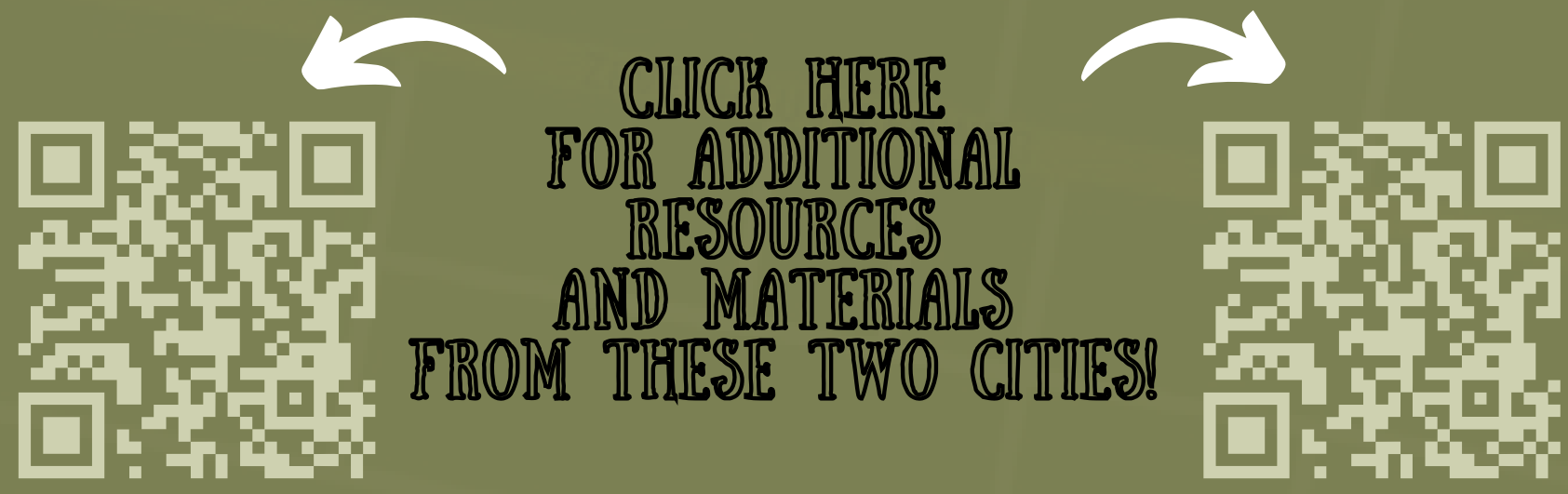


CZECH REPUBLIC



EDITIONS 10 PRAGUE



• ADAPTABILITY AND CHANGE
With 10 editions published between 2011 and 2022, USE-IT Prague had to **renew their funding sources** very often. For every edition, they asked different funders for the money and were also slowly changing the teams.

• THE MORE THE MERRIER
Their funding achievements made possible the printing of maps in other Czech cities. **A national network was formed** where, even though each city had its team, the financial support was linked to the Prague grant.

• INVEST ON YOURSELF
Their search for opportunities at all levels applied not only to funding but also to their personal development. They joined a EU Coaching Program, created an Info-Desk and **really invested in their growth as a team.**



WHAT'S THE SECRET OF THE LONGEVITY AND SUSTAINABILITY OF USE-IT PRAGUE?

HEAR MORE ABOUT IT IN OUR VIDEO INTERVIEW WITH EVA!



FUND-IT TRAINING ZLIN



• SHOW YOUR VALUES
Applications sometimes can feel very cold and factual, so **it is fundamental to remember the bigger picture, the values.** They are particularly good at finding opportunities where to make those connections, such as the Tourism Forum where Zlin and Prague did together a presentation on USE-IT and sustainable tourism.



• THE CLEARER THE BETTER
They invested a lot of time and energies in the **production of their promotional materials**, ensuring to always feature new relevant elements and considerations for each edition.

• NETWORKING INCEPTION
One of their funders was the **Culture and Creativity Cluster of Zlin** which covered their printing costs and helped them to connect with other possible sponsors.



TO COMMUNICATE YOUR MISSION EFFECTIVELY IS CRUCIAL AND USE-IT ZLIN KNOWS IT VERY WELL!

