



NOW
OR
NOW

ONE YEAR FULL OF IMPACT AND LEARNINGS
2016-2017

now
LEARN • CHANGE • GROW

Summary



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Welcome!

The document you have in your hands is a document of **celebration**. It celebrates one year of NOW: glitter and unicorns, but most of all transformational educational programs. With this report, we'd like to invite you to be part of this first year. NOW was founded a year ago, at the end of February 2016. The idea and motivation for it, however, date back much longer. At the end of 2014, a handful of us started conversations about:

→ ***How can we make intercultural education more inclusive?
How can we take the concept beyond national cultures? How can
we create empowering educational programs focusing on social
impact?***

With these questions in mind, it was clear to us that we were envisioning something entirely new. And that to have an impact, we would have to start our own organization. This was how NOW was born.

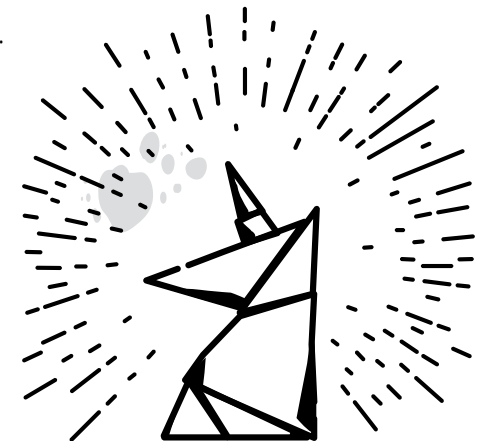




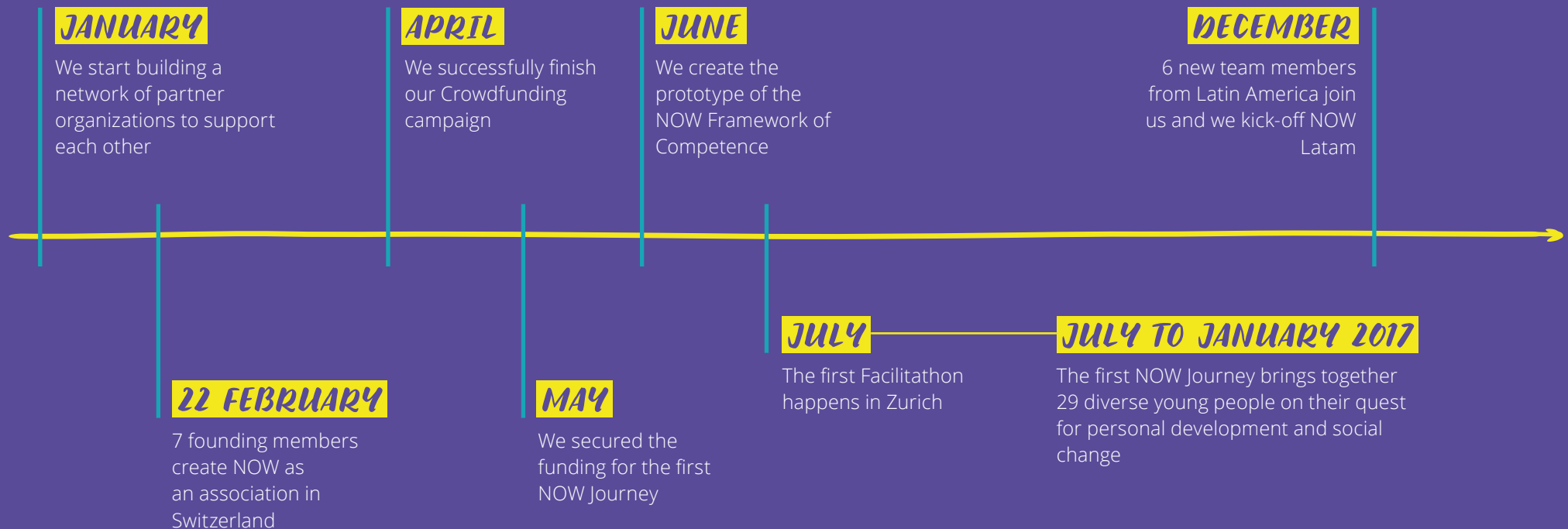
Soon after we started developing NOW, we chose our slogan: **Learn. Change. Grow.** For us, these three actions are interconnected and describe how we are trying to bring meaningful change to the world.

Our mission is to facilitate learning opportunities and foster connections between diverse people and organizations to inspire everyone to contribute to a world free of injustices.

- **LEARN:** NOW creates an out of the box learning environment where everyone is learning and teaching at the same time.
- **CHANGE:** NOW facilitates experiences that empower people to change themselves and the world around them.
- **GROW:** NOW builds a community of individuals and organizations that multiply their impact and pollinate the world with positive actions.



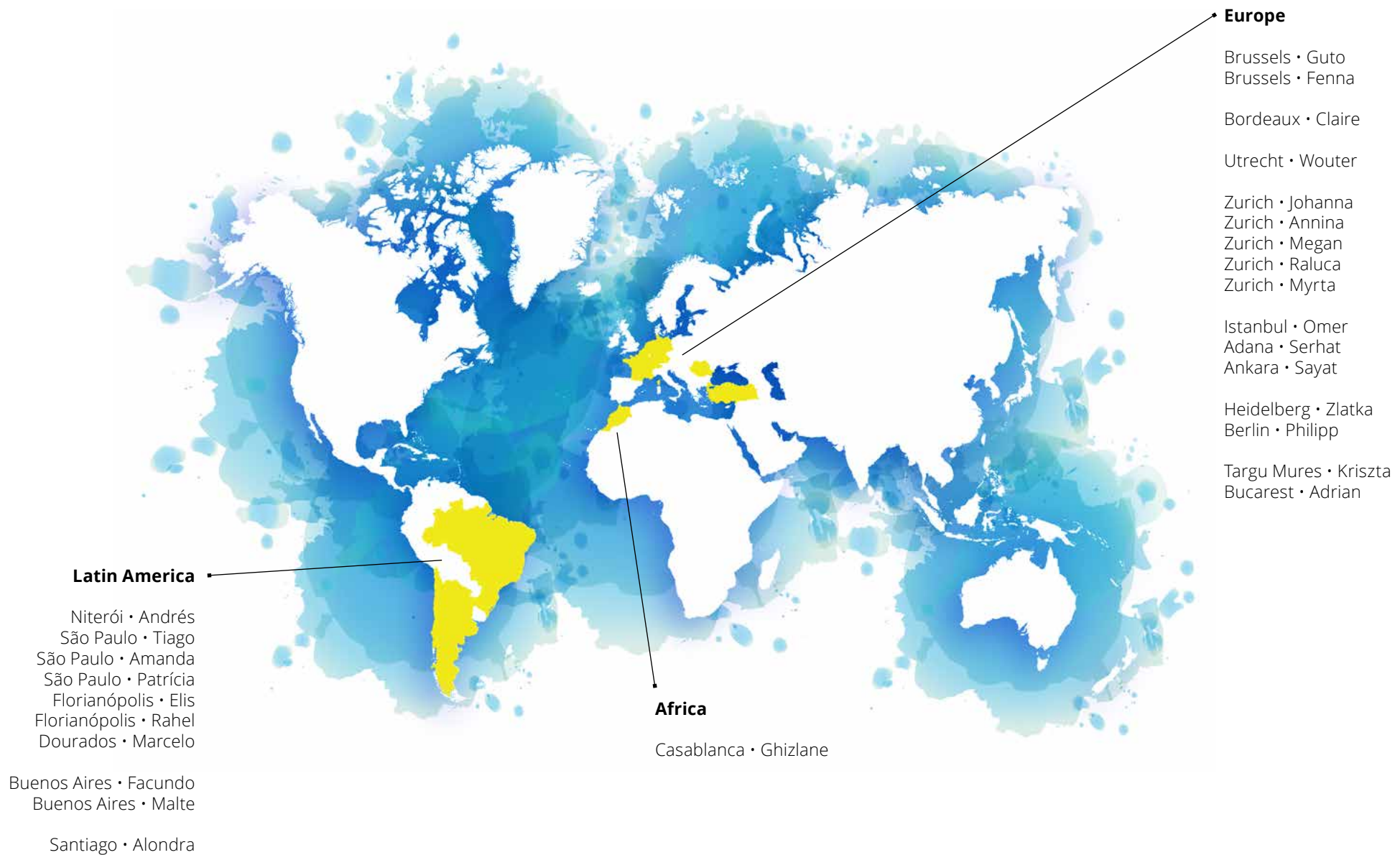
In our first year of existence as a non-profit organization, NOW had a lot of opportunities to celebrate. **Here are a couple of our milestones in 2016:**



→ In this report we take time to look back and see where we made a difference. **The following chapters will guide you through the experiences we have made over the last year. We are excited to share these with you.**

From the start, it was crucial for us to avoid creating a classical NGO. **NOW is horizontal, agile and entrepreneurial.** Let us give you short introduction to our organization:

