
 <b>CENTER FOR ELECTRONIC COMMUNICATION</b>  By support of  <b>Regional Environmental Center</b> <i>for Central and Eastern Europe</i> <b>Country Office Albania</b>	<b>Network Promotion and Cooperation Between Environmental NGO-s REReP 2.3</b>  <b>REC Proj. Code: 30581-436</b>
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<b>TITLE</b>	<b>2nd Training on "Electronic Communication among Environmental NGOs"</b>
<b>Date of event</b>	May 17, 2003
<b>Place</b>	Shkodër
<b>Goal</b>	Building capacity of environmental NGO sector, towards electronic communication.

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<p><b>Description</b></p>	<p>In the frame of the project: “Network Promotion and Co-operation Between Environmental NGO-s”, supported by The Regional Environment Center for Eastern and Central Europe (REC) – Country Office Albania, the <b>Centre for Electronic Communication</b> organised the second training on NGO Electronic Communication.</p> <p>The event was organised in Shkodër on May 17, 2003, with the participation of 12 persons from 7 environmental NGO-s from Shkodra, Lezha, Malesia e Madhe.</p> <p>Training started with the general presentations of the Training goal and objectives, followed by a presentation of trainers (Mr. Ladi Balla &amp; Dritan Ziu), local co-ordinator (Rrezearta Ago), and the REC (Eduart Cani).</p> <p>Each participant presented him(her)self and training expectations. Some of their expectations were:</p> <ul style="list-style-type: none"> <li>▪ Getting to know use of e-mail and internet;</li> <li>▪ Getting and distributing more information</li> <li>▪ Communication between environmental NGO</li> <li>▪ Improvement of contacts between environmental NGO;</li> <li>▪ Including in national network</li> <li>▪ Widening of knowledge</li> <li>▪ To be contact point</li> </ul> <p><b>Mr. Ladi Balla</b> presented the activity of Centre for Electronic communication (QKE); it’s mission, activities, regional activities, donors &amp; partners and the future plans. Special focus was given to the presentation of the web page (<a href="http://www.qke-al.org">www.qke-al.org</a>).</p> <p><b>Mr. Dritan Ziu</b> presented the function of Outlook Express, it’s windows, sending &amp; receiving e-mails.</p> <p>This topic was followed by basic knowledge on Internet as an information source, the strategy of searching, searching engines in internet, examples as the web site of the group <a href="http://www.qke-al.org">www.qke-al.org</a>, Alta Vista, Google, Excite.</p> <p>Participants practised the use of internet, creating new e-mail addresses, sending and receiving e-mails to each – other and to e-mail address of the group.</p> <p>A presentation on how to write a good article/news was done by a local journalist, Mrs. Shpresa Hoxha. She described a short historical of journalism and discussed with the participants what “a news” is, how to write an article, which should be the characteristics of a good reporter, such as</p> <ul style="list-style-type: none"> <li>• Independent</li> <li>• A good interpreter of facts/news</li> <li>• Well informed</li> <li>• Being actual &amp; honest in giving news</li> <li>• Keeping professional secrets</li> <li>• Professional skills</li> </ul> <p>In the working groups, participants in two groups, wrote an article about an actual problem. A reporter of each group presented their articles.</p> <p>By the end of the training, participants filled an Evaluation Form, and made good comments about trainers, organisation of the training, etc.</p>
<p><b>Comments for Discussions</b></p>	<ul style="list-style-type: none"> <li>▪ Establish National Network of Env. NGOs</li> <li>▪ Contribution of environmental NGO-s in providing environmental information</li> </ul>

<b>Achievements</b>	<ul style="list-style-type: none"> <li>▪ Information to participants about the Group of Electronic Communication</li> <li>▪ Presentation of the web page of the group</li> <li>▪ Knowledge assimilated about e-mail, internet</li> <li>▪ Sharing e-mail contact among participants and electronic group</li> <li>▪ Article writing skills increased</li> </ul>
<b>Agenda</b>	<b>Agenda of the training:</b> <ul style="list-style-type: none"> <li>○ Presentation of the activity and the group <b>(Ladi Balla)</b> <span style="float: right;"><i>20 min</i></span></li> <li>○ Presentation of the participants <span style="float: right;"><i>10 min</i></span></li> <li>○ E-mail, Internet <b>(Ladi Balla, Dritan Ziu)</b> <span style="float: right;"><i>2 hour 30 min</i></span> <ul style="list-style-type: none"> <li>▪ Basic knowledge of using e-mail, what is an e-mail address, it's function, sending &amp; receiving materials</li> <li>▪ Basic knowledge of using Internet. What is a searching engine, which is the strategy of searching on Internet, a fast and efficient way of finding information on Internet?</li> <li>▪ An e-mail address for free on internet</li> <li>▪ Practicing of using internet</li> </ul> </li> <li>○ Journalism <b>(Shpresa Hoxha)</b> <span style="float: right;"><i>30 – 45 min</i></span> <ul style="list-style-type: none"> <li>▪ A short course for basic knowledge on writing an article.</li> </ul> </li> <li>○ Coffee Break (Filling the evaluation form) <span style="float: right;"><i>15 min</i></span></li> </ul>
<b>Participants</b>	12 persons, representative of 7 local environmental NGOs 3 QKE member 1 REC Albania staff

