



Tell me and I will forget  
Show me and I may remember  
Involve me and I will understand

## About EyeOpenerWorks

EyeOpenerWorks is a creative agency that supports organizations and initiates projects to create social and sustainable impact. We provide services in four domains: 1) Active Learning, 2) Creative Monitoring & Evaluation, 3) Social Business Incubation, and 4) Organizational Development. Since 2007, we have been collaborating with more than 50 organizations in over 15 countries on themes like agriculture, youth development, WASH, human rights, digital security, SRHR, tourism, humanitarian support, lobby & advocacy, business development, education, and many others.



### Active learning

All EyeOpenerWorks active learning interventions are designed and developed to be participatory and engaging. Our approach is built upon learning by doing and appreciative inquiry. Instead of telling people what to do, we engage them in exercises, games, simulations and real-life experiments. By asking questions we tap into existing wisdom and build upon what is already there. EyeOpenerWorks pays significant attention to reflection, allowing participants to share lessons learned and apply their insights to real-life situations.

- Curriculum/course development and design
- Facilitation skills training and coaching
- Art of hosting workshops
- Facilitation of training programs



Development of Ukarimu, the first open-source training curriculum for tourism and hospitality. Implementation of tourism training for youth, tourism entrepreneurs, activity providers and driver guides. [ukarimuacademy.org](http://ukarimuacademy.org).

Development of Digital Literacy Curriculum for Women@Web network focusing on digital security, safety and freedom of expression of women in East Africa.

Facilitator skills building process for teachers of 6 vocational institutes in Northern Uganda.





## Creative Monitoring & Evaluation

EyeOpenerWorks specializes in developing participatory processes and tools that facilitate learning from and communication about results, outcomes and impact of development interventions. We focus on creating feedback loops that go beyond the 'have to' accountability to donors and management representatives. Instead, we shape participatory, engaging M&E activities that give voice and influencing power to people. And, we connect learning to communication, by packaging M&E data in attractive, visual communication and by facilitating conversations about stories of change and sharing these stories with a broader audience.

- M&E framework & Theory of Change development
- Mid-term and end-term evaluations
- (creative) M&E capacity building
- Visualizing results - stories - photo - video



Development of 5-year PMEL vision for ICCO Global Office through participatory process.

MEL framework development, improvement of MEL practices and quality assurance processes of Irish Embassy in Uganda.

Facilitation and production of Stories of Change evaluation of Women's Economic Leadership and Empowerment in ASEAN (WEL in ASEAN) project. Learning session, [Stories of Change booklet](#) and [video](#).

Facilitation of Most Significant Change & Participatory Video Evaluation (MSC&PV) process for five South Sudanese faith-based organizations enabling them to reflect on the outcomes of their projects. [Example video made by participants](#).

Production of documentary videos, photographs and articles showcasing the change realized by the Watershed Empowering Citizens programme in Uganda, Kenya, Ghana, Mali, Bangladesh and India. [Video productions for this assignment](#).

[Vimeo Channel with all video productions](#).







## Social business incubation

EyeOpenerWorks provides business development support to (I)NGO's, educational institutes, business incubations centers, youth groups, and (social) businesses. Our services can complement existing programs and curricula, kick-start a business incubation project, and support entrepreneurs in tackling the challenges they run into when developing their business. Our incubation methodology is characterized by a practical and hands on approach. EyeOpenerWorks challenges aspiring entrepreneurs to experiment, and to get out of the building once they have designed their first business idea. We encourage start-ups not to fall in love with business plans and theories, but test their plans in practice as quickly as possible.

- Business skills training
- Financial management and modeling
- Business coaching and mentoring
- Incubation programs



Capacity building of STELLA Social Business Incubator staff in Laos targeting urban and rural youth with mixed ethnic backgrounds.

Organizational capacity building and boosting of coffee production, establishment of market linkages and financial management support of Jjongoza Coffee Cooperative Uganda.

Development and implementation of Adventure Tourism UG a program to boost sustainable tourism enterprises in Uganda.

Development of minimum viable product and sustainable business model of biodegradable and anti-erosion innovation Ecosystem [Kickstarter. ecosystemkickstarter.com](http://ecosystemkickstarter.com)

Facilitation of the Green Business Challenge Zuidas in the Netherlands, in partnership with the Green Business Club Zuidas. During the program small teams young professionals design and implement a sustainable project benefiting their environment.





# Organizational Development

EyeOpenerWorks has been actively engaged in designing and implementing a wide range of tailor-made Organizational Development interventions for (I)NGOs, (social) businesses and government institutions. Our approach builds on the assumption that people and organizations are 'whole, complete and resourceful'. Based on this, we support them to (re)discover their priorities, create overview, build collaborations and ignite their commitment to take action on what they really want.

- Team building and coaching
- Strategy development
- Interim project management
- Event and process facilitation
- Personal coaching



Support of Mango Tree team in Northern Uganda in improving their internal communication, develop feedback skills and enhance team dynamics.

Strategy development support of partner organizations of DW Akademie through Human Centered Design Process.

Capacity building of staff to facilitate multi-stakeholder process for sports for development organization ISA.

Process facilitation of Advocacy Campaign Development for Women@Web network organizations in Germany, Kenya, Uganda, Tanzania and Rwanda.

Re-alignment process of personal and organizational ambitions and introduction of model for innovative project development for Mensen met een Missie, making use of Theory-U, Deep Democracy and Social Business Model Canvas.

