

A: The story

Project name:

Spread the Word - The Evening Laboratory (RO: Laboratorul de Seară)

Responsible organization and person(s):

National Organization of Romanian Scouts (NORS) (RO: Organizația Națională Cercetașii României)

Local Center: University Center Bucharest (CUB) (RO: Centrul Universitar București)

Țuțui Nicolae-Dorin

Crăciun Roxana-Ionela

Crăciun Andrada

Introduction to the project:

The increase in the number of the members of NORS has attracted the need for training in areas such as communication and representation so that the message of Scouting is spread in a unitary manner and in accordance with the principles of the international movement. Thus, the organization needs, both at national and local level, to have a coherent communication plan, unfolded annually to ensure a coherent message both inside and outside the organization.

Scouting as a pedagogical model implies empowering young people and providing a learning framework based on democratic principles: young people take decisions, they express their point of view and represent the organization, they coordinate activities and spread the message of the Scouting in the community.

For this activity to be performed qualitatively, our organization's young members need to be trained in these areas, not only offer them practice contexts.

Participant Profile:

Participants should be strongly involved in the local level activities, interested to increase the engagement towards Scouting in the group. The category should have an age between 16 and 30, selected through an open call.

Activities:

A1. Workshops

We organize a series of 4 workshops for the rovers and leaders from our Local Group as well as from other interested scout centers in proximity to ours on Soft skills. Our aim behind the workshops is to develop scouts' soft skills so they are able to deliver the message of Scouting in any situation, to introduce and practice various communicational and behavioral skills.

This ability will help the participants to exercise their democratic rights in the local groups in a coherent and knowledgeable manner.

Training young members to be good communicators will help the recognition of Scouting as an educational movement for young people with an active role in producing a positive change in the community.

The following topics will be covered in the workshops:

- Public Speaking - The ability to influence an audience
- Storytelling
- Self-esteem
- Public Relations
- Leadership

- Decision making

The workshops will take place on a weekly basis, starting with the second week of the project and will be facilitated by external trainers. Approximately 15 rovers and leaders will take part in these sessions.

A2. Training courses

To promote the same message of Scouting and to improve the impact Scouting activities produce in the community it is necessary for young people to develop good communication skills.

The following topics will be covered in the training:

- Communication scheme, identifying the roles of the communication, creating the message, using a proper communication channel, how to elaborate and give feedback, active and empathic listening.
- Elements of organizational identity, tools of internal and external communication (with leaders, children and young people, with parents, public authorities, media).
- Analyzing the status of the local level and developing a communication strategy for the local groups.

The training is addressed to a number of 25 scouts (rovers and leaders), 10 of the participants that participated in the workshops and 15 from other local groups.

The training will run for a period of 3 days (Friday - Sunday) in the penultimate week of the project and will take place on Bucharest to create a proper space for learning.

Objectives and goals:

The program will empower scouts (rovers and leaders) and equip them with improved soft skills to undertake an active role in delivering the message of Scouting and properly representing the cause of Scouting in any case (inside and outside the organization).

The participants will be challenged to develop new skills on how to behave and participate in decision making processes.

By undertaking an active role in their Local Group, scouts will be empowered to contribute to wider positive changes, to contribute to the development of their groups and the quality of their activities.

Goals:

- Empowering 60 rovers and leaders to develop soft skills to promote Scouting through 4 workshops.
- Developing effective communication skills among 25 rovers and leaders.

To which extent did we meet objectives and goals:

All the organized events have been in line with the approved themes and have been facilitated by experienced professional with vast experience and achievements in their domains.

WS1 - Decision Making 14 Dec 2017

Facilitator: Mihai Dragoş

Mihai Dragoş is the president of Romania's Youth Council (RYC), one of the initiators of the program "Youth Capital in Romania". RYC has also created a network of county monitors which have obtained extra funding from the local and national authorities for youth programs, more than the amounts allotted by the governmental programs. Mihai has also been designated by the youth NGO sector to represent them in European Economic and Social Committee.