NOW was created by seven founding members - three of which have taken on the role of board members. So far, three additional team members have joined the NOW association, summing it up to 10 voting members. The current team working on the organization is much bigger though, consisting of **27 people**. Besides, we can count on additional support from a broader network of coaches, experts and NOW friends. **Our team is spread out over 3 continents, in 11 different countries.**





Given the geographical diversity, our collaboration is mostly virtual. Skype, Slack, Trello are the tools that make our lives easier on a daily basis. But, most importantly, **our values are the heart of our collaboration**. Before we founded NOW, many of us had never met in person and only one of us knew every founding team member. Yet, we soon discovered that most of our values were fully aligned – both in terms of what we were hoping to achieve with NOW, and the way we were wanting to reach that. **In a careful and long process, we turned these shared values into the values of NOW:**



TRUST



INCLUSION



BOLDNESS



ALLY-ISM



PERSONAL
DEVELOPMENT



LOVE



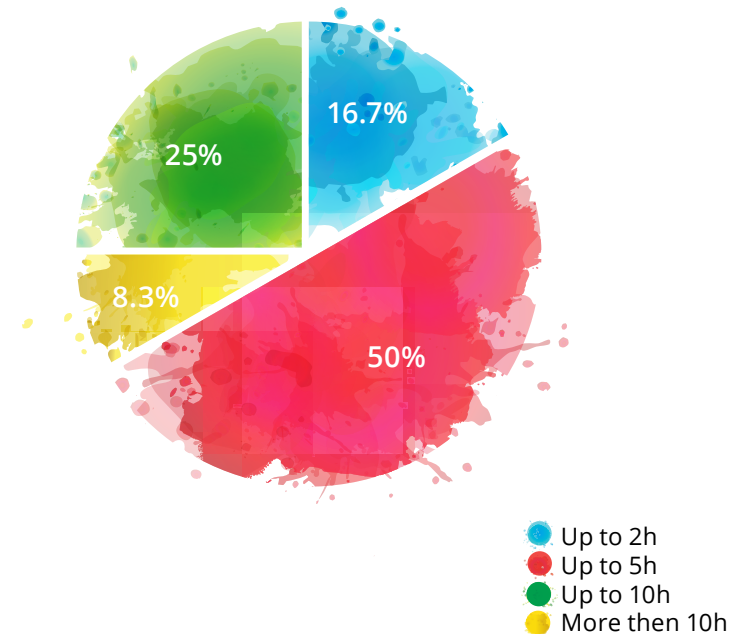
SOCIAL JUSTICE

Besides our values, communication is a key ingredient to make our collaboration work. Since we started using Slack as our communication tool in June 2016, a total of **47'700 messages** have been shared amongst the team. All of these messages are accompanied by numerous Skype calls.

The more our team grew, the more we needed to create new spaces for interaction and structures for collaboration. Today, we hold a **Team Assembly every two months**, where all active team members are invited to participate, share current happenings and catch up with each other. We realized that having personal contact and knowing what is going on with one another is extremely important for our motivation and engagement.

Inclusiveness – being the active side of diversity – is also an imperative on how we work together. This means that depending on people's life circumstances, their time contribution to NOW differs – ranging anywhere between 2 and 40 hours per week. Together, this availability amounted to almost 100 hours per week during 2016 (or the equivalent to 2.5 full time employees). **In early 2017, we reached more than 120 hours per week or 3 full time employees.** Most of these hours are not financially remunerated. A total of **6'900 hours of volunteer time** went into the project so far. In contrast, only 505 hours of NOW work were paid up until now.

WEEKLY HOURS DEDICATED TO NOW



AT NOW WE HAVE A VERY STRONG UNDERSTANDING THAT REWARD DOES NOT ONLY COME IN FINANCIAL TERMS.

Fenna, co-founder of NOW



Community

Another important cornerstone of NOW is the community we build around us. We can count on a network of **more than 200 people** who support us as experts, help us spread the word, do proofreading and translations, or simply show interest in the work we do. To make sure that these people, and any future community member, feel part of NOW, we dedicate a lot of our work to storytelling. More broadly speaking, **we see communication as a way to increase our impact and spread the word about education for social change.**

The numbers after our first year are promising: our monthly newsletter is read by nearly 50% of the 450 subscribers, and we have published a total of 21 blog posts written by 19 different people on our website. These are stories from behind the scenes and experiences from our team members and participants talking about their learnings. More recently, we have added a second blog to the collection. On the Medium website, under the headline **"Colors of NOW"**, we are publishing selected articles talking about diversity and education from different points of view.

**THANK YOU SO MUCH FOR
SHARING YOUR NOW VOYAGE!
WHAT A PRIVILEGE TO SHARE YOUR
TRANSFORMATION.**

Sharon, blog reader on a post
from a NOW participant





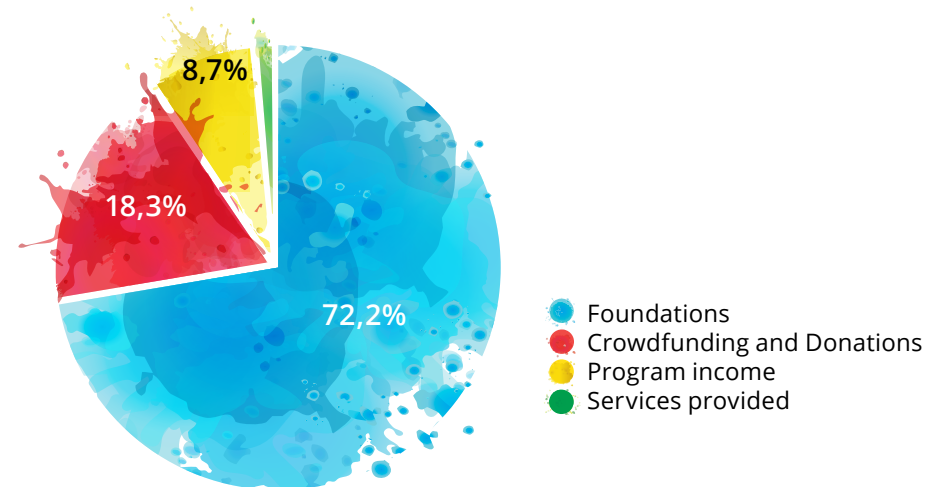
One year into our existence, we have gathered over **2'100 followers on our Facebook page**. 44% of them are female and aged 18-34. This age group in total makes up 76% of our audience. Geographically speaking, NOW has its biggest fan base in Turkey, Switzerland, Brazil, Germany and Colombia (a country where we do not have any team members based yet). We currently reach 800 people on average with our daily Facebook posts. However, we are realizing that **to match our target group, we have to be active also on other means**. We have started using Instagram in early 2017 and are currently reaching about 100 people through this channel.



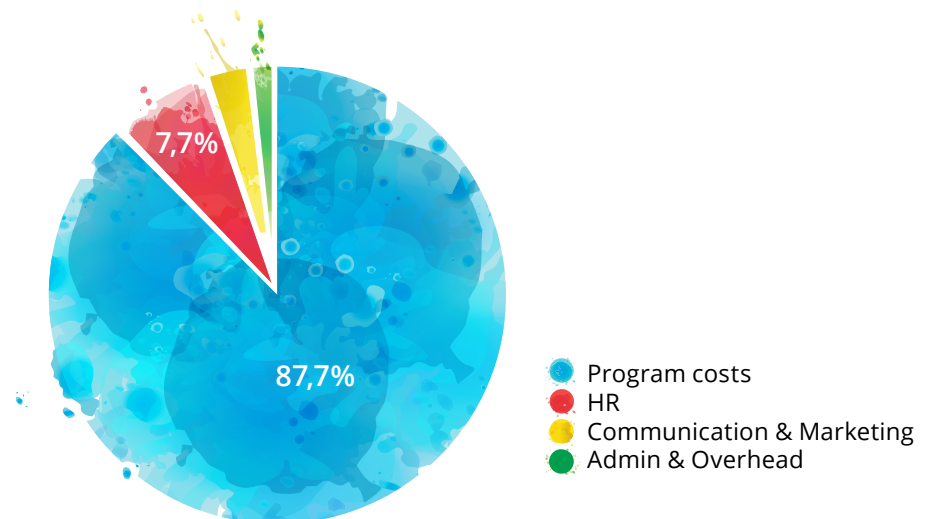
Finances

Although most of our work has been based on volunteering so far, we are still dependant on foundations to make NOW possible. Financially speaking, 2016 was a successful year with more than 114'000 CHF income and about 60'000 CHF spent until the end of December, **leaving us in a position to take 2017 as a year of growth and further development.** Over 70% of this income derived from foundations that supported our pilot program: the Mercator Foundation Switzerland, the CH Foundation (through the framework of Erasmus+ funding), and an small Swiss foundation. We also successfully implemented a crowdfunding campaign with 242 supporters and received further donations along the way. Around **10'500 CHF (10%) of our earnings stem from income generated through our programs and services.** A small yet growing field are consulting services that we are providing to other organizations. On the expense side, the 6-month long NOW Journey has been the biggest cost driver – and some of the money raised from foundations went directly into the travel and accommodation expenses of the participants. **On the other hand, human resources costs were kept at a minimum and will only slightly increase in 2017.**

INCOME



COSTS





Our programs

2016 has given us the opportunity to pilot two programs focusing on different target groups. **THE NOW JOURNEY** aims at empowering youth and **THE FACILITATHON** gives experienced facilitators a safe space to further develop their skills.

