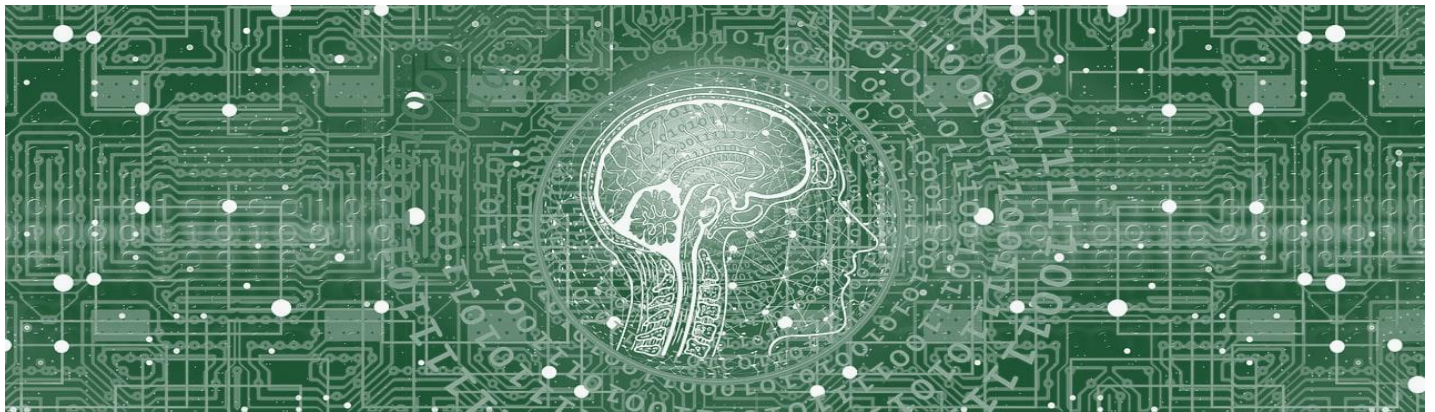




# LEADERSEEDS

A suite of Continuous Vocational Educational Training for the Leadership of the Third Sector



## Digital Literacy Learning Centre

Partners of the **LeaderSEEDS Project** have created a **digital leadership development programme** and online learning environment for managers and senior executives of TSOs.

With the objective of **equipping and empowering** in mind, this new training model has been designed to provide them with the **knowledge and skills to develop professional leadership and digital transformation competencies**, in a collaborative learning environment based on real case-based learning (learning by doing).

The programme consists of 6 modules containing the full content in PowerPoint form for viewing and interacting, can be accessed, learned, or taught in the order presented or as appropriate for the user.

**Digital Transformation:** 'The complexity and uncertainty, exacerbated in part by the growing pace of globalisation and technological change, necessitate the development of human resources equipped with the skills necessary to assist enterprises in overcoming the obstacles inherent in digital transformation' (Sousa, 2019: 328)



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# Digital Literacy Learning Centre Modules

## Module 1: Digital Literacy

The Digital Literacy Module introduces TSO leaders to the concept and **importance of digital literacy**, creating awareness of online tools for use in organizational collaboration, creativity and safety. The **Digital Competences Proficiency Level Framework**, which can be used to locate skill gaps, and **Digital Leadership for a Digital Corporate Culture**, are also discussed.



## Module 2: Effective Digital Communication



Here, **organizational communication**, effective data and information sharing in digital capacities and in-platform scheduling tools are addressed.

Furthermore, illustrations are made about the importance of **'Storytelling'** and **KPIs** for effective organizational branding and performance.

## Module 3: Automation of Programmes and Services

This module outlines **Business Process Management (BPM)** and Customer Relationship Management (CRM) and how they can be used for TSO design, modelling, organization, marketing and communication. **Search Engine Optimization (SEO)**, **Cloud computing**, as well as **Agile Methodologies**, are also discussed.



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## Module 4: Digital and Online Safety



TSO leaders are introduced to **the role of big data**, its interpretation and how it can be applied to business performance and ethical aspects of data privacy and handling.

Participants are additionally informed of how data interpretation can be used to gain **actionable insights into business performance** and market opportunities.

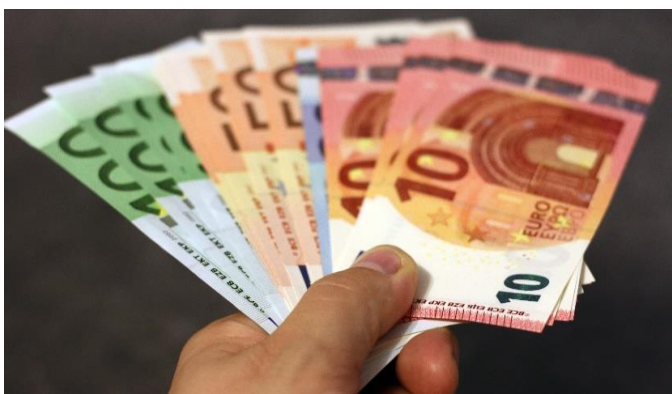
## Module 5: Digital Leadership (Health)

Here, the concept of **'digital well-being'** and measures needed to avoid digital fatigue or "burnout", are examined.

