



# YOU GOT THIS!

Project development step by step  
Starter Kit 2.

<b>1. Personal Presentation &amp; Concise Communication</b> .....	4
1.1 Expressiveness & Personal Strengths .....	4
1.2 Authenticity .....	5
<b>2. Networking &amp; so forth</b> .....	6
2.1 Defining: Network, Community, Target Group - all the same? .....	6
2.2 Planning: Networking Goals & Intentions .....	6
2.3 Connection-Mapping & Reach-In: Your existing network .....	6
2.4 Reach-Out: Making new contacts & connections .....	7
<b>3. Marketing &amp; Public Relations</b> .....	8
3.1 Public relations .....	8
3.2 Marketing .....	9
3.3 Tools / Media .....	9
3.3.1 Print media .....	9
3.3.2 Web presence(s) .....	10
3.3.3 Emails & Newsletters .....	10
3.3.4 Social media .....	11
3.4. Don't forget... .....	11
<b>4. Implementation / Realisation</b> .....	12
4.1 Defining the First Step (realistically) .....	12
4.2 Infrastructure & Resources .....	12
4.3 Concrete Planning .....	12
4.4 Announcement .....	12
4.5 Make it happen ⇒ Implement / Realise .....	13
4.6 Documentation & Evaluation .....	13
<b>5. Resilience &amp; Sustainability</b> .....	14
5.1 Principles of Resilience & Personal Power .....	14
5.2 Power- & Discrimination-Critical Thinking .....	14
5.3 Coping Strategies & Attitudes .....	15
<b>6. Closing Words</b> .....	16

# CONTRIBUTORS

## AUTHORS

**Gizem Gerdan** (she/her) is a trained sociologist with a focus on migration and ethnicity. She is a project worker at the Kulturhaus Brotfabrik and is responsible for communication in the house and with the neighbourhood and target groups. She also supervises and coordinates EU projects.

**Tessa Hart** (all pronouns or none) is a Culture and Change Maker in performing arts, film and socio-cultural fields, who has lived in Berlin, Brussels and London and is currently the Director of AfroPolitan Berlin. Furthermore, Tessa has worked from artistically to the facilitation and organisation for numerous performance-, film- and cultural projects, co-founded The Bread & Roses Theatre in London, and served as its Co-Director for seven years, as well as having written plays and contributed to books and on-line magazines.

**Ana Mumladze-Detering** (she/her) is a Vienna-based social designer. Her main topics of research and practice are food markets of Vienna and bodies of water as public spaces in cities, she is a co-founder of 1 M2 Market and Schwimmverein Donaukanal. Ana has four years of experience in branding and marketing and specialises in communications and community outreach in creative industries, having worked at Fabrika Tbilisi and Kulturhaus Brotfabrik

## COACHING & SUPPORT

**Joana Adesuwa Reiterer** (Joadre, she/her) is a Nigerian-born, Austrian-based social entrepreneur, filmmaker and advocate against exploitation. She is passionate to empower small and medium-sized enterprises (SMEs) using countless projects and coaching initiatives. Joana is the founder of Joadre, including the Joadre app for Idea Development. Joana has been recognized with many awards and nominations for her work.

**Jemima Miseur** (she/her) is a journalist, systemic coach and trainer. She specialises in business coaching for women and manages various start-up projects. Jemima uses creative, strategic and systemic methods that are always oriented towards the initial status or "profile" of the client. She wants to help shape the working world of tomorrow and focus more on participation. Jemima lives with her family in Berlin.

## PREVIOUSLY IN STARTER KIT 1...

In Starter Kit 1, we have already looked at personal attunement, idea development, team formation, pitching, budgeting and financial support. If you haven't looked at this yet, we recommend that you do indeed go through the first Starter Kit first.

In this second Starter Kit we will now focus on networking, marketing, implementation, deepening and sustainability of your project work.

# 1. PERSONAL PRESENTATION & CONCISE COMMUNICATION

Now that you are dealing with marketing, facilitation, presentation, networking and implementation of your project, there are many guides, a lot of advice, instructions and socially influenced basic assumptions on how to behave and present yourself in all of this. We therefore also want to look at how you can centre and sharpen your own competences and preferences and not just rush after some external expectations that may not make sense for you and your project. That's why this chapter is dedicated to the introductory topic of how you personally can efficiently present and concisely communicate your project!

## 1.1 EXPRESSIVENESS & PERSONAL STRENGTHS

We are all shaped by given social role pictures, but these are usually influenced by stereotyping and socialisation. Often, seemingly forced templates are implied as to how certain things "must" be done in order to lead to success, thereby possibly suppressing one's own potential. This is especially true for people who experience discrimination in a dominant society and who have constantly experienced false attributions and assumptions. But in your project you decide. It is worthwhile to remind yourself of this:

**The strongest is yourself, in your own strength.**

You increase your expressiveness when you have knowledge and understanding of your own ways of communicating. You radiate self-confidence when you are truly yourself as well as self-aware in everything you are doing and presenting.