→ **THE NOW JOURNEY**

Developing the NOW Journey has been the core of our work in 2016. It's with this program that we aimed at rethinking intercultural youth exchange. What came out is a 6-month program to empower youth and enable them to become agents of social change, while also taking care of themselves and the planet. The following elements guides us when creating the program:



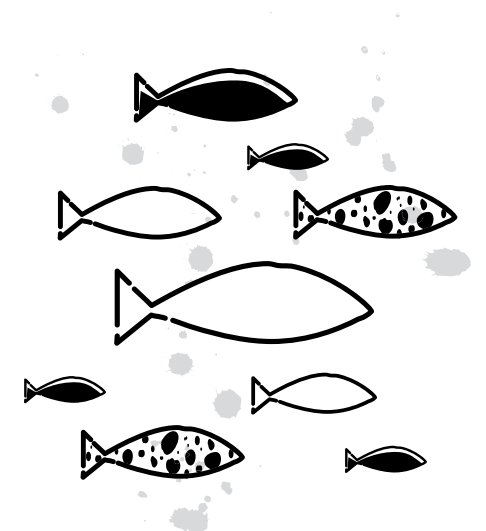
THE NOW JOURNEY

→ **COLLABORATION:** NOW believes that everyone in the NOW Journey can learn and teach. By learning from and with each other and sharing with their peers, reaching out to others for help, and being actively part of a solid network of changemakers, NOWers develop collaborative mindset and become real team players. Our program encourages participants to connect with each other on a deeper level and create meaningful relationships of care and support.

→ **CHANGE AND TRANSFORMATION:** Participants reflect on the impact they can have in the world and learn how they can address local and global issues, by leading and implementing projects that will transform their realities. Our participants develop the confidence they need to start their own projects in their local realities.

→ **INTERCONNECTEDNESS:** NOW participants combine their reflections on various global issues with first-hand experiences of different local realities. This allows them to increase their awareness of the different levels of global interconnectedness across different issues, while also understanding how different social causes are related and can better support each other.

→ **DIVERSITY:** In NOW, participants learn about and experience each other's' living reality as well as reflect on their own identities, cultures, and places in the world. Our focus is on diversity from a holistic perspective (socio-economic background, age, ability, cultural identity, gender, sexual orientation, etc.) rather than only on national cultures.



The program we created
includes the following elements:

THE NOW JOURNEY

NOW ENCOUNTER



A powerful beginning:
a 10-day in-person meeting where participants learn from each other through workshops on social change, self-development and project management.

ONLINE PHASE



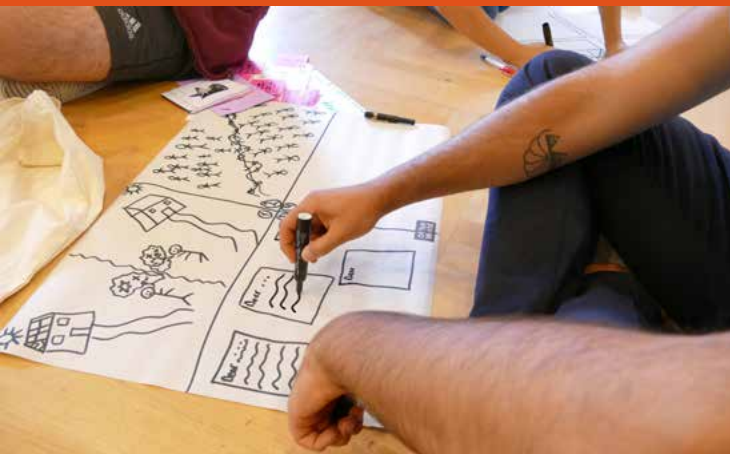
**Effective collaboration
online and offline:**

- 8 learning inputs
- 5 coaching sessions
- Buddy Exchange: 5-7 days

FUTURE FORUM



Multiplying and evaluating:
a 3-day final event to reflect, hear about the experience of others, and make plans for the future.



THE NOW JOURNEY

During the program, participants dedicated on average 4 hours per week to the program and attended one **coaching session** every month. 21 of them participated in the **Buddy Exchange** – either by hosting their buddy or by traveling to explore their buddy's reality, or both. Out of the 29 participants, 24 attended the final event taking place in Belgrade, and thus concluded the program.

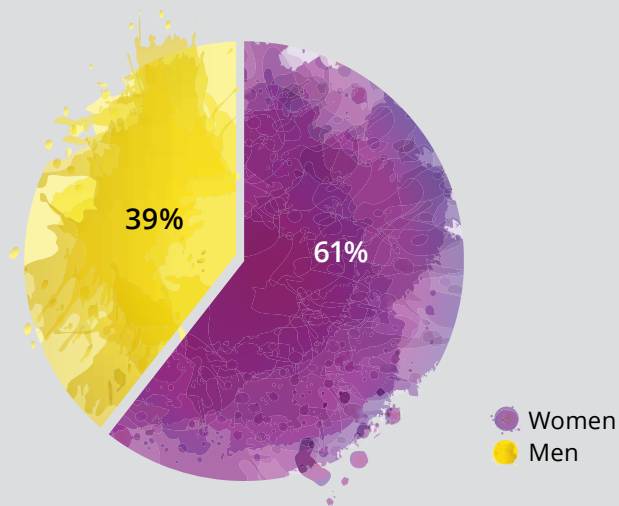
After we had set up the structure of our first program, we started advocating for it as we needed partners. This need came from our believe that only through local organization that work directly with young people, we could reach what we call “Unlikely Participants”, young people who would not normally find or apply to a youth exchange program. After getting in contact with different organisations, NOW started a cooperation with a total of 4 partners from across Europe: **Divers** - Romania, **Youth Power** - Bosnia and Herzegovina, **United Societies of Balkans** - Greece, **Türkiye Gençlik Birliği Derneği** - Turkey.

Our biggest goal was to be inclusive and offer opportunities for youth from diverse

backgrounds. The question we've been asking ourselves from the start is - how do we make sure we are being inclusive in our programs? We decided to focus on understanding the **mix of elements that can cause marginalization** for youth and thus be a barrier for them to access such programs. These include (but are not limited to): family income, ethnic and cultural background, religion, sexual orientation and gender identity, as well as educational background. We have soon also learned the important role that self-esteem plays in this, and how crucial it is to reinforce the message to marginalized young people that **they can and deserve to participate in programs like the NOW Journey.**

Out of the 140 applications we received, we did our best to select a diverse group that would allow mutual learning. We relied a lot on our partner organizations for this selection. Finding understanding and patience was key during the last months before the NOW Journey started, because not everything was within our power to change. For example, a visa denial meant that one participant we selected at first was not allowed to come to the Encounter in Switzerland, hence the final number of 29 participants.

GENDER DISTRIBUTION

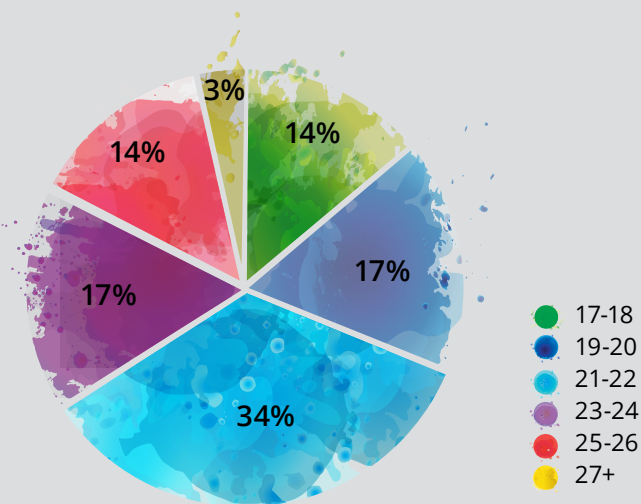


The gender distribution of the participants in our pilot edition reflects that of our applicants. Our goal was to safeguard a certain balance within the group, but we didn't find it necessary to aim at a 50:50 split, and this never came up as a topic in the NOW Journey.

