International Annual Calendar Day

Collaborate ▪ Commemorate ▪ Celebrate
Non-Governmental Organisations
Non-Profit Organisations
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World NGO Day
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Introduction

Non-Governmental Organisations (NGOs) — also often referred to as Non-Profit Organisations (NPOs), Civil Society Organisations (CSOs) or the third sector — face increasingly varied challenges in today’s society. Within society worldwide there is a lack of understanding of the important role NGOs play in sectors such as education, culture, science or development, of the value of their contributions to society and how rewarding it is to be part of an NGO.

For three years the World NGO Day Initiative has been working towards the creation of one designated international day for NGOs globally to collaborate, commemorate and celebrate.

International Day of Non-Governmental and Non-Profit Organisations (World NGO Day) is a global initiative which aims to secure passing of a UN General Assembly resolution to establish this as an international day, to be held on 18 November (temporary calendar day) every year, in recognition of the valuable work these organisations have done – and continue to do – around the world, particularly in the areas of education, science and culture.

The establishment of World NGO Day could be of particular benefit in helping to strengthen the links between local, national and international NGOs around the globe.
What is World NGO Day?

World NGO Day is intended to be a symbol of bringing together the world’s NGOs to build a stronger future for all. It would be a dedicated day for all NGOs to commemorate and celebrate their achievements, ensuring that small grassroots organisations gain the recognition they deserve.

The establishment of an official date for World NGO Day would be:

• An opportunity for education, enabling individuals worldwide to understand more clearly what NGOs are doing for society locally, nationally and internationally.
• An opportunity for individuals to learn more about the people behind NGOs.
• An international symbol that displays the efforts and achievements of all NGOs from all sectors.
• An opportunity to inspire people to consider a career within the third sector.
• A platform for NGOs around the globe to share knowledge and experiences with one another.
• An opportunity for NGOs to discuss the issues that affect their work and form partnerships to work to resolve these.

For the purpose of this day, the term NGO will be used to encompass all Non-Profit Organisations (NPOs), Civil Society Organisations (CSOs), and other types of organisation within the third sector. The Initiative is focused on NGOs which support the UN and other international human right principles, and do not cultivate or promote illegal activities.

Mission

To secure the passing of a UN General Assembly Resolution establishing an official international calendar day which celebrates the achievements of NGOs, commemorates those within the sector and their work, and provides opportunities for NGOs around the world to collaborate.

Vision

To create a stronger, better & more effective civil society worldwide through an international annual calendar day for NGOs.

Motivations

While large and international NGOs may attract the attention of the public, many small and medium sized NGOs that make a huge difference to society are not always acknowledged and celebrated. The public and media sometimes overlook the small, day-to-day activities of many NGOs, which may not appear very significant but can have a great effect on the lives of others. World NGO Day would offer a platform to increase awareness of their activities and contributions. It would also be valuable in highlighting the importance of effective NGOs and to champion best practice.
It has been noted that society does not foster an interest in the work of NGOs at a young age as in other sectors – one doesn’t often hear of children aspiring to work for an NGO when this is just as valid a goal as any other career choice. World NGO Day would provide an opportunity to celebrate not just NGOs but the people behind the organisations, inspiring people of all ages to have a positive impact on society.

Date

18 November was chosen as the temporary calendar day for this initiative.

This date was felt to be appropriate for a number of reasons:

- There is not an existing international calendar day on this date.
- This date is between autumn and winter seasons, which symbolises new seasons beginning.
- The winter and autumn season is an important time for many NGOs, as they focus on raising funds, organise annual reports, conferences and events.

The first World NGO Day event was held on 18 November 2011, connecting groups virtually.

This is the date that has been established by the Initiative’s Secretariat; however, there is the potential to change this to align with the UN General Assembly priorities if necessary.

Intentions

World NGO Day is intended to

- Collaborate
- Commemorate
- Celebrate

Collaborate:

World NGO Day would be a platform to build bridges between NGOs regardless of size, location or type of organisation.

The vision for this World NGO Day is to actively integrate modern online technologies and social media so that this can be more than just an international calendar day. The World NGO Day Initiative’s Secretariat feels there is a need to connect between small, medium and large size NGOs at an international level in a different way than exists today.

Using the internet to create a platform for collaboration between NGOs around the world, World NGO Day would help to break down geographical barriers to connect organisations that could help each other learn and grow. The Secretariat’s research indicates that in every country there are numerous NGO entities, from larger organisations and chambers of commerce to small local charities in every city or district representing a multitude of interests, sectors and activities. Yet while the areas and activities covered are growing throughout the world, the number of online platforms solely dedicated to them is limited.

World NGO Day would also aim to promote more effective collaboration between NGOs, so that they gain tangible benefits from working with others with similar goals. The aim would be to create lasting, valuable connections that endure for longer than just the calendar day.
**Commemorate:**

**World NGO Day** would this provide an opportunity to honour and remember NGO founders, employees, volunteers, members and supporters.

There are vast numbers of individuals who have devoted themselves to the work of NGOs in many forms, from those who offer a few hours of their time to those who have sacrificed their lives for a cause they believe in.

World NGO Day would provide an opportunity to remember what all involved with NGOs have in common and how NGOs can bind people together. It would be a day to honour these individuals and memorialise their contributions.

Potential ways to commemorate the work of individuals in the third sector as part of World NGO Day include:

- The contributions of individuals to the sector could be showcased through events or awards.
- People could commemorate key figures who have been part of an NGO by lighting a memorial candle at a designated time on World NGO Day around the globe.
- Individuals who have lost their lives while working for an NGO or for a particular cause could be commemorated with a memorial exhibition. Examples of those the day could be instrumental in commemorating can be found in **Appendix I**.
- An online *Commemoration Board* could offer an interactive platform to share pictures, videos and information in honour of those who have been involved with NGOs.

Focusing on those who have worked within the sector will help to inspire individuals to support NGOs, raise awareness of the opportunities available within NGOs and increase understanding of others involved with the sector.

**Celebrate:**

**World NGO Day** would be marked through local, regional and international events and projects to celebrate NGOs’ vital activities and contribution to society.

NGOs would be able to take an active part in celebrating World NGO Day which will help raise awareness of this sector. The support of the UN General Assembly to mark this through the acknowledgement of a UN international calendar day would encourage NGOs to participate, as it embraces various possibilities to promote public awareness and engagement in NGO activities.

The World NGO Day Initiative’s Secretariat would like to propose celebrating World NGO Day with different themes each year worldwide. In 2012 a test day was held with the theme “Building Effective Cooperation”. In following years the themes may work well if aligned with the UN priorities.
Potential ways for NGOs to celebrate as part of World NGO Day include:

- Cooperating with schools to run a simulated world summit for students and pupils to learn about issues at NGOs, from local charities to international movements.
- Organising activities to raise awareness, such as sharing messages with the community via online newsletters or local newspapers.
- Hosting celebratory events to raise awareness and funds.
- Organising an NGO “Exchange” event to swap goods and ideas with others.
- Showcasing the achievements of NGOs through events or awards.

The World NGO Day Initiative’s Secretariat believes the public, private and NGO sectors should work together to form effective partnerships. Therefore, World NGO Day would be a good way to encourage private sector companies to offer complimentary goods or services in support of the day. Activities such as this could inspire more profit and non-profit opportunities for all sectors.

