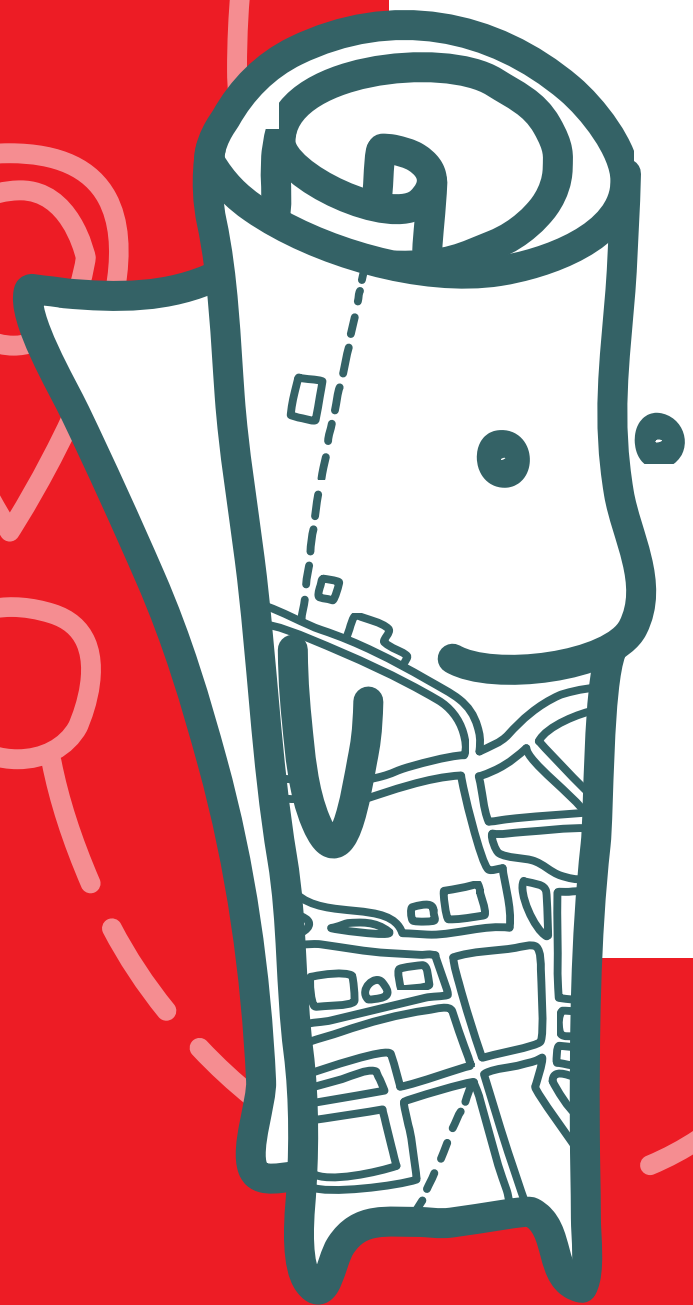


Once there was a map
looking for
Challenges and
personal benefits



PAST MEMBERS WITH ONE MAP EDITION:

Amstelveen (Netherlands),
Braga, Coimbra, Funchal (Portugal),
Bratislava (Slovakia),
Budapest (Hungary),
Drammen (Norway),
Eberswalde, Wurzburg (Germany),
Padua, Palermo, Rovigo (Italy),
Paris (France),
Pilsen (Czech Republic),
Thessaloniki (Greece)



