



## THE ROLE OF NGOS AND CHARITIES IN MODERN SOCIETY





## Ciao, ragazzi!

**WE are ECOMbare - eco experts from Cyprus**

We used to work for a Charity organization, and now we focus on organizing eco-events for corporate clients to bring attention to charities and NGOs.

As the current owners of an eco-event agency in Cyprus, specializing in CSR activities, we are committed to building positive connections with the local community and the environment



**Marios  
Polymniou**



**Kristina  
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# What We Will Talk About

<b>1</b>	NGOs AND CHARITIES
<b>2</b>	GREENWASHING
<b>3</b>	CASE STUDIES OF SUCCESSFUL NGOS & CHARITIES
<b>4</b>	BREAKOUT GROUPS TASK
<b>5</b>	CHECKING FOR UNDERSTANDING
<b>6</b>	SUMMARY OF KEY LEARNINGS



Discovering NGOs and charities will help you gain the know-how to make a real impact in your communities, encouraging a sense of social responsibility.

# Introduction

- WHAT IS NGO?
- WHAT IS CHARITY ORGANISATION?
- WHY DO WE NEED THEM?





## ● NGO is... (Non-Governmental Organization)

An NGO is a group of people who **team up to fix problems** and make the world a better place.

They're **not part of the government** but work independently to tackle issues like **human rights, the environment, or health**.

NGOs are like the **good guys fighting for a happier and healthier planet**. They usually fund their activities through donations, grants, and other non-governmental sources.



# ● WHY NGOs ARE IMPORTANT

- ✓ Advocate for positive change
- ✓ Fill gaps in services and support
- ✓ Engage communities and empower people
- ✓ Innovate and experiment with solutions
- ✓ Adapt quickly to changing needs
- ✓ Operate globally
- ✓ Protect human rights and promote justice





## ● CHARITY ORGANISATION is...

A charity organization is a **non-profit group** that focuses on **philanthropy** and aims to make a positive impact on society.

These organizations raise funds through donations and grants, channeling these resources into initiatives that address specific needs, **such as education, healthcare, poverty alleviation, or disaster relief.**





# Role of NGOs & Charities in modern society



## Defenders of Fairness:

NGOs act as defenders of fairness, making sure everyone gets a fair shot at a good life. They fight against unfair treatment and work for equal rights for everyone.



## Fixing Big Problems:

They don't just put band-aids on problems; they work to fix the big issues like poverty, lack of education, and health crises. They're like problem-solving experts for the world.



## Everyday Heroes:

NGOs and charities are like real-life superheroes, stepping up to help people in need, whether it's providing food, education or medical aid.



# Role of NGOs & Charities in modern society



## Neighborhood Builders:

NGOs are like builders for communities. They help neighborhoods grow stronger by giving people tools and skills to make their lives better.



## Green Guardians:

Some NGOs are like guardians of nature, fighting to keep our planet healthy. They work on things like stopping pollution, protecting animals and making sure we have clean air and water.



## Speakers for the Silent:

These organizations make sure everyone's voice is heard, especially those who often get ignored. They stand up for people who might not have the power to speak for themselves.



# CHARITIES and NGOs CHALLENGES



Accountability Issues	Dependency
Political Influence	Inefficiency and Overhead Costs
Lack of Coordination	Inadequate Regulation



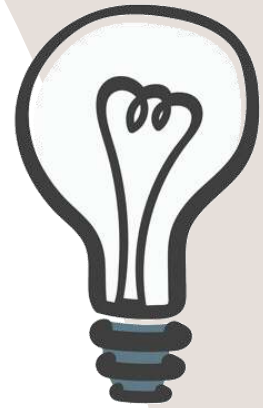
# Greenwashing



Greenwashing in NGOs and charities is when they pretend to be more environmentally friendly than they really are. They might make false or exaggerated claims about their green initiatives or efforts to seem more eco-friendly. This can mislead the public and stakeholders about how much they're actually doing for the environment.







# Real-life example #1



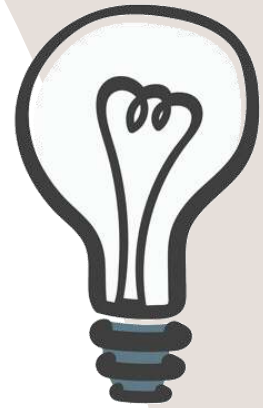
## Legambiente – Environmental Protection and Sustainable Development



**LEGAMBIENTE**

Legambiente is a top Italian environmental group started in 1980. They're all about making life on Earth better by supporting sustainable development, protecting the environment, and talking about climate change. Legambiente does lots of things like teaching, talking with people, and joining projects to help with renewable energy, less waste, and saving nature. They've been a big part of making Italy care more about the environment, using campaigns, education, and hands-on projects.