In addition, the psychological theory of the **"Metux Model"** and how it can be applied to the digital environments of TSOs. Moreover, TSO leaders are equipped with indicators they can use to identify those who are "digitally unwell".



## Module 6: Funding and Financing



The module outlines initial steps needed to start a **digital fundraising campaign**, and provides valuable perspectives of NGOs, donors, and how they work with each other.

In addition, **essential knowledge on financial strategy**, and the benefits of planning for digital tools investments, are provided.

**\*NOTE:** Working through all six modules found in the LeaderSEEDS Literacy Learning Centre (<https://leaderseeds.training/>) will qualify you for **a one-year, free ICS Associate Membership**. To date, 23 of such memberships have been issued, and recipients enjoy grant funding expertise, support, support and more from the ICS Team.



# Using LeaderSEEDS to Encourage New Initiatives

**On 22<sup>th</sup> May 2023, Cyprus LeaderSEEDS Held a Multiplier Event**



In Cyprus, Citizens in Power showcased the LeaderSEEDS Modules and the Digital Leadership Centre to more than 30 participants from HEI and VET organisations, as well as to young entrepreneurs and members of NGOs and Third Sector Organisations.

The participants had the opportunity to participate in a workshop and use some of the elements explained in the LeaderSEEDS modules, such as the Design Thinking Cycle, to think about their ideas and find ways they could start their own initiatives in the Third Sector.

## **Sustainable Fundraising in Non-profit Organizations**



Domhan Vision (Germany) published a press release on 5<sup>th</sup> August 2023, informing the public of the insightful workshop that TrENDi Vechta, in cooperation with the EU project “LeaderSEEDS”, will be holding on 30<sup>th</sup> August 2023. It will be led by one of their team members, Maik Fischer.

The workshop is aimed at all parties from social projects and non-profit organizations, to give participants the opportunity to learn about digital aspects of fundraising, strategies and creative approaches.



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# Leadership Breakfast with Dramblys



On the 23<sup>rd</sup> of May 2023 a multiplier event, “Leadership Breakfast with Dramblys”, was hosted in Casino Primitivo, an exquisite location in the heart of Albacete. It is in one of its main halls where all conversations, debates and presentations took place.

The present and future of third-sector organizations and how to address the needs of each of its target groups in a proactive, effective and efficient way – with the help of technology – was discussed.

The event was concluded with a small networking round, where members of various local and national third-sector organizations could exchange experiences and learnings.

Dramblys ensured that a strategy was in place to notify and inform all interested members of the social community of the multiplier event.

Personalised Whatsapp invites were sent, LinkedIn and Facebook events were created, and personalized emails arrived in the inbox of all members of the database. More than 600 people were reached.

Attendees at the event ranged from technical leaders from TSOs and public government policymakers to curious and interested individuals.

*“A very interesting and enriching event. Will be telling all my colleagues about it”.*



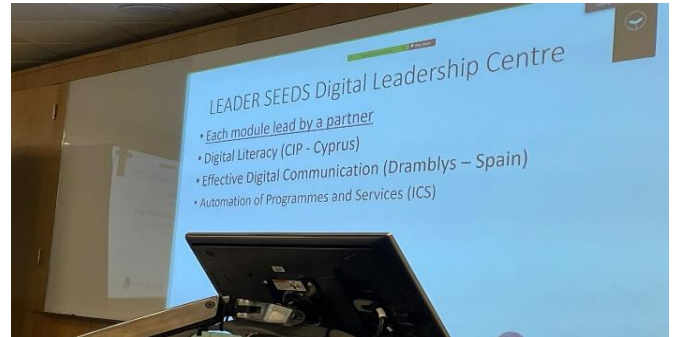
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# Nurturing the Next Generation of Third Sector Digital Leaders

On 26<sup>th</sup> May 2023, UK LeaderSEEDS held a Multiplier Event



## What is Digital Leadership?

Digital leadership is a leadership style that focuses on implementing digital transformation by using a company's digital assets to achieve its business goals.

The digital leader can implement innovative ideas on a digital level and is able to establish sustainable communication with employees, empowering and equipping them to partake in reaching this goal of digitalization. Workers need to be able to act on and adapt to changes and design strategies that balance technology and human factors.