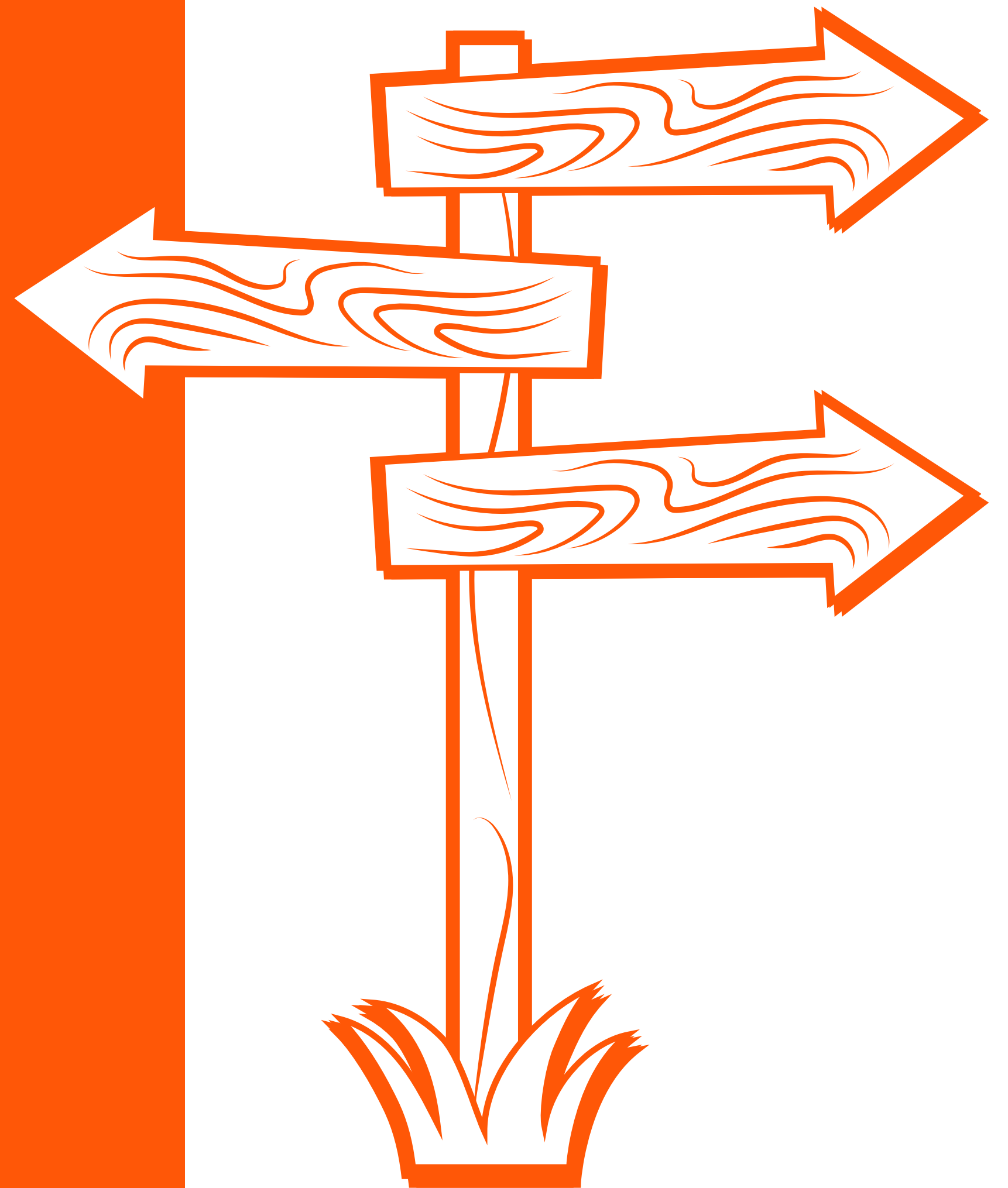
Content

Challenge 1: Motivation

Challenge 2: Fundraising

Challenge 3: Threatening people

Personal benefits