It is important to point out that we aim at diversity not only when it comes to gender, but also sexual orientation. In our communication

and application form, we thus are highly intentional in making sure that LGB, trans* and other non-gender-binary youth feel welcome at NOW. We realized that we were on the right track when a young man reached out to us to share his interest in joining the 2017 Journey by saying: *"A friend of mine is a participant this year and said that you're extremely open-minded at NOW and that I would feel secure and represented."*

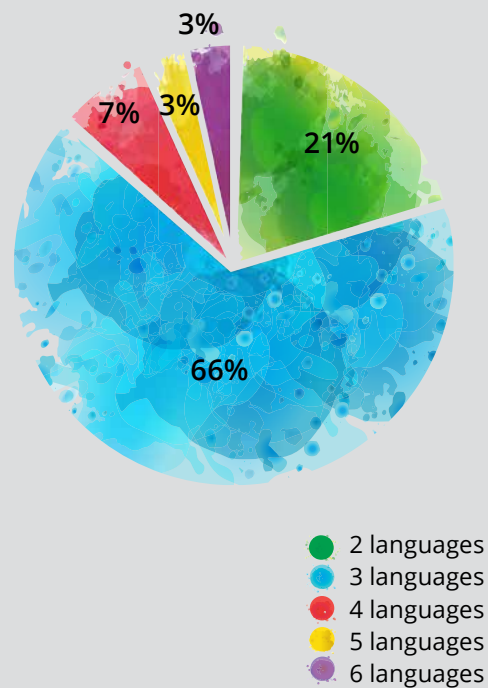
AGE DISTRIBUTION



Age is one of the most simple – yet challenging – elements of diversity that we can use for learning. In our pilot program our participant structure reflected nicely our aim of bringing together youth with different ages and, hence, with more or less experience. Nevertheless, our participants shared that one of the key learnings of the NOW Journey is that **age isn't a synonym of maturity and that the age gap does not divide people.**

"To close the NOW Encounter, each and everyone shared what they have learned during these days. One of the participants said: "maturity has nothing to do with age", then he looked at me. It meant the whole world to me! Finally, here I was, 17 years old and not too young. Here, I have been seen for who I am and for the actions I take." - Ghizlane, NOW Journey participant from Morocco

NUMBER OF LANGUAGES SPOKEN

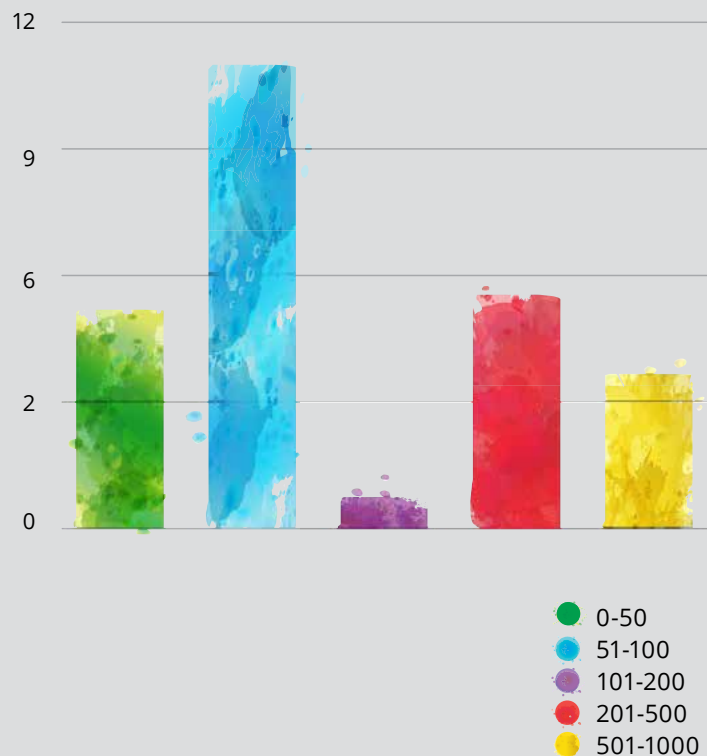


Our participants bring a high diversity of languages to NOW, with a total of 20 different languages spoken ranging from German, Albanian or Estonian to Bosnian Sign language and Laz (a minority language in Turkey). One third of our participants belong to a cultural or ethnic minority within their countries and experience discrimination or lack of recognition of their cultural heritage and language. This can be seen, for example, by the fact that one participant from Turkey did not mention the language of her minority as a language she speaks – simply because it is not a language valued in her daily life. Language and communication have been very important topics of our

NOW Journey. Having participants with very limited English skills has raised the group's awareness of using language inclusively and ability to communicate non-verbally, while also boosting everyone's English skills during the program. It is also important to note that none of our participants has English as their mother tongue.

"When I suddenly heard one of the participants sing in her own language so beautifully, I realized just how much cultural richness there is in – often oppressed – minorities." - Raluca, NOW Journey participant from Romania.

PROGRAM CONTRIBUTION (IN EURO)

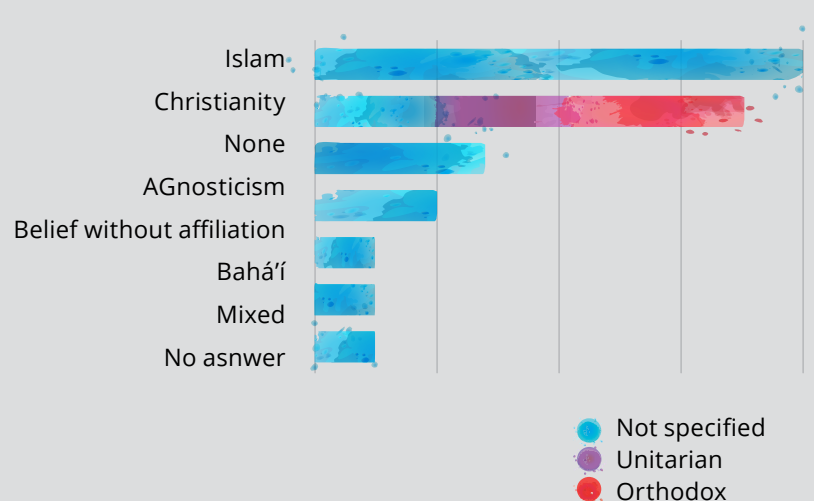


Making our program inclusive to unlikely participants means different things: adapting our communication, creating an inclusive methodology, but most of all it means **being flexible when it comes to financial contributions to join the program**. We decided not to opt for a scholarship system to achieve this, but rather developed our own approach on how to deal with economic inequality. In short this means: each participant pays for the NOW Journey as much as they can.

Depending on their country of residence and background, 50 Euros is a huge investment, which can be equivalent to 500 Euros in a different context. We thus define these contributions together with our participants – always making sure we

can stay within our budget. **Participants contributions currently cover 15% of the expenses for the Journey and we aim at raising that to 30% in the future.** Within the program, we are totally transparent with our participants and use this as a learning opportunity: we opened up our books for them and also gave them a project fund to administer by themselves. This openness is highly appreciated and has huge repercussions: some participants decided to increase their contribution upon seeing our finances and the voluntary effort put into making NOW happen. Others are working hard to make their projects with as little financial means as possible saying: “I don’t think I should be tapping in the project fund, it can be better invested elsewhere.”

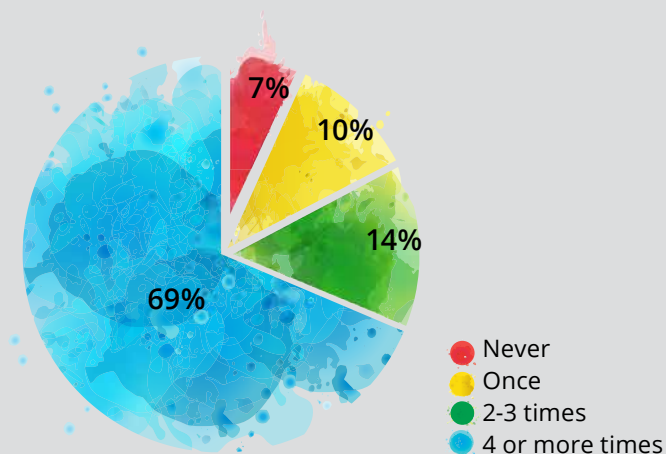
RELIGIOUS BACKGROUND



The rise of Islamophobia and the world-wide conflicts fueled by religious intolerance make it particularly relevant for NOW to focus on **including different religious background in our programs**. The numbers in the first edition of the program reflect this aim nicely. We have tried as much as possible to make everyone feel comfortable in the program: from setting up a prayer room to offering food that is not only

climate-friendly, but also halal and, in all but the most strict interpretations, kosher. **Inter-religious dialogue as well as analysing the role of religion in our world** also play a role in the content of our programs. We have, for example, discussed in the NOW Encounter how religion relates to power and privilege. Within our program, however, religion has triggered curiosity and mutual learning.

TIMES TRAVELLED ABROAD



Another element that helps us measure diversity – at least in Europe, where distances are small – is how often our participants had traveled abroad before the start of the Journey. These numbers show us that for our pilot program we have managed to **reach youth who had not yet had opportunities to travel abroad**. Given their enthusiasm and motivation to travel abroad with NOW, we can be quite certain that their inexistent

travel experience was not due to lack of interest, but to lack of opportunities and socio-economic conditions. It has indeed been quite a struggle for us to obtain visas for some of our participants to travel to Switzerland – giving us a sample of how unevenly travel opportunities are distributed in the world. Unfortunately, we even failed to obtain a visa for one of our selected participants, a brilliant young Palestinian who is living in Turkey.



