

Mission accomplished
looking for
reasons of their temporary
sustainability & their ends



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the European Union



PAST MEMBERS WITH MORE THAN ONE MAP EDITION

Antwerp, Brugge, Brussels (Belgium), **Bordeaux** (France),
Ceske Budejovice, Cesky Krumlov, Olomouc, Ostrava
(Czech republic), **Cordoba** (Spain), **Graz, Vienna** (Austria),
Leeuwarden, Nijmegen, Utrecht (Netherlands), **Ljubljana**
(Slovenia). **Olsztyn, Warsaw** (Poland), **Oulu** (Finland),
Porto (Portugal), **Tbilisi** (Georgia)

Content

Reason 1: Motivation

Reason 2: Preparation

Presentation

Relationships

Personal traits

Money for work

Creativity and adaptability.

Persistence

Timing

Experiences and learning

Why they stopped

Outlook & Resume





Reason 1: Motivation

- This helps to boost motivation
- And this motivated them after 1st edition
- Must have
- Energy and satisfaction
- Reputation and fame
- Team as motivator

This helps to boost motivation

17/20 cities confirmed

Having funds approved increased their level of motivation and engagement so they could feel safer and ready to face any handicap.



15/20 cities confirmed

Good relationship with sponsors



This helps to boost motivation

14/20 cities confirmed

USE-IT Europe guidance or meetings



13/10 cities confirmed

-City profile and interest matching with USE-IT

(easier to get support)

-Passion for the city



And this motivated them after 1st edition

15/20 cities confirmed

They **gained work experience**

14/20 cities confirmed

They **strengthen relation with sponsors**

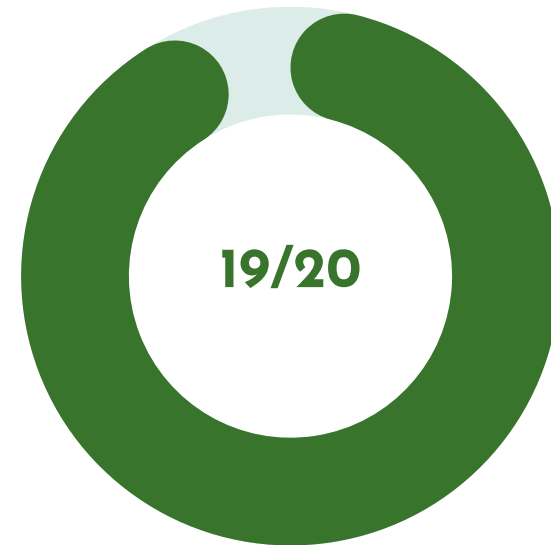
13/20 cities confirmed

Their **feeling of confidence grew**



Must have

Describing the project in many ways can show us the level of motivation by feeling their **positiveness around the project**, their **passion about its job**, **willingness to face any struggles** during the process and unpleasantness points they might feel about it.





Energy and satisfaction



“Walking around the city and **seeing someone reading and laughing at the map you made is priceless.**” (Antwerp)

Despite facing numerous rejections from sponsors, these **meetings remained motivating because they were supportive and encouraging.** Kind words from people she spoke to, provided her the energy and determination not to give up, even though they couldn't offer financial support. (Leeuwarden)



Reputation and fame



“Make yourself known”. You need to **work on your organization's reputation** (brand) by making alliances with others and more experienced organizations therefore once you contact the sponsor you can show them that others trust you. **(Olsztyn)**



Team as a motivator



When working with unpaid volunteers, it is crucial to allow for a longer creation time, as they are dedicating their free time to the map project. **(Oulu)**

Give an **opportunity to volunteers or workers to go to USE-IT meetings** that are very inspiring and helpful to maintain oneself motivated. **(Brugge)**



Team as a motivator



You need to **build a team with people you feel comfortable to work with**, as well as to have a financial plan and task plan to know what, where, when, who and how. **Be open and honest from the beginning with the team** about the volunteer spirit, the responsibilities, the money issues, and so on. **(Nijmegen)**

Weekly team meetings for following-ups, sharing, planning and connecting.

Open communication with leaders and do not be afraid of giving honest feedback to your team. Always finishing what you have started.

