



Co-funded by
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First edition made: looking for fresh stories



CURRENT MEMBERS WITH ONE MAP EDITION

Arnhem (Netherlands)
Bremerhaven (Germany)
Esch-sur-Alzette (Luxembourg)
Geneva (Switzerland)
Salamanca (Spain)

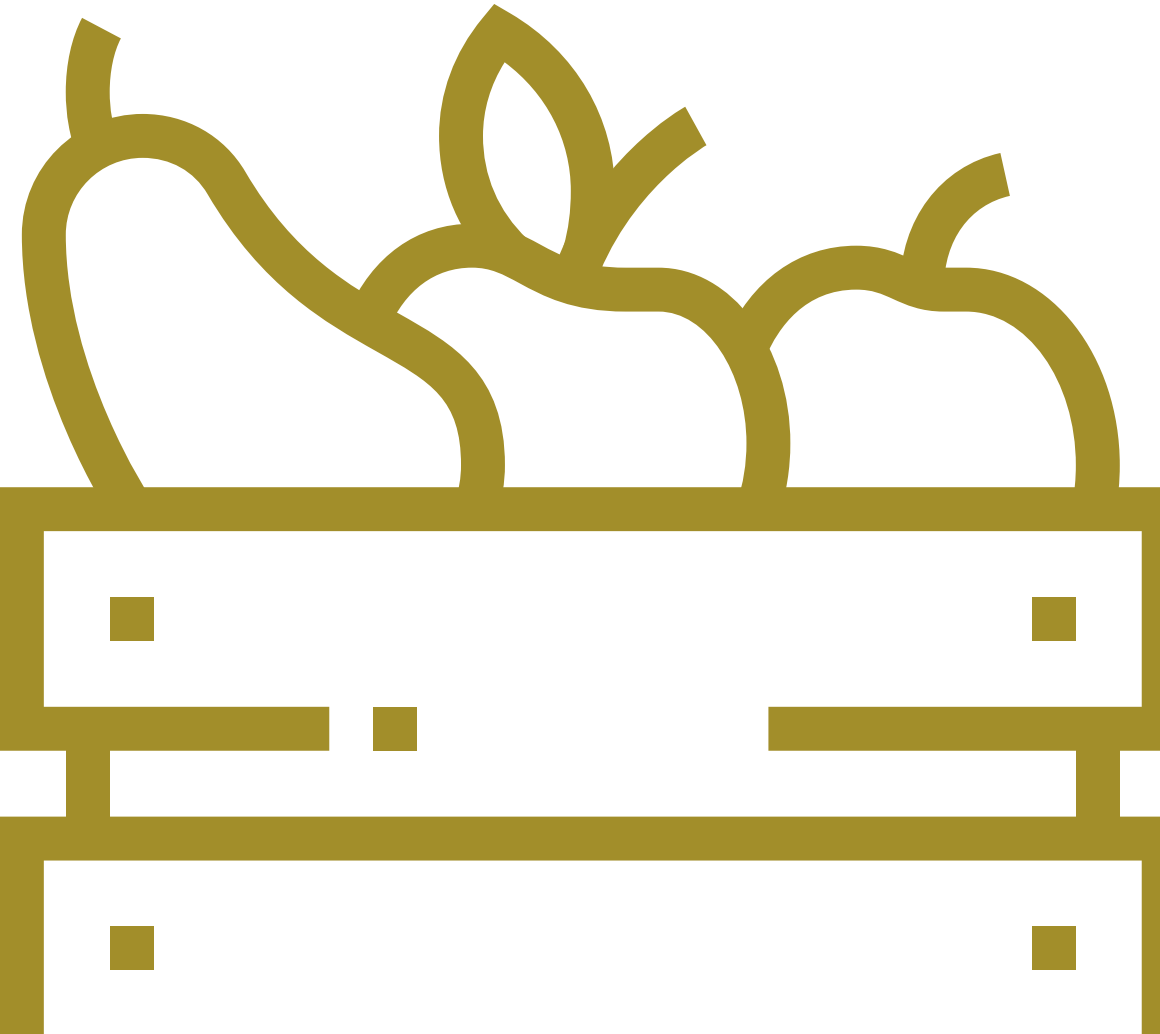
Content

Story 1: Motivation and teamwork

Story 2: Funding tools and preparation

Story 3: Networking, collaboration and
community involvement

Outlook & Resume



Story 1: Motivation and teamwork

- Personal motivation
- Must have
- Quotes, *stories* and suggestions from the teams



