

End of a Seeing is Believing project: celebration and sharing of achievements.

As Seeing is Believing Phase V projects come to an end, many NGO partners are planning workshops, evaluation meetings and hand-over events with relevant authorities, ministry staff, hospital managers and clinical staff to wrap up their projects.

In addition to the handover of services, it is important for NGO and Bank representatives to also consider how best to celebrate and profile the project's key achievements and successes to a wider audience.

Celebration activities can be linked to planned workshops or events, or indeed be completely separate. The following guidelines have been developed to help both NGO and Bank partners plan a mutually beneficial project celebration.

Key things to consider:

➤ Objectives

Reflect on the main purpose of the activity. Are you aiming to share best practices, gain media exposure, raise awareness or simply celebrate key achievements?

Consider what PR you may be able to generate, the key messages for this and what media contacts you can share.

➤ Engagement

Consider who needs to be involved in planning the celebration activity, and who should be further engaged through the activity itself. For example, NGO and Bank representatives may plan the activity together, but the activity's aim may be to profile the project's achievements to a wider audience, such as Ministry Officials, Bank stakeholders, and the wider eye health sector.

Note that it may be important to work around particular milestones such as World Sight Day; or factor in the availability of specific Ministry staff or evaluation teams.

➤ Funding

Allocate budget to project closure activities early on in your project, and ensure this is clearly communicated and agreed between all partners.

Please note that budgets can be limited and there should be no expectation to fund large scale celebration events should this not be appropriate/achievable. Should the Bank wish to host a more ceremonial event, the Bank should be prepared to finance this outside of the project commitment.

➤ Activity

Use your defined objectives, budget and target audience to decide on the most appropriate type and style of activity.

Activities can range from issuing a press release to hosting a ceremonial celebratory event. Consider the pros and cons of all options to select the most appropriate.

Roles and responsibilities

A project meeting or call should take place between the NGO and Standard Chartered representatives to agree the key factors mentioned above, and to clearly set out the roles, responsibilities and expectations of all parties.

All parties	NGO partner checklist	SCB Champion checklist
Timing		
Begin planning early	<ul style="list-style-type: none"> ✓ Engage key stakeholders early in the final year. ✓ Consider how you will meet regular workshop/handover/other protocols usually observed at the end of projects. ✓ Share ideas with the Bank contacts 	<ul style="list-style-type: none"> ✓ Regularly review where SiB projects are in their cycle, and when approaching final year meet with NGO partner to discuss support for wrap up activities.
Objectives		
Set an objective	<ul style="list-style-type: none"> ✓ Establish key stakeholders' objectives for a closing ceremony. ✓ Consider the key messages for the media around project impact ✓ Assess how best to share the achievements of the project at the event. ✓ Consider whether you wish to include recognition for clinical and non-clinical staff? 	<ul style="list-style-type: none"> ✓ Meet the NGO to establish their objectives for a closing ceremony. ✓ Consider the Bank's primary goals for the celebration. ✓ Consider appropriate timing for the activity from the Bank's perspective.
Engagement		
Map your stakeholders	<ul style="list-style-type: none"> ✓ Draw up a list of who you need to attend the event ✓ Consider whether you plan to share final evaluation findings with other NGOs from the eye care sector working in the country, or whether you want the Ministry of Health to attend for advocacy purposes for example. 	<ul style="list-style-type: none"> ✓ Draw up a list of who the Bank would like to attend the event. ✓ Confirm whether the Bank is able to attend or support part of the activity. ✓ Assist partners with media and other contacts and explore how the Bank can support wider sharing of the project's achievements.
Funding		
Set an appropriate budget	<ul style="list-style-type: none"> ✓ Be clear on budget available for such events and confirm this with the Bank early. 	<ul style="list-style-type: none"> ✓ Be clear on NGO budget available for such events and confirm this early. ✓ Should further activities outside of this budget be desired, ensure the Bank is prepared to finance these.
Activity		
Agree on appropriate activities	<ul style="list-style-type: none"> ✓ Consider the most appropriate venue for the workshop/activity, and how the venue can be used for an event that will attract senior bank staff and media. 	<ul style="list-style-type: none"> ✓ Consider whether the Bank is able to support the activity with a venue/in kind support.