Be humble and apologize when you make a mistake. **(Brussels advices)**



Team as a motivator



Having a leader to guide and support the team is essential to start and complete tasks successfully, especially when facing various challenges throughout the process of printing the map. **(Graz)**

Establishing a strong group dynamic is essential. Engage and keep all members involved, as some will form the core group responsible for daily tasks and will naturally be more connected. However, every member is important, and the contribution of others, even if occasional, can be essential. **(Bordeaux)**

Reason 2: preparation

- important to have before asking for money
- tools and advices that help
- research on sponsors needs
- finding benefits: European aspect, jealousy and promotion
- travellers coming back
- volunteering



Important to have before asking money

12/20 cities confirmed

Having a financial plan well built with project details, outcomes and budget is the key to succeed in fundraising because it will show to the sponsors our professionalism, responsibility and commitment.

Studying and presentation preparation before meeting any sponsor will increase the possibilities to get the funds asked because it can be anticipated the investors' questions, concerns and doubts about it.



Important to have before asking money

10/20 cities confirmed

Using wisely tools and information provided by **USE-IT network** or **team members' knowledge** were essential to succeed.



Tools and advices that help

19/20 cities confirmed

Provide **accurate information and guidelines**

12/20 cities confirmed

Know well your possible sponsors

11/20 cities confirmed

The importance of **not being afraid to ask for money**, having a **financial plan well build** and **work on your personal networking**



Research on the sponsors needs

Study and brainstorm the arguments you can use to convince the Public Authorities - Read the Tourism Proposals and Programs published to understand their aims and needs. Perhaps, asking questions to yourself and team like: "What are the city's problems and how the USE-IT map can solve it?" (Brussels)



Research on the sponsors needs

Find the market niche of your city to convince the sponsors. If your city isn't well known, the **argument of promotion among Europe** cities works well but in the other way around, for a **city that suffers from overtourism** you must **find arguments to convince why bring more tourists** - the target group aimed and their future impact in the city or even how the USE-IT map can help to improve the behavior of tourists or fulfill something needed for example show them others zones unexplored. **(Ljubljana)**



Research on the sponsors needs

After discovering an extensive online document outlining **Vienna's Tourism Strategy** (over hundreds of pages), he extracted **relevant figures to support his USE-IT presentation**. Utilizing the gaps identified for young tourists, he successfully convinced the Youth Center.

Be ready! **Make a research** about the city, **prepare a presentation** based on results and **present it to friends** before going to talk with sponsors.

Don't be cheap. Sponsors tend to offer less, so it's best to request more money upfront. **(Vienna)**



Research on the sponsors needs

LJUBLJANA

They discovered the tourism strategy online as **each city published its strategy for the upcoming year**. This allowed her to identify their specific needs and gaps, such as the lack of initiatives targeting young people. Consequently, she adapted the USE-IT project accordingly to address those requirements. **In order to secure funding from her sponsors on an annual basis, they had to demonstrate tangible results**, including the project's quality and feedback from users, among other factors.



Finding benefits: European aspect, jealousy and promotion



The professional proposal presented to the Cordobian town hall emphasized that **Cordoba** would be featured alongside other major cities in the map group.

Make sure the sponsor is aware about the network behind the Project, once you have the USE-IT city you are part of the Europe network and it can add value (promotion, distribution...).

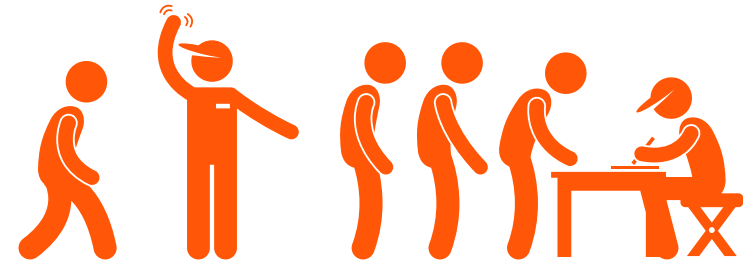
Ask for help from someone who has more experience. In Nijmegen there is a big music festival so they asked the organizers about raising funds and they got some tips. (Nijmegen)

Finding benefits: travellers coming back



The USE-IT has a short term impact which is promoting the city around Europe for young travelers, but it also has a **long term impact**: “The young people are a very big and important target group, I think. If they visit the city as a backpacker and if they like the city, they might come back later as a student or with their family and spend more money there - or even move out. So it has a big impact on the city”. **(Graz)**