World NGO Day would also offer an opportunity for NGOs to recognise the good work of other organisations in the sector. Acknowledging the work of others would be a key first step towards working together. By celebrating achievements together, NGOs can also reflect upon things that haven’t worked or could be improved upon, fostering a continuous sense of improvement.

**History & Governance**

The World NGO Day initiative is currently managed by the World NGO Day Initiative’s Secretariat based in London, United Kingdom.

The World NGO Day Initiative commenced in 2009 in London, United Kingdom. The initiative was created by Mr. Marcis Liors Skadmanis, who first thought of the initial idea during his Masters in International Law and NGO legislation and has been leading this international initiative for the last 3 years. Having established several NGOs, including a Latvian British Chamber of Commerce, Mr. Skadmanis has some understanding of issues that NGOs face on a daily basis, locally, nationally and internationally.

The World NGO Day Initiative’s Secretariat was incorporated to protect the World NGO Day Initiative’s Intellectual Property from being misused by unauthorised organisations and other parties, until the UN General Assembly acknowledges it officially as an international calendar day.

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**Non-profit organisation No:** 07830127  
**Date of Incorporation:** 01/11/2011 in England  
**Legal address:** World NGO Day Initiative’s Secretariat, Glebe House, 15 Fitzroy Mews, London, W1T 6DP, UK
The World NGO Day Initiative Intellectual Property includes:

- The World NGO Day official Summit website: www.ngoday.com
- The World NGO Day official facebook page: https://www.facebook.com/worldngoday
- The World NGO Day official twitter page: @WorldNGODay
- The World NGO Day official blog page: worldngoday.blogspot.co.uk
- The World NGO Day logo, images, visual marketing materials, internal correspondence, strategy, concept, emails from @worldngoday.com, and developed story.

World NGO Day has received the support of many countries and associations around the globe, including the Minister for International Development of the Ministry for Foreign Affairs in Finland, the Baltic Sea NGO Network, the South Asia Association for Regional Cooperation and the South Asia Association for Regional Cooperation in Law. Further details of this can be found in Appendix II.

For a timeline illustrating the history of the initiative please see Appendix III.

For a list of directors and honorary ambassadors please see Appendix IV.

For a summary of World NGO Day Summit 2012 “Building Effective Cooperation” please see Appendix V.

**Conclusion**

NGOs are key to many aspects of modern society around the globe. From small community initiatives to large international organisations, there are countless NGOs who make valuable contributions as they work to improve the lives of others in many different ways.

The World NGO Day Initiative believes these people should not go unrecognised. Commemorating individuals and celebrating their accomplishments would ensure the public value the important work of NGOs and help to inspire the next generation to add their own contributions.

With modern technology bringing those around the world ever closer, it is felt that now is the time to bring people together to ensure that the good work of NGOs continues to improve and grow. By making the world aware of the achievements of others and bringing NGOs together so they can learn and develop, World NGO Day could help to increase the impact of these organisations to create stronger, better and more effective society worldwide.

From the outlines and examples above, it is clear that there are many ways in which the adoption of World NGO Day by the UN General Assembly would have mutual benefits for both UN and civil society sector.

**The UN General Assembly’s support of this initiative would be a key step in bringing together the world’s NGOs to build a stronger future for all.**
Appendices

Appendix I: Commemorate

The Initiative’s Secretariat believes that key figures representing NGOs in different fields could be commemorated on World NGO Day. Examples of individuals who could merit this include:

**Angela Cropper (deceased 12 November, 2012)**
From Trinidad and Tobago, Angela Cropper served as Assistant Secretary-General and Deputy Executive Director of the United Nations Environment Programme. She was also the Co-founder of the Cropper Foundation.

**Claudia F Da Silva (deceased 16 October, 2012)**
Claudia F Da Silva was founder of London Centre for Personal Safety Charity. ([http://claudia.dasilva.muchloved.com](http://claudia.dasilva.muchloved.com))

**Louis Stout (deceased 9 September, 2012)**
Louis Stout was the president of the Amateur Athletic Union (AAU) in the USA.

**Wangari Muta Maathai (deceased 25 September 2011)**
Wangari Muta Maathai was a Nobel Peace Prize winner. She was a Kenyan environmental activist and founded the Green Belt Movement, a non-governmental organisation focusing on the planting of trees, environmental conservation, and women’s rights.

**Dorothy Stowe (deceased July 23 2010 Vancouver, Canada)**
Dorothy Stowe was an American born Canadian social activist and environmentalist. She was a co-founder of Greenpeace.

**Peter Benenson (deceased 25 February 2005 United Kingdom)**
Peter Benenson was an English lawyer and founder of the human rights group Amnesty International.

Appendix II: Regional & National Support — Background Information

**II.1 Support in the UK**
Awareness of the World NGO Day Initiative was increased through a Roundtable at the House of Commons, UK Parliament, on 14 March 2012. This was possible through the good offices of Ian Liddell Grainger, Member of Parliament.

On 19 September 2012 Lord Lyndon Harrison hosted the Leadership Meeting “Governance and NGOs” at the UK House of Lords. Guests including Dr. William F. Shija, Secretary-General of the Commonwealth Parliamentary Association, Biljana Radonjic Ker-Lindsay,
Head of Civil Society Engagement Unit, European Bank for Reconstruction and Development, and many others expressed their public support for the recognition of the World NGO Day Initiative. The discussion allowed participants to consider steps to assist effectiveness of the NGO Sector and to raise issues that affect internal and external performance and relationships set against the backdrop of the increasing recognition of the role of cooperation between the NGO and stakeholders globally.

II.II Support in Finland

On 16 April 2012 a Nordic World NGO Day introductory meeting was held at the British Ambassador’s Residence in Helsinki, Finland. Guests included: Christopher Shapardanov, Canadian Ambassador to the Republic of Finland; Ilona Jaaskelainen-Overduin, Officer of Embassy of the Kingdom of the Netherlands; Alp Icen, Embassy of Turkey; Mr. Gianni Coati, Embassy of Italy in Finland; Inka Lilja, Programme Officer, Department for Development Policy/Unit for Non-Governmental Organisations, Ministry for Foreign Affairs of Finland; Jeremy K. Barnum, Political Officer, Embassy of the USA; Pirjo Luoto, Union of Friendship Associations in Finland; Helena Laukko, UN Association of Finland. The event raised awareness of Finnish NGOs’ role within Finland and in international development.

The World NGO Day Initiative has received the following letter of support from H.E. Ms. Heidi Hautala, the Minister for International Development of the Ministry for Foreign Affairs in Finland.

“Thank you for your letter informing me about the global initiative for the World NGO Day. I believe it would be an excellent way to recognise the valuable work all the NGOs are doing around the world.

NGOs contribute to the building of societies by providing people with means of expression and influence. NGOs promote pluralism, diversity, and tolerance in society while protecting and strengthening cultural, ethnic, religious and other identities. NGOs motivate citizens to act, rather than depend on state power and beneficence.

Deservedly, NGOs are now widely recognised as development actors in their own right. They have increased in number and stand out thanks to their capacity to reach out to, empower, represent and defend vulnerable and socially excluded groups, and trigger social innovation. Against this background, governments in several countries have strengthened their engagement with NGOs.