→ THE FACILITATHON

The Facilitathon was born out of our own need. Having been facilitators of intercultural learning events for several years, co-founders Elis and Rahel were looking for a space to improve their facilitation skills.

"We wanted a space that didn't teach how to facilitate but rather gave facilitators a safe space to try out new things and get peer to peer feedback." - Rahel - co-founder of NOW

That's exactly what they started creating together with a fellow facilitator and NOW friend: a weekend long exploration of our own facilitation. **The Facilitathon** was born. The first edition of the program happened at the Impact Hub Zurich in June 2016. Our nine participants brought together different levels of experience and a diverse range of methodological knowledge in facilitation.



**AN OPPORTUNITY FOR FACILITATORS
FROM ALL WALKS OF LIFE TO CONNECT,
SHARE, AND LEARN FROM EACH OTHER.**

Arne, Facilitathon participant

What is facilitation?

Steering
Dancer
Architect
Toolbox/tool
Air traffic control
Conduit
Musician
Artist
"House whisperer"
Facilitation

- INTUITION + TECHNIQUE
- PROCESS vs. CONTENT
- LISTENING
- GROUP DYNAMICS
- OTHERS ARE THE EXPERTS

The first Facilitation led its participants through a rollercoaster of emotions. Yet, the idea of offering a safe space worked out, the honest sharing of feedback and the atmosphere among participants were among the points most valued by the attendants. All participants agreed that the 2 and a half days were a great length for the event. **70% of participants would wholeheartedly recommend the Facilitation to their friends or colleagues.** And hopefully we can get the rating to **100% total satisfaction** with the implementation of the feedback we have received. The most important learning: we have to make sure all participants clearly understand that this is not a training on how to facilitate but rather a peer to peer learning space to develop our own

HIGHLY RELEVANT GATHERING OF SEASONED FACILITATORS. GAVE ME THE POSSIBILITY TO REFLECT AND IMPROVE MY OWN FACILITATION SKILLS, AND ALSO TO PRACTICE MY FEEDBACK SKILLS FOR THE OTHER PARTICIPANTS.

Thomas, NOW Facilitation participant



What learning means for NOW

We believe that **non-formal education is a great way to develop key competences for the 21st century** and that is why it is central to the NOW learning method. Alongside with it, we are also using peer-to-peer support, online interaction and elements from formal education, such as webinars, or the NOW Project Creation Handbook. In addition, with the support of the Mercator Foundation Switzerland, we have created and tested a Framework of Competences that encompasses the learnings that NOW participants acquire during our programs.

To develop such an ambitious compilation of hard and soft skills, knowledge and attitudes, we started by mapping the different learning spaces of NOW work and the elements that are relevant for self-development and social change. The Framework is based on NOW's four learning goals: **diversity, change and transformation, interconnectedness and collaboration**. Each of these areas is further split into competences. These total 26 competences were each broken down to four different stages ranging from no knowledge about the element to an elaborate application of it. On the one hand,



the Framework allows participants to map their level in each of these competences at different stages of the program – and by doing so observe their development. On the other hand, **the Framework offers a structure to develop our program design and to track if our participants are actually learning and developing according to our assumptions.**

We initially used the NOW Journey 2016 as a pilot for our Framework, which will now be applied to all our programs. Participants of the Journey were asked to assess their competences in the beginning and in the end of the program to be able to see what they have learned. They also were assessed by their peers and by the team members.

The Framework of Competences has helped us to evaluate the skills that participants actually learned and the competences that need more attention from us. From the feedback we received from participants, we were also able to see which competences they have developed that were not recognised in the Framework.





Learning as the NOW team

One of the values of the NOW Community is that everyone is a learner and a learning facilitator at the same time. We want NOW to be a place where team members learn and are inspired to change and grow from their experience within this organization as well. We believe that by challenging ourselves to try out new approaches and different ideas, learning by doing and through giving each other honest and open feedback we can offer a great space for personal development of our team. In this section, we present reflections about the NOW Team learnings: nine of the team members that were with us since July answered an anonymous survey talking about their main learnings. With that, we also wanted to measure how much NOW is a learning space for team members (if at all).



**NOW IS THE BEST TEACHER
YOU CAN HAVE.**

Zlatka, co-founder of NOW

We are very pleased to see that NOW is achieving its goal of being a learning space for its team members even if we decided not to have specific learning goals for the team. This is why we are specifically interested in seeing what our team learns. We used the Framework of Competences as a reference to cluster our team learnings. Naturally, each one of us learned different things. However, according to our survey, having been a NOW team member in 2016 allowed us to improve our problem solving abilities, our inclusiveness and our leadership skills. **Self-reflection, understanding oneself, changemaker attitude and interpersonal relations were also mentioned by several team members.**

Like for our participants, learning at NOW goes beyond the Framework of Competences. We discovered in the last year that competences connected to self-management are crucial for changemakers and are currently discussing if we shall include them in the Framework. Unsurprisingly, the team mentioned **managing time** as one of their biggest learnings last year followed by dealing with different expectations and working remotely. Other answers to the question: “Which new competences you developed as a NOW team member in 2016?”, were **“how to be more bold and open” and learning how to give and take feedback.**

THE COMPETENCES NOW TEAM MEMBERS MOST DEVELOPED THROUGH BEING PART OF THIS ORGANIZATION:



|| NOW TAUGHT ME WHAT IT MEANS TO FEED 40 HUNGRY PEOPLE AND THE IMPORTANCE OF TALKING ABOUT THE FOOD WE EAT.

Johanna, NOW Team Member

What our participants learned

Do our participants actually learn the competences that are present in our Framework? This question led us to analyze their individual assessments before and after the program to measure their development. The following graphic shows in which competences our participants developed the most – based on assessments of 21 participants.

COMPETENCE CLUSTER:
SIZE INDICATING TO WHAT
EXTENT OUR PARTICIPANTS
DEVELOPED IN EACH
COMPETENCE DURING THE
NOW JOURNEY →





Analyzing how our participants developed during the program allowed us to **better understand the learning impact our program has on them**. Our analysis shows that roughly participants can be clustered into two main groups:

The first group consists of mostly younger participants (17-23) who in general had little exposure to international experiences and empowering learning programs. These participants had little exposure to the competences mentioned in the framework and **the program allowed them to have a very strong development in many areas**.

The second group of participants we identified are usually slightly older (22-25) and have had previous international experiences or have volunteered or worked with diverse groups before. **At first sight, these participants already had a head-start in many competences and only developed some of them further.**





At a second look, however, we started seeing a curious occurrence: the majority of participants belonging to this group marked their position for certain competences lower after the program than before. When asked about this, they explain how **the program helped them understand that actually they were not yet as far as they initially thought, and still had a lot of room for development.** Leadership is the competence where most participants chose a lower rating at the end of the program than the beginning. Developing and leading their social impact projects has been a strong teacher on how difficult leading others can be.

