. The youpaN office of the Stiftung Bildung (Education Foundation) accompanies and supports the young people in this process. You can find out more about us and our work on our website www.youpan.de.



Contents

What is project management?	4
How exactly does this work?	5
Phase 1: Start the project	7
Phase 2: Review the project	11
Phase 3: Plan the project	19
Phase 4: Implement the project	24
Phase 5: Complete the project	26
One, two, three, many – how do we organize ourselves as a team?	30
What else should you know?	32
How do others find out about the project?	33



what is Project management?

Project management – we'll approach this concept step by step. With your project, you don't have to reinvent the wheel; you can build on the experiences of others. These others have written down the dos and don'ts of project work in various places.



project	management
<p>Projects are usually self-contained measures and can be reviewed after completion . People who pursue a common goal join forces for a certain period of time</p> <p>together. In doing so, they try to change an existing situation or solve an existing problem.¹</p>	<p>The term management comes from English (management = control, administration).</p> <p>Management means actively shaping a process, structuring it through active and planned action . This also includes considering available resources (who is involved?, how much money?, what materials do we have?, etc.) and obstacles that need to be overcome.²</p>

Both terms together refer to **the targeted implementation of ideas or the overcoming of challenges**. It's about approaching a **project idea systematically** in order to increase the chances of its implementation.³

1 Drews, G.; Hillebrand, N.; Kärrner, M.; Peipe, S.; Rohrschneider, U. (2014): Practical manual for project management. Freiburg: Haufe-Lexware GmbH & Co. KG, pp. 19 – 20.

2 Kessler, H.; Winkelhofer, G. (1999): Project Management. Guidelines for Project Control and Management. Berlin: Springer-Verlag, p. 10.

3 Ibid.

How does it work now exactly?

In our understanding, projects are complete undertakings. They are planned and implemented jointly by a group of people over a specific period of time.

A project can be divided into different phases. Each phase contains different goals and tasks. The phases can be visualized as a cycle. This is then called the project cycle: a tool for understanding and planning projects.

On the internet or in project management books, you'll often find this cycle with even more phases. Depending on your experience, you can, of course, work in smaller steps.

Our project process consists of five individual phases that divide the project into the most important stages and easy-to-handle sections. Since these phases can be repeated, for example, in a new project, the process is represented in a circle.





The first phase involves clarifying the project objective and the W-questions:

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

In the second phase, the project will be examined:

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

An important step to avoid frustration later and save a lot of work!

The planning of the measures to be implemented takes place **in the third phase**.

Here, specific tasks are planned and distributed:

- › What should be done?
- › Until when?
- › Who does this?

In the fourth phase, the work finally becomes visible. It encompasses implementation.

Whether it's a workshop or product creation, this is where you and your project are in the spotlight.

The fifth phase demonstrates that a project isn't yet completely finished. After you've patted yourself on the back, there are still a few "little things" to take care of, such as documentation or invoicing.

In this section, you learned about the five phases of the project process. The next and largest section of this brochure provides a variety of tools for working through these phases.



Below, you can find a suitable method for each phase of your project. The methods have brief descriptions and notes so you can decide which one works best for you. You can find these in the boxes directly before the method description.



Phase 1: Start project



In the first phase of a project, you want to get started right away.

But if you can be patient a little longer/can endure it despite your hooves scraping, you can set the course for the success of your project by completing the following tasks. These include:

Become a team:

- › Find people who are also interested in your project idea. Together you are stronger.
- › Who brings what motivation? Why not meet up for a soda and tell each other?

Mark out the frame:

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

Discuss how we work: When, where,

- › and how often do we meet? What communication channels do we use?

Formulate goals:

- › For a project to be successful, everyone involved must understand why it is important to achieve this goal. Minor details must be considered, but they are not a project goal. Goals are written down and must remain flexible. The goal is the current state you want to achieve with your project.

We now present you with three methods for formulating your project goal:



SMART

Just five questions to formulate a clever goal. Perfect for inexperienced groups and structured minds.

A SMART goal is essential for the success of a project.

You can easily check for yourself 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 check whether you have achieved your goal.

A = Attractive: Your goals are interesting to you and other people.

R = Achievable: You set goals that you can achieve.

T = Time-bound: You can achieve your goals within a certain time and plan to do so.