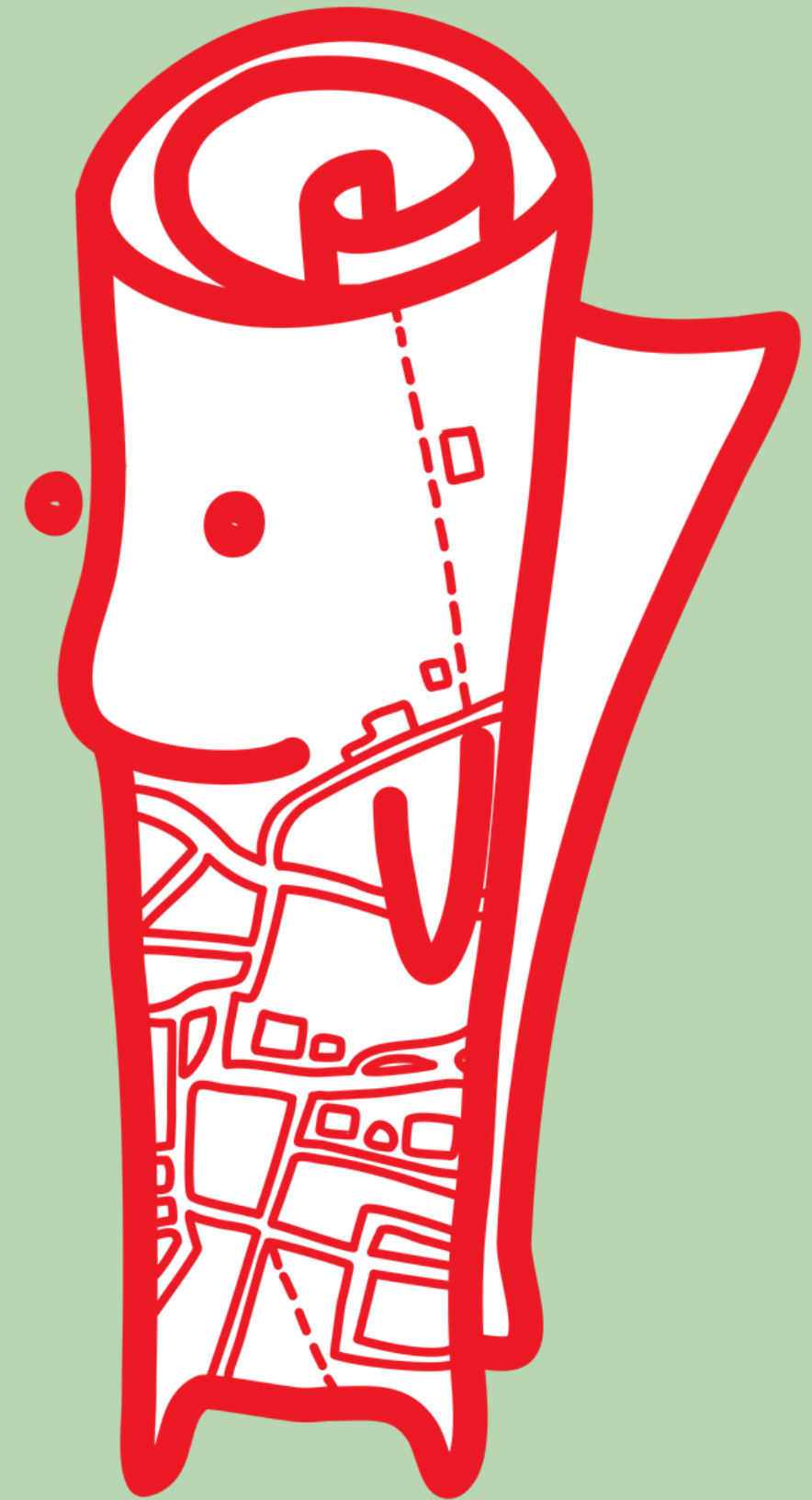
Challenge 1: Motivation

- Profile
- Motivation triggers
- This helps to boost motivation
- This lead to the end