Finding benefits: volunteering



Provide added value when communicating with sponsors. **Highlight the volunteer-driven effort** behind the project, showcasing the passion to make a positive impact on the city and its people, without seeking personal gain. This approach can be beneficial in gaining their support. **The more sponsors you try/ask, the more chances you have.** Investing in networking is the key factor to succeed. (České Budějovice, Český Krumlov)

Finding benefits: volunteering



OULU

Oulu's situation is quite unique. The City youth center took the initiative to create a map and produced two editions with the help of young volunteers. They **recruited successfully a lot of volunteers** by sending emails to high schools and universities, **inviting young people to a project meeting.**

However, the pandemic year brought challenges. While the City is interested in having another edition, they are not willing to fully finance it. Instead, they offer facilities for work, and the City youth center will cover the fee and printing costs.

Finding benefits: European volunteering



TBILISI

Their team was assembled through EVS (now European Solidarity Corp) by applying for a short-term project for a group of volunteers. They successfully recruited individuals from the Czech Republic, Slovakia, Poland, Denmark, and Macedonia, totaling 10 people, in addition to 8-10 local volunteers.

Local people guided foreign individuals on tours and collaborated with them to create engaging topics based on their perceptions. Weekly meetings were scheduled to divide tasks among smaller groups, each with different responsibilities.

Reason 3: presentation

- How to present the benefits: use their language
- How to present the benefits: Being bold and clear
- How to present the benefits: How to find the right person to talk to
- How to present the project - tools

How to present the benefits: use their language

As someone with 15 years of experience working in the non-profit sector and applying for public funds throughout her career, she mentioned that during the annual USE-IT Europe meeting, she could immediately identify individuals who had never done this kind of applications before. They often wrote things that interested them or seemed interesting, but when dealing with public calls, specific rules apply, and the authorities expect to see desired results. So, **you have to play the game to some extent.** It is essential **to write clearly and use their bureaucratic language** to explain who you are, what purpose the funds serve, and what benefits they will receive in return. Therefore, you must **adapt your project** to meet those criteria. (Ljubljana)

How to present the benefits: Being bold and clear

When applying for fundraisers, **clearly articulate the project's objectives and how it aligns with the city's goals.** Whenever possible, **present it in person** to sponsors before formal written requests. This direct approach enhances understanding and increases the chances of approval.

Developing a relationship with sponsors takes time, requiring patience and persistence. You must establish a presence, showcasing your identity, needs, and achievements. Local authorities may respond faster than national ones, but earning their attention and recognition opens the door to better opportunities for collaboration. (Olomouc)

How to present the benefits: Being bold and clear

“Don’t be afraid to ask for a money” and don't forget to include a fee for your work, people from a tourism board are paid for their work too and city is gaining money with this material if it is well used - being paid is also good motivation.

"Have a clear purpose behind your project. Don't fear competition with the internet. Dream big and be bold. **Stay committed to your project, and remember to prioritize yourself.**" (Utrecht)

How to present the benefits: How to find the right person to talk to

Keep in mind that you need to **follow the "contact chain."** This means that the first person you reach out to may not be the decision-maker. You should persuade this contact until you can connect with the right person. It is crucial to be assertive when communicating with them. If you're told that the person you need to talk to is not available at the moment, respond with a specific time and offer options to meet, like "Can we schedule a meeting for next Friday at 2:00 PM when they'll be in the office? I can go there or call..." (Bordeaux)

How to present the project - tools

They **crafted a 'sample map'** using the expertise of skilled graphic volunteers, which left a positive impression on the City Council during the presentation. Additionally, they **shared the survey** conducted in Brussels, illustrating the impact of USE-IT maps on various aspects such as longer stays and influencing decisions to visit other cities featured on the map. (Olsztyn)

Find a commercial potential to your project. It will keep your sponsors interested. Take care about sponsors, prepare some cocktail for them, share progress,... to make sure you don't lose contact with them. (Tbilisi)

Reason 4: relationships: collaboration and networking



- This helped for (temporary).
sustainability.
- National community
- Networking

This helped for (temporary) sustainability

14/20 cities confirmed

Maintaining good relationships with sponsors

Organization structure



13/20 cities confirmed

Maintaining good relationship within the team



12/20 cities confirmed

Coming in a good time and having resources management



National community

OLOMOUC

In Prague, they secured special funding through a national basic grant from The National Tourism Office. To be eligible, 5 cities, including Olomouc, had to participate, receiving support along with other Czech cities. Maps from cities with existing or initiated USE-IT projects were printed as part of the grant. >> Foster collaboration among cities in your country to strengthen their collective ability to secure national funds.