Personal Motivations

5/5 cities confirmed

Their major motivations came with **Funding opportunities, City profile and interests matching** and **The passion for the city**



Personal Motivations

4/5 cities confirmed

It helped them to keep motivated thanks to **USE-IT Europe guidance or meetings**, 'cause they got **good relationship with sponsors**, they could count with **permanent workforce** for the project or **funding**, with enough **income to support the team members**.



Personal Motivations

4/5 cities confirmed

They had **previous experience** in similar projects, **suitable skills and knowledge**, **clear vision and mission**.



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.





Quotes, stories and suggestions from the teams

If you are convinced about the project you are leading, you will be more confident and possibilities to achieve “yes” will increase. (Salamanca)



Quotes, stories and suggestions from the teams

Settle down one day in a week for regular week meetings. Helps to convert work on USE-IT to a habit. (Bremenhaven)

Regular meetings and deadlines help a lot to maintain the flow. (Esch)





Quotes, stories and suggestions from the teams

At the beginning when they met on a sunny terras, they all wrote down on post-its why they wanted to start a project and what were their expectations. It stayed in their minds and when they got demotivated for some reason, it gave them strength to continue. (Arnhem)



“

Quotes, stories and suggestions from the teams

Start the project with meeting **motivation and expectations of everyone** who is going to work on it. Write it down. Get back to it when you feel your motivation is decreasing.

”



Quotes and suggestions from the teams

At the beginning when they met on a sunny terras, they all wrote down on post-its why they wanted to start a project and what were their expectations. It stayed in their minds and when they got demotivated for some reason, it gave them strength to continue. (Arnhem)



Quotes and suggestions from the teams

Having a work structure helped them to be more efficient. (Arnhem)

Story 2: Funding tools and preparation

recommendations before asking for money.

tools that help

recommendations

networking

research

reasons

Recommendations

5/5 cities confirmed

You should have a **finance plan well built**, provide **accurate information and guidelines**, come in a **good time** and have **good resources management**.



4/5 cities confirmed

The importance of **not being afraid to ask for money**, of **knowledge of possible sponsors**, of **being or having someone who really knows the city** and **collaboration with especially local businesses and organizations**



Tools and practical tips

4/5 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.

Having a **work structure helped** them to be more efficient. (Arnhem)

Arnhem: Pay to someone who will distribute maps. Include it in a budget.

Preparation: networking

Go to networking activities, talk about your projects and ask about people who could like it. (Bremenhaven)

5/5 cities confirmed

Previous networking helped a lot. Work on it ideally before you start.

Preparation: Research

USE-IT Salamanca map project was **based on Master Degree Thesis**. For that reason there were a lot of **deep researches about the city** made and presenting them later to the City hall, it gets **easy to provide all possible arguments** for having a USE-IT map.

4/5 cities confirmed ★★★★★

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.

Preparation: Research

What should I do if I don't know any company or organization that could support my USE-IT map?

- For Bremerhaven and Salamanca **searching between other projects** and their supporters worked well. **Look at their materials** and what logos appear there, if you know someone personally, ask them.

Preparation: Reasons for the map - examples

- For USE-IT Esch and USE-IT Salamanca the argument of **being a pilot city in a whole country** with a USE-IT map worked.
- USE-IT Esch, created by Youth Center, also used the USE-IT map as a **project for youngsters and for development of youngsters' skills.**

Story 3: Networking: collaboration and community involvement

- What you need to keep the project alive for a long time
- European and national community
- collaboration with the city
- Private sponsors
- Local community
- collaboration with other organisations
- continuous networking