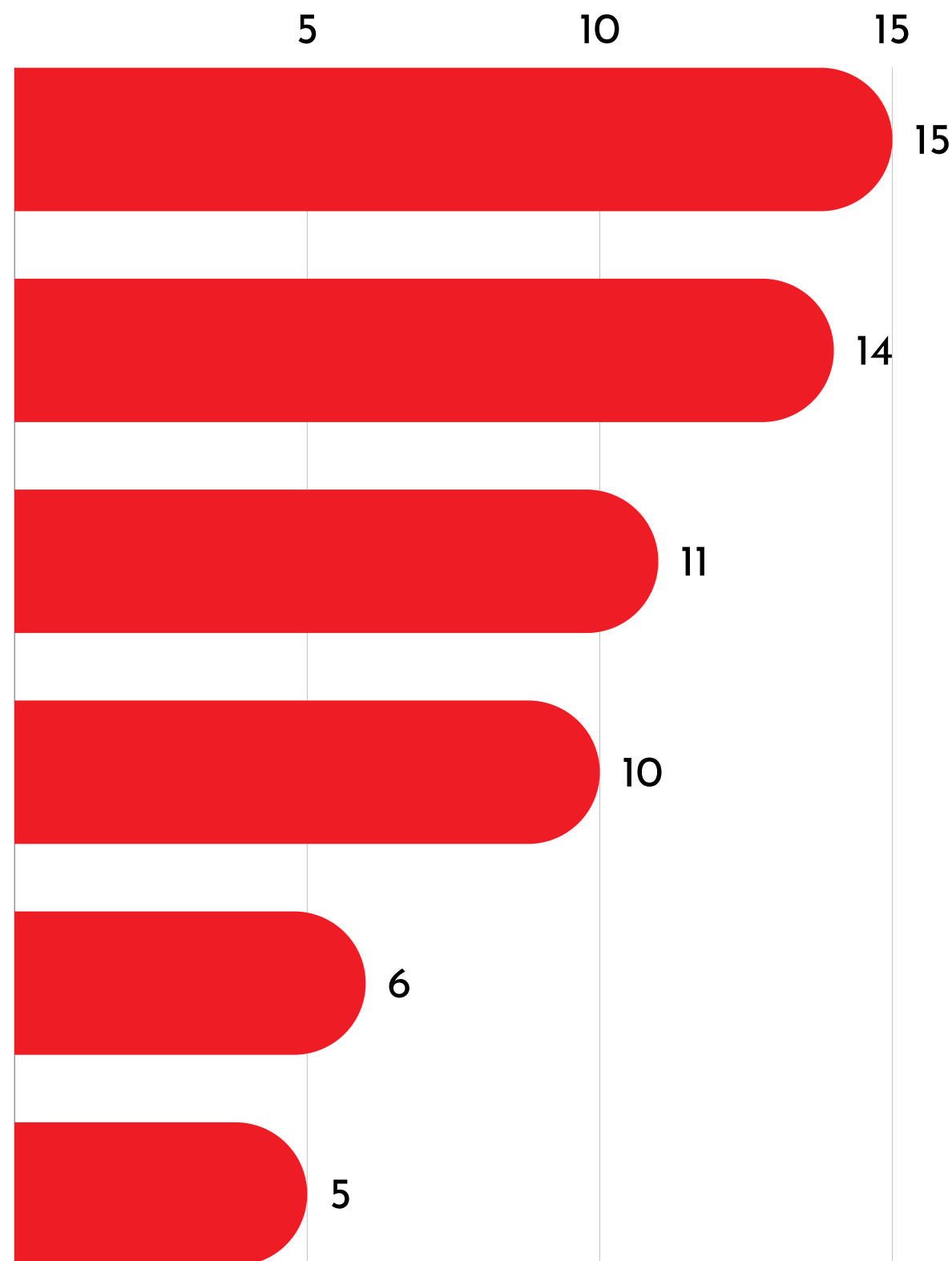


Profile

- in general students or professionals in related fields (such as urban planning, design, tourism, etc.)
- high level of career matching
- altruism spirit to help travelers
- strong soft skills (e.g. communication, social skills, negotiating, critical thinking, etc.)
- well developed personal networking



Motivation Triggers



Started the USE-IT after visiting a city and discover the map as a USE-IT user

Desire to recreate what's been seen in another city

Career matching

Organisation matching

Volunteering project

Altruism to help travellers

This helps to boost motivation

11/15 cities confirmed

USE-IT Europe guidance or meetings



11/15 cities confirmed

Gaining work experience and having funds approved



9/15 cities confirmed

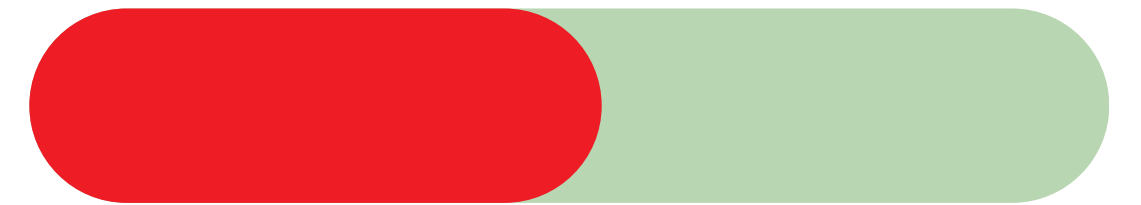
The passion for the city



This helps to boost motivation

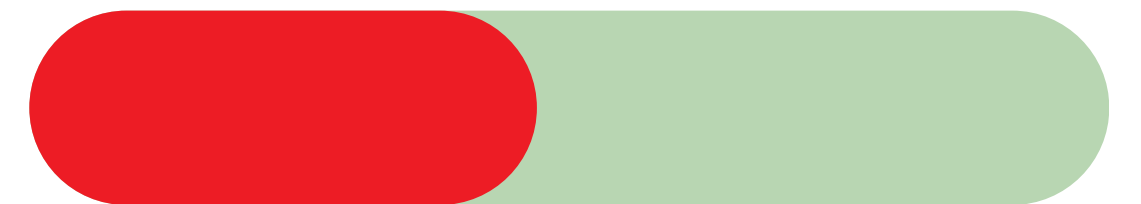
8/15 cities confirmed

Having enough income to support the team members



7/15 cities confirmed

Funding opportunities and paid workforce



Moneeeey can motivate

11/15

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



“It was always very important to us to get paid decently. If you want to deliver a professional product, you need to dedicate time to it. And it's not realistic to do it for free...” (Portugal)

Money can DEmotivate too

10/15

Being rejected by sponsors (e.g. public administration, funding applications, etc.) have changed the level of motivation and engagement to continue with the Use-it map.



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.

15/15

What they believe in

10/15

“Use-it maps isn't a long term project for one team so there is a limited time to keep it active and people motivated as it is structured now.”



What do YOU think?

What else do they believe?