WS2 - Leadership 9 Jan 2018

Facilitator: Bianca Neşiu-Bedreag

Bianca Neşiu-Bedreag is a manager with vast knowledge and experience in training, education, e-learning and in the IT sector as well. She was the NORS president during 2010-2015 and at the moment she is Learning Support Manager at one of the largest corporations present in Romania as well as a member in the European Scout Foundation board.

WS3 - Self Esteem 23 Jan 2018
Facilitators: Mariana Răducu și Alis Nane

Mariana Răducu is a psychiatrist in one of Romania's largest profile hospitals and Alis Nane is specialized in child and adolescent psychiatry.

WS4 - Storytelling 20 Feb 2018
Facilitator: Ruxandra Ghițescu

Ruxandra Ghițescu is a Romanian visual artist and filmmaker. She is a graduate student of the Media Art School, in Karlsruhe, Germany. Ruxandra started to work in the industry in 2006 making her way up from video assist operator to script and continuity, working in present as a director on commercials and as a screen writer. Over the past years, her short films have been selected in international film festivals like Sofia, Cottbus, Cork, Transylvania IFF. Ruxandra was selected as participant for Transylvania Talents 2014, Sarajevo Talents 2014 and Berlinale Talents 2015.

Training Weekend 13 - 14 Apr 2018
Message Consistency when communicating within the Scout Environment
(RO: Comunicarea în mediul cercetășesc și consecvența mesajului transmis)
Facilitators: Alexandru Grigore; Codruta Hocman; Florina Pauleti

The objective of this training session is to expand the awareness of the importance of scouts as representatives of the scout movement inside the organization as well as outside of it and in the media.

The number of participants at each of the events, on average is slightly below the target:

#	Date	Name	Participants		
			Registered ¹	Confirmed	Present
1	14 Dec 2017	WS 1 - Decision Making	14+3	12+3	12
2	9 Jan 2018	WS 2 - Servant Leadership	16+3	13+3	15
3	23 Jan 2018	WS 3 - Self Esteem	24+3	19+3	17
4	20 Feb 2018	WS 4 - Story Telling	20+2	14+2	11
5	3-4 Mar 2018	Training Weekend (1)	12+3	5+3	postponed
6	13-14 Apr 2018	Training Weekend (2)	25+2	20+2	20+2

Notes on participants and schedules:

- The training session has been delayed several times to accommodate its conception by the NORS communication team up until Mar 3rd. This instance has been postponed due to not meeting the minimum number of participants

¹ 12 + 3 -> participants + staff (also participated)

- For WS 3 we have had to refuse 4 participants, as the program was designed for max 15 participants

Each WS as well as the training session have been evaluated by all participants using a standard template throughout all the sessions for consistency which can be found at the following link:

<https://drive.google.com/open?id=1Yhm1e-cKW6ieZrYr2nG72m55xAzp2v9C>

Centralized results of the feedback forms

Q(En)	Project Average	WS1	WS2	WS3	WS4	Training
Have the objectives of the WS been clearly explained? (yes 1 / 0 no)	0.90	0.90	1.00	1.00	0.60	1.00
Have the objectives been reached? (yes 1 / 0 no)	0.94	0.95	1.00	1.00	0.75	1.00
Do you believe you have appropriated the presented notions? (yes 1 / 0 no)	0.98	1.00	1.00	1.00	0.90	1.00
How do you evaluate the utility of the presented notions? (1-not useful at all; 5 - very useful)	4.37	4.50	4.75	4.67	3.50	4.42
How satisfied are you with the trainer's performance? (1-not satisfied at all; 5 - very satisfied)	4.47	4.40	4.92	4.53	4.15	4.33
How satisfied are you with the venue and materials used? (1-not satisfied at all; 5 - very satisfied)	4.47	4.60	4.58	4.00	4.50	4.67
Where 1 represents failure and 10 represents there is nothing that can be improved, please offer a grade for this WS	8.61	8.90	9.21	8.70	7.50	8.75