# Real-life example #2



## Slow Food – Promoting Sustainable Agriculture and Culinary Traditions



Slow Food®

Slow Food is a worldwide movement born in Italy in 1986. They're all about promoting good, clean, and fair food, caring for the environment, local farmers, and traditional cooking. Slow Food's success comes from protecting local food traditions, helping small farmers, and talking about sustainable food. They do events, campaigns, and education to spread the word. Slow Food has made a big impact by starting a global conversation on saving biodiversity, backing local farmers, and enjoying food that's good for the Earth and our culture.





# Real-life example #3



## Emergency – Healthcare for Victims of War and Poverty

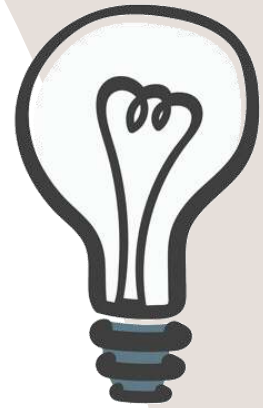


***EMERGENCY***

MEDICINA, DIRITTI E UGUAGLIANZA

Emergency is an Italian NGO founded in 1994 by war surgeon Gino Strada. They give free medical help to people affected by war, poverty, and landmines in conflict zones around the world. Emergency's success comes from being fair, neutral, and giving top-notch medical care. They run hospitals and clinics, working to strengthen local healthcare in areas hit by conflict. Emergency has changed the lives of many in war and poverty by providing medical help, surgeries, and training local medical teams, helping communities rebuild and find hope.





# Real-life example #4



## Cans For Kids – recycling for a good cause



Cans for Kids is a charitable organization that focuses on making a positive impact on the lives of children facing health challenges. Established in 1990, the organization is dedicated to collecting and recycling aluminum cans to generate funds for the purchase of specialized medical equipment for children in need. By engaging the community in the recycling process, Cans for Kids not only contributes to environmental sustainability but also channels the proceeds into improving healthcare services for children.





The charity organization "Cans for kids" has been collecting aluminum cans across the island for over 30 years

RECYCLING TIN CANS STATION





# Real-life example #5



## 300.000 Trees – Tree Planting Organisation

The NGO "300.000 Trees in Nicosia" has made a big impact by transforming seven parks and planting over 10,000 trees. They work with local universities to teach students about Cyprus's unique trees and raise awareness about the environment.

Their ambitious goal is to plant 300.000 trees, one for each person in Nicosia, to fight climate change by reducing temperature and CO2 levels in the city. Since 2019, they've planted 10,000 trees, knowing it takes time and teamwork to reach their goal.







**PLANTING TREES AROUND CYPRUS**





# Real-life example #6



## Williams' Dog Shelter – Dogs Rescue and rehome



Williams' Dog Shelter is a caring NGO dedicated to rescuing and finding loving homes for over 200 dogs. Operating on a monthly budget of €8,000 to €10,000, they handle veterinary expenses and actively fundraise to sustain their cause. Their main mission is to rescue and rehome as many dogs as possible, successfully placing around 150 dogs each year in caring families who provide them with the love and attention they deserve.



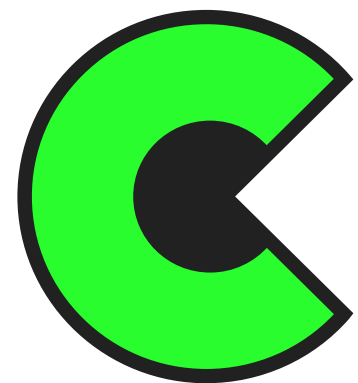
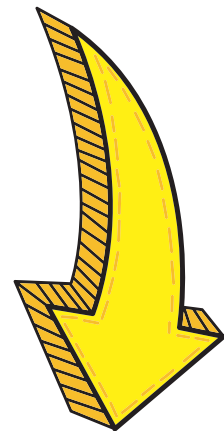