“Living is an act of being struggling, so just keep doing and finish what you started, you’ll learn with this experience anyway - **do not try to be perfect.**”
(Bratislava)

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)

“From the beginning **I knew there will be only one version** and I was fine with it.” (Eberswalde)

This leaded to the end

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

This led to the end

The non continuity of the map is mainly related to:

Funds resources drained out (9/15)



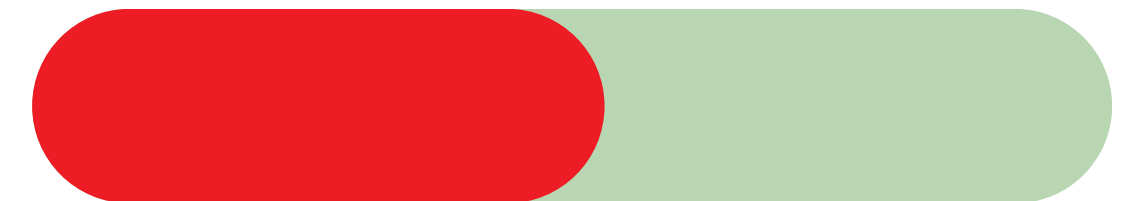
Personal life changes from the founder and their lack of awareness, knowledge and time to pass it to someone else. (9/15)



This led to the end

The non continuity of the map is mainly related to:

Lack of motivation and energy (8/15)



External matters (COVID19, post-economical crisis)
(5/15)



Challenge 3 : Fundraising

- Recommendations
- Tips



Their Recommendations about Funding

14/15 cities confirmed

Have accurate information and guidelines (e.g. be prepared, study your city and its opportunities, search for funding possibilities and suitable stakeholders, etc.)



13/15 cities confirmed

Do not be afraid to ask for money' (e.g. boost your budget, bring financial information-plan)



Their Recommendations about Funding

13/15 cities confirmed

Have a good knowledge of possible sponsors
(e.g. funding hunting)



7/15 cities confirmed

Build a previous networking



Their Recommendations about Funding

8/15 cities confirmed

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



7/15 cities confirmed

Having a financial expert as a team member or financial knowledge skills WEREN'T needed once funding was raised anyway because sponsors were more interested in the Map concept and its outcomes.



Personal tips about sponsors and collaborators

Be careful with prices and decision making, always ask if IVA is included - check, review, ask around before making a decision. (Bratislava)

Connection with different Think Tanks was important move for Budapest.

Find a budget first and than accommodate your project to it. (Budapest)

Try to make a link with a student organization in your city so there can be a continuity of a project. (Budapest)

Be patient - In the meetings some municipalities said "we like the project, let's do it" but from this "yes" till the contract sign or printing always took ages. USE-IT Guimaraes and Coimbra took one 1,5 year. (Portugal)

Trying to do any project in Italy with municipality support is very complicated if you don't have any contact there. (Italy)

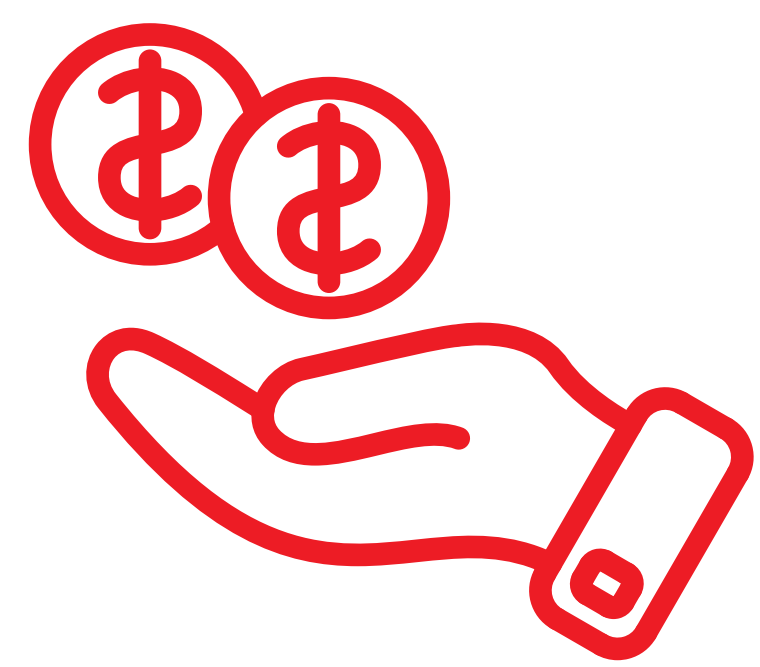
“Try to find, ideally, as few people as possible to pay for it, because this means you have to have fewer meetings...one funding body that can give you everything.” I strongly believe that it isn't the mission of other organizations to fund the USE-IT. I think it should be mainly public money”. (Portugal)

Showing already printed maps from other cities always impressed and worked well to convince the public authorities. Bring with you as many as you can. In our meetings we always got comments like “oh this city has one, this city is small or big and made it...we can have it too” . (Portugal)

Challenge 3 : Threatening people



- Sponsors
- Team members
- Yourself



Treating sponsors



“It doesn't matter who you are trying to contact, do not forget they are human beings, 'they read emails too'. Do not be afraid of them!” **(Bratislava)**

When speaking to a sponsor “I always thought ahead what I can offer to them. They always ask something in return.” **(Pilsen)**