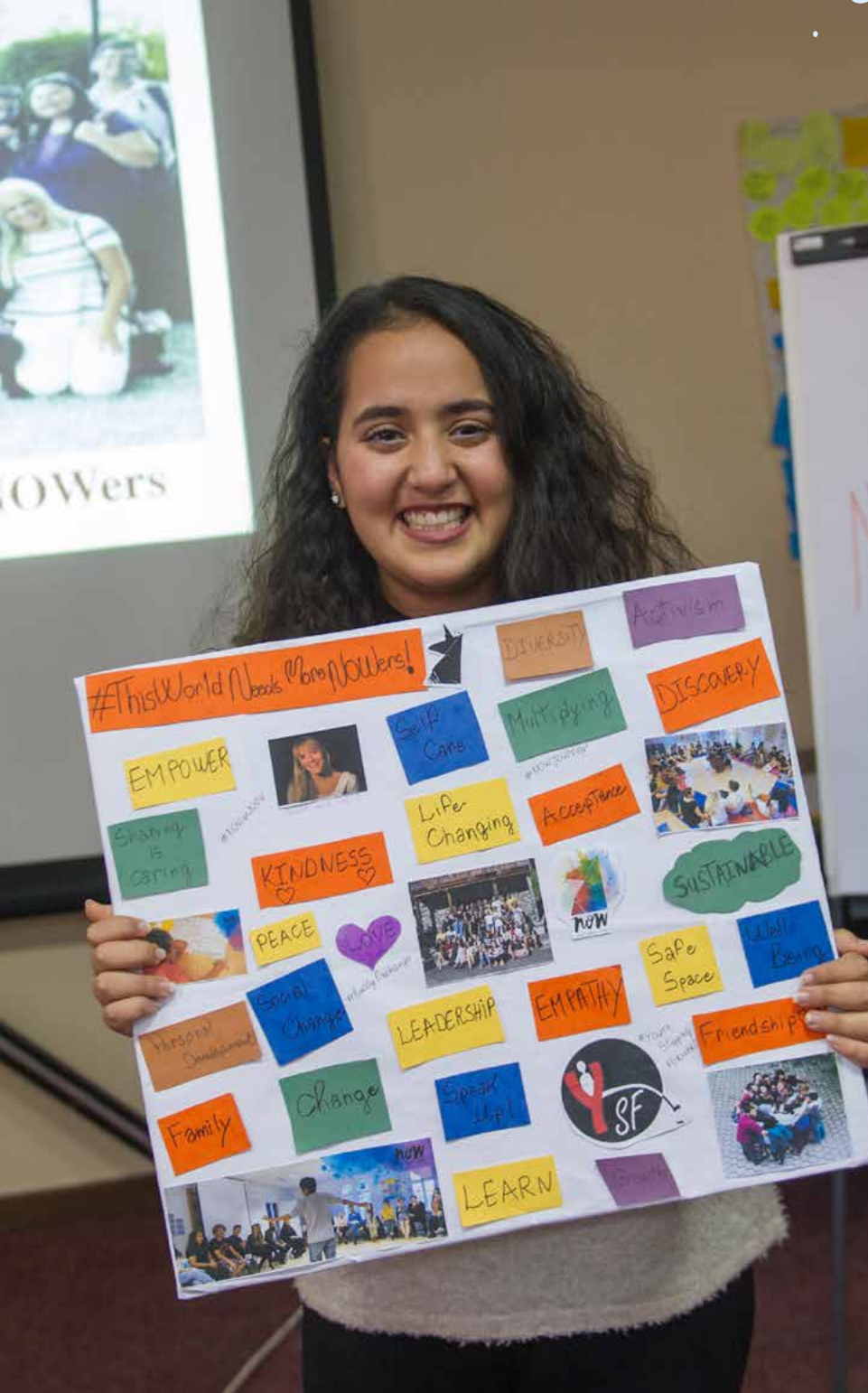
This observation allowed us to see the **strong formative character of the NOW Framework of Competence:** it allows our participants to track where they stand during the program and in the end, look back at their own learning since the beginning of the Journey and reconsider their position at any point. By gaining more and more understanding of what each competence is actually about, participants are able to look at themselves critically.



Changing the world

NOW is an educational organization which means that our social impact first and foremost comes in the form of the development of the individuals and groups that participate in our programs, who are part of the NOW team and also our community.

When we first created the NOW Journey, we had a **strong focus on multiplication**. We wanted to ensure that that the impact of our program goes beyond the individuals that we are able to touch directly. We believe that we have partially achieved this – you can read more about it in the next section – yet we also learned how multiplication is not a linear process. For example, it does not mean that NOW reaches 30 young people through the NOW Journey and each of these 30 then reaches another 20 with their projects. **Reality is maybe closer to the butterfly effect** – with our programs we are creating impact, which then impacts something else, etc. But this wouldn't be an impact report if we didn't try to at least map the direct multiplication impact that our project created. This is most easily accessible through the projects that our participants dedicated their time to during the NOW Journey.



Social impact of our participants

We realized soon into the program that choosing which project to focus on is a big challenge. We dedicated space to this discovery at the NOW Encounter, but we also opened up everyone's perception of the world's challenges, making it harder to select one, and only one, of these challenges to make their own. **A few of our participants had already found their cause before they joined the NOW Journey** and used the program to improve their project and rethink their involvement.

However, we learned that 6 months was not quite enough time to plan, implement and evaluate a whole project. Only 1/4 of participants managed to do so during the program. Still, **90% of participants said they would continue their projects after the end of the Journey**. At the time of this report, the number of projects successfully implemented rose to 50% of all participants – depicted below in our short overview of the projects implemented so far.



→ Youth Stepping Forward (Morocco)

A program that empowers, motivates, and inspires youth to take action in their community and spread awareness about age discrimination.

Reach: 11 young people

→ Green Campus (Turkey)

Making a university campus greener through vegan food options and promoting bike paths.

Reach: More than 500 students

→ wörCHshop interCHulturell (Switzerland)

Raising awareness among high school students about refugees/asylum seeker/undocumented people's reality, fighting prejudices, and creating contact and exchange.

Reach: 19 high school students, 6 refugees / asylum seekers / undocumented people and 1 teacher

→ 16DaysOfActivism (Bosnia)

Posting messages from activists from all over the world on changes they want to achieve in their community in order to raise awareness on issues of gender discrimination and gender violence.

Reach: 10'000 views

→ ÁTértékelő (Romania)

Offering workshops for children to raise their awareness about bullying and learning how to deal with it.

Reach: 170 children

→ P.s. (Greece)

Offering workshops to high school students for successful public speaking.

Reach: 20 students

→ A journey of growth (Switzerland)

Finding a way out of depression through self-care and opening up.

Reach: 5 people

→ Promoting and educating Roma children (Romania)

Supporting the creation of kindergartens and toy libraries and making educational resources available.

Reach: 100 children

→ Fizika ekspres (Croatia)

Visiting schools to popularize science by showing everyday physics phenomena and experiments.

Reach: 100 high school students

→ Solomon Screen (Greece)

Solomon Screen is a sub-project of Solomon that uses video to give voice to those who never had the chance to express themselves freely about matters that affect them.

Reach (so far): 81'000 views

→ Winter with IMPACT (Romania)

Giving young people opportunities to spend their free time together through group activities during their holidays.

Reach: 50 youth

→ The rose in desert (Turkey)

Gathering volunteers and painting a primary school in a disadvantaged area of Adana.

Reach: 1500 children & 120 volunteers

→ Clear your head to see straight (Estonia)

A conference about coping with stress and anxiety among Tallinn university students.

Aimed reach: 40 students

→ Give people a chance (Bosnia)

A video campaign presenting the deaf community without stereotypes, showing that they can accomplish much more than people generally think.

Aimed reach: 300 views





In our workshops and sessions we also take up the topic of impact measurement and encourage our participants to use it – even for small projects like these. As a result, we can get a numeric grasp of how the multiplication effect of the NOW Journey has worked. **We reached nearly 100'000 people with the social media campaigns our participants created** – including one that will soon be featured on BuzzFeed, a major internet media company focusing on creating viral content (Solomon Screen). We also reached **1500 kids who are enjoying their freshly painted school** (Rose in the desert) and **5 people who engaged with mental health** and found ways to look after themselves through yoga, therapy, and social interaction (a journey of growth) amongst others.

But linking back to our earlier chapter on Learn, the direct social impact of the projects on our participants is not just to have a positive impact on their communities. We also see it as a crucial element to acquire the NOW competences. These include both obvious skills like project management, assessment, and evaluation as well as personal development skills such as learning from failure and leadership. **It's the hands-on experience of implementation that really puts these competences to the test and allows participants to grow.**

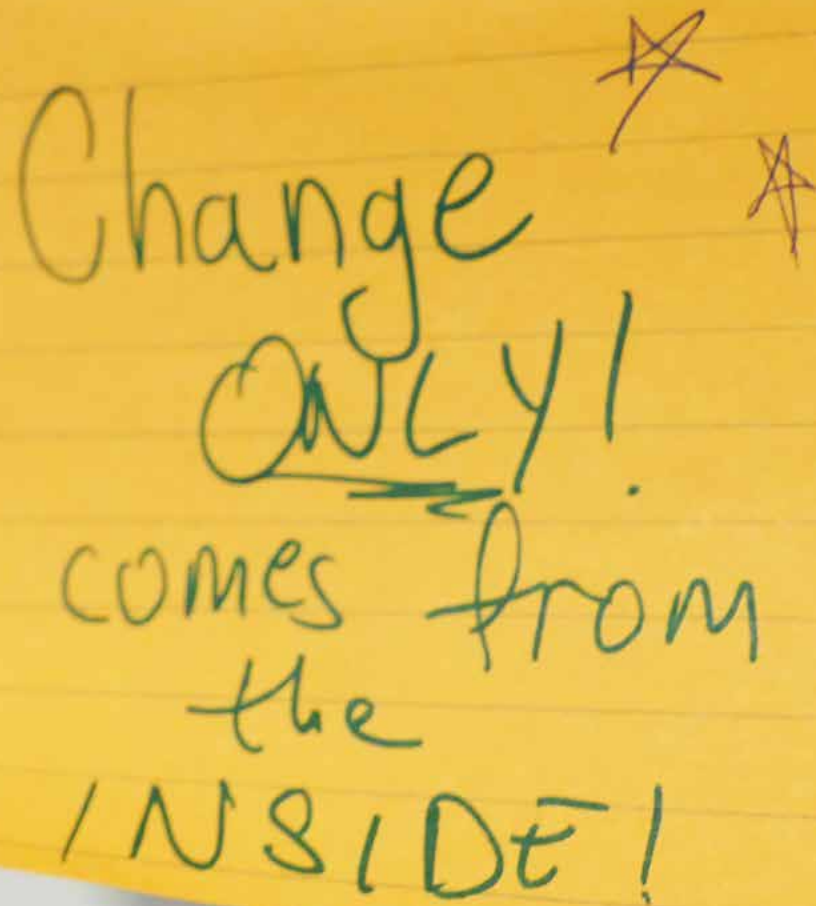
Changing ourselves

Change starts within us. The more we dedicate ourselves to supporting people to become changemakers, the more we realize how much space there is for change in our personal lives. At the same time, **the experiences we create can have profound impact on our lives:** having led people to quit their jobs, change their eating habits, or recognize the things that really matter to them. As one of our participants wrote:

|| IN THE NOW JOURNEY, I MET SO MANY INTERESTING PEOPLE THAT AFFECT MY LIFE IN SO MANY LEVELS. I LEARNED SO MANY THINGS THAT CHANGE THE WAY I AM LOOKING AT MANY ASPECTS OF MY LIFE RIGHT NOW.