## On 30<sup>th</sup> June 2023, VILNIUS TECH organized a LeaderSEEDS Showcase Event

In Lithuania with more than 30 participants from HEI and VET organizations and SMEs.

## Towards LeaderSEEDS

LeaderSEEDS was conceptualized by ICS with partners from Cyprus, Germany, Lithuania and Spain.

The objectives of ICS are: to provide expert consultancy services (climate change, digital skills, etc.); regional forums—promote community engagement and freedom of expression; development of community based social innovation to promote community safety and well being; counter terrorism training and built environment safety kitemarking, as well as addressing Youth@Risk of Radicalisation.



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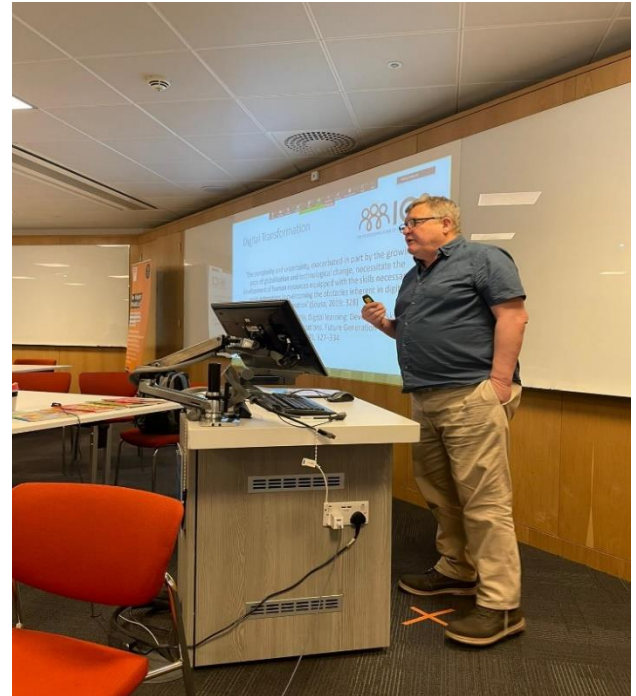
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# Digital Literacy Learning Centre Workshop

On July 20th, the LeaderSEEDS team from ICS (project led) hosted an enriching international workshop focused on fostering digital leadership skills among emerging global professionals. The event, held through the platform <https://leaderseeds.training/>, brought together a group of 42 emerging 3rd sector professionals at Kingston University passionate about enhancing their leadership prowess in the digital age.

Throughout the day, participants engaged in project modules designed to empower them with essential tools and insights for effective digital leadership.



What made this workshop truly exceptional was the commitment to providing tangible benefits to all attendees. Notably, every participant was eligible to secure a free annual membership from the Institute of Community Safety, further extending their learning journey beyond the event itself.

The workshop fostered a collaborative learning environment, enabling attendees to exchange ideas, experiences, and best practices. Through interactive discussions, case studies, and hands-on activities, participants gained practical strategies for navigating the complexities of leading in a rapidly advancing digital landscape.

The cohort of attendees represented various focus industries, cultures, and backgrounds, contributing to a vibrant exchange of perspectives. Their collective enthusiasm and commitment to growth underscored the importance of continuous learning and adaptation in the realm of digital leadership.

In summary, the Leader Seeds international workshop's focus on collaboration, innovation, adaptability, and the added opportunity for a free annual membership from the Institute of Community Safety demonstrated a comprehensive commitment to their development in the ever-advancing digital era.



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# What's Next?

LeaderSEEDS has now moved on to its final stage of development where the outcomes of the project will be discussed, as well as steps needed to take the project forward and follow-up on the project's results.

Best practices and lessons learned will be identified, while the capitalization of project outputs will be reviewed, focusing on how the Leadership Centre will be further disseminated and capitalised.

The **final outputs** of LeaderSEEDS see the following:

- Bilateral agreements
- Sustainability plan Monitoring and Evaluation reports
- TNMs, website with training materials
- e-Newsletters and press releases, feedback questionnaires
- Videos, photos
- Digital Leadership Development Training programme piloted to 120 final users and VET teachers and educators (20 per partner) over a two/three-day period to support assessment of suitability and impact
- Digital Leadership Centre that reaches 180 users of the online course for the duration the project and will be used by approx. 400 more in the first two years after its official launch.

**Be sure to look up the LeaderSEEDS blog posts** on the programme website:

[www.thirdsectorleaders.eu/blog](http://www.thirdsectorleaders.eu/blog) for insightful articles on applied Digital transformation to TSO contexts, as well as for various perspectives on country-specific Digital Literacy.

## Partnership



THE PROFESSIONAL HOME OF COMMUNITY SAFETY

<https://icsinstitute.org/>

**momentum**

[educate + innovate]

<https://momentumconsulting.ie>



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