Civil society is an important partner for the Finnish Government. The underlying principle of the current Finnish Development Policy is that development result can become sustainable only if the civil society can operate freely. Thus, we see NGOs as fundamental and strategic actors in achieving open and democratic societies and are committed to strengthening their capacity through increased support and improving effectiveness of their development cooperation activities.

To mark the exceptional and highly valuable work that the NGOs are doing, I warmly support the initiative to establishing an international World NGO day. The calendar day can also serve as an opportunity to aim towards more capable and strong NGO
sector and to ensuring that there is also an enabling working environment for these organisations in every part of the world.”

II.III Support in the wider Baltic Sea region.

World NGO Day was officially recognised in April 17, 2010 by 12 countries of the Baltic Sea NGO Forum in Vilnius, Lithuania. The member countries of the Baltic Sea NGO Forum are Belarus, Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Poland, Russia, Norway and Sweden.

The resolution of the IX Baltic Sea NGO Forum to the 8th Summit of the Baltic Sea States due on 1-2 June 2010 states: “To support the official setting of the World NGO Day. Following the discussions among non-governmental organisations and members of the Baltic Sea NGO network from Belarus, Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, Russia and Sweden, the Coordinating Committee on behalf of the Baltic Sea NGO Forum 2010 (16 to 17 April 2010, Vilnius, Lithuania) has approved the necessity to promote the official setting of the “Worldwide NGO Day”, proposed by the Civic Alliance-Latvia. The World NGO Day is to be announced as an official UN observance day according to the UN resolution.”
(Source: http://www.nisc.lt/forumas/2010/?lng=en&id=5)

On April 23, 2012 the World NGO Day Initiative was accepted by the Baltic Sea NGO Forum Committee under the German CBSS Presidency at the Humboldt University in Berlin, during the X Baltic Sea NGO Forum: Social Capital for a Sustainable Baltic Sea Region. The Initiative was accepted as an official resolution encouraging all member countries to celebrate World NGO Day on the 18th of November. The Forum stated: “Each country of the Baltic Sea NGO Network is encouraged to celebrate World NGO Day, on 18 November 2012, providing information to the Baltic Sea coordinating committee and the Secretariat of the World NGO Day. Nationally, organisations are invited to receive conceptual support letters from their respective governments to support the creation of World NGO Day by the UN internationally.”
(Source: http://www.bsngoforum.org/content/x-baltic-sea-ngo-forum-2012)

The Annual Baltic Sea NGO Forum is organised by the Baltic Sea NGO Network, offers the opportunity for NGOs to exchange experiences and to establish contacts. The aim of the Network is to strengthen civil society and to encourage people to get involved and take an interest in their own affairs. The NGO Forum brings together NGOs from different fields for an exchange of experience and information. By creating new transnational and cross-sectoral project partnerships, contacts between NGOs are strengthened and civil society in the Baltic Sea Region supported. The Forum not only serves as a meeting point for NGOs but also offers an opportunity for a dialogue between civil society and decision-makers from politics, business, administration and science on the future of cooperation in the Baltic Sea Region.
(Source: http://www.auswaertiges-amt.de/cae/servlet/contentblob/612202/publicationFile/166110/120313-Ostseetage.pdf)
II.IV Support in the South Asia Region

On February 24, 2012 the World NGO Day Initiative’s Secretariat signed a Memorandum of Understanding with the South Asian Association for Regional Cooperation in Law (SAARCLAW). This MOU aims to promote the objectives of the respective organisations and also to expand the horizons of NGOs in the SAARC region. SAARCLAW agreed to allow World NGO Day to use its links with the NGO community and the United Nations for their mutual benefit.

(Source: http://saarclaw.org/publicationFile/1019_Issue%20V.pdf)

SAARC or the South Asian Association for Regional Cooperation is an organisation of South Asian nations including Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka. It aims to promote economic and social progress, cultural development within the South Asia region and cooperation with other developing countries.

SAARCLAW or the South Asian Association for Regional Co-operation in Law is an association of the legal communities of SAARC countries, with the status of a Regional Apex Body Of SAARC. It owes its origin to the desire of the members of the legal community to establish an association within the SAARC region to disseminate information and to promote an understanding of the concerns and developments of the region.

(Source: http://saarclaw.org)

II.V Building relations for further support

In 2011 the World NGO Day Initiative carried out a series of discussions with UN representatives in New York. Those who have acknowledged the huge potential of the Initiative include Ms Maria Luisa Chavez, Chief NGO Relations Section, Outreach Division, Department of Public Information, United Nations and Mr Charles Hitchcock, Chair of the NGO/DPI Executive Committee (The Executive Committee of Non-Governmental Organisations Associated with the United Nations Department of Public Information).

Appendix III: Timeline


7 December 2012, Dr. William F. Shija, Secretary- General, Commonwealth Parliamentary Association, becomes an Honorary Ambassador of the World NGO Day initiative.

16 November 2012, the first World NGO Day Summit was hosted by the Royal Over-Seas League and World NGO Day Initiative’s Secretariat at Overseas House, and held in Overseas House, London, UK.Honorable guests speakers such as H.E. Mr Pekka Huhtaniemi, Ambassador of Finland to the UK; Mr Vijay Krishnarayan, Director of the Commonwealth Foundation, Mr Steve Kenzie, Directorof the Secretariat of the UN Global Compact Network,
Mr Philip Mulligan, Executive Director of the United Nations Association of the UK and others.

7 November 2012, World NGO Day Initiative has received an official acknowledgment letter from Mrs Heidi Hautala, the Minister for International Development of the Ministry for Foreign Affairs in Finland. The letter is extremely supportive and an important milestone to recognise this day officially.

8 October 2012, Mrs Haifa Fahoum Al Kaylani, Founder and Chairman of The Arab International Women’s Forum, becomes an Honorary Ambassador of the World NGO Day initiative.

18 October 2012, Lord Lyndon Harrison, from the UK House of Lords becomes an Honorary Ambassador of the World NGO Day initiative.

19 September 2012, Governance and NGOs: Positive Leadership Meeting hosted by Lord Lyndon Harrison at the UK House of Lords. Honorable guests such as Dr. William F. Shija, Secretary-General, Commonwealth Parliamentary Association; Biljana Radonjic Ker-Lindsay, Head of Civil Society Engagement Unit, European Bank for Reconstruction and Development and many others expressing their public support to the recognition of the World NGO Day initiative.

3 September 2012, The World NGO Day initiative is acknowledged by the Black Sea NGO Forum, representing ten countries: Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Republic of Moldova, Turkey, Ukraine, Romania and Russia.

23 April 2012, The World NGO Day initiative was accepted by the Baltic Sea NGO Forum Committee under the German CBSS Presidency at the Humboldt University in Berlin, as an official resolution encouraging all member countries to celebrate the World NGO Day on the 18th of November and receive conceptual support letter from their governments to support the acceptance of the international day by the UN. The Baltic Sea NGO Forum member countries: Belarus, Denmark, Estonia, Finland, Germany, Island, Latvia, Lithuania, Poland, Russia, Norway and Sweden.

16 April 2012, The Nordic introductory meeting for World NGO Day was held at the British Ambassador’s Residence in Helsinki, Finland by HE Matthew Lodge, British Ambassador to Finland.

