



DEMOCRACY INTERNATIONAL

Programme

Summer Academy 2014

Lutherstadt-Wittenberg



Democracy International e.V.

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Contact

If you have questions about the programme of the Summer Academy or any other needs, please get in contact with the following persons:

a) Andreas Müller

Telephone number: 0049 171 2969081

b) Dr. Raban Daniel Fuhrmann

Telephone number: 0049 179 4688456

Further numbers:

Cora Pfafferott: 0049 176 95437379

Daniel Schily: 0049 172 2757697

Daniel Lentfer: 0049 151 14463753

Nimet Karavelioglu: 0049 174 9670143



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Accommodation

Luther-Hotel Wittenberg

Neustraße 7

06886 Lutherstadt Wittenberg

Tel. : 0049 3491 45 80

<http://www.luther-hotel-wittenberg.de/en/hotel.html>

Summer Academy

Evangelische Akademie Sachsen-Anhalt

Address:

Schloßplatz 1d

06886 Lutherstadt Wittenberg

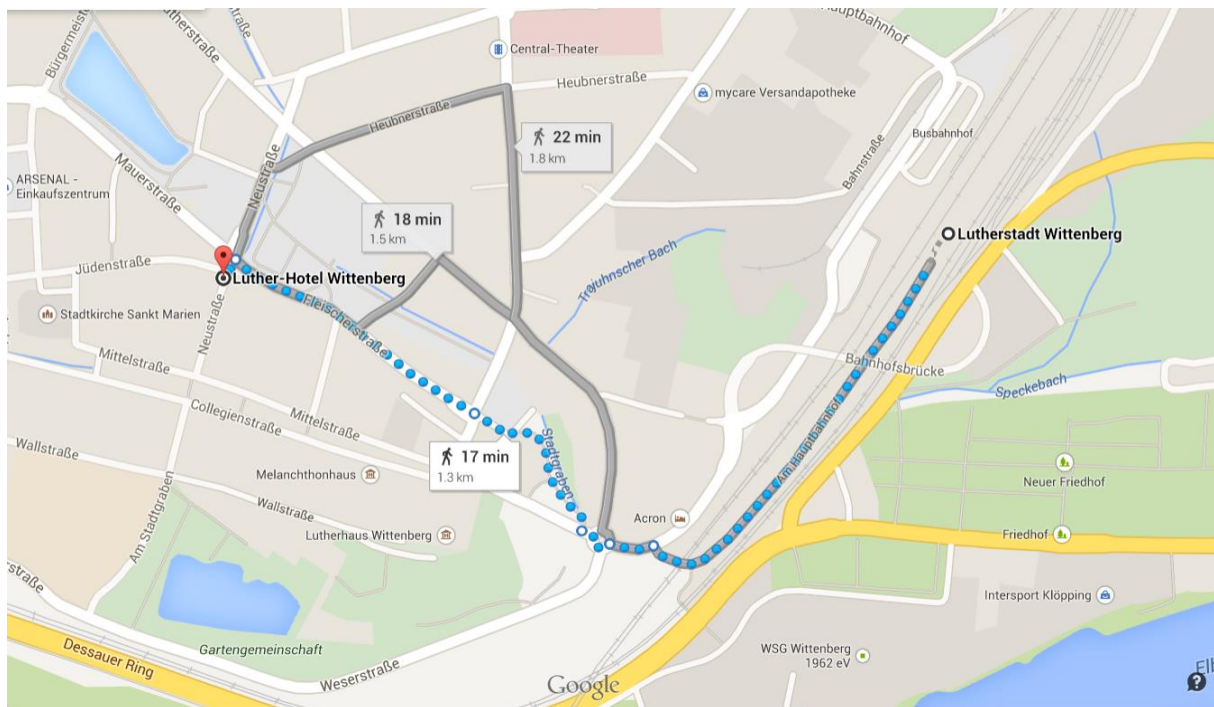
Tel.: 0049 3491 49 88 – 0

<http://ev-akademie-wittenberg.de>



Directions to the Hotel

Lutherstadt-Wittenberg mainstation to Luther-Hotel (by walk)



