The Global News

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STAND FOR CHANGE

The 'Global Civic Society Bank' project has lots in common with the American 'Stand for Change' movement. 'The Global News' is going to be a witness of both of them.

'Stand for Change' comes from Barack Obama election campaign and has just become extremely popular in the US. They suit exactly to the American society. The clarity of content and the features of person which stands behind this slogan have made his campaign impressive. Change, change, change... When I am wondering about 'change' there are coming to my mind lots of thoughts and past events which I had pleasure to experience. They always have brought new impressions and incentives to think about it. Let's just think over your decicions you had to make in the last year. I have personally undertaken new commitments which demand from me lots of time and devotion. My family was totally against. It was really tough. It is exactly this darker side of change. You have to overcome the resistance which sometimes can be really strong.



'The Global News' would like to be a periodically published newsletter which is connected with the 'Global Civic Society Bank' project. This short introduction that I have presented above is not accidental. The 'change' movement which has covered the US is something extremely positive. This social movement has just started to live with its own life and there is a strong presumption that it will last more than only during the election campaign. I really like it and I strongly support it. We do want to create something similar. Our aim is to unite as well.

There is another reason for 'change': our globe needs it. Nowadays, development is possible only on condition that people will cooperate. Cooperation not only between people themselves but also between all different institutions which coexist within the society, the global society.

The 'Global Civic Society Bank' project has a few goals but the most important are: creation of platform of cooperation between banks and transnational corporations in order to support emergence of global civic society, finding new resources for development in the narrow space between professionals and social activists and promotion of social-private partnership.

We do believe that they are achiveable and we are going to prove that. We have got only 21 days to do that but our passion and creativity help us.

Michal Majdanski
on behalf of Urbanska team

‘It is hard for NGOs to find a sponsor’

About NGOs, their everyday problems and financial aspect of this kind of civic society institution the Urbanska team is talking with Katharina Beck, the President of oikos International.

oikos is the international student organisation for sustainable economics and management and a leading reference point for the promotion of sustainability change agents.
Their mission is to strengthen action competence for sustainable development among tomorrow’s decision makers.

oikos International
students for sustainable economics and management

Urbanska team: What are the main channels of communication of NGOs with society?
Katharina Beck: oikos has a direct contact with students, business leaders and other NGOs through the involvement in oikos projects, sponsoring partnerships and co-operation in the organization of events.
How does the cooperation of NGOs with companies (especially with banks) look like?
That kind of cooperation depends on the NGO and the company, of course. There are companies interested in deep content-based cooperation and others who just want to place their logo. For oikos, we have an ongoing sponsoring partnership with a major Bank in Switzerland.
Have you experienced the interest from any corporation in help in organizing any project? Why the corporation was interested in? Why was the corporation interested?
Yes. The help corporations provide is on the one hand money and on the other hand speakers, who are experts in their respective fields of sustainability and therefore enrich an oikos event. The corporations are driven by being convinced of the oikos vision and mission.
Is it hard for NGOs to find a commercial partner/sponsor? If yes, what makes it hard?
Yes, in general it is hard for NGOs to find a commercial partner/sponsor. Usually, an NGO only gets commercial partners via establishing a personal contact. Moreover, the professional appearance is very important, an NGO has to proove its abilities. Since corporations are usually approached by millions of NGOs, it is a hard job for a NGO to establish an ongoing commercial partnership with companies.
What kind of companies are willing to donate NGOs? Can you point out at the most important features of companies that donate NGOs?
Major companies all do some kind of sponsoring, but usually there has to be a link to the topic of their business. Since it is a broad activity in bigger corporations to show philantrophy via donations, it is not really possible to point out most important features of companies that donate NGOs.
What can be a benefit for a company that decides to support NGOs?
One of today's biggest benefit for a company is the image, but as well the direct link to civil society that it gets via supporting an NGO. Supporting oikos enables a company to come into direct contact with committed high profile students in the field of sustainability in economics and managament who might become future employees or customers of that company.
Do NGOs need any commercial credits? Are they able to repay it?
This could be a possibility. oikos does not need any commercial credits.
What kind of banking products are used by NGOs? Does OIKOS have any discounts in commercial banks because of its social activity?
The most important banking products used by NGOs are definitely bank accounts. oikos does not get any discounts in commercial banks because of its social activity.