14 March 2012, The UK introductory meeting for the World NGO Day, was held at the House of Commons, UK Parliament by Ian Liddell-Grainger MP.

14 March 2012, Former President of Latvia Mr Guntis Ulmanis becomes as a Honorary Ambassador of World NGO Day Initiative.

24 February 2012, The Secretary General of SAARCLAW, Mr Hemant K Batra, becomes an Honorary Ambassador of the World NGO Day initiative.

24 February 2012, A Memorandum of Understanding was signed with the South Asian Association for Regional Cooperation in Law (SAARCLAW). SAARC is an organisation of
South Asian nations: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka.

20 January 2012, Mrs Leena Zittling becomes a Honorary Ambassador of World NGO Day Initiative. She is a Board Member of The International Network for Small and Medium Sized Enterprises "INSME" and Charter President, Vice Chair of IAB, European ProClusters Association "EPROCA".

15 November 2011, Mrs Sung-Joo Kim becomes as a Honorary Patron of World NGO Day Initiative. She is the Chairperson & CEO of SUNGJOO Group & MCM Holding AG.

18 November 2011, For the first time in history various NGOs around the globe celebrated the international World NGO Day in UK, USA, Finland, Latvia, Lithuania, Estonia, Sweden, Norway, Germany, India and Pakistan.

25 April 2011, The World NGO Day initiative carried out a series of discussions with UN representatives who have acknowledged the huge potential of the initiative. Representatives like Ms Maria Luisa Chavez, Chief NGO Relations Section, Outreach Division, Department of Public Information, United Nations and Mr Charles Hitchcock, Chair of the NGO/DPI Executive Committee (The Executive Committee of Non-Governmental Organisations Associated with the United Nations Department of Public Information).

17 April 2010, The World NGO Day initiative is recognised and officially supported by members of the Baltic Sea NGO Forum, representing twelve countries: Belarus, Denmark, Estonia, Finland, Germany, Island, Latvia, Lithuania, Poland, Russia, Norway and Sweden.

3 February 2010, Mrs Rasma Pipike becomes an Honorary Ambassador of World NGO Day Initiative. She is a Board Director of CIVICUS and eLPA.

18 November 2009, The World NGO Day initiative was born in London, UK. The World NGO Day is an international calendar day held on the 18th of November every year to Celebrate, Commemorate and Connect NGOs and NPOs around the world. The initiator of World NGO Day is Mr Marcis Liors Skadmanis.

Appendix IV: Directors & Ambassadors

IV.I Directors

Mr Marcis Liors Skadmanis
Mr. Marcis Liors Skadmanis is the Initiator & Executive Director of the World NGO Day Initiative’s Secretariat.

Mr. Skadmanis has been leading this international initiative for the last 3 years. After first coming up with the initial idea for this international day, during his Master in International Law and NGO legislation. By establishing several NGOs including a Chamber of Commerce, Mr. Skadmanis was able to understand some of the problems NGOs face on a daily basis - locally, nationally and internationally. This led him to create the World NGO Day initiative.
Mr. Skadmanis is an active civil society non-governmental organisation supporter.

Mr. Marcis Liors Skadmanis holds a Master of Laws LL.M. and a Bachelor of Laws LL.B. (Hons), In addition to his Certificate of Business Administrations (IEVF TIN). He is a member of the World Association of Non-Governmental Organisations (WANGO).

Mrs Rasma Pipike
Mrs Pipike is well known civil society and NGO professional and supporter in the Baltic Sea region. Mrs Pipike is a Board Director of CIVICUS, a Director of Civic Alliance Latvia and Member of the Coordinating Committee of the Baltic Sea NGO Forum. She was the first one who supported the World NGO Day Initiative from an early stage and still supports the World NGO Day Initiative in the Baltic Sea Region and internationally.

Mrs Leena Zittling
Mrs Zittling is a Charter Member, Charter President and a Vice Chair of International Advisory Group at EPROMA (FI), Board Member of INSME Association (Italy), Invited Member of World Entrepreneurship Forum (France), an Invited Member of Global Editors Network (France). Mrs Zittling has helped raise awareness to the initiative with the Finnish Government. Recently the World NGO Day Initiative’s Secretariat received an official acknowledgment letter from Mrs Heidi Hautala, Minister for International Development of the Ministry for Foreign Affairs of Finland. The Minister for International Development supports the initiative, and highlights the benefits of having a World NGO Day. The letter is extremely supportive and an important mile stone to getting other European governments to recognise this day officially. Mrs Zittling helped the World NGO Day Secretariat organise the World NGO Day Nordic introductory event at the British Ambassador Residence in Finland, held last year and hosted by HE Mr Matthew Lodge, British Ambassador to Finland and helped to open the secretariat representative office in Helsinki, Finland.

IV.II World NGO Day Honorary Ambassadors
Honorary Ambassadors are significant individuals who value and support the work NGOs do, while raising public awareness to the valuable contribution of the non-governmental and non-profit sectors - caring for humanity, education and the environment globally, for a better future for all. The Honorary Ambassador role is on a voluntary basis without any legal responsibilities or obligations. The Honorary Ambassador main role is to spread a message of goodwill about the World NGO Day within their network.

Dr. William F Shija
Secretary-General of the Commonwealth Parliamentary Association

Dr. William Ferdinand Shija is a Tanzanian politician, the current Secretary-General of the Commonwealth Parliamentary Association and a former member of the African Union's Pan-African Parliament.
Shija was a member of the National Assembly of Tanzania from 1990 to 2005. During this time he held the positions of Minister for Science, Technology and Higher Education, Minister for Information and Broadcasting, Minister for Energy and Minerals and Minister for Industries and Trade. He was a member of the Pan-African Parliament in 2004 and 2005 and chaired the Committee on Education, Culture, Tourism and Human Resources. He was
appointed the first African Secretary-General of the Commonwealth Parliamentary Association on September 9, 2006 and took up the position on January 1, 2007.

Website: http://en.wikipedia.org/wiki/William_F._Shija

Sung-Joo Kim
Chairwoman and CEO of Sungjoo Group and MCM Holdings

Sung-Joo Kim (born 1956 in South Korea) is the Chairwoman and CEO of Sungjoo Group and MCM Holdings AG.
She was ranked among the "Top 50 Women to Watch" by the Wall Street Journal in (2004) and Selected as one of the "New Century Leaders" in CNN for the Best of Asia in (2003). She is known for being actively involved in promoting women's leadership, supporting humanitarian causes worldwide and for her outspoken stance against corruption.

Website http://www.kimsungjoo.com/en/

Mrs Haifa Fahoum Al Kaylani
Founder and Chairman of The Arab International Women’s Forum

Mrs Haifa Fahoum Al Kaylani is Founder and Chairman of The Arab International Women’s Forum and well known in international government and business circles as a high-impact change agent focusing on leadership in cultural and gender issues. An economist and graduate of the American University of Beirut and Oxford University, she brings a wide range of skills and experience to her personal mission of encouraging greater cultural understanding between Arab and international communities, supporting a strong role for women in that process.

Mrs Al Kaylani holds senior roles in several organisations in the UK and internationally as well as seats on the boards of cultural, educational institutions and NGO’s. She is Vice President International of The Women’s Leadership Board at Harvard University. Mrs Al Kaylani serves as Advisory Board Member of Middle East Institute, School of Oriental and African Studies, University of London and Advisory Board Member, Institute for Women’s Studies in the Arab World, Lebanese American University, Beirut. She serves as a Freeman and Liveryman of the City of London.