Directions from Lutherstadt Wittenberg to Luther-Hotel Wittenberg

Start: Lutherstadt Wittenberg mainstation

1.	Head southwest on "Am Hauptbahnhof"	550 m
2.	Turn left to stay on "Am Hauptbahnhof"	58 m
3.	At the roundabout, take the 2nd exit	53 m
4.	Turn right toward "Fleischerstraße"	240 m
5.	Continue onto "Fleischerstraße"	350 m
6.	Turn left onto "Neustraße" Destination will be on the right	28 m

Destination: Luther-Hotel Wittenberg

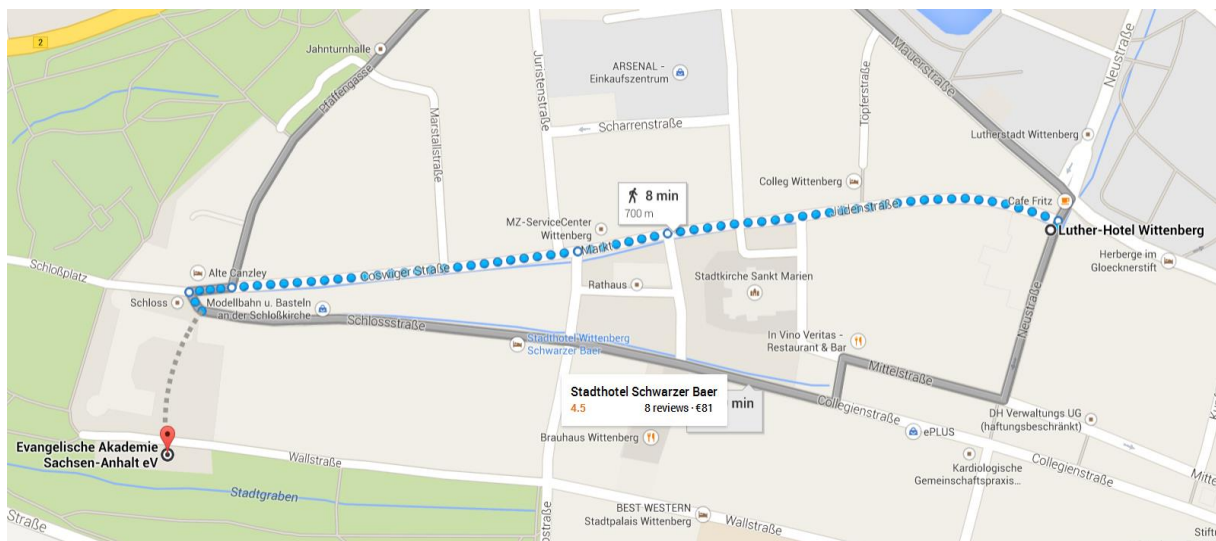
Address:

Neustraße 7, 06886 Lutherstadt Wittenberg



Directions to the event building

Luther-Hotel Wittenberg to event building (by walk)



Directions from Luther-Hotel Wittenberg to Evangelische Akademie Sachsen-Anhalt e.V.

Start: Luther-Hotel Wittenberg

1.	Head north on Neustraße toward Jüdenstraße	8 m
2.	Turn left onto Jüdenstraße	300 m
3.	Continue straight onto Markt	71 m
4.	Continue onto Coswiger Str.	270 m
5.	Continue onto Schlosspl	33 m
6.	Turn left to stay on Schlosspl. Destination will be on the right	17 m

Destination: Evangelische Akademie Sachsen-Anhalt e.V.

