

## 11 Lessons learned at the SIFE World Cup 2009 in Berlin:



- 1) **Work as a team**  
Without a stable team there is no basis for SIFE
- 2) **Never forget the goal of SIFE projects**  
SIFE projects aim to make a positive impact in today's world. How? By creating economic opportunities for people in need through the transfer of knowledge
- 3) **Focus on the impact**  
Impact in SIFE terms = the creation of economic opportunities for others
- 4) **Distinguish between output & outcome**  
Output = what you have done (e.g. number of trainings, events organized)  
Outcome = impact (how many economic opportunities have been created)
- 5) **Address a definable need and think about impact measurement in advance**  
SIFE is result driven and thus the impact needs to be measurable
- 6) **Never start your project before you have assessed the addressed needs in detail**  
Involve your target audience from the start and include a dialogue into your project development process from the beginning onwards
- 7) **Focus on local projects as opposed to projects far away**  
The closer your target audience, the better you can study, understand and meet their needs
- 8) **Focus on real world projects as opposed to school projects**  
Organizing trainings and workshops for a target audience in need is an obvious format in which the transfer of knowledge can take place. But to take the transfer of knowledge out of the classroom into the real world asks for innovative project ideas. Try to think beyond the classroom and facilitate the transfer of knowledge in the real world (e.g. not only teach youngsters in debt how to use money wisely and how to write a CV, but coach them towards an actual job!). It is more fulfilling to direct your energy towards creating real world economic opportunities for 3 persons, than to organize class room SIFE projects for 100 persons
- 9) **Think big, start small**  
It is difficult enough change the life of 1 person. Focus on small target audiences in order to increase the positive impact you can make per person
- 10) **Take sufficient time for preparations**  
Do not make the National Competition a bottleneck in your project planning. Focus on interim results and do not rush because of the Competition. The Competition is not an end in itself, but only an instrument to focus, share knowledge and network
- 11) **Have fun!**