**RESCUING AND FINDING LOVING HOMES  
FOR THE DOGS**

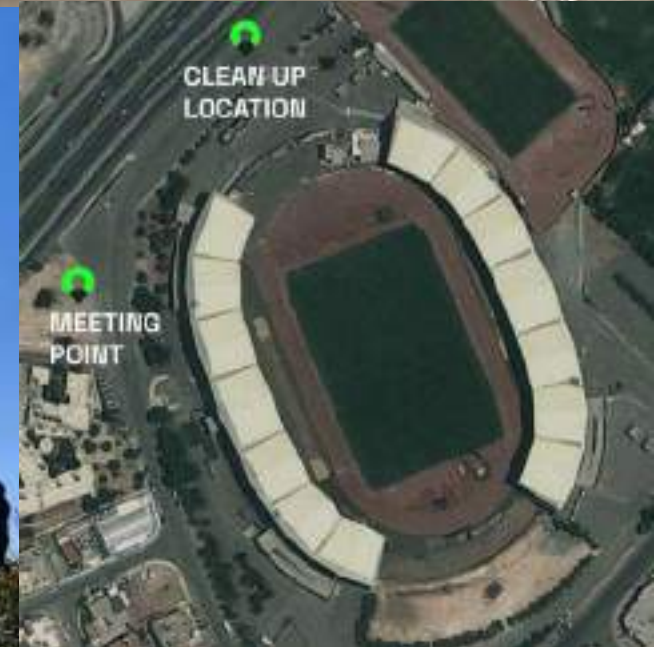




# NGO Case Study



CITY  
FRIENDS  
CLUB







FASOULA BEFORE

NGO Case Study





**CITY  
FRIENDS  
CLUB**

# Keeping our cities clean

City Friends Club is on a mission to introduce and support efficient waste-collection infrastructure in Limassol and the surrounding areas, encourage eco-friendly habits and reduce future waste pollution in Cyprus.



**NGO - Case Study Example**





# City Friends Club: Keeping our cities clean



NGO - Case Study Example

## 3 MAIN PILLARS

- Daily street cleaning program
- Volunteer projects
- Educational programs





CITY  
FRIENDS  
CLUB

ECOMBARRE



## Daily Street Cleaning 2022

### Our numbers:

- 6189 bags of general waste
- 2263 bags of PMD
- 133 parks cleaned
- 114 cubic m of green waste



NGO - Case Study Example





CITY  
FRIENDS  
CLUB

# Awareness & Educational programs

## Our projects:

- Integrations in events
- Coffee Friends Club an initiative to cut down waste production in local coffee industry
- Educational program for Island School
- Awareness campaigns
- Green offices
- Eco quiz as educational activity



ECOMBAE



NGO - Case Study Example





CITY  
FRIENDS  
CLUB



# Volunteer movement 2022

## Our numbers:

- 15 events
- 1360 bags of general waste
- 960 bags of PMD
- 120 tonnes of bulky waste



NGO - Case Study Example



# NGOs & Charities in Practice



Eni



Ferrari



D&G  
DOLCE & GABBANA





# Find your Industry

And group with your  
Colleagues

**-G-  
Gucci**

Fashion Industry

**-F-  
Ferrari**

Car Industry

**-E-  
Eni**

Energy Industry

**-B-  
Barilla**

Food Industry

**-P-  
Prosecco**

Wine Making  
Industry

**-A-  
Alitalia**

Tourism Industry

**-D-  
Dolce Gabbana**

Cosmetics Industry



# Rules :

- Assign the spokesperson of your group
- As a brand, you create a charity or an NGO organization. What is your focus?
- What actions do you do to have an impact and how do you influence your whole industry?
- Your actions can be as creative as you want but must be measurable and realistic.
- Use keywords from the word cloud for inspiration
- You have 20 minutes to complete the task





# NGOs & Charities in Practice



**Eni**



**Ferrari**



**D&G**  
DOLCE & GABBANA®



# Critical Thinking

Why you chose to create a charity over an NGO & vice versa?

How do you plan to promote your organisation?

How do you plan to get funding?



# Questions?

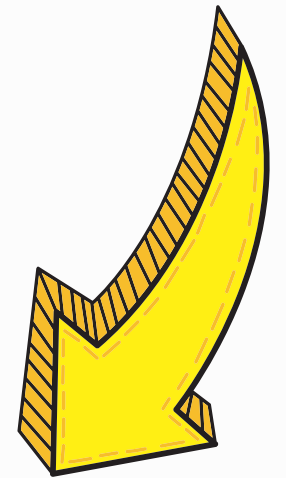


**Marios  
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## Stay in touch







ECOMBA RE

**Grazie,  
Arrivederci**

