



P A N G A E A  
**MIKE HORN**  
explore > learn > act

# 9 steps to a successful ACT-Project





# 9 steps to an ACT project

e x p l o r e ▶

l e a r n ▶

a c t



1. Vision

✓ idea

2. Aim

3. Plan

4. Budget

5. Promotion

6. Leadership

7. Act

8. Document

9. Evaluate





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e x p l o r e ▶

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idea



brainstorming

solar energy      recycling  
 cooking  
 tree-planting      excursions  
 clean-up      kids  
 presentation





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**combine best ideas**



**start a project**

**The simpler the better!**





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e x p l o r e ▶

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a c t



1. Vision



**combine best ideas**  
**start a project**

2. Aim

**The simpler the better!**

3. Plan

4. Budget



**Do research**

5. Promotion

6. Leadership

7. Act

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9. Evaluate

(presentation?)

tree-planting

kids

clean-up





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„Our goal is to plant a forest with the help of local teenagers to raise awareness on global warming and deforestation“



✓ combine best ideas  
--> start a project

The simpler the better!

✓ Do research

✓ Define your Aim



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- Plant 50 trees
- Recrute 23 volunteers
- Be in 5 tv-stations
- ~~Make everyone happy ☹️~~
- Make 49 people happy 😊

✓ combine best ideas

--> start a project

The simpler the better!

✓ Do research

✓ Define your Aim

✓ Define objectives





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S pecific  
M easurable  
A chievable  
R ealistic  
T ime



**combine best ideas**  
**start a project**

**The simpler the better!**

**Do research**

**Define your Aim**

**Define objectives**

**Be SMART**





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1. Vision



**combine best ideas**

2. Aim



**start a project**

**The simpler the better!**

3. Plan

S pecific  
M easurable  
A chievable  
R ealistic  
T ime

4. Budget



**Do research**

5. Promotion



**Define your Aim**

6. Leadership



**Define objectives**

7. Act



**Be SMART**

8. Document



**Be flexible**

9. Evaluate





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think about the W's





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What?	Who?	Until when?	Done
Location		1.09.2011	
Sponsors		10.09.2011	
Trees		10.09.2011	
Invitations		15.09.2011	
Media		15.09.2011	



think about the W's



Develop a workplan /  
timeline





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- ✓ think about the W's
- ✓ Develop a workplan / timeline
- ✓ Recruit a team



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think about the W's



Develop a workplan /  
timeline



Recruite a team



Distribute tasks &  
responsibilities



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think about the W's



Develop a workplan /  
timeline



Recruite a team



Distribute tasks &  
responsibilities



Keep all information  
together!



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<u>Costs:</u>	
Trees	1000€
Location	75€
Food	200€
Tools	250€
Flyers	30€
<b>total:</b>	<b>1555€</b>



Develop a 'dream' budget





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9. Evaluate

Costs:	
Trees	1000€ --> 500€
Location	75€
Food	200€ --> 100€
Tools	250€
Flyers	30€
<b>total:</b>	<b>905 €</b>



Develop a 'dream' budget



Making your budget realistic





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<u>Income:</u>	
Sale of food	~200€
?!?	1355
total:	1555€

- ✓ Develop a 'dream' budget
- ✓ Making your budget realistic
- ✓ Find sponsors to support your cause



- send them your project description and explain what the money will be used for!



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Set up a network



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Set up a network



Contact the Media



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Contact the Media



Be professional!

(Logo, Website, Flyer)



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keep your work plan  
always up to date



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Involve your team as  
much as you can





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**To-Do:**  
Tent  
Water  
Plastic sacks  
Benches  
Music



keep your work plan  
always up to date



Involve your team as  
much as you can



Write a to-do list





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<b>Position title</b>	<b>Communication manager</b>
<b>Job outline</b>	It will bring together 50 young leaders.S
<b>Responsibilities</b>	you will recruit and
<b>Skills required</b>	-Excellent communication skills -High level of personal organization
<b>Time commitment</b>	-25 hours per week for 6 months
<b>Reports to</b>	<b>Project Director</b>



keep your work plan always up to date



Involve your team as much as you can



Write a to-do list



Write position descriptions





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keep your work plan  
always up to date



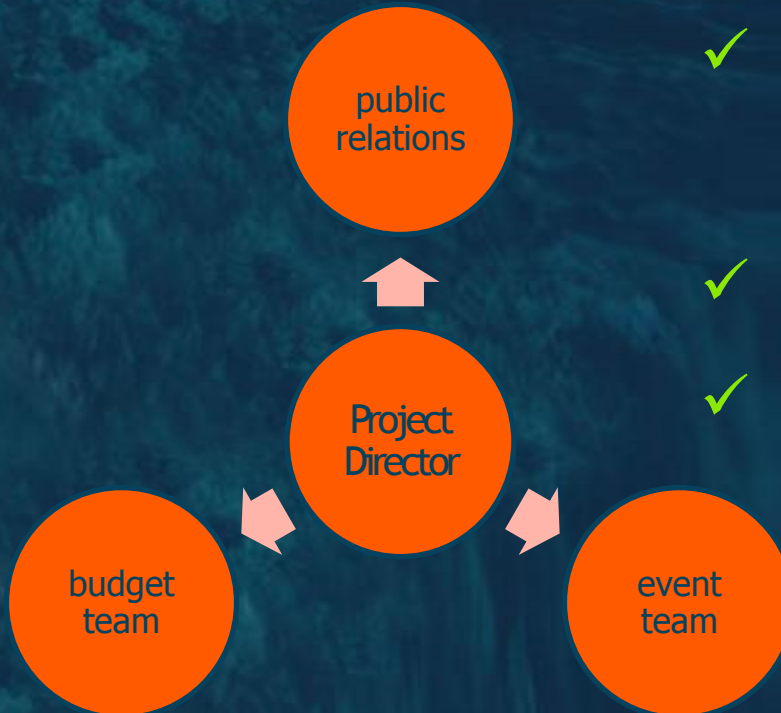
Involve your team as  
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Write a to-do list



Write position  
descriptions





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*“Unlike common definitions of leadership that focus on power and status, we promote leadership that is other-person centered, not self-centered.”*

*It is about developing and empowering a team to achieve a common goal, rather than climbing higher on the status chain ourselves.”*

GCM-Toolkit





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make sure everything and everyone is ready

To-Do:

- Tent ✓
- Water ✓
- Plastic sacks ✓
- Benches ✓
- Music ✓





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10:00 Welcoming  
10:30 Presentation  
11:00 Tree-Planting  
14:00 Break  
15:00 Tree-Planting  
18:00 Official End



**make sure everything  
and everyone is ready**



**Have a clear day-plan**





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 18:00 Official End



**make sure everything and everyone is ready**



**Have a clear day-plan**



**Be Spontaneous!**



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✓ Document your event!

→ make people responsible for photography, video and writing



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✓ Document your event!

→ make people responsible for photography, video and writing

✓ Report back to all your sponsors and supporters.



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✓ give each other feedback





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<u>Costs:</u>	
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total:	1555€



give each other  
feedback



Analyze your budget





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- ✓ give each other feedback
- ✓ Analyze your budget
- ✓ Think and talk about future projects 😊