Address:

Schlossplatz 1d, 06886 Lutherstadt Wittenberg



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Please bring the following materials:

- Laptop or Notebook
- official logo of your democracy group (as file and if possible in high quality)
- national or regional delicacy for our barbeque (sauces, chutneys, sausages, etc.)
- pencils and notepads

if available:

- info material of your group (flyer, brochures, postcards, etc.)



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Programme

Summer Academy 2014 of Democracy International

Day 1: Monday, 8th September - Our Basics

11:00: Arrival in Wittenberg - Check in in the afternoon

- Accommodation: Lutherhotel Wittenberg

11:30-14:30: Getting to know each other and the Genius Loci of Wittenberg

- Meeting at the ev. Akademie behind the Castle
- Guided tour through Wittenberg, the home town of the Reformation by Martin Luther (1517)
- Pick-nick in between

14:30-18:30: Basics - Self-understanding of DI

- 14:30-16:00: Basics I: Why are we doing it?
 - ❖ What is the big narrative behind DI
 - ❖ Our motivations, fundamentals and DNA
- 16:30-18:30: Basics II: How are we doing it?
 - ❖ What is my own narrative in my country
 - ❖ Our common challenges and approaches

19:00 Welcoming Barbeque at the Elbe

- Every participants brings one special sauce/mustard/chutney to share

20:30-22:00: Visions - Missions of national DIs

- Storytelling (Appreciative Inquiry)
 - ❖ When did it really work well?
 - ❖ Our success stories
 - ❖ How will it look like in 7 years



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Day 2: Tuesday, 9th September - Our Strategy

9:30-12:30: Structuring

- Organisational Strategy
 - ❖ What is a DI-Group?
 - ❖ How to build it up?
 - ❖ How does it work?
 - ❖ **Input: Daniel Schily**

12:30: Lunch

14:00-16:00 Producing

- Production Strategy
 - ❖ **Input: Daniel Schily**

16:30-18:30 Marketing

- Web Strategy
 - ❖ **Input: Cora Pfafferott**
- Customer Strategy
 - ❖ **Input: Cora Pfafferott, Daniel Schily**

19:00 Dinner

20:30-22:00: Team building



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Day 3: Wednesday, 10th September - Our Tools

9:30-18:30: Group trainings

- **The 3 trainings will run all the day, so each person can participate in 3 training sessions**

Workshop 1: Digital communications (Drupal, CiviCRM, Presswork)

- ❖ **Trainer: Cora Pfafferott, Nimet Karavelioglu, Daniel Lentfer, Andreas Müller**

Workshop 2: Lobbying

- ❖ **Trainer: Daniel Schily**

Workshop 3: Agile Multi-Project-Governance

- ❖ **Trainer: Dr. Raban Daniel Fuhrmann**

09:30 - 12:30: First period

12: 30: Lunch

14:00 – 16:00: Second period

16:30 – 18:30: Third period

19:00 Dinner

20:30-22:00: Cultural Programm



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Day 4: Thursday, 11th September - My Development-Plan

9:30-12:30: Workshop Developing my Business Case

❖ **Trainer: Dr. Raban Daniel Fuhrmann, Daniel Schily**

12:30: Lunch

14:00-15:30: Workshop: Developing my Governance Case

❖ **Trainer: Dr. Raban Daniel Fuhrmann, Daniel Schily**

15:30-16:30: Pitching-Walk

➤ Convincing my crucial stakeholder in 30 seconds

17:00-19:00: Preparing the presentation

19:00 Reception-Dinner

➤ Welcome of the Council Members

20:00-22:00: Project Show

➤ Pecha-Cucha Presentation Row

❖ Each Country has 10 Min.: 5 to present + 5 for feedback



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Day 5: Friday. 12th September - Our Coordination

9:30-10:30 Learnings

- ❖ Reflecting the last days
- ❖ Committing for the future
- ❖ Agreeing to cooperate

10:45-17:30: DI Council Meeting

12:30: Lunch

- After Lunch: End of Summer Academy