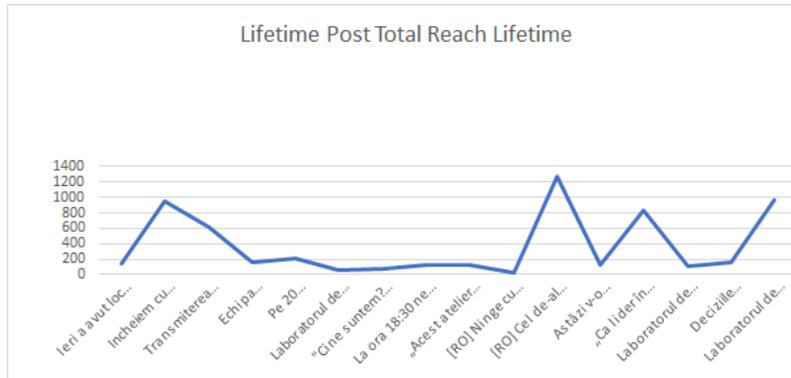
Photo and video stock can be accessed at this link:

https://drive.google.com/drive/folders/1pS0k_az6mqvS-U9sbxc5ruOH_bYREOb2?usp=sharing

Communication overview

We used Facebook as our main communication channel with the people that wanted to be informed about our activities and the email was used to communicate with the ones that registered for the workshops or the training.

The page (<https://www.facebook.com/Laboratorul-de-Seara-675482192555907>) has been created on May 2015 by the previous organizing team of the project but has not been active since April 2017. The team got access to the page on December 1st, 2017 and the first post was made on December 11th, to announce the new edition. At that point, the page had 206 followers. The number of followers had increased by 20% between December 2017 and May 2018: on May 1st the page had 266 followers.



During the project we had 16 Facebook posts with a medium reach of 372 unique viewers. The chart on the right shows the posts from the newest (April 15th) to the oldest (December 11th).

The best reach on a post was on January 9th, about our second workshop: Servant Leadership: 1269 unique viewers, 32 positive reactions and 3 shares.

Post Details
Reported stats may be delayed from what appears on posts

Laboratorul de Seara
9 January · 🌐

⋮

[RO] Cel de-al doilea atelier, Servant Leadership, al Laboratorului de seară a început deja!
Vă așteptăm alături de noi la următoarele workshopuri!
Proiect realizat cu sprijinul European Scout Foundation.
... See more

👥 1,269 people reached
Boost Post

👤 Jean Noel, Codruta Hocman and 8 others
3 Shares

👍 Like
💬 Comment
➦ Share
⋮

Performance for your post

1,269 People Reached

35 Reactions, comments & shares 📊

29 👍 Like	11 On post	18 On shares
3 ❤️ Love	0 On post	3 On shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

101 Post Clicks

26 Photo views	0 Link clicks	75 Other Clicks 📊
-------------------	------------------	----------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Because of the delayed training we had a period where we had fewer posts and the reach was lower. The recommendation is to keep people engaged with periodical posts on the even when there is a pause in the program

What did we learn from the project:

Except for the learning from each of the events, we have found that mobilizing and engaging adult scouts to participate in training and workshop events on topics that are not perceived as being cornerstone for their further development as scouts and representatives of the movement has proven more cumbersome than expected. The impact on our project has been an increased unpredictability of our schedule and not being able to keep the periodicity of the events as desired.

B: Financial report in brief

		Brief description	Amount in EURO (1EUR=4.5RON)
Income	Own resources:	Trainers, facilitators and location/rent fees obtained through donations	1070
	Other funding:	Participation fee for training	0
	ESF funding:	Original sum approved by ESF/FOSE	2280
	Other income:	Contribution of the participants - travel and accommodation	0
Total Income			3350
Expenses	Administration:	Workshop room Training room	270
	Travel:	material spent and lasting transportation	23
	Materials spent:	Stationery for the workshops Stationery for the training	126
	Materials lasting:	Video projector Flipchart support with whiteboard HDMI cables; Extension chords	420
	Accommodation and food for participants:	Coffee breaks for workshops Coffee breaks for training Meals for training Accommodation for training	196
	Trainers and facilitators accommodation:	Meals for training and project team Accommodation for trainers	0
	Trainers and facilitators travel:	Travel for training	57
	Trainers fee	4 external facilitators for the workshops 3 trainers	800
Total Expenses			1892
Net result:			1458