Christina, NOW participant

Having our organizational values is also a great space for personal development. What does it mean to work with love, be inclusive or be bold? That is why we asked the team about which of the NOW values they feel like they developed further – and maybe learned how to apply in the last year. **70% of our team members found that inclusion and personal development were the values that they developed the most in 2016,** according to the survey.



Change
ONLY!
comes from
the
INSIDE!

We challenge ourselves to apply our values not only within the organization but also to bring them to our personal lives and to engage people around us. Inspired by our work at NOW, **trust (seven mentions), love and social justice (four mentions each) are the values we carry most to our lives outside NOW.**



|| NOW REALLY VALUES EVERYONE'S SPECIFIC CAPACITY.

Fenna, co-founder of NOW

Despite the positive elements NOW brings to our lives, we are not ignoring the negative impact on our personal life, health, or work. 60% of our team members consider that NOW has rarely or sometimes had a negative impact. However - and despite our frequent discussions on this topic - **four team members perceive that NOW had a negative impact on their lives between sometimes and often.** Because of this, we need to take even better care of the impacts of NOW on our personal life, health and work, especially ensuring a good distribution of responsibilities and a high level of commitment from our team.

|| THINGS GOT VERY INTENSE RIGHT BEFORE THE NOW ENCOUNTER, THE FIRST BIG EVENT OF THE NOW JOURNEY. THIS MADE US BECOME MORE AWARE OF OUR WORKLOADS AND TAKE BETTER CARE OF OUR WORK-LIFE BALANCE.

Elis, co-founder of NOW

Growth

Growth of course refers to many different things within the work of NOW. It refers to the element of developing ourselves further, seen also in the NOW value of personal development, and to the idea of **being an open community that allows people in**, helping us to grow and expand our impact.

Integrating new team members as NOW prepares to grow and multiply its activities is mentioned in the team impact survey as an aspect to be developed in 2017. We have shared in this report how this openness and eagerness to grow has brought us many more wonderful team members. **Let us introduce you to three of them that reflect the different ways NOWers join us:**



AMANDA

Amanda from São Paulo in Brazil joined us after seeing a call for team members in Latin America on a friend's wall on Facebook. Her reason to join? *"I became a NOW volunteer as part of my search for doing meaningful work and I'm motivated by being able to contribute to youth's development of autonomy and foster their interest in social change."*



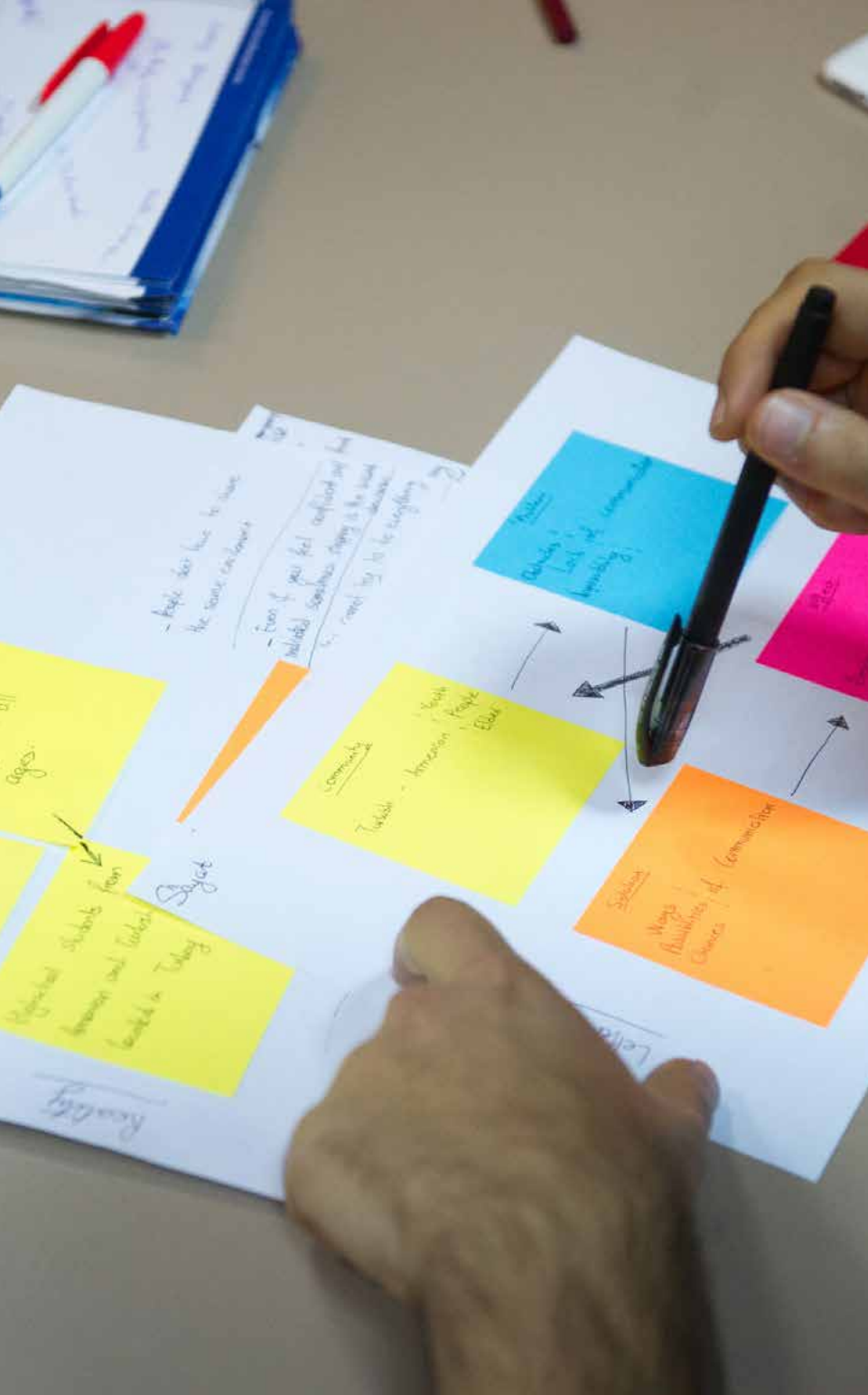
JOHANNA

Johanna lives in Zürich, Switzerland and met our team member Annina at University. When we were looking for a vegan cook for our Encounter, Johanna jumped at the opportunity right away. After this experience she decided to become part of the NOW team as she was truly inspired by the team and participants at the event and wanted to continue working on the continuous learning/personal development opportunities that NOW offers.



SAYAT

Sayat from Ankara in Turkey, is a NOW Journey alumni from our pilot edition in 2016. Together with other 5 alumni, he is currently a NOW apprentice – learning how we work while contributing to the NOW team. He has joined the team because he believes that *"in NOW, people don't have fake smiles on their faces. They do things because they really believe in what they are doing"*.



Grow for us means using everything we learned in this last year to develop our programs further. It means, for example, that we are already working hard to make the **NOW Journey 2017** in Europe happen, by transforming the feedback we got into an improved program. This edition will focus even more on helping our participants develop the competences described in our framework as well as **expanding our reach to new countries**.

Now that we have a team of **11 NOW team members based in Latin America**, we are taking our first steps towards creating impact there. While planning for a **NOW Journey in South America in early 2018**, we are also drafting new programs and approaches on the continent. One such project in Brazil focuses on giving the “*nem-nem*” (the Brazilian term for the 9’600’000 young people that are neither studying nor working in the country) an entry point to the job market.

Growing also refers to our level of impact. Seeing the successes and failures of our months of online learning during the NOW Journey, we also started to see the potential that e-learning has to expand our reach. **That is why we are starting this second year of NOW with a totally new program called FLOW**: happening fully online, it will allow us to reach people beyond geographical barriers and give them the opportunity to strengthen their inner unicorn and create change in the world. So many of the learnings that we reflect on in this report influenced how we created FLOW – from providing different focus areas from which people can choose, to putting a high focus on group experiences and exchange.



Besides piloting FLOW, we are also going to spread the Facilitathon further in this second year of our existence. **We are ready to host the event in 20 cities around the world**, from Amsterdam and Istanbul to Buenos Aires and Rio de Janeiro.