Example

“Climate-friendly school”

Our goals are:

S = Reduce CO2 emissions (before school)

M = organize three workshops

A = cool, interactive workshops

R = inform a grade level

T = until the end of the school year

Target pyramid

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

A simple method for reviewing project goals as a team.
Little creative approach necessary.

Example

“Fair trade cocoa on every corner”

Vision:

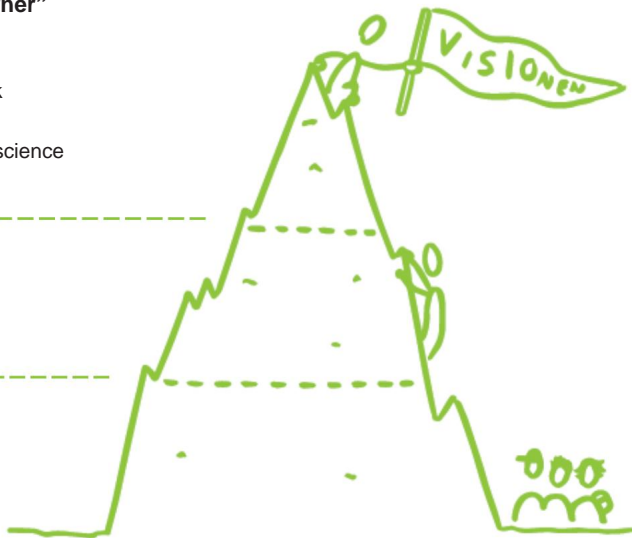
- (All) people are paid for their work fairly paid.
- Consumption without a guilty conscience make possible

Medium-term goal:

- People think about their Cocoa consumption.
- Café sells fair trade cocoa.

Short-term goal:

- People can talk about Cocoa cultivation and its sale inform.



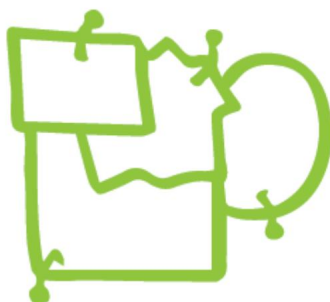
Collect your visions, i.e., a state you want to achieve with your project. From these, you can derive goals that you want to achieve as "stages" on the way to this vision.

A short-term goal, for example, might be raising awareness or providing information about a specific topic or selling a product. Medium-term goals could be what people are enabled to do through this information or articles. The visions that underpin the project are empowering people to take action or to remedy social injustices.

These goals provide a great foundation for your milestone and action plan.

Make a vision collage

For creative minds. A great method to literally visualize the project goal.
Requires materials and some time.



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

Using everything you have at your disposal, you will create a collage about the goal of your project. This could be a futuristic youth club, a zero-waste café, or an accessible funfair.

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

Share your ideas about the changed situation or the solution to a challenge.

Using different materials, the overall work of art becomes even more exciting. This picture is your vision, which should motivate you.

Phase 2: Review project

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

Here, you'll take a look at the money, time, materials, and resources you have available. Checking the feasibility of the project will help you plan your actions accordingly in the next phase.

This includes:

- Where are stumbling blocks?
- Who supports us?
- What resources do we need:
money, time, people, materials, ...?
- (How) is our project feasible?

Below you will find our three favorite methods for the “Review Project” phase.



Four-field panels

The "four-field board" method is well-suited for visualizing a project. Especially within a group, it allows you to easily gather different perspectives on the project. This helps you keep track of upcoming steps and challenges. We present two versions of the boards: SWOT and ZWUP.

SWOT



If you have a specific goal in mind, it's time to consider what resources are available to you:

- › Who is working on the project?
- › How much
- › money,
- › time and materials are available?

“**SWOT**” is the abbreviation of the English method and means **strengths – weaknesses – opportunities – threats** .

Record the strengths and weaknesses you see in your project idea, as well as the opportunities and threats that might arise from the project. You can create a poster, work on a whiteboard, or use four sheets of paper, each with a question.



Example
“Climate-friendly school”

<p>What are the strengths of our project?</p> <ul style="list-style-type: none">- Interest among students and teachers- it is specific and measurable	<p>What are the weaknesses of our project?</p> <ul style="list-style-type: none">- even not a big one Specialized knowledge- no money for workshops
<p>What opportunities arise from the strengths?</p> <ul style="list-style-type: none">- Funding for workshops find- find external partners	<p>What risks arise from the weaknesses?</p> <ul style="list-style-type: none">- no interest among the Students- School management must be convinced become

With this method you can also make connections clear. Because the strengths of the project can often be used to reduce the risks. For example, if you don't have the necessary materials available, you might be able to exchange them for something else. Or a teacher who supports your project might be able to help you convince the teaching staff of your idea.

