CURRENT MEMBERS WITH MORE THAN ONE MAP EDITION:

Brno (Czech republic)

Calais (France)

Ghent (Belgium)

Guimares (Portugal)

Lille (France)

Nantes (France)

Nicosia (Cyprus)

Ostrava (Czech republic)

Prague (Czech republic)

Zlin (Czech republic)

Content
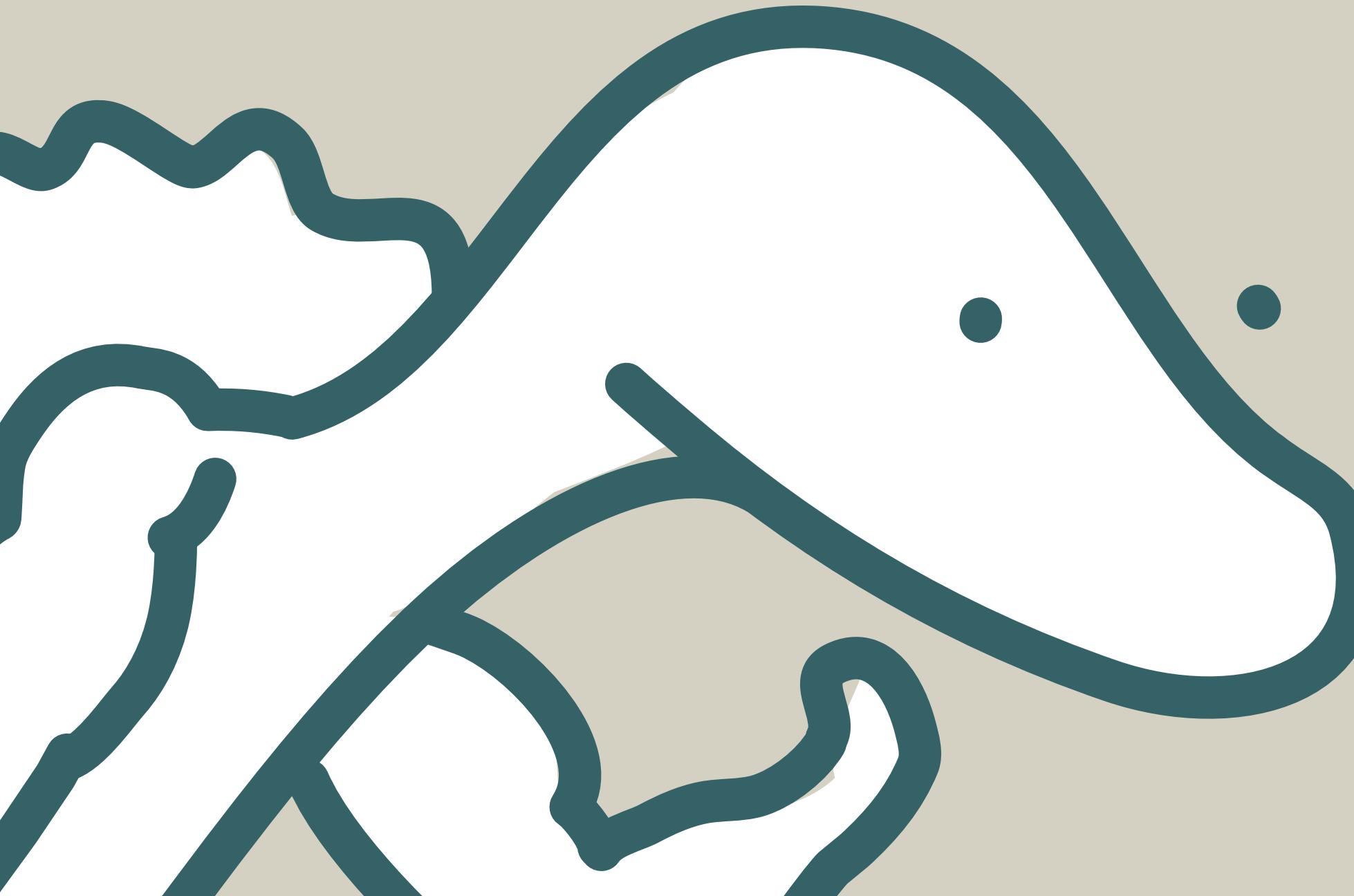
Key 1: Motivation

- [Who, when and why?](#)
- Personal motivation
- [Must have](#)
- [How to boost the motivation](#)
- [Concrete **stories** and suggestions from the teams](#)

Who, when and why they did it

10/10 cities confirmed

During of each map edition they had different **handicaps and improvements** such as **finding team members**, **sponsors**, **content** development, **keeping oneself motivated** about the project, and so on.

Who, when and why they did it

8/10 cities confirmed

They really started to **move their plans forward** to the real activity once their **funds** or **partners** were **approved.**

Who, when and why they did it

7/10 cities confirmed

Their career aspirations and the successful acquisition of funding have contributed to the duration of their involvement in the USE-IT map project.

