

Digital Offers of ERSTE Foundation NGO Academy

WE5 – Leading through Crisis: Steps & Values – Cristina Rigman

12.5., 2 – 4 pm (CEST)

Language: English

Target Group: open to all

Description: Crisis is not only an adversity but also a opportunity. We are all required to practice social distancing as the most effective way to stop the spread of the virus. Daily activities serving the most vulnerable of the beneficiaries have stopped and many projects are in danger.

We have seen all travels and events cancelled for several months and we're not sure when activities will regain their rhythm. We know organizations had to limit serving beneficiaries and involvement of volunteers is difficult and restrictive. But this crisis is giving us an accurate picture of the malfunctioning of several systems that our lives and activities are built upon. This crisis is giving us the unexpected chance to have more time to rethink our priorities and refresh our strategic choices.

Lecturer: Cristina Rigman works as independent trainer and consultant specialized in strategic planning, organizational development, good governance, networking and leadership. She has 14 years of experience working in the nonprofit sector in Romania, mostly in leadership positions, and 6 years of experience as consultant for CSOs in European Union, Western Balkans, South Caucasus and Asia. She currently studies the Maxwell method of leadership, coaching and speaking as part of the John Maxwell Team Romania.





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A joint project by:



WB1 – Koncept javnog zagovaranja sa građanima – Mladen Jovanović & Vukosava Crnjanski

Modul 1 (14.5., 11 – 12.30 CEST): Zagovaranje sa građanima - ključni koncepti i ishodi

Modul 2 (21.5., 11 – 12.30 CEST): Moć i društvena promena

Modul 3 (28.5., 11 – 12.30 CEST): Kreirajte moćnu poruku!

Language: Bosnian/Croatian/Serbian

Target Group: open to all

Description: Iako je javno zagovaranje, kao koncept i praksa, već neko vreme prisutno na Balkanu, primetna je dominacija koncepta zagovaranja za građane u praksi OCDA. U ovom konceptu, zagovarači kroz svoja znanja i istraživanja ulaze u proces zagovaranja u ime grupa koje zastupaju (npr. siromašni ili marginalizovane grupe). U okviru trening programa učesnici će imati prilike da razvijaju drugačiji pristup za svoje organizacije, pristup javnog zagovaranja sa građanima koji je primarno zasnovan na potrebama ljudi i aktivnoj komunikaciji i saradnji sa grupama koje OCD zastupa. Više od toga, koncept zagovaranja sa građanima u većoj meri uključuje građane u planiranje, istraživanja i realizaciju aktivnosti zagovaranja, ujedno čineći vašu OCD kredibilnijom i legitimnijom pred javnošću i donosiocima odluka.

Lecturer: **Mladen Jovanović** je trener i konsultant za neprofitne organizacije i biznis. Konsultacije i strateška planiranja je izveo za preko 30 organizacija i kompanija, uključujući: CRTA Beogras, Grupa 484, Fonet, Beogradski centar za ljudska prava, ORKA, Ball Packaging Evropa, Falke, NORBS, USAID, OEBS misija u Srbiji, Svetsko društvo za zaštitu životinja (WSPA)... Mladen je aktivista i trenutno radi kao direktor Nacionalne koalicije za decentralizaciju koja zagovara reformu izbornog sistema i decentralizaciju Srbije. Primenjuje trening program za zagovaranje Kodi Instituta iz Kanade i Zagovaranje za građane iz SADA, razvijenih od strane autora Olge Gladkik i Nadera Tadrosa.



Vukosava Crnjanski radi kao trener i zagovarač od 2004. godine, pruža treninge izgradnje kapaciteta za javno zagovaranje, rad sa publikom i kampanje i strateško planiranje za nevladine organizacije, predstavnike vlasti i institucija, kao i za medije. Sarađivala je sa velikim broj međunarodnih organizacija (NDI, OSCE, WFD, GIZ, UNDP) na regionalnim i međunarodnom nivou. Vuksava je osnivačica NVO CRTA (Beograd) koja uspostavlja inovativne i praktične mehanizme i alate za angažovanje građana u javnom zagovaranju za otvorenu, odgovornu i demokratsku vlast u Srbiji. Vukosava je dobitnica međunarodnih priznanja za inovacije, posvećenost i doprinos demokratiji kroz W. Averell Harriman Democracy Award, koju dodeljuje National Democratic Institute za 2013. godinu.





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A joint project by:



WE6 – Digitalisation strategies for NGOs and social enterprises – Karin Bjerregaard Schlüter

19.5., 10 – 11.30 am (CEST)

Language: English

Target Group: open to all

Description: Digital instruments are fundamentally changing the work of NGOs. On the one hand, the requirements for communication with governmental agencies or international partners have changed significantly. More and more often, applications, funding and also the handling of projects are being handled via digital channels. On the other hand, the demands of donors, staff and participants have also adapted to the digital possibilities. They demand a high degree of digital transparency, accessibility and simple ways of participation.

This workshop will focus on how organisations and social enterprises can develop new organisational models and processes to manage the digital transformation. Our main focus: leading virtual teams, network-based work, digital communication and new revenue models. Participants will learn how to analyse their organisations and implement the resulting strategy using the appropriate digital tools.

Lecturer: Prof. Karin Bjerregaard Schlüter teaches various leadership modules as a part of the master's programme Leadership in Digital Innovation at the Berlin University of the Arts. She is also in charge of developing the overall course design and organising the digital teaching processes. After finishing her degree in cultural history she started working as a radio journalist in Berlin in the early 1990s and has been working exclusively in online roles since 2001. She specialises in transforming classic brands, helping them meet the digital demands of today's global markets. In this course she teaches leadership and the transformation of companies and leadership structures through digital transformation. She speaks at many conferences and is known from a weekly radio column on digital change.





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A joint project by:



WE7 – Innovative Fundraising for NGOs – Ranko Milić (CEDRA)

26.5., 2 – 4 pm (CEST)

2.6., 2 – 4 pm (CEST)

Language: English

Target Group: open to all

Description: Civic society and their beneficiaries, local labour market and especially marginalized groups and smaller communities are facing great challenges due to the COVID-19 pandemic. Civil society is also very dependent on external funding and in the times of crisis, this dependence may become critical especially for organizations who have employed staff and issues in securing sufficient cashflow in the times of slow-down or even lock-down administration. We need to think short-term but also mid- and long-term to sustain or further promote our efforts but also our impact.

This workshop is a 2x2-hours interactive co-creative workshop organized in two weeks (one session per week) so that participants may do their brainstorming and homework at the organizations and in their communities. The workshop is initiated by the mapping of the current situations in the organizations and communities (done through questionnaires and short summary intro at the beginning of the workshop and then initiates collaborative creative process of mapping available resources and solutions for our organizations, beneficiaries and communities in the pandemic and post-pandemic phase.

Lecturer: Director and consultant for agile integrated regenerative urban and rural development of Eupolis group with years of experience in consulting, development and implementation of projects in the public, private and civil sectors. One of the initiators and co-founder and President of the Cluster for eco-social innovation and development CEDRA HR, a serial impact entrepreneur, social innovator and a founder of multiple NGOs and social enterprises and a fund-raiser and project manager of 50+ projects. A passionate activist and promoter of human values and impact economy and entrepreneurship, as well as promotor of project based and entrepreneurial learning in formal and informal education. He is a lecturer and trainer in several institutions and organizations as well as consultant for organizational and social development.