National community

BRUSSELS

The Info Desk structure (for USE-IT) was successfully established thanks to the cooperation between cities in Belgium and the excellent relationship with the Tourism Offices. Notably, the financing for this structure came from this collaborative effort, resulting in a strong and effective setup.

National community

ANTWERP

Their success was attributed to their involvement in the structural funding facilitated by the collaboration among cities, along with the expertise of a Finance specialist dedicated to securing agreements and funding opportunities for Belgian cities.



Networking

View your sponsor as a client who requires constant communication throughout the process and maintain an active and lasting relationship even after distribution.(Antwerp)

The launching event served as a powerful source of motivation, bringing everyone together. (Graz)

ČESKÉ BUDĚJOVICE + ČESKÝ KRUMLOV

They mainly applied for public grants and utilized their networking connections. After the first edition was published, raising funds and gaining cooperation from new sponsors, like the University, became easier.

Reason 5: personal traits





**Reason 6: money
for the work**

Reason 7: creativity and adaptability



Think out of the box: service to guests as a benefit

After the successful 1st map edition, hostels were highly satisfied, and for the 2nd edition, they were willing to support the map's creation. Jesus created a map box with 500 copies and sold them to several hostels, increasing sustainability and generating income to cover a membership fee. (Cordoba)

“Think outside the box while applying for funds. You must try anything. Even when you think that the place/person/organisation is not related to the project. You have to think about the benefits the place/person/organisation will get by the USE-IT map.” (Leeuwarden)

Think out of the box: service to guests as a benefit

The hostels and hotels were consistently requesting the maps due to high demand.

Initially, they received support from EU Programs by applying for various available projects. Later, they secured funding from the City Government, which has been a consistent supporter over the years.

They also collaborated with a Youth Organization for marketing support in promoting USE-IT Graz. Local businesses, including cafes and hostels, provided assistance by offering space and food, understanding and respecting the non-commercial rule, which did not influence the map content. (Graz)

Think out of the box: service to guests as a benefit

They made a strategic decision by combining two cities in one map (one touristy, one that wants tourists), ensuring sufficient content and funds for publishing the USE-IT map. (České Budějovice a Český Krumlov)