ZWUP

Another variation of the four-field table is the ZWUP analysis. This method emphasizes that all your considerations and planning steps should be based on your goals. "ZWUP" stands for **Goals – Paths – Support – Problems**. You can transfer your goals from the SMART method (see p. 8) or the goal pyramid method (see p. 9).



Example "Climate-friendly school"

<p>What goals do we pursue?</p> <ul style="list-style-type: none"> - Inform students - Students to act stimulate - Reduce CO2 emissions - Make school more attractive 	<p>Which paths lead there?</p> <ul style="list-style-type: none"> - Acquire funds - Convince teachers
	<p>Who can we get to support us?</p> <ul style="list-style-type: none"> - Parents' Council - teachers - Experts of a environmental organization
	<p>What problems might arise?</p> <ul style="list-style-type: none"> - no money for workshops - no interest of the Students

Stakeholder analysis

Is your project initiating major change? Will you be engaging and challenging people? Then take the time to closely examine the environment in which your project takes place. This method is for advanced project managers.

Stakeholder is the English term for people, associations, or groups that have an influence on your project or opinions about it.⁴

The purpose of this method is to determine who might have what influence on your project. This allows you to consider negative or positive external effects when planning actions.

The results of the stakeholder analysis also serve as a basis for your public relations work. Stakeholders can be examined for:

- their influence on other project participants
- their participation (financial, ideological, technical, etc.)
- their attitude to the project



⁴ Burghardt, Manfred, Project Management: A Guide for Planning, Monitoring, and Controlling Projects. Publicis Publishing, Erlangen, 9th edition, 2012. Publisher: Siemens Aktiengesellschaft.



Example

“Fair trade cocoa on every corner”

Stakeholder attitude to the project		Affected from the Project by...	Influence on the project	Can influence the project by...
(Name of the club, the Person, of interest group)	(positive, neutral, negative)		(low, medium, high)	
Residents of the street	neutral	Visits to Cafe	rather high	more or less Visits to Cafe
Other Shops on the street	rather negative	competition	medium	cheaper cocoa

After you've identified potential stakeholders, record their attitudes toward the project. These can be derived from conversations with them or from experiences from previous projects.

However, to be on the safe side, you should always ask them.

It's easier to understand how stakeholders form their opinions if you consider the extent to which they are affected by your project. Depending on how involved, financially strong, or well-known a stakeholder is, their influence on the project will be greater or lesser.

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

Force field analysis

Intimidated by stakeholder analysis? Don't be afraid! There's a simpler method for examining other people's influence on your project.



This method is a good support for decision-making.

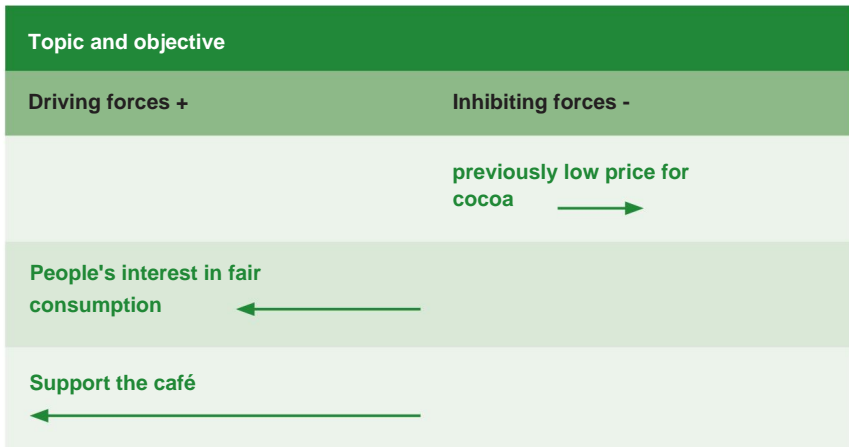
The purpose of force field analysis is:

- to compare and illustrate the negative and positive impacts on the project,
- to get the project participants to jointly consider all the arguments that influence a decision, and
- to think about the root of a problem and its solution.