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.

This helps to boost motivation

9/10 CITIES CONFIRMED

- USE-IT Europe guidance or meetings
- Temporary workforce (new people in a team = new boost of energy)
- Having a passion for the city

This helps to boost motivation

8/10 CITIES CONFIRMED

- Gaining work experience

This helps to boost motivation

6/10 CITIES CONFIRMED

- Funding opportunities
- Positive feedback on earlier edition

Concrete motivations, recommendations, suggestions

The USE-IT cured a broken heart! "When the opportunity to set up the project came I had just broken up with someone and It was a great project to the city I love, to keep myself busy, to learn too many new things and meet wonderful people… " *(Calais)*

Concrete motivations, recommendations, suggestions

"Be stubborn. **If you want to do it, you will make it.** If one person says, no, it doesn't mean anything. If two people say, no, it doesn't mean anything. If the 10th person says, no, then you are doing something wrong. It might be because you are looking at it from the wrong angle." *(Prague)*

Concrete motivations, recommendations, suggestions

"You always have to network. You always have to fight for your calls. You always have to prove something." because **there are people behind each decision** making and people have preferences, networks, and so on." *(Ghent)*
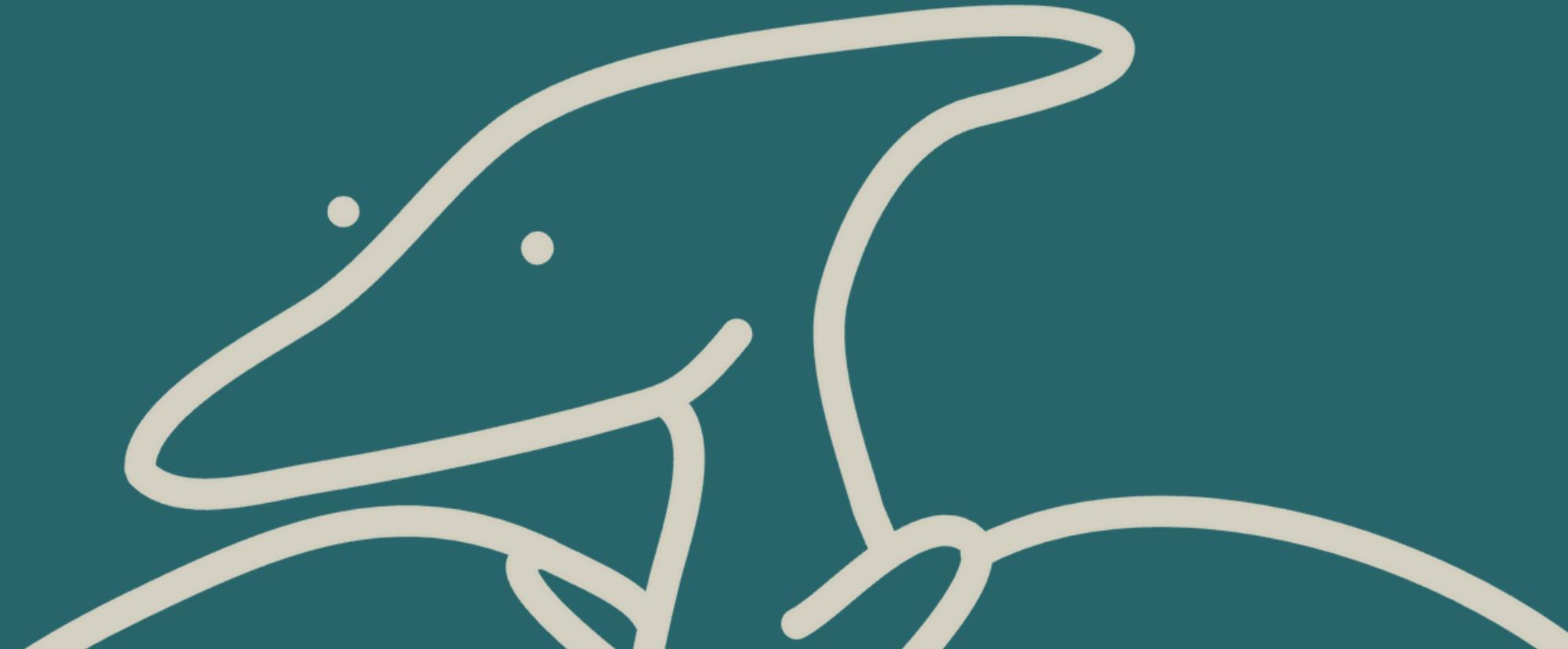
- "**Make it real**, do not send long emails or PDFs.
- **Make sure there is somebody** at the table, a face, shake hands, speak to them and **do not take the attitude of somebody who is begging for money**. Take the attitude of somebody who has a wonderful idea and is presenting a strong project that will help the city. And that will give money to the city. And that will make people stay longer, kick them out of the center, create sustainable tourism, and use these arguments."