In 2006, Haifa Al Kaylani received recognition as one of 21 Leaders for the 21 Century by Women’s eNews in New York. In February 2007 Haifa Al Kaylani was named as one of The Muslim Power 100 Leaders in the United Kingdom and received the Education Excellence Award. Mrs. Al Kaylani has been named recipient of the 2008 World of Difference Lifetime Achievement Award presented by The International Alliance for Women. In 2009 Mrs Al Kaylani was named one of the 20 leading Muslim women in the UK when The Equality & Human Rights Commission announced The Muslim Women Power List 2009 and in both 2011 and 2012, named one of the hundred most powerful women in the Arab World on the Power 100 List, compiled by Arabian Business Monitor.

Website http://www.aiwfonline.com
Mr Guntis Ulmanis
Former President of Latvia

Guntis Ulmanis (born on September 13, 1939) was the fifth President of Latvia from 1993 to 1999.

Guntis Ulmanis’ term finished in 1999 and he was succeeded by Vaira Vike-Freiberga. He retired from politics but became a social activist, founding the Guntis Ulmanis Fund, organising the 2006 IIHF World Championship in Riga and heading the Riga Castle reconstruction council.

Website http://en.wikipedia.org/wiki/Guntis_Ulmanis

Lord Lyndon Harrison
House of Lords UK

Lyndon Henry Arthur Harrison, Baron Harrison (born 28 September 1947). He was created a life peer in 1999. Lord Harrison speaks regularly in the House of Lords. He was a member of the European Parliament from 1989 to 1999, representing the Cheshire West constituency.

Website http://www.parliament.uk

Major General Roddy Porter
Director-General of the Royal Overseas League

Maj Gen Roddy Porter delivered a erudite geo-political overview drawing from his extensive military experience in many of the world’s pivotal conflicts and reconciliation processes. He elaborated on how his current Royal Overseas League role extends his involvement in constructive multilateral activity that has a positive influence on international relations.

Website: http://www.rosl.org.uk

Hemant K Batra
Secretary General South Asian Association for Regional Co-operation in Law

During his career, he has held a number of honorary positions including current Secretary General of SAARCLAW (South Asian Association for Regional Co-operation in Law). He has also served as Vice President of the organisation and as Secretary General during 2002-2007.

Other positions and roles include: Expert Observer to the UN Global Commission on HIV and the Law; Chairperson of the Organising Council of International Infrastructure & Construction Law Arbitration Moot(IICLAM); and Member of the Advisory Board of the Organisation for International Cooperation (OIC).

A prolific author and public speaker, Hemant has contributed to such publications as “Doing Business in India”, “Doing Business With Destination-India”, “Doing Business With the Asian Tiger-India” and “Foreign Direct Investment Policy Of India – How Direct & How Real”. He is a regular speaker at seminars and conferences in India and internationally, and has been interviewed by, amongst others, CNBC, India Today, Hindustan Times etc.

Website http://saarclaw.org/sg_message.php
Appendix V: World NGO Day Summit 2012

The World NGO Day Summit was hosted by the Royal Over-Seas League and World NGO Day Initiative’s Secretariat, and held in Over-Seas House, London, UK. Guests speakers included: H.E. Mr Pekka Huhtaniemi, Ambassador of Finland to the UK; Mr Vijay Krishnarayan, Director of the Commonwealth Foundation; Mr Steve Kenzie, Director of the Secretariat of the UN Global Compact Network; and Mr Philip Mulligan, Executive Director of the United Nations Association. Discussion was divided into two main panel topics - Understanding Cultures & Promoting Sustainable Development and Running Sustainable NGOs & Leveraging New Technologies.

A report summarising the key themes and questions arising from the Summit can be found at http://philanthropynews.alliancemagazine.org/inspiration-and-collaboration-thoughts-on-the-creation-of-a-world-ngo-day/.

V.I Goodwill Message to the World NGO Day Summit 2012 by Dr. William F. Shija, Secretary-General, Commonwealth Parliamentary Association

Dr. William F. Shija, Secretary-General of the Commonwealth Parliamentary Association and avid supporter of the World NGO Day Initiative, sent his Goodwill Message to the World NGO Day Summit 2012:

“It is with great pleasure that I convey my best wishes for the success of the Summit 2012 of the World NGO Day, on 16 November, 2012. I would have joined you for this important observance, as it commands my respect for what NGOs are doing for the service of people, in poor and rich countries of the world.

I am delighted to learn that the NGO Summit 2012 seeks to discuss how NGOs, small or large, can play a more inclusive role in the world; recommend further collaboration and cooperation; and provide a platform for different NGO groups to work together.

I find these objectives to be key components of what is expected in the work of the organisations that seek to complement the work of established public sector institutions for public good. In this world of ever challenging economic and social issues, governments alone cannot succeed in meeting the demands and needs of entire populations. The contribution of other bodies, particularly NGOs, is necessary. In the world today, problems caused by political activities, health epidemics, food and water scarcity, lack of educational materials, NGOs are increasingly being called to participate in providing solutions and facilities.

I am delighted that the Summit 2012 is being held at this time when many corners of the globe have populations calling for reforms to improve the economic benefits of the majority. I believe that NGOs are key vehicles to leverage the socio-economic development of countries and regions. I believe in the argument that, if equity was properly applied, the world had sufficient resources to alleviate abject poverty and misery.
I hope my message will, in a small way, add to the voices from those who believe that the
time has come for the international community, particularly through the United Nations, to
designate a day in a year to be known as the World NGO Day.

V.II Welcome Remarks by Marcis Liors Skadmanis, the initiator of the World NGO Day and Executive Director of the World NGO Day Initiative’s Secretariat

Mr Skadmanis’s Speech:

“Honourable Excellencies, distinguished guests, my colleagues; ladies and gentlemen, Good afternoon!

As the one leading this initiative for the last 3 years it is a pleasure and a real honour to welcome so many representatives from various organisations to the first World NGO Day Summit! Thank you for joining us in celebration of the World NGO Day - a symbol - bringing together Non-Governmental Organisations and all of us involved in the third sector from every continent, to build a strong future for all.

I would like to thank our Honorable Guest Speakers, ambassadors, excellencies and all of you who have chosen to attend today’s important event. I especially would like to thank the Royal Over-Seas League for hosting our summit at the historical Over-Seas House, here in London.

The World NGO Day initiative was born in London 3 years ago. After establishing several NGOs including a Chamber of Commerce I was able to understand some of the problems NGOs face on a daily basis - locally, nationally and internationally. While large - and international – NGOs attract recognition many small and medium sized NGOs or charities that do a lot of the grass-root work - and make a huge difference to society - are not always acknowledged and celebrated in different countries. These NGOs lack the lobbying and voice to tell their story, share their ideas and raise awareness of their activities and contribution.

We in the third sector face various difficulties. Within society worldwide there is a lack of understanding of the important role NGOs play - their value and contribution - but more importantly, how rewarding it is to be part of a Non-Governmental Organisation. I believe the problem is fundamental and starts at an early age. When you ask a kid in primary school what they want to do when they grow up; they might tell you they want to become a lawyer... they might want to become a doctor, a banker or an artist. But I still haven't met the 9 year old who wants to establish his or hers own Chamber of Commerce or a Members Association. And I ask myself how come we as a society don’t encourage this within the younger generation from an early age. What is missing? How come there isn’t a NGO X Factor on prime-time TV? And isn’t it our responsibility to re-educate young minds - the leader of tomorrow - for a better future for all of us?