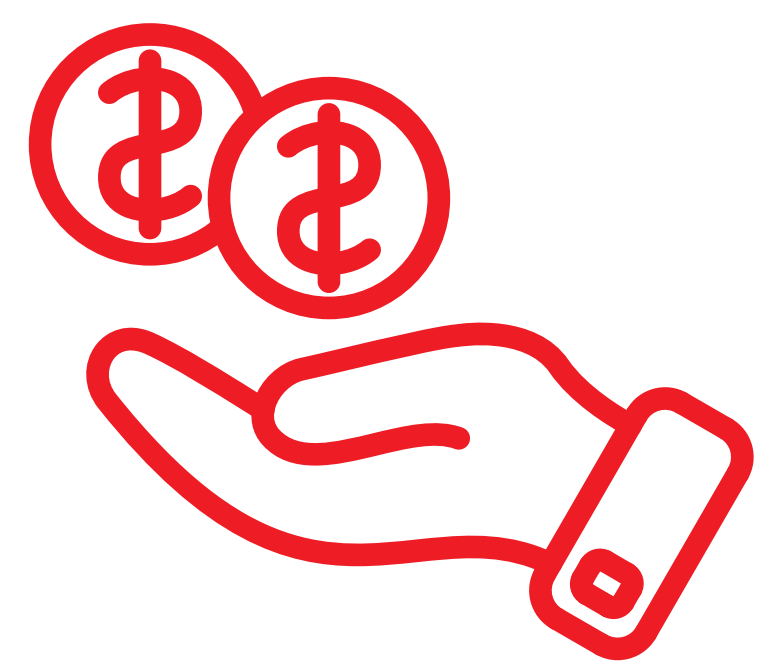


Treating sponsors



The USE-IT Europe got many positive feedbacks from different backgrounds. Politicians and city counselors were surprised by the historical facts that most of the people did not know. **(Amstelveen)**

Be convinced about the story you are telling (believe in what you are selling).
(Amstelveen)

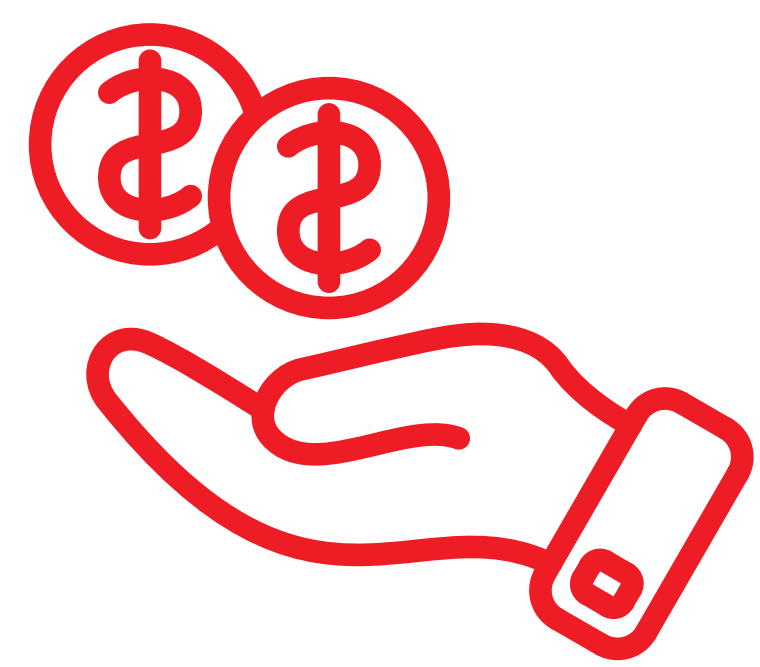


Treating sponsors



Check what plans your city has for the future. There are events planned for years in advance. Those events usually have a big budget and if you come on time, you can participate on them with a USE-IT map. (Budapest)

Keep in touch with a supporting organization so they know how you are working and you can also be updated about their current needs. (Budapest)