Allow yourself to continue to explore bringing yourself into your processes and project development:

- ◇ What makes you tick?
- ◇ How do you like to communicate and how do you communicate efficiently?
- ◇ What are you good at?
- ◇ What do you like to do?
- ◇ What do you need for yourself, in order to be able to work on your project?
- ◇ What gives you (self-) confidence?
- ◇ What do you value about yourself?



This will help you to develop and work out your own personal, authentic expressiveness. For example, if you want to network effectively, it is more useful to know what works well for you personally in terms of methods and ways of communicating than to emulate what our society implies is the standard way. The same can be applied to all other areas of work. Because even your strengths, or the concepts of strength per se, don't have to be what others tell you they are, or those that are expected as a formulaic answer in a job interview, for example. Your strength is what you define and value as such for yourself.

## 1.2 AUTHENTICITY

Exploring your personal expressiveness will also help you to remain authentic in the networking and outreach work of your project. But what does authenticity mean anyway, especially in relation to oneself? Synonyms often offered are **genuineness**, **credibility**, but also **originality**.

The latter sense can be particularly helpful in understanding, because somewhere it is about exploring your own originality before external attributions, expectations and stereotypes began to shape and possibly deform you. If you have a good feeling, a good assessment of yourself, and carry this with you in your project work, then you also achieve the communication of the genuineness and credibility of your project.

Of course, there are good (survival) reasons why we adopt certain imitations and adaptations and will continue to do so at certain points and in certain situations. However:

### Your project is your project!

Not infrequently, perhaps, it also arose from the incentive to create authentic free spaces for yourself and others. So allow yourself to explore and develop this too. For your project to be truly communicated and presented, the authenticity behind it is a crucial factor.



⇒ Worksheet "Expressiveness & Personal Strengths"

## 2. NETWORKING & SO FORTH

**N**etworks and networking are probably familiar concepts to many and already evoke associations. Maybe you take networking for granted, maybe it's a mystery, maybe it's mainly extra work, maybe it doesn't mean much to you at all yet. In this chapter we want to show you how you can use networking in the development and implementation of your project as well as how you can deliberately and consciously engage in the type of networking that suits your own ideas and needs.

We start the chapter with a short definition of terms and go further into the topics of planning, mapping, activating existing networks and tips on expanding your network.

### 2.1. DEFINING: NETWORK, COMMUNITY, TARGET GROUP - ALL THE SAME?

Do the terms network, community and target group describe the same thing? Are they synonyms of each other or are there differences in their meanings? **Community** is a term that is on everyone's lips, but is difficult to define by many. There are different meanings, sometimes describing a very narrow circle of people, sometimes a very broad circle. For some people their community consists of family and friends, for others it is the group of people who have the same or similar social markers, identities or life circumstances.

**Network** is also defined differently by people and it can happen that network means a similar circle of people as community. In this Starter Kit, we will mostly write network to mean the group of people who are not only the target group of a project, but also people / initiatives / projects / organisations that are in a similar field of content with you and your project, pursue similar goals or are dedicated supporters of your project.

Unlike network or community, your **target group** is the group of people you want to reach with your project. They are the people who will benefit from / participate in / use your activity or activities.

### 2.2. PLANNING: NETWORKING GOALS & INTENTIONS

If you want to network as part of your project in order to build a network or community, it is first important to set goals for networking. Networking is not something that just happens on the side and as a by-product of your other activities. It is a separate area of action in which you should act intentionally and knowingly.

Networking can be relevant throughout the life of your project - from the development to the completion of your project. In the different phases, different issues will be relevant to you and will encourage you to actively network. In the development phase, you may still be looking for funding and want to network to find supporters to help fund the project. In the implementation phase, you may be looking for a network to help you promote your activity or activities..

**Take your time and think about what you really want to achieve with networking and set concrete goals for it.**

If you are looking for financial supporters, for example, you can set yourself the goal of contacting five representatives of five organisations to pitch your idea to them. Your objectives should also be specific, realistic and achievable in terms of networking.

### 2.3. CONNECTION MAPPING & REACH-IN: YOUR EXISTING NETWORK

In Starter Kit 1, we covered the topic of resource mapping in the chapter "Developing Your Idea". As part of your project development, you should be clear about what resources you need and what resources you already have. Through resource mapping you may have identified how you can access certain resources.

Similarly, in the networking process, you can of course start by establishing connections and working relationships with your personal network or communities. But note that here, too,

the motto should be that you should give something back to your personal network. Especially if resources come from your inner circle, there may be an attitude that not everything has to be quid-pro-quo (this for that), but even then you should not take support for granted. In personal networks, for example, you can exchange skills and abilities and thus generate synergies for both sides.