(Ghent)

- **Be persistent**.
- **Be a realist** about your own situation (e.g. EU application/fund wouldn't work for us, because it is a small country). **There isn't a 'common - ready receipt'** about funding, you need to learn about YOUR cities possibilities. In our case the most suitable sponsor was the municipality.
- **Be resourceful.** Try everything, go everywhere, talk to everyone.
- **Be flexible and creative** to convince your target.

(Nicosia)

Key 2: Preparation & Tools

- <u>important to have before asking for money</u>
- <u>tools that help</u>

Important to have before asking money
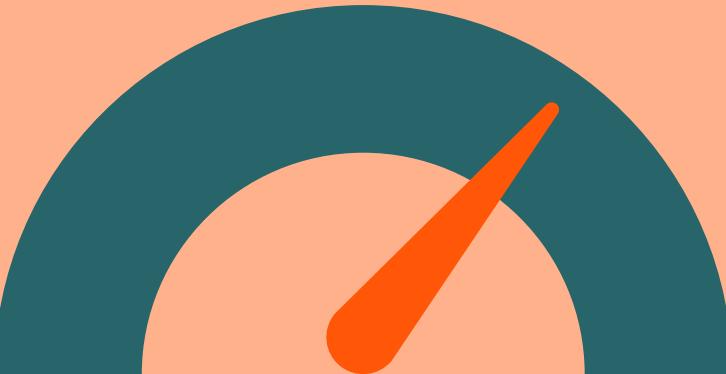
9/10 cities confirmed
Studying and presentation preparation before meeting any sponsor increase the possibilities to get the funds asked because it can be anticipated the investors' questions, concerns and doubts about it.

7/10 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.

Recommendations from dinosaurs

10/10 cities confirmed
Provide to your possible sponsors accurate information and guidelines

7/10 cities confirmed
Have **knowledge of** possible **sponsors**
Come in a **good time** and **have resources management**

6/10 cities confirmed
Have a **finance plan well built**

Key 3: Teamwork

What you need to keep the project alive for a long time
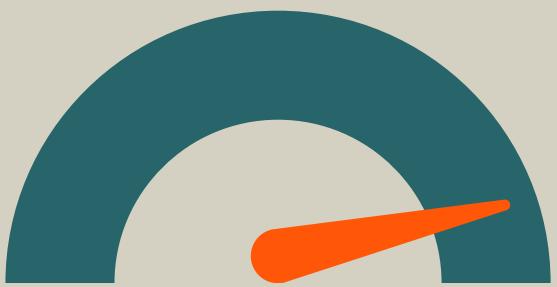
Stories from the teams

To keep the project alive for a long time you need

9/10 cities confirmed
**Funding opportunities**
Good relationship with team members

8/10 cities confirmed
A **good time** and **resources management**

7/10 cities confirmed
Strengthen relations with **team workers**

What we found out about...

BRNO

The sustainability of the map is linked to the City Council, the main sponsor, who consistently supports the USE-IT project due to its alignment with the city's profile and values. The project has been supported by a dedicated team of volunteers. Each team member is well aware of their roles, effectively fulfilling their tasks and responsibilities. Additionally, they have successfully transferred their knowledge to a new team.

What we found out about...

CALAIS

The **significance of a leader in uniting a team** has been established. In the initial edition, the team consisted of individuals from diverse backgrounds who collaborated effectively due to Pauline's exceptional communication skills and her people-centric approach.

What we found out about...

NANTES

Mariette is a true city lover who is used to working on independent projects (freelancer). Her **enthusiasm and proactive nature** have significantly benefited both the new team and the project.

What we found out about...

OSTRAVA

Ostrava has affirmed that having a **smaller but fully engaged team is preferable** to a larger group of volunteers who contribute sporadically and do not feel fully invested in the project. This sentiment is also exemplified by successful examples in Bremerhaven, Drammen, and Eberswalde.

What we found out about...

NICOSIA

The **diverse volunteer team** aimed to showcase their city's hidden gems and local culture, fostering love and discovery through the map. Led by Demetra, **they remained united** for five editions, persistently securing **municipal support** despite the lack of official endorsement.

What we found out about...

PRAGUE

Eva's **commitment and influence have been essential** in the ten successful editions of USE-IT Prague and the creation of maps across Europe. Eva played a significant role in **securing funding, motivating others** to get involved, and providing valuable insights. Even amid life changes, she effectively **passed on knowledge** and kept the USE-IT spirit alive.

What we found
out about...

ZLIN

The map's **sustainability hinges on the alignment of project leaders' interests and values** (previously Eva and now Jennifer) with the USE-IT concept. Despite limited city support, they successfully secured funds from diverse sources such as grants, NGOs, and the university.

Resume and Overview

- Changes from the first to another edition
- Resolution