In preparation for the 2012 UN Office of the High Commissioner for Human Rights Social Forum, held last month in Geneva, the Worldwide Organisation for Women called for more young people to participate as they represent half of the world’s population. Not including them, would mean that “we miss something”. The organisation in particular called for the
participation of 9-10 years old. And I personally couldn’t agree more. The idea of young people participating was well received.

And the Forum would explore having a panel composed of children and youth, giving the floor to future generations.

The World NGO Day is dedicated to all positive non-governmental, non-profit and civil society organisations. To celebrate social service, commemorate the individuals who gave their lives to volunteering or social activism, and connect NGOs worldwide no matter how small or big they are - from every continent in recognition of the valuable work these organisations have done - and continue to do- around the world. If there was ever a time to do so it’s today! Every day we hear of a different natural disaster, economic crisis, political unrest or humanitarian atrocities. A positive platform to educate society on the value of being involved in the third sector as a career choice - in addition to the help and support NGOs provide others - is needed. By bringing together all of us involved in this sector to identify together new opportunities which can build a stronger, better, effective and independent civil society worldwide. Despite huge variety, we would have this day in common and thus assist the local, national and international community.

Yes, there are many other International Days - yet none of them address these very important issues. None of them promote the important work all NGOs do and the people behind the NGOs.

This day is an opportunity for individuals worldwide to know more about effective NGOs and to understand more clearly what NGOs are doing for society locally, nationally and internationally. An international symbol that displays the values, efforts and achievements of all NGOs from all sectors - as long as they support UN and other international human rights principles, and do not cultivate or promote illegal activities.

The World NGO Day initiative completely supports the UN Millennium Development Goals – which range from Reducing Child Mortality and Improving Maternal Health to halving extreme poverty and providing universal primary education, - the deadline expires in 2015, and I believe that a network of hundreds of millions of NGOs will have a key role to play in order to achieve such an all embracing goal - even if its post 2015.

To quote Dr William Shija, Secretary-General of the Commonwealth Parliamentary Association, an avid supporter of our initiative:

“In this world of ever challenging economic and social issues, governments alone cannot succeed in meeting the demands and needs of entire populations. The contribution of other bodies, particularly NGOs, is necessary. In the world today, problems caused by political activities, health epidemics, food and water scarcity, lack of educational materials, NGOs are increasingly being called to participate in providing solutions and facilities.”

Despite the commitment of many nations, and decades of growth and globalisation, millions of people continue to live without freedom, decency and dignity. Over the past year, the message from civil society declared in the streets and echoed around the world by new communication technologies and social media is that development is about freedom from fear and from poverty, for all people, without discrimination. That is why the vision for the
World NGO Day is to actively integrate modern online technologies and social media - for it to be more than just an international calendar day. But a platform for all Humanitarian, Educational, Scientific and Cultural sectors - via the use of the internet; With an interactive NGO Learning Hub and an Online NGO Museum at its core, enabling a ones a year 24/7 - one week long- World NGO Day Online Summit. I feel there is a need to connect between small, medium and large size NGOs at an international level in a different way than the one that exist today. Geographic location does dictate boundaries and restrict millions of NGOs world-wide. And we have much to learn from one and other.

Today we host the first World NGO Day Summit. While the initiative is still young and not everyone is aware of it as of yet, we require individuals like yourselves with vast amount of experience, to help us asses objectively the summit's achievements and areas which we'll require focusing on for further development. I would therefore urge you not to hesitate to contribute your valuable ideas in the course of our discussions.

I believe that like our logo, NGOs are diverse and not always in agreement but are also like one big beehive - with a lot of working bees - holding our society together. I am honoured that so far the World NGO Day is acknowledged by NGO Forums from 11 Baltic Sea countries, 10 Black Sea Countries, 10 Asian countries and we are in the process of getting official recognition from other multi-national organisations and UNESCO. We hope to achieve a UN recognition in the coming year, in order to build future history by making November 18 an international calendar day, and to enable NGOs to have a dedicated day to be honoured across the world.

Please allow me to thank you for your attention and I wish you a fruitful and constructive discussions. Happy World NGO Day!”

(Source: http://www.ngoday.com/#summit-multi-media/cjg9)

V.III Welcome Remarks by Mr Vijay Krishnarayan, Director of Commonwealth Foundation

Summary
In his speech, Mr Krishnarayan described that NGOs are very important to shape the education of society and support policy makers to govern, regulate and enable in the right manner. Government and Governance have two different meanings and often the contribution NGOs give to Good Governance has not yet been completely acknowledged; important milestones have been the abolition of slavery, the environment protection and the lobbying of other common interests in the public good.

The participation of citizens in the public good helped to increase values and resources, and led to participatory Governance.

The rapid expansion of the non-governmental and not-for profit sector created 65,959 organisations in 300 countries that today give work to more employees than the manufacturing sector – in UK 2.7% of people are involved in the NGO sector, an objectively significant force that seems often be invisible. A positive brainstorm between NGOs gave
birth to the **sustainable development** idea that is today part of nearly all Government Agendas globally.

He also highlighted how important World NGO Day is to commemorate people behind NGOs.

*Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium sized Entreprises Association*

**Mr Krishnarayan’s Speech:**

“I put it to you that few countries in the world are now truly ruled. Rather I would say that they are governed and therefore governance rather than government best describes the blend of rules, institutions and capacities that combine to shape the lives of citizens. This mix sees governments, the private sector and civil society combine to regulate and enable. In the experience of the majority of the world’s citizens, government and governance mean two different things.

NGOs are universally recognised as an essential part of this formula. We may not have called the social movements that have shaped our history NGOs, but they delivered: the abolition of slavery; the vote for women; and liberation for many newly independent states. The phenomenon has directly influenced issues such as: debt cancellation; environmental protection; and education for all.

Today the non-governmental sector can be defined as what happens outside the realms of the family, the state and the market when people come together to pursue common interests for public good. With this definition in mind a primary sectoral concern will be the ways in which it can participate in order to pursue the public good. In many countries this demand for participation has been matched by governments, which increasingly recognise the value of engaging with NGOs in order to tap into their rich social, cultural and material resources. This compact can be described as participatory governance and it lies at the heart of societal well-being.

The Commonwealth Foundation as the Commonwealth’s agency for civil society is concerned with improving that compact – improving participatory governance and as the Foundation’s Director I am delighted to have been asked to open this afternoon’s proceedings.

Having posited that NGOs are not new or indeed some manifestation of liberal political theory, I don’t think we can escape the rapid expansion of the non-governmental sector and that is why this initiative is long overdue. When I asked my father for careers advice 40 years ago he could not have envisaged his son making an entire career in something called a not-for-profit sector.