Another of our goals for 2017 is to **expand our learning and changing when it comes to our community**. If you're interested in being part of the NOW Learning Community that we are going to build, please **get in touch with Rahel (rahel@nowornow.org)**.

On the personal level, NOW team members are planning to read more, use their energy wisely and to have more courage for political activism, according to our team impact survey.

|| IN 2017, I'D LIKE TO CREATE A POSITIVE IMPACT IN THE WORLD AND FIND BALANCE IN LIFE.

Wouter, NOW Team Member



Thank you!

We would like to express our sincere gratitude to all supporters along the way. You have made it possible for us to start following our goal of empowering youth to take charge and become involved.

Specifically, **we want to say thank you to our financial support from crowdfunders and foundations and to all of you, who have helped us with content support and ad-hoc tasks**, including our partner organizations, coaches and experts, and Facebook community.

Lastly, a huge unicorn thank you to our **participants in the NOW Journey and the Facilitathon** and each and everyone in the team - for having shown endurance, passion, and belief that making a difference is possible!

At NOW we continue to believe in the importance of the work we do. We have learned a lot this year and hope you have enjoyed reading about it. Feedback is of great value to us, so please feel free to leave us comments or ideas anytime. Thank you for taking the time and we look forward to continuing our efforts and having an even greater impact in 2017.





*would like to
thank you all:*

Team members and coaches: Adrian, Alexandra, Alex, Alondra, Amanda, Andres, Annina, Atanas, Barbara, Claire, Cihan, Elis, Eva, Facundo, Fenna, Ghizlane, Guto, Johanna, Karin, Kriszta, Linda, Malte, Marcelo, Megan, Myrta, Oli, Ömer, Patricia, Philipp, Rahel, Raluca, Renate, Sayat, Serhat, Tiago, Wouter and Zlatka.

Experts and other supporters: Thomas, Mert, Hilal, Andrea, Marie, Martin, Linda, Barbara, Alkim, Eleanor, Alice, Ancilla, Paula, Fabio, Tayla, Vlad, Lea, Sonja, Sonja, Nora, Mirjam, Céline, Johanna, Marín, Annelies & Markus, Yolanda, Daniel, Uolf, Alina, Yvonne and Annatina.

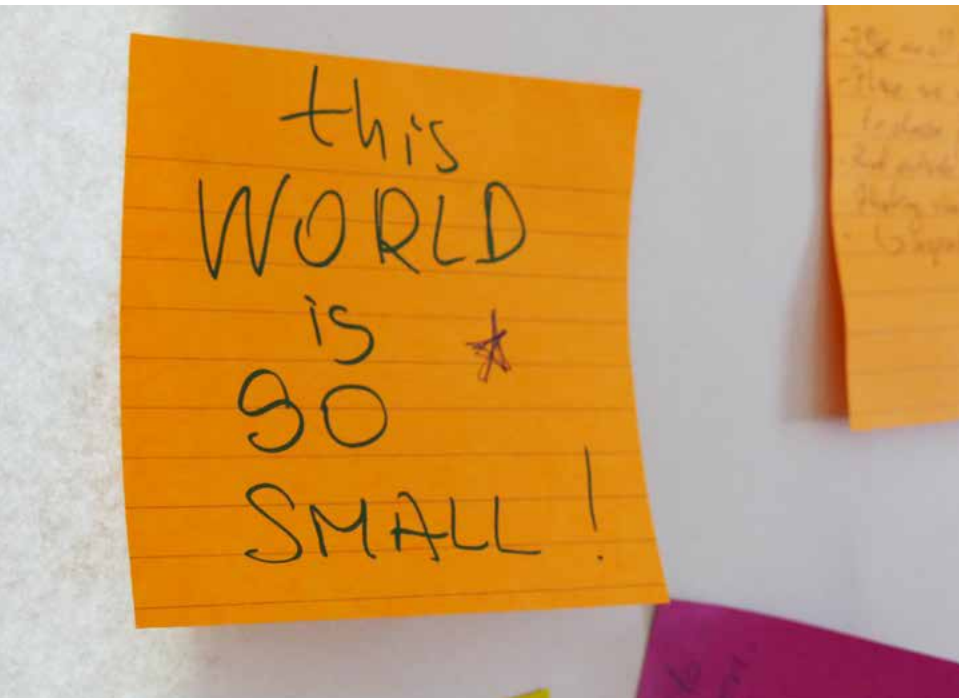
Partner organization representatives: Daniel, Abduselam, Benjamin, Maria, Elif, Nedim, Aristodimos, Roman, Tolga, Hekim, Gülcan, Fabian, Emrah and Refika.

Funding partner representatives: Patrick, Astrid, Silja, Sara, Stefan, Rita.

Translators and interpreters: Marija, Nives, Vera, Guigo, Karla and Manuela.

Crowdfunders: Timm, Alessandro, Susann, Veronika, Daniel, Maria, Astrid, Merle, Elsa, Luisa, Susann, Sandra, Tobias, Sarah, Christoph, Katka, Andrés, Sheila, Karin, Barbara, Cara, Cyril, Viola, Florian, Annelie, Yigit Cem, Stefan, Annina, Sunita, Svea, Ece, Omer, Ira, Selda, Cattleya, Jonathan, Loreno, Ole, Beat, Mario, Ruth, Frederike, Lisa, Marie, Stephanie, Katherina, Merle, Heather, Frauke, Johanna, Prisca, Johanna, Anaïs, Mirjam, Lisa, Daniela Ribeiro, Ali, Iris, Véronique, Christof, Eva, Letícia, Milena, Libor, Aline, Nicola, Robin, David, Joel, Helen, Sonja, Tobias, Ivan, Johanna, Ulrike, Céline, Marisa, Gautam, Loïc, Laura, Marina, Dorothea, Sonja, Petra, Nora, Christian, Ivan, Gabriele, Michal, Miu, Ilayda, Angela, Nela, Antonia, Annette, Yigit Cem, Elena, Denise, Annika, Catherine, Fernanda, Ipek, Saadet, Iris, Wouter, Veli Tan, Amr, Batuhan, Gunnur, Annelies, Heini, Christelle, Schildi, Joshua, Philip, Marín, Elisa, Marina, Matthias, Stephanie,

Biljana, Ursina, Lisa, Franziska, Marije, Ferda, Thomas, Curtis, Adina, Ingrid & Gerd, Jennifer, Zoé, Derya, Kirsten, Marlies, Christa & Hinni, Claire, Florence, Elsbeth, Martin, Anssi, Vica, Maria Elena, Marianne, Georgiana, Kiera, Bára, Tomoe, Svenja, Jana, Göksenin, Eliza, Annika, Satish, Jonatan, Emily, Jonas, David, Sebastian, Lukas, Mirjam, Fareeda, Stéphanie, Hirona, Andrea, Alexa, Bianca, Martin, Mirjam, Niklas, Sarah, Lea, Sandra, Clemens, Danielle, Torge, Lisa, Tobias, Janjarang, Jane Maria, Erdogan, Gisela, Petra & Jürgen, Norbert, Marie-Elisabeth, Esther, Jonas, Satu, Teresa, Hannah, Ela, Sämi, Hannelore, Jirina & Franz, Julia, Flurin, Pratyush, Robin, Sonya, Rebekka, Karin, Semu, Kuno, Jaycee, Dagmar, Christian, Isa, Esther, Sonja, Jim, Markus, Andjelka, Sophie, Jorge, Barbara, Lisbet, Dieter, Pía, Mario, Peter, Theres, Simon, Gion, Elke, Cande, Marika, Nesrin, Rahel, Marc, Tamara, Inke, Helen, Natasa, Laura, Horst, Franziska, Marlen, Tjark, Thomas, Kristina, Esther, Philippe, Hedi.



AT THE NOW JOURNEY THE MOST POWERFUL ASPECT FOR ME WAS HOW ALL PEOPLE ACCEPTED ME, MY DIVERSITY AND HOW MANY SHOWED INTEREST IN LEARNING SIGN LANGUAGE, ESPECIALLY MY BUDDY.

Alma, NOW Journey participant



**I AM PROUD OF THE COMMITMENT THAT
EVERYONE SHOWED DURING THE NOW JOURNEY
AND OF THE WORK ETHIC OF THE FACILITATORS**

Stratis, NOW Journey participant





THE NOW JOURNEY MAKES ME WANT TO UNLEARN SOME THINGS. HOW TO TRUST SOMEONE NEW WITHOUT DOUBTING THEIR INTENTION, FOR EXAMPLE. THIS IS A CULTURAL CHALLENGE FOR ME BECAUSE I COME FROM A CULTURE WHERE YOU KINDA HAVE TO DOUBT WHATEVER IT IS IN FRONT OF YOU. ESPECIALLY IF IT SEEMS GOOD.

Raluca, NOW Journey participant



This report has been made possible with the
financial support of Mercator Foundation
Switzerland.

TEXTS + PHOTOS: ©NOW 2016-2017
DESIGN: Paula Albuquerque + Fabio Dudas



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