GET INSPIRED BY THEIR SET OF BROCHURES AND PRESENTATIONS!

I WOULD DO THE SAME...

I WOULD DO DIFFERENTLY...

I LEARNED...

“Make a good deep research.”

Get to know the current city strategies and (EU) funding calls. Invest in a good preparation, have a project plan at hand, training if it exists, strategy, including the coaching.

“Prepare strong and relevant selling arguments.”

Have as many personal meetings as possible. Use the data and analysis made by USE-IT Europe as well as maps from other cities.

“Start earlier to network. The earlier the better.”

Never miss a chance. A good time is immediately after elections when people have more time. If you have a basic idea of what, when and how much, discuss it as soon as possible.

“Don't settle only for the basics.”

Ask for workforce costs in the budget in order to have people paid for their effort and invest 'savings' (cash flow) in different actions to keep the product active (social media, website, etc.).

“Be more confident.”

After some time you learn there is only a limited number of counter-arguments why not to fund your project. You will learn how to look at them from a different angle and turn them into your advantage.

“Investigate funders' background.”

Look at their history, product they make, grants they have, where they get their finances, if they operate them freely or if they are dependent on someone else you should rather talk to.

I WAS SURPRISED OF...

I WOULD RECOMMEND...

“Don't be afraid to be persistent.”

It was always possible to arrange a 20 minutes long meeting with a person you think (or seemed at first) is so important they would never find time for you.

“Sometimes social interest is not enough.”

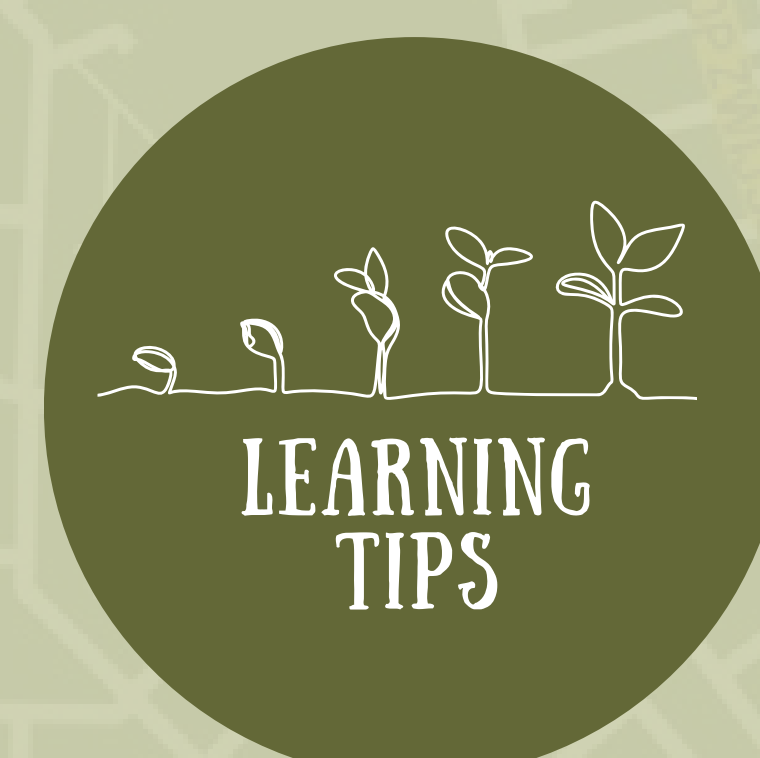
It can happen that you do not fit in the current program of the sponsors and that is fine, it is part of the process. Always remember that the project has to reflect their core values as well.

“Lose the fear!”

Start with approaching more easy-going people. If they tell you “no” that is a very good opportunity to ask “what would you recommend for me to change next time?”. Good feedback is always a win.

“Leave them something physical to remind them of you.”

When going to meetings, bring printed brochures. Also, don't give away a large number of your maps to funders for free (talk about sponsoring first). If you still have leftovers after a few months, rather spread them in shops as a way to foster brand awareness.



FOR MORE INSIGHTS, TIPS AND STORIES BROWSE THE SECTION DEDICATED TO CZECH REPUBLIC ON OUR FUND-IT INSTAGRAM ACCOUNT!