When I first volunteered as a teenager in a soup kitchen in London it was 1981. At that time the yearbook of international organisations (which is the recognised ledger of international not-for-profit organisations) was published in one relatively slim volume and contained 11,830 entries. Last year the same publication took up six volumes and contained information on 65,969 civil society organisations in 300 countries and territories.
Globally it is said that more people work in the not-for-profit sector than are employed in the manufacturing of automobiles. In this country it is estimated that 2.7% of the workforce is employed in the voluntary sector – that's about 765,000 people – the equivalent of the number that work in the restaurant and catering industry. This is a significant social, economic, cultural and political force, yet is often invisible.

It is right that we take time to acknowledge this sector globally and to give thanks to the multitude of citizens who have helped to build this movement. One of these dear colleagues was a woman called Angela Cropper. A fellow Trinidadian, Angela was an NGO stalwart and helped to elaborate the concept of sustainable development. She went on to become the Deputy Executive Director of the United Nations Environment Programme. Sadly she passed away on Monday but she once referred to colleagues in NGOs as the “make happiness.” I have never heard it put better. This is a moment to give thanks for her and them, and I thank you for taking this initiative”.


V.IV Welcome Remarks by H.E. Mr Pekka Huhtaniemi Ambassador of Finland to the UK

Summary

In his welcome remarks, Mr Huhtaniemi described how NGOs have had a growing influence in the last decade and are expanding more and more with regard to their expertise; the inputs NGOs can give to industry, policy makers and other stakeholders are vital to reach the targets set on the international agenda, for example concerning freedom and the delivery of free access to information and technology. Information today not only accessible to hierarchically high people, but help people to be inspired. Experience shows that especially the young generation involved in NGO activities (in comparison to civil service or political parties) are able to explore their talents best.

Not all NGOs can be considered equally. Often their weight of importance has to be measured against their solid basis of knowledge and against the question on relevance of the issues they are working on. Collaborating with NGOs is a potential ground for peace education and could lead to a generation of genuine peace-makers as recognised also by international organisations like the United Nations, UNESCO and the European Commission. There is wide consensus that NGOs help to educate globally responsible citizens, that - also thanks to the use of social media - carry out fundamental advocacy to build a better world for us and for future generations; provided they are working on key issues that really matter to the world.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Enterprises Association)
Summary
Royal Over-Seas League is delighted to host this important event as it is perfectly in line with their ethos to bringing people together to **break down barriers and create confidence**. ROSL is proud to be able to count on 16,000 members all around the world, promote cultural activities, classical music and art combined also with scholarships for young talents.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Entreprises Association)

Speech by Leena Zittling, Board Member of International Network for Small and Medium Sized Entreprises Association
Mrs Zittling was Moderator of the first World NGO Day Summit panel on the topic of “Understanding Cultures & Promoting Sustainable Development”.

Summary
The word “culture” has many meanings and there are more than 730 definitions in the world. One of the most important principles might be the assumption, that **culture is a system of shared believe**; culture is nothing static, but every **day dynamically developing** by building an inside balance of values. Recent analysis showed that 75% of first established networks fail, because values are not shared as best possible. International organisations are aware of this and have launched fruitful programs and initiatives to bridge the gap; the topic of this panel discussion does therefore target one of the most important points.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Entreprises Association)

Mrs Zittling’s Speech:

“Honourable Excellencies, distinguished guests, colleagues; dear participants of the World NGO Day Summit. Good afternoon.

My name is Leena Zittling and I am moderating the first session, which its theme is “Understanding Cultures & Promoting Sustainable Development”.

According to the latest statistics there are currently around 730 definitions of culture, but I won’t go through all of those. The definition I have most found useful says: “Culture is the system of shared beliefs, values, customs, behaviors, and artifacts that the members of society use to interact with their world and with one another”. The definition is highlighting both outside and inside balance in culture.

Culture is not static; it is dynamic and it should be vital. Understanding culture is critical for every executive operating within an international organisation, because our individual
cultural orientation is present in every interaction. In today’s international atmosphere, we constantly move between cultures.

Sustainable development needs a coherent culture. However according to Finnish research 75% of all networks fail; due to the lack of social capital, but especially due to an immature culture, like jealousy, bitterness, backbiting and malevolence. We can easily draw a conclusion based on this research that soft indicators will be the driving force in the network processes of the future.

The increased international dimension in all global level of processes demands us to operate in a challenging world, with cultural diversities. I believe that culture will be the crucial asset and a driving force in the future of our ever globalised world.

Focusing on building up programs that emphasise the essential role of culture is crucial.

UNESCO's global initiative called 'Culture – a bridge to development' was proposed by Irina Bokova, Director-General of UNESCO. This program is due to take place in 2012-2013. This UNESCO initiative aims at promoting innovative and creative approaches which enhances culture as a bridge to sustainable social, economic and human development, and at better enhancing creativity, cultural industries and cultural heritage in all its forms as a powerful and unique tool for sustainable social, economic and human development, job-creation opportunities social cohesion, education and mutual understanding, thus bringing forth new opportunities for international cooperation.

In this first session we are going to hear five excellent speakers sharing their experiences operating in multicultural atmosphere understanding the core of different cultures and how culture has been the foundation for sustainable development in their processes, organisations and networks."

(Source: http://www.ngoday.com/#!summit-multi-media/cjg9)

V.VII Speaker Mrs Haifa Fahoum Al Kaylani
Founder and Chairman
The Arab International Women’s Forum

Summary
The Arab International Women’s Forum, founded in 2001, promotes cross-culture diversity and especially giving a voice to Arabic women to give a contribution towards a world without borders. No economic development can be reached without involving women as they are amazing bridge-builders in the international environment and have developed innovative value strategies thanks to the power of partnership. Today the organisation can count on the support of members from more than 45 countries all around the world and their annual work plan focuses on mentorship, capacity building, advocacy to policy makers and business men to make sure that there is more stability in the world.

There is a specific focus on young female entrepreneurs that are linked on a platform to exchange knowledge and create synergies to give feedback on political and institutional reforms, rural development, health care and SME finance.
NGOs in the Arabic world went through a transition phase, as during the last 10 years their influence and importance has grown notably. Today NGOs play key roles for **sustainable development**, use **technologies as enablers to spread information** and help **reducing poverty** and **promote democracy**. A strong collaboration with global partners is auspicial to support the next generation of women leaders that can be the **real engines for stability and peace** all over the world.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Enterprises Association)

**V.VIII Speaker Mr Ben Jackson, Chief Executive of Bond**

**Summary**

World NGO Day offers the possibility to present all NGOs together as a whole and not as single NGOs, to highlight the intent to build capacities and reach effectiveness and transparency in NGO initiatives. BOND currently facilitates the collaboration between 460 NGOs all working towards the achievement of the Millennium Goals. The increasing importance of dynamic NGO activities has been recognised by the World Bank as they help to mobilise the political will and battle against poverty. Three main keywords are important to leverage collaboration:

- **Effectiveness** – by grouping together there will be more **critical mass** and a higher number of voices being heard
- **Efficiency** – NGOs by collaborating will find the most suitable way to afford changes, improve financial resources and create stronger alliances
- **International dimension and weight** – political topics may be immediately discussed on a global scale and the appropriate use of technology is crucial.

