



# Schedule of the day

**9 AM - PRESENTATION - 30 minutes.**

Participants and trainer, adoption of the pedagogical goals and of the schedule of day.

**9.30 AM DEFINITION - 1 hour - Brainstorming and participative training**

**10.30 AM Coffee break - Informal talks.**

**11.00 - Results of brainstorming, listing and guidelines for each networking.**

**12.30 - Lunch time.**

**14.15 - From networking to leading position in your center of interest: success and failure stories**

**16.00 - Tea time, informal talks.**

**16.30 - Mini-conference on strategies of external Communication.**

**17.00 - Conclusion : taking good resolutions, developing plans for networking, defining critical success indicators.**

**17.45 - Leadership development : long term vision for civil society, networking for ourselves and our members.**



Presentation of each participant :

- 1 - Your name and the organization you represent
- 2 - The issues in which this organization is active (microcredit, gender, ecology, agriculture...)
- 3 - Centers of interest in working for common good in civil society (transfer of competences, social contacts, militancy, core profession...).



# Adoption of the pedagogical goals

- At the end of the workshop, the participants will have better skills to :
- Define the panel of **networking methods** within the 3 target public (suppliers, members, customers)
- Empower their **networking strategy** for both local and international, regarding current trends on this issue
- Contribute to **formulation of plans development for their network local network.**
- Contribute to **formulation of plans development for their network international network.**
- Develop an Internet-based easy-to-use **external communication system, using CMS and newsletters.**



# DEFINITION OF NETWORKING

Brainstorming and participative training.

- What are the forms of social networks (alias communities) ?

The main categories of social networks are :

1. Professional networks (example : network of official translators).
2. Territorial networks (example : your quartier, your planet)
3. Communities of practices (examples : the mothers, the football players). This includes informal practices, centers of interest, hobbies...

**Formal networks** : structured legally in federation, in corporation, in states often NGOs.

**Informal networks** : no legal structure, the link between participant to the network is "natural", obvious and decentralized.



# DEFINITION OF NETWORKING

Brainstorming and participative training.

- WORKING GROUPS 3-5 PERSONS - 15 MINUTES..

LIST THE SOCIAL NETWORKS YOU ARE PART OF.


For each social network, mention :

A - Category (Professional, Territorial, Community of Practice CP).

B - Structure (Formal or Informal)

Example 1 : the civil society (CP, IN).

Example 2 : your family (CP, FO & IN).



# Forms of major social networks for human development and civil society

- Family kernel (CP, IN/FO)
- Friends (CP, IN)
- Human development centers (schools, resources centers (PR, FO)
- Virtual communities (wikipedia, APC, oneworld, cooperation.net...)
- Academic networks (for each professional domain)
- Social programmes participants (microcredit, recycling, reforestation, healthcare...).
- Political groups.
- Etc, depending on the specific needs and available resources.



# DEFINITION OF NETWORKING

## Plenary session - discussion

- 1. The emergence of so called "bazaar methods of networking". This is about the current change from hierarchy based on status to hierarchy based on quality and quantities of contributions within existing social networks, worldwide.

- 2. Case study about the "MyNGO effect".

How to distinguish the limit between private and collective network patrimony ? In databases ? In promotion of your organization ? In other related cases of personalization of the NGO.



# TARGET GROUPS TO EMPOWER YOUR ORGANIZATION'S NETWORK

- **SUPPLIERS** : they should be sensible to Solidarity Economy values, tested in practice, flexible, result oriented and diversified (various suppliers).
- **PEARS** : they should be sensible to the values and principles of functioning that your organization promotes, as strong as possible in their own private and professional life.
- **CUSTOMERS** : a panel as large as possible, with transparent/clear motivation and solid functioning.



# NETWORKING STRATEGY

## Principles to build a good network

- Start local, develop your network of members, customers and suppliers, and list them.
- Grow slowly, always enjoy the day.
- Include trainings and information services in all your projects (reports your results)
- Keep faith even when problem are big
- Adopt positive language to generate trust

OTHER PRINCIPLES YOU SUGGEST ?



# Examples of International networks

## A - GOVERNMENTALS ONES

- 22 UN agencies & their associated agencies
- Commonwealth organization
- 5 Francophonie agencies
- European Union programmes

## B - NON-GOVERNMENTAL ONES

- Chambers of Commerce (and Young CoC)
- Open Society Institute (HQ in NY)
- Various well endowed US / EU Foundation
- World Economic Forum / World Social Forum



# How to develop recognition within long term networking strategies ?

1. Brainstorm in small working groups (2-3 persons, 20 minutes):
  - your personal plan, or the plan of the organization you are representing.
  - three specific actions that must be done in priority for empowering your networks.
2. Presentation of results in plenary.
3. Defining together (in plenary) the **common guidelines for application of any strategy** (keys of success).



# Strategies of eCommunication for empowering your networks MINI-CONFERENCE

1. How to take actively part into existing virtual communities, to empower your networks ?

- start by being a participant, before creating new ones.
- show your specificity and intentions while being a simple contributor.

2. How to identify and use the best e-tools :

- mailing lists : filters, type of contributions, quality evaluation.
- newsletters : filters, how to read them, quality evaluation.
- RSS syndication : what, why, how, where.



# CONCLUSION


Taking good resolutions.

## 1. Developing plans for networking.

Working week points, capitalizing strong points.

Max 3 practices / elements to embetter / empower in the next months.

2. Defining critical success indicators for each of the 3 points identified. SMART goals for you specifically (**S**pecific, **M**easurable, **A**dapated to your situation, **R**eachable, **T**ime-Limited).



# Leadership long-term development

Long term vision for civil society, networking for ourselves and our members.

- Which civil society do we really want ?
- What are the fundamental reasons for developing social networks ?
- Is it possible to change things ?
  - Why and how to keep motivation and faith for the next decades ?