The topic is written down on a large sheet of paper, a blackboard, or something similar, along with the desired target state.

Example

“Fair trade cocoa on every corner”



Forces, i.e., circumstances or people (groups) that support the process are entered in the left column. Forces that have the opposite effect are entered on the right.

Now you assign priorities to the forces. In this case, do financial forces play a larger or smaller role than, for example, time-related ones? You can mark this with arrows of different sizes, for example. This is the most time-consuming part of the method. It can also lead to heated discussions within the project team.

The largest negative arrows should be addressed and neutralized as much as possible. Consider how you can counteract these challenges. Positive arrows should be expanded and used to balance the negative ones.

Phase 3: Plan project



The third phase of a project is the part with the many notes and tables.

There are ways to make this clear and helpful for the project. This phase involves writing down exactly what needs to happen to achieve your goal: who will buy what, what you still need, who should be invited, and so on.



This includes:

- › Who works with whom?
- › create a schedule
- › approach partners
- › Write plans
- › Distribute tasks



To make sure you don't lose sight of anything, we want to introduce you to three different methods.

Milestone plan



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

Once you have a concrete idea of how you want to approach your project, it's time to set milestones. Milestones are important points in your project where it's worth taking stock. It's a good idea to set these at the beginning of the project so you get a sense of how much time you have available for what, when things get stressful, etc.

Example

“Climate-friendly school”

milestone	Until when?	What must have happened?
Students are informed	Nov	Posters hang, Presentation held
Workshops organized	May	Money raised and experts requested
Goal: fewer cars in front of the school	June	all measures fulfilled



Action plan

Are you a large team with a variety of tasks to complete? Or do you know that you're more of the creative-chaotic type? Then this method is a must-have for you!

The action plan is the central planning tool for your project. Here, you enter everything that needs to be done so nothing gets forgotten. Make sure you always assign a responsible person and set a deadline for completing the to-do.

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

To ensure that all tasks are completed, it is best to appoint a person to monitor the action plan and remind everyone in the project group of their tasks.

Take time regularly to revise your action plan and add new tasks. Checking off tasks is especially fun! Give yourself a pat on the back for it every now and then.

Example

“Climate-friendly school”

Who?	Does what?	Until when?	Check?!
Lisa	Summarize information for posters	15.12.	<input type="checkbox"/>
Joy	Design posters	05.01.	<input type="checkbox"/>
Joy and Lisa	present idea at teachers' conference	03.04.	<input type="checkbox"/>
	Request Joy and Lisa Workshops	02.05.	<input type="checkbox"/>

GANTT chart

For project management professionals and anyone who wants to become one. It's complex and somewhat complicated to explain. But anyone who has fought their way through it will have the ultimate master plan for their project!

A clear way to create a clear schedule is with GANTT charts. These bar charts visualize the timeline of your project. This allows you to quickly see who is working on what, when individual activities or project phases and blocks need to be completed, and how they interrelate.

When creating a GANTT chart, you need to decide how much detail you want to go into: Do you only list the larger project phases or each individual activity? It's important to keep things clear. However, you always have the option of creating additional GANTT charts for individual project components.

When planning your time, make sure you distribute your resources well. If all the key steps of a project are well planned and coordinated, then that is already half the success.

Note:

Which steps build on each other?

- In what order must the subprojects and measures be completed?

When can the steps be implemented?

- And when not? Plan for when people are taking exams, on vacation, etc. During these times, you won't be able to work much on your project.



Plan a puff.

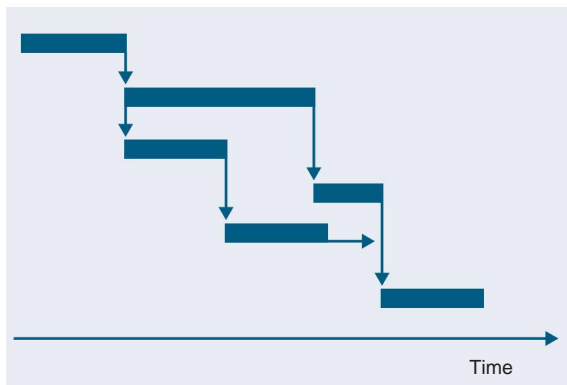
- Always give each project step a little more time than you think is necessary. It's better to finish too soon than too late.

Sometimes it can be useful to “plan backwards”.