Notes on budget execution

- Training participation fee has not been recorded as we have compensated with it's purpose of providing part of the meals for the training. The participants preferred to pay their meals separately. You will observe less expenses with meals in the detailed execution report
- Travel expenses per participant and per WS facilitator have not been recorded
- Although budgeted, the facilitators fees amounts have not been consumed for two reasons: one is that the facilitators have volunteered to render their services free of cost, mentioning that they trust us to put those funds to other use; second, two of the facilitators would have signed the services contracts have not fiscal policy changes occurred in Romania. At that moment in time, the uncertainty of the need to queue up at local fiscal authorities was more costly than their net result. Thus, they have also agreed to render their services free of cost.

- The weekend training was organized in collaboration with another national event for explorers that took place in Bucharest (Bucharest Quest / BQ) as being in competition for participants would have been a risk to postpone a second time due to not meeting the minimum number of participants. Amongst the synergies we have had with BQ has also been the accommodation for the participants and trainers.
- To summarize, with a small margin for error, the positive budget net result is due to not paying for accommodation (participants and trainers alike ~840EUR) and not being charged by the WS facilitators (~400EUR)

The project's team recommendation for the future use the remaining funds in similar manners:

- Continue series of 2 or 3 workshops and a 2day training sessions on the personal development of Rovers, Leaders and Adult Volunteers inside the organization, with a focus on Bucharest and CUB members, as a focal point and best practice provider for working with Rovers;
- Use part of the remaining funds as collateral for projects with greater funding from European/Romanian (or other) funding streams for NGOs;
- Fund management would be covered by the CUB council and all project would be under their direct supervision, in close collaboration with the NORS office and with activity reports sent out to FOSE. The proposed activities would be vetoed by FOSE in advance;
- Use of the remaining funds should be done within the remainder of the year

Detailed budget execution report:

Category	Approved Expense Budget					
	EUR	EUR	EUR	RON (~4.5)	RON (~4.5)	RON (~4.5)
	Own Funds	ESF	Total	Own Funds	ESF	Total
Administration:	270		270	1215	0	1215
Travel:	300		300	1350	0	1350
Materials spent:		300	300	0	1350	1350
Materials lasting:		500	500	0	2250	2250
Accommodation and food for participants:	485	900	1385	2183	4050	6233
Trainers and facilitators accommodation:	48	140	188	216	630	846
Trainers and facilitators travel:		40	40	0	180	180
Trainers fee:	600	400	1000	2700	1800	4500
Total	1703	2280	3983	7664	10260	17924
Category	Executed Expense Budget					
	EUR	EUR	EUR	RON (~4.5)	RON (~4.5)	RON (~4.5)

	Own Funds	ESF	Total	Own Funds	ESF	Total
Administration:	270	0	270	1215		1215
Travel:	0	23	23		103	103
Materials spent:	0	126	126		565	565
Materials lasting:	0	420	420		1888	1888
Accommodation and food for participants:	0	196	196		879	882
Trainers and facilitators accommodation:	0	0	0			0
Trainers and facilitators travel:	0	57	57		256	256
Trainers fee:	800	0	800	3600		3600
Total	1070	820	1890	4815	3691	8506

Expenses per Cost Centers

	EUR	EUR	EUR	RON	RON	RON
	Own Sources	ESF	Grand Total	Own Sources	ESF	Grand Total
L1	130.00	17.12	147.12	585.00	77.02	662.02
L2	130.00	41.86	171.86	585.00	188.39	773.39
L3	130.00	45.88	175.88	585.00	206.44	791.44
L4	130.00	3.16	133.16	585.00	14.20	599.20
Project	0.00	452.39	452.39		2,035.75	2,035.75
T	550.00	259.83	809.83	2,475.00	1,169.23	3,644.23
Grand Total	1,070.00	820.23	1,890.23	4,815.00	3,691.03	8,506.03