Treating sponsors

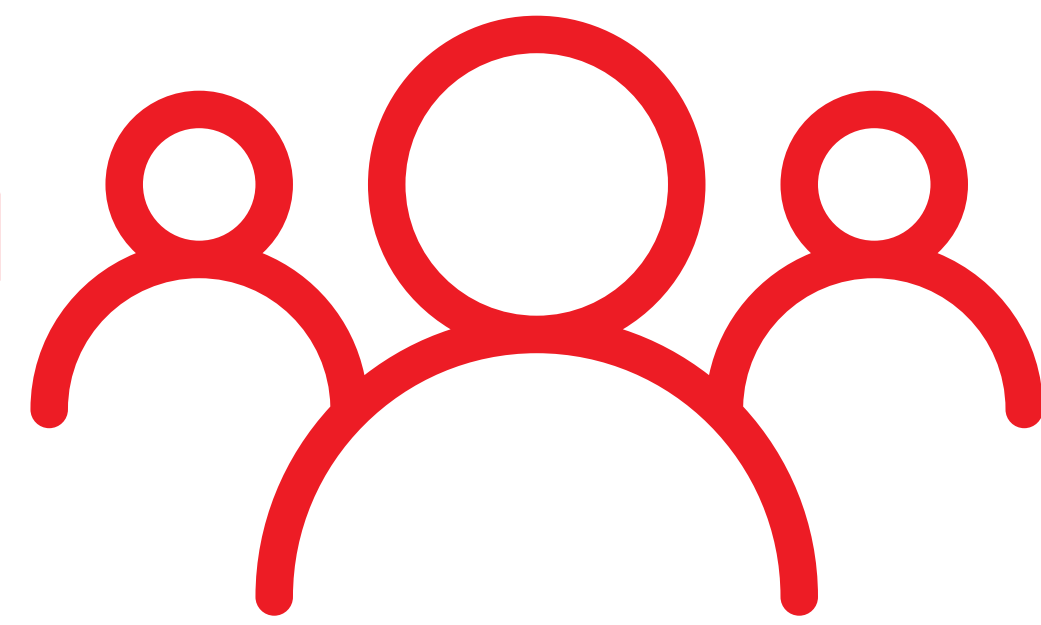


Be very clear about positive aspects - put yourself in the shoes of your sponsor and find an argument why it should be interesting for them. (Eberswalde)

I studied well Tourism Strategy Document and find out that it is not about what you want or do but how your project will answer your sponsors' problems. (Paris)



Treating team members



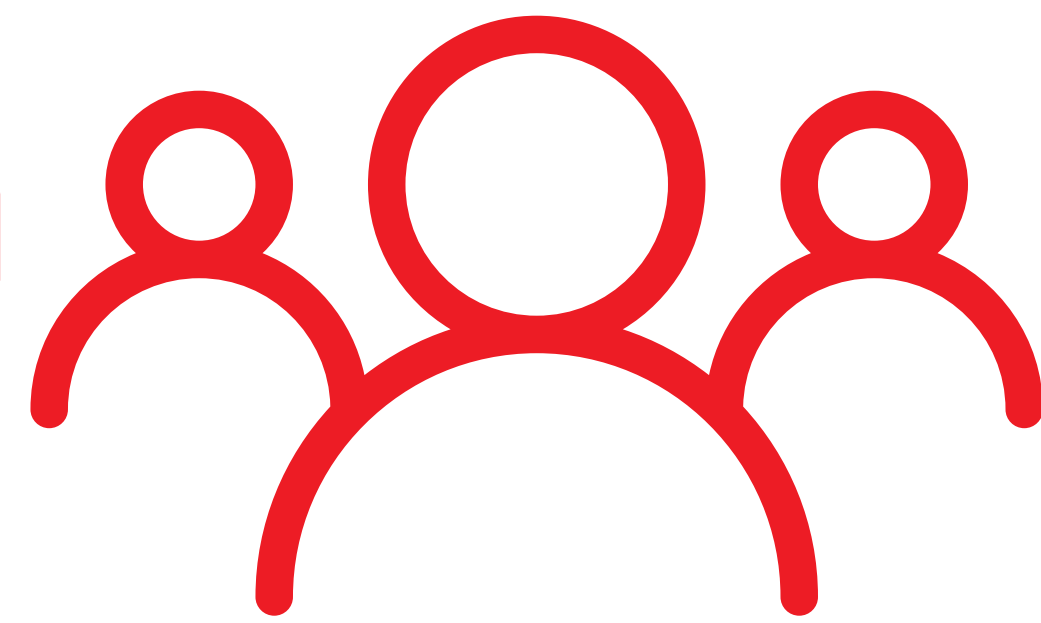
Take the team to the presentation with the sponsors, even though just one or two will speak, it's good to show what and who is behind the project.
(Amstelveen)

Find someone to support your team from outside, someone you can share your doubts with and receive some honest inputs. Not always the members are happy about having 'a boss' inside of the team. (Amstelveen)

Communicate with your team, get to know their skills, competencies, social contacts and ideas. Work on gratitude and common trust. (Bratislava)



Treating team members



Not everyone wants to be involved as much as the founder. It is important to ask first about their expectations and what they would like to do. (Eberswalde)

Essential - We had regular meetings on weekly basis to follow-ups, support each other, and so on. (Paris)



Treating yourself



All the mistakes I made because of lack of experience were a big lesson to me. It is important to try and do something even if you are not sure about it because is how you'll learn. (Bratislava)

Take the team to the presentation with the sponsors, even though just one or two will speak, it's good to show what and who is behind the project. (Amstelveen)