You start with the project's completion and look at what needs to happen to achieve it. This way, you avoid your schedule becoming too tight towards the end. GANTT charts provide a good overview of the planning. However, they are not well-suited as a monitoring tool because they do not provide insight into the effort and detailed progress of individual tasks.

You can easily create such diagrams yourself. You can find numerous free programs for creating them online.

Project plan



Phase 4: Implement project

After many meetings, emails, and phone calls, the implementation is finally upon us: the publication! The workshop! The sale of the product! First of all, congratulations. You've already done a lot and achieved a lot so far.

It is also important to have a plan for the implementation period, i.e. for the specific days or hours.

There are two useful methods for this:

VMI matrix



Transparent work in project teams is important. Finally, here's a small tool that helps you keep track of who should receive which deliverables. When working in large teams, it's easy for someone to get forgotten or for all the information to always be sent to everyone. One way to avoid both of these is the VMI matrix.

The results of the individual work areas are entered in this table and it can be seen who is (co-)working on the sub-project, who is responsible and who needs to be informed.

There are three categories:

V = this person is responsible

M = this person supports the respective work process

I = this person must be informed

What?	Who?	Who?	Who?	Who?
	Anton	Beyza	Mrs. Müller	Sam
Set up in the café	M	V		
Organize technology	I	I		V
Design flyers		M	V	
Call the printer			V	I

Master plan

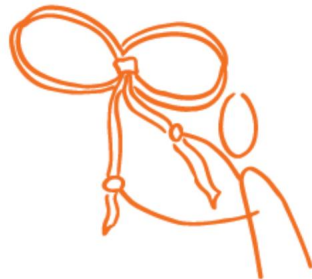
If you're organizing an event or workshop, a detailed schedule is highly recommended. It lists every little task and who will do it and when. This gives you an overview, letting you know who's where and when, and who can take a break when.

Example

"Climate-friendly school"

time	What?	Who?	Where?
Tue afternoon	Shopping	Anton and Sam	Supermarket
Wed 9am	Pack the car,	Anton and Beyza	Office
Wed 9am	final arrangements in the café	Mrs. Müller and Sam	
Wed 10am	Setup in the café all		Cafe

Phase 5: Complete project



Your exhibition has opened, the playground has been renovated, or the soccer tournament has ended. In order to gain something from the project, develop it further, and document it, concluding feedback is very important. On the one hand, this allows you to clarify everything you have learned in this project. On the other hand, you are doing valuable groundwork for the next project.

In addition to an evaluation, the following points are also included in the Project completion:

Celebrate yourselves!

- › Take time to look back together. Above all, have fun and celebrate your project and yourselves as a team!



Document!



- › Depending on whether you need to prepare invoices and documentation for funders or sponsors, there are different requirements. We recommend reviewing these at the beginning of the project so you can work on them along the way. It's also a good idea to take photos and collect notes, logs, receipts, etc.

Say thank you!



- › Did the printing company, dance studio, or your godmother advise, sponsor, or support you? Send them a photo of the event and thank them for their support. They'll be delighted and happy to help again next time.

Present!



- › Are you proud of your project? And rightly so! You can use it to inspire others and initiate change in new places. Perhaps you have a website, a blog, or social media channel where you can post a photo and a few words about your project. Perhaps your partner organization or event venue has a bulletin board or a newsletter where you can showcase your work.



Photo review

A method for visual people and projects that are well documented.

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



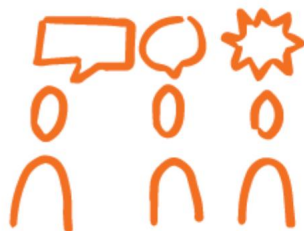
To do this, you will need photos (or printouts of important documents) of your process: selfies taken at meetings, photos of the venue, important emails, photos from the day of the event, and anything else you can think of.



Two variations you can try:

1. Each person brings photos or prints of the most important moments. You present them to each other and talk about what went well or where you encountered challenges you came across.
2. Together you place the photos next to each other on a timeline and thus creates a review of the process and the steps, that you have done to realize your idea. Mark on the floor or a pinboard the start of the project and the day you meet for the evaluation. In between Where do you hang or display your photos? What do you associate with them? What were your favorite moments? Were there any moments when you wanted to give up? What happened then?

Feedback in the team



For a cozy meeting with tea or lemonade and especially for evaluating individual tasks and teamwork.