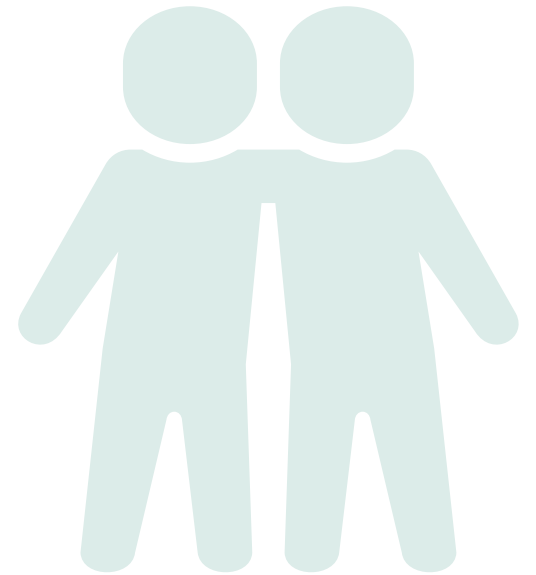


European and national USE-IT community

Esch is very open to share their experience and be some kind of a “buddy” for other Luxembourg cities. They have **never doubted about the USE-IT map and its benefits**. They are very confident in their presentation and they know well how to adapt the project to the needs of the organisation so they can also explain it well to authorities and receive money.

GENEVA

Find yourself a **USE-IT Buddy** - receive recommendations, support, but also that push you sometimes need from another more experienced city.



Collaboration with the city

Bremerhaven is a perfect example of how the collaboration with a city hall can work. Ann and Nina are creators and City Hall is helping with promotion and distribution. **City Hall is proud of this product.** Ann and Nina are big fans of USE-IT so everywhere they go, they are having maps with them and they are **leaving them in different places.**

Be ready to face your sponsors expectations about the map. They can try to influence the content. Pick well words you use with them to protect your idea.
(Salamanca)

National community tips

In Switzerland there are some organizations where **you can reach quite easily your funds** at least for the first editions of your USE-IT map - Lottery, Rolex, State of Switzerland. Have also plan B, as Lottery and Rolex will support you probably just once. (Geneva)

Esch build their USE-IT map within existing Youth Center. **There are Youth Centers almost in each city in Luxembourg.** Are you from there? Than you have a big chance to make your project real.

Local community

A team of Salamanca was found via Couchsurfing platform as people who are there, are usually “live USE-IT maps”.

Arnhem engaged and collaborated with people who love the city in the same way as they do.

What should I do if I don't know how to collect places for my map?

In Bremerhaven and Salamanca they used Google Form. Offer to participants something. It can be a draw or sharing knowledge for example with some kind of online workshop where you teach people and at the end they share their opinion with you.

Collaboration with other organisation

Wise collaboration between Youth and Cultural Center. Both asked for a budget for a map and it is more likely to be approved. (Esch)

They **sent a lot of emails** to different organizations they considered as **possible partner** for a project. (Arnhem)

ARNHEM

Collaboration with high schools worked to them, it can work to you too.

Continuous networking

Try to contact people who are really fans of your city. Those are the correct ones that will support your idea. (Bremenhaven)

BREMERHAVEN

Organize **free** (online/offline) **workshop** where you **offer some of your skills** - ex. use of online tools. **Take advantage of this meeting** and **speak about USE-IT** map project and ask for recommendations for places. Maybe you meet someone who will be even more interested in a project than just providing recommendations of places.

Continuous networking

SALAMANCA

Participation on city events, courses, etc. can provide very good contacts and further recommendations.

When you build your organization for USE-IT, **think about other activities you can do** with it and how those can be connected to the map and support each other.

The background of the slide is a repeating pattern of various fruits and food items in white line-art style on an orange background. The items include pineapples, lemons, apples, grapes, strawberries, starfruit, avocados, and watermelon slices. A solid red horizontal band is positioned behind the main title text.

Resume and Overview

Resolution

- Without your **personal motivation** the project cannot exist and keep existing for a long time. Your **trust** in the project **and dedication** are absolutely crucial.
- Building a **network** is making it all much easier. **Talk about the project** everywhere.
- It is essential to **be well prepared for the presentation** of your project to possible sponsors.
- **Structure your work** and **give it a discipline** - regular meetings, deadlines, etc.