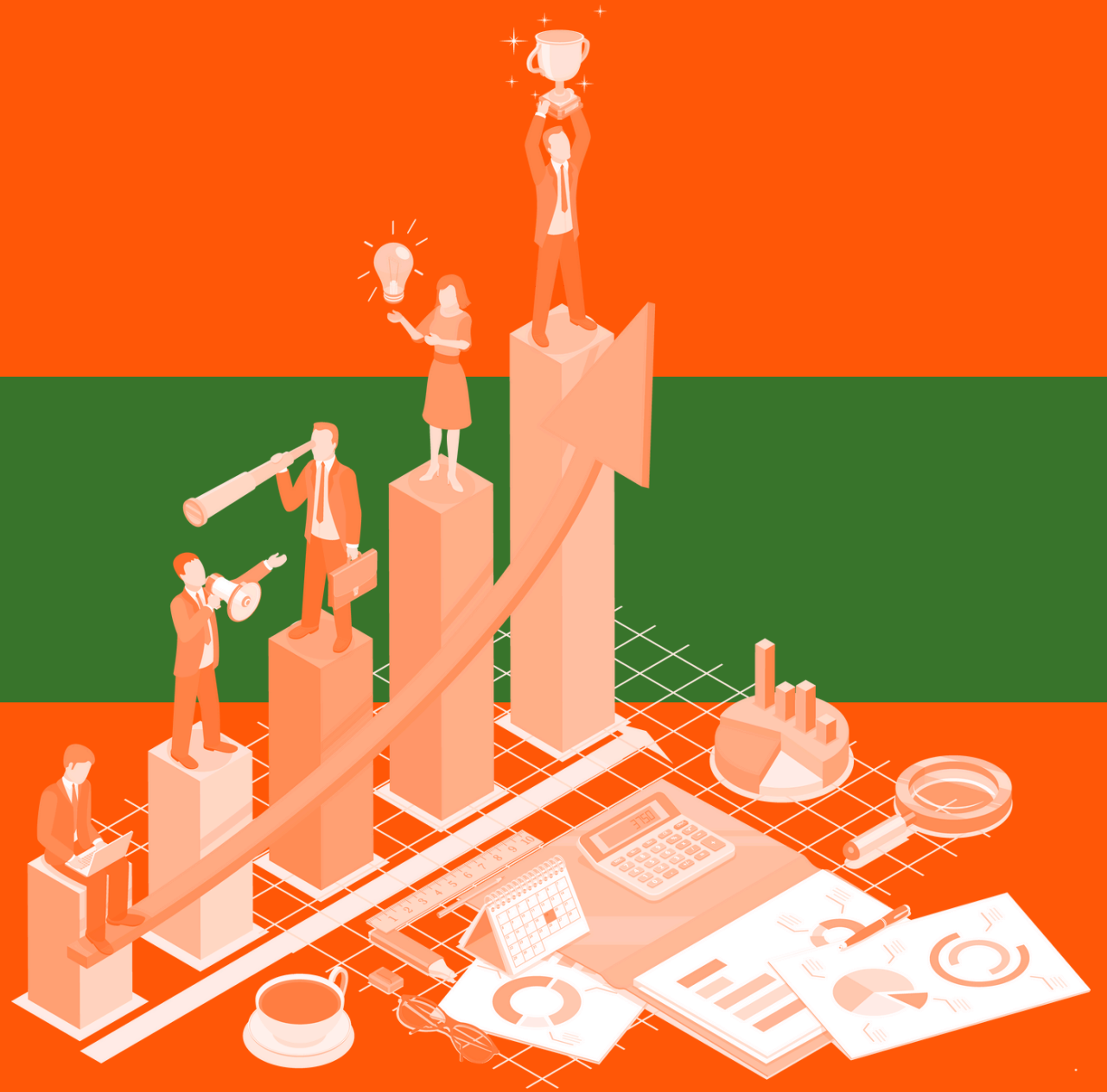
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Reason 8: Persistence



Reason 9: Timing





Reason 10: Experiences and learning

How USE-IT can change your life...

OLSZTYN

The USE-IT experience enabled its leader to gain valuable international exposure, leading to the exploration of new opportunities abroad. He currently resides in another country and attributes his confidence to the experiences gained through USE-IT.

VIENNA

He presented the USE-IT project to the Youth Center and sought their support, but they couldn't assist at that moment. However, a month later, the Youth Center of Vienna offered him a job, enabling him to carry out the USE-IT project and fulfill other center-related tasks.

How USE-IT can change your life...

UTRECHT

Rik values the friendships formed during the development of the USE-IT map, and it also taught him to think more strategically in a commercial sense.

BORDEAUX

The University approached USE-IT Bordeaux leader after seeing the success of the USE-IT map, requesting a similar project for their campus. It became a paid job and contributed to the sustainability of his organization. The USE-IT project boosted his confidence and enabled him to successfully complete a complex venture, acquiring valuable new skills along the way.

Reason 11-14: why they stopped



Reasons they stopped

13/20 cities confirmed

They believe USE-IT map project, as it is structured now, isn't a long term project so there is a limited time to keep it active and people motivated.



10/20 cities confirmed

The career goals of its team weren't aligned to USE-IT project. Most of them moved out from the city, found new jobs or any other personal matter that didn't match with the USE-IT map.



Reasons they stopped

8/20 cities confirmed

External matters (crisis, pandemic,...) influenced the existence of the project



7/20 cities confirmed

They run out of fund possibilities (e.g. not allowed to ask for the same grant twice, sponsor dropouts, etc.)



Resume and Overview



Resolution

Ensuring self-care (as a leader), team well-being, and conducting regular meetings with well divided tasks are essential for the successful functioning of the project.

In general, it is advisable to slightly inflate your original budget. Although we are used to keep costs low, having a higher budget increases the chances of paying people, printing more maps, or even working towards sustainability.

Resolution

Ensure you take care of your sponsors by providing them with results, user feedback, and data. If feasible, invite them to the launching event. Maintaining sponsor relationships requires continuous effort but is highly rewarding.

Consider how personal life changes can significantly impact the project's continuity. Plan for the future and explore ways to ensure the sustainability of your city map.