To evaluate your project, you can also use the following questions as a guide. You don't have to answer them all or in this exact order. Rather, they are intended to provide a starting point for discussion.

Before you start, you can gather together what you'd like to know or evaluate. Have you organized the technology and want to know if everyone was satisfied? Or if the others had any doubts about your idea? Collect your questions and answer them together.

Our suggestion:

Personal evaluation:

- › How do I feel when I think back on the project?
- › What tasks did I have? Did I feel comfortable with them, and how did I handle them?
- › What did I enjoy about this project? What wouldn't I want to experience again?
- › What would I do the same in other projects? What would I change in the work process or working method?



Evaluation in the team:

- › Have we achieved our project goals?
- › If so, how?
- › If not, why not?
- › How did we manage our resources?
- › Spent too much or too little money?
- › Did you take more time than expected or reach your destination faster?



- › Did we implement our measures as planned?
(You can consult your milestone or action plan for this.)
- › How did we work together as a team?
- › What did we particularly enjoy during the project work?



Participant feedback



**You can learn a lot, and not just from the team evaluation.
Feedback from outside is also valuable!**

Participants, whether visitors or contributors to your project, can report firsthand how the project went from their perspective.

You can ask them questions, for example:

- › How did you hear about us?
- › What did you particularly enjoy?
- › What did you miss?
- › What would you like to share with the team for their next project?

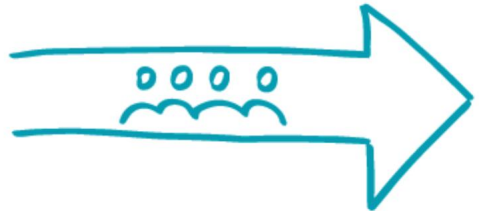
You can do this either through a questionnaire at the event or on on-site bulletin boards. You can also print a link to a digital survey in the program or send it via email afterward.



One, two, three, many - how do we organize ourselves as a team?

Working on a project as a team is great. You can share the workload and realize bigger ideas together. But working with many people can quickly become exhausting and confusing.

Two important things to prevent this are a clear division of tasks within the team and good communication.



Tips

We have collected some tips here to help you keep a cool head in potentially heated situations:

- ▶ People have **different ways of working**. Talk about what times you're most comfortable working, whether you prefer email or phone calls...
- ▶ To make **meetings** exciting, collect the topics you want to discuss in advance and write them down.
- ▶ Scheduling **time together** may sound absurd, but it's actually incredibly valuable. Working on a project alongside school or training can be a demanding task. Reward yourselves and set aside time when you're explicitly not working. Have you tried the sports your other team members enjoy?
- ▶ **In this brochure, we've only introduced a few methods** in more detail. There are many more. Explore them and decide what works best for you and your project.
- ▶ Clearly assigning roles and tasks creates transparency and small task packages. Use an action **plan that** everyone can see.

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

Share tasks



Some roles and tasks exist in almost every project. Others are highly tailored to the project. For a large celebration, you might need someone responsible for the decorations. For a digital project, there will likely be someone responsible for technology. Adapt the tasks and roles to your project.

One person doesn't necessarily have to take on a specific role or area of responsibility. This brings with it a lot of pressure and responsibility. When several people share their work areas, you can "peek in" into different areas and learn from each other.

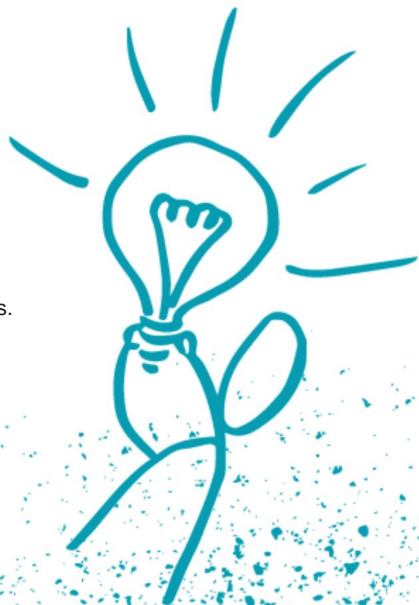
The most common areas of responsibility are:

- **Project coordination:** In some projects, someone is in charge. This person is responsible for keeping track of everything or organizing meetings. This is a lot of responsibility and a lot of work. This work is more fun in a team!
- **Budget:** A person can keep track of their money. They should know how much money they have and what it is being spent on. It may also be responsible for raising new money from sponsors.
- **Monitoring:** One person can be responsible for keeping an eye on the action plan and reminding everyone to keep to their deadlines.
- **Materials:** One person can keep an eye on the materials: making sure that everything that is needed is there, that it is in the right place at the right time, and that nothing gets lost.
- **Organize helpers:** In a large project, you'll need a lot of people to help you. One person should be responsible for them and ensure they're in the right place at the right time and have all the information they need.
- **Communication:** One person should be responsible for communication with others. This could be people who give you money or do something for your project, or even contacting the press.