Treating yourself

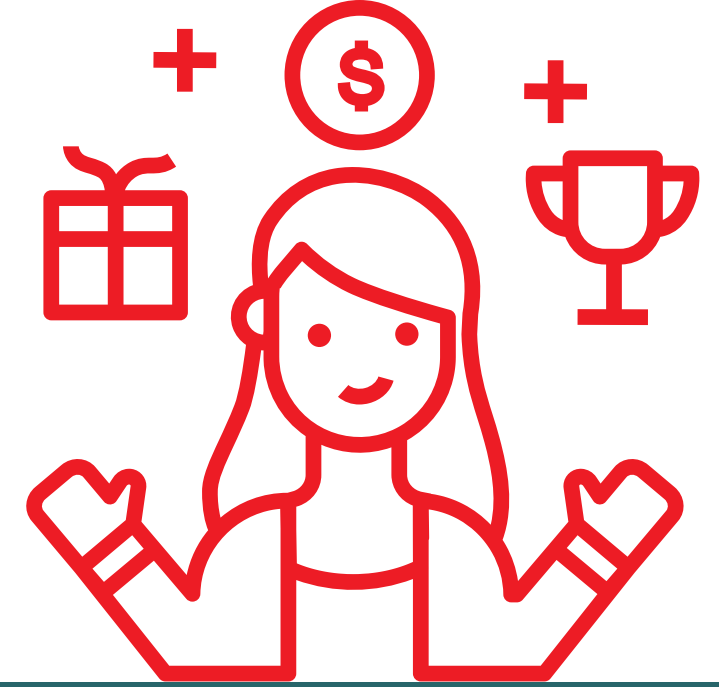


If it is possible to connect a project to your personal needs (studies, profession, networking,...), it is much easier to keep yourself motivated

System of “Getting things done” helped to maintain the continuity in the project
- the little steps e.g. a writing finished, photos taken, etc. (Pilsen)



Personal benefits



Working on a USE-IT map was a big benefit for founders' professional life - for example in a work with graphic designers (Budapest)

I'm a good leader now thanks to the mistakes I had made during the USE-IT project. (Bratislava)

Nowadays I have many clients from Brussels thanks to the network I build while making the USE-IT. (Portugal)



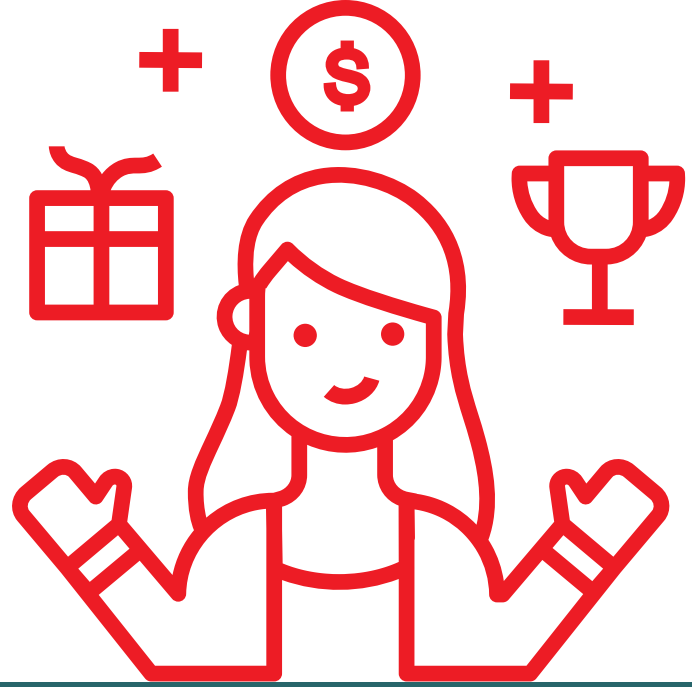
Personal benefits



I consider myself a self-motivated person. I always finish what I have started and thanks to the USE-IT experience this personal trait improved along with my confidence to pursue my goals. (Portugal)

USE-IT map project was for me a confirmation that "I CAN DO IT". (Drammen)

This project helped me to learn local language - Norwegian and emerge more in a culture. (Drammen)



Personal benefits



This new experience was very motivating. I loved working on a project and it maintained me disciplined. Also learning how to negotiate with sponsors was very useful experience for my future life. (Eberswalde)

The USE-IT project was a great opportunity to practice and apply what I had learned (Economics and Businesses) in theory. That really motivated me. (Würzburg)

Experience with USE-IT project helped to me build a project of co-living. (Palermo)



Personal benefits



I involved some friends to the project. The project strengthen our friendship due to the path we went through together. (Paris)

Thanks to the USE-IT I realized I want to be an entrepreneur and create my own projects. (Paris)

I learned to get things done and it helped also with my career development (work under pressure, deal with frustration and communication). (Pilsen)