There are also some difficulties to effectively work together, as NGOs sometimes feel a **competitive threat** and have to **find common purpose and objectives** first (while political background and mandate might be different); a **clear strategy** is important to turn collaboration into success. In addition, NGO leaders need to be **self critical** to make sure resources can be shared between different organisations to reach the envisaged target jointly.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Enterprises Association)

**V.IX Speaker Mrs Biljana Radonjic Ker-Lindsay, Head of Civil Society Engagement Unit, European Bank for Reconstruction and Development**

**Summary**

NGOs are considered as a **valuable counterpart** for the European Reconstruction and Development Bank, as they are strongly committed to sustainable development and
transparency to foster private and entrepreneurial transitions to market economies. There is a standing dialogue with NGOs to share information concerning investments and reach as many stakeholders as possible also through social networks. All hierarchical levels are involved as the collaboration on promoting more partnerships in the countries EDCB works with turned out to be mutually beneficial.

An International NGO Day is therefore of relevance and added value as it facilitates spreading information about best practices, build capacities and provide services that can connect businesses to work closely together on the way towards sustainable development.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Enterprises Association)

V.X Speaker Mr Steve Kenzie. Director of Secretariat of the UN Global Compact Network UK

Summary
Collaboration between networks is vital today to make sure the work of NGOs can target the right issues. The objectives of NGOs need to be relevant and deliver value to members. A stable vision, but a flexible approach when delivering services is fundamental. NGOs have to work value-oriented and must offer a business case to achieve suitable engagement; transparency and high standards of customer care and cost controls need to be guaranteed. Bureaucratic burdens should be kept to a minimum, but fit for purpose and show the sound governance of the organisation by demonstrating their participatory approach. Last but not least, NGOs need to have a modern organisational structure open to new ideas and ways of working.

Meeting other NGOs on a regular basis provides an added value as everybody can learn from good practices; the International NGO Day is therefore a suitable possibility to keep in touch. The use of modern technology and social media is important to make sure that a large audience can be targeted.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Enterprises Association)

V.XI Speaker Mr Philip Mulligan, Executive Director of the United Nations Association of the UK

Summary
An International NGO Day could also help to strengthen and leverage the use of technology at NGOs. No cutting-edge technology is necessary, but a good balance is the right solution. A website has its costs; the same applies to the personnel that needs to manage social media constantly and continuously. Technology shall remain a vehicle to reach a larger number of people, to target specific groups and to receive feedback; therefore
it is recommended to carry out an analysis on costs and benefits a priori. It is a competitive disadvantage if in today’s times one does not make use of technology, but it is not assured that there will be an added value using it.

Another important aspect to have clearly in mind is the quality of relations established via social media as not all contacts can be understood as loyal and active supporters of the NGO, face-to-face meetings still turn out to be more efficient to reach final goals and targets. Technology is useful, in huge NGOs also necessary, but not a panacea. It changes the nature of our relationships and we need to pay attention to compensate the quality of those relations and connections.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Enterprises Association)

V.XII Speaker Mr Andrew Hind, Editor of Civil Society Media

Summary
An International NGO Day is important as it gives space to NGOs locally, regionally and internationally to share good practice approaches. New media have a similar role as they help civil society drive forward by sharing, cooperating and learning from other stakeholders and organisations.

Also printed media today have still there weight as they “have an end” and users can easily read through them. Many sources today include articles or hints from someone else’s blogs and twitter accounts, but the added value lies in assembling and distinguishing key issues from general information.

Currently Civil Society Media is running a Charity Award Program by rewarding excellence and leadership in the UK based on an assessment. Winners from different countries could compete during the International NGO Day and true benchmarking could be launched.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Enterprises Association)

V.XIII Speaker Mr Richard Craig, Chief Executive of Charity Technology Trust

Summary
It is fundamental to join technologies and bring this to charities. Charity Technology Trust is currently donating technologies where also the transfer of methodology is included. The use of technology is also an added value for the promotion of transparency.

By thinking about technology everybody immediately links it to PCs, phones or social media, but all kind of technology shall be considered as it often achieves progress for better living conditions; a concrete example is the re-use and recycling process of plastic bottles or the rainwater toilets that have been designed in Mexico recently.
**Summary**

There are **many free tools available** that only need to be adapted for the use in other NGOs. Technology is fundamental to **deliver services digitally**, to spread information and to **give access to advice and guidance**. Facebook, for example, tells stories and can be of vital importance when it comes to **fundraising**. The same applies to the usage of videos via YouTube as 24 hours of videos are being uploaded per minute. Technology in NGOs can **build capacities**, but should **never create dependency**.

The audience expressed their appreciation for this informative session, as it facilitated the learning about possibilities and technologies other NGOs are offering and using successfully.

General **consensus** was given to the statement that websites or other technologies should not be implemented if there is no real need or content as it could become very expensive without bringing added value for the charity.

Furthermore it is **vital to target the right audience with specific channels**; facebook might not be suitable for all as many details depend on the policy of the NGO.

**Technology will never manage to replace personal interaction**; often in-person discussions are the only way to reach fruitful brainstorming results.

With regard to World NGO Day a **quality mark might be the use of technology**, but cannot reach the importance of active human passion.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Enterprises Association)

**V.XV The Summit Closing Remarks**

The establishment of an International NGO Day is welcomed as it **creates an enabling environment** and **added value**; only a few notices reach the headlines, while this collaboration will **help to reach a wider audience**. NGOs need to **find common goals and share value**; meeting other NGO representatives **enables to be self-critical** and offer the chance to **evaluate proper work for potential improvement**.

In addition, bringing NGOs together **helps to comply with the various issues of accountability**. Better self-management can be an added value; the level and the quality of participation of the citizens in the public good is important; reengaging and connecting in a new way with others is a first step to face common challenges.

The initiative in 2012 has given lots of **energy and valuable input** to all participants.
Collaboration is the most important concept to make positive changes happen. NGOs shall feel encouraged to keep in touch and to keep engaged and recycle also ideas that fit the organisation of the International NGO Day.

The recognition from UN or UNESCO is a first success to celebrate, commemorate and collaborate for further synergies that support NGOs in the execution of their challenging work.

(Source: World NGO Day Summit minutes – Rapporteur Ms Christin Pfeiffer, Secretary General of International Network for Small and Medium Sized Enterprises Association)
Support for this report – *Alliance* magazine

This report has been prepared with the support of *Alliance* magazine, the leading publication for philanthropy and social investment worldwide.

*Alliance* magazine is part of Alliance Publishing Trust, which is a charity organisation. The publication aims to facilitate the exchange of information and ideas among philanthropists, social investors and others working for social change worldwide in order to maximize the impact of funding for social development.

The magazine itself acts as a forum for the exchange of ideas and experiences among practitioners, which is very relevant to the aims of World NGO Day. In addition to the subscriber only content, *Alliance* also produces regular free articles on its website, [www.alliancemagazine.org](http://www.alliancemagazine.org). This includes monthly interviews with prominent figures in the field of philanthropy, plus regular articles and reports from conferences around the world so that all can learn more of developments in this sector.

While *Alliance* is primarily aimed at those involved with philanthropy and social investment – such as foundations and financial advisers – the information the magazine provides is very relevant to many NGOs, as it provides insight into what funders are focusing on and the issues being discussed.

*Alliance* magazine is a quarterly publication offering both print and electronic subscriptions. The organisation also offers free electronic subscriptions to those working for social good in a number of countries around the globe. More about the subscription options available can be found at [www.alliancemagazine.org/subscribe](http://www.alliancemagazine.org/subscribe).

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