What else should you know?

Fortunately, we can now draw on experience from other projects. We've collected some tips and tricks for you to keep in mind.

- › **Collect everything**, absolutely everything, you can think of. If the beverage store cancels two days before your event, you can fall back on the offer you still have in the drawer. Furthermore, accurate and accurate accounting is essential for many project grants.
- › You can't not communicate, they say. But you can **communicate too little!** Not sure if someone has already organized the technology? You've already booked the room? Just let the others know.
- › **Document everything you can.** Collect your notes, save the minutes of your meetings, and take photos of important things.
- › **Stay flexible!** Plan A isn't working? Then there are 25 others left.
- › **Viewing mistakes as opportunities** may sound a bit trite, but if you talk about what went wrong and how you can prevent it from happening again, you've already seized an opportunity.
- › **Have an emergency plan:** the phone number of an electrician's company at hand and, for an open-air event, a location in mind where the program can take place even if it rains.
- › **Network with other projects.**
Is there a party at the youth club? Why not join in with your workshop? A street festival in the neighborhood? Great for advertising!



How do others find out about the project?

We could probably write another brochure on effective public relations. To give you some guidance, we've compiled a few tips here.

With a good external image, you can achieve many things:

- › draw attention to a problem
- › invite to an event
- › Find supporters
- › Contact sponsors
- › Provide information

Before you start with public relations, we have some Questions you should ask yourself:

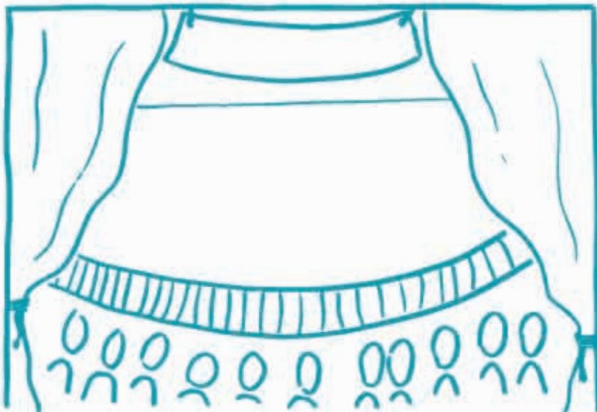
- › Who is our target audience? Where do they hang out, and what media do they use?
- › What do we want to attract attention to? What do we want or need from people?
- › Do we want to advertise in the digital or analogue space?
What does this enable us to do?

Here are some tips:

- › Take photos of everything and everyone. This is very useful for documentation as well as for social media posts or articles. But only if they agree, of course!
You must tell all people who appear in photos or videos how you intend to use the material. They must sign a consent form.
- › Use unusual materials or unusual locations! The print shop next to your school might have some space available and be able to print flyers for you.



- Put your idea and your goal front and center. A compelling goal will appeal to people much more than a well-designed appeal for donations.
- Would you like others to advertise for you? Then send them short texts and images. The less work you create for them, the faster you'll be in their public relations work.
Local newspapers are also happy about it!
- Regional press and public media for children and young people are especially happy to report on cool projects. In short press releases, you should outline the goal of your project and all the hard facts (time, location, target group), and use compelling quotes to clearly explain why your project is important and sustainable.
- Turn your project documentation into a presentation! Create a retrospective of photos instead of a text document, and you can use it for that purpose.
- If your project is short-term, it might not be worth having your own online presence. Can you use your partners' platforms?
- Use positive emotions and share your posts on social media to reach a wider audience.



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This is a brochure to support project developers in planning and implementing their project ideas within the framework of the youth participation project on education for sustainable development youpaN.

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More information on the National Action Plan for ESD can be found at www.bne-portal.de.

The Education Foundation is active in a wide range of ways. We appreciate every donation that helps us support projects like this.

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