If you can expect to get resources from people or organisations with whom you already have a relationship or rapport, you should approach them with your project idea and clearly communicate how they can support you. But also think about what you can offer them. What you can offer your network partners may not be material, but your project has values that can benefit others. Therefore, it is very important that you know the value of your project and communicate it concisely.

## 2.4. REACH-OUT: MAKING NEW CONTACTS & CONNECTIONS

But networking is not done alone by looking inwards, it is also about looking outwards and making new contacts and connections. Why is this important? Often, social resources do not lie within one's own environment. Inequalities in society ultimately also manifest themselves in the distribution of social resources, which is why it is often important, especially for people from socially marginalised groups, to seek resources outside their personal networks.

As mentioned earlier, you should be purposeful and determined about networking. To tap into this, the first thing you can do is ask yourself:

**"What can I offer?", instead of, "What do I want?".**

In this context, as mentioned, it is important to know your own value and to be able to communicate this to other people. Don't forget that the social value / benefit of your project can also be an absolutely important consideration for your counterpart!

You can network very well in digital spaces, but also through analogue contacts, such as attending events. You can also use digital spaces to your advantage by researching online about the people and organisations you want to meet and connect with.

Before you go to a networking event, prepare yourself. Who are the people you want to meet? Do you know names or just positions? You can set goals for the event, such as "I want to meet two people from this specific field" or "I want to meet the representative for position XYZ of this organisation".

Questions you can ask yourself in advance are:

- ◇ What do you want to communicate about?
- ◇ Who do you want to communicate with?
- ◇ How do you want to present yourself?
- ◇ How much time and effort can you invest in a contact?



Once you have made contact with someone, follow up the conversation with a short message or email the next day. Don't leave established connections untouched for months. It is not helpful to get in touch months after the first meeting only when you need something from the person.

A short message like "It was a pleasure to meet you at this event. I look forward to meeting with you again in the future" can already be very helpful. You can also include project information, a 2-pager or a 5-slide deck in the follow-up email.

Building and maintaining networks also means sometimes disconnecting from connections when they no longer serve you or you no longer need them. Like any other personal connection, a professional connection can be ended. However, do not end a connection with silence, but thank the person or organisation for their contribution and say goodbye...

- ⇒ Worksheet "Networking Analysis"
- ⇒ Worksheet "Connection Mapping"
- ⇒ You can find more about the value of your project in Starter Kit 1, Chapter 2.
- ⇒ You can find more about pitching in the Starter Kit 1, Chapter 4.



## 3. MARKETING AND PUBLIC RELATIONS

This chapter will inform you about concepts of marketing and public relations, which are useful tools to help you successfully implement and promote your project. It is important to note here that there are no guidelines that you have to follow on your way to success. You can always start small. Having a website or every possible social media account is not a must, for example. At the same time, marketing and public relations activities like using social media have become so common that they are relevant for most projects. It is important to make informed decisions and follow up on them consistently.

### 3.1. PUBLIC RELATIONS

So far, we have used “marketing and public relations” as a joint descriptor for activities we will discuss in this chapter. But we need to break this composite down to its two individual concepts.

Let's start with **public relations**. This term describes the entirety of communication activities you might engage in with your project's environment. Its goal is to establish a certain image or “brand” for your project, meaning that you want to influence what people think or say about your project. To start this process, you yourself should have a clear idea of what your project is and what it stands for. Throughout the different chapters in Starter Kit 1 and Starter Kit 2, we have dealt with setting goals, being aware of your project's value but also of the values that guide you in your project. This inward look is what will help you communicate a clear picture of your project to the outside world.

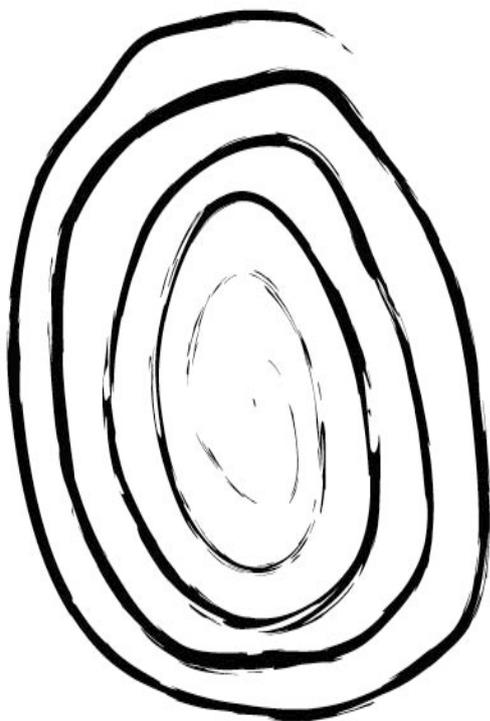
We want to give you some pointers on what to consider when thinking about and planning your public relations:

- ◇ **Define your audience:** Who are you speaking to? Who do you want to reach? Your initial answer might be that you want to reach your target group, but don't forget that public relations encompass communication with the entire environment of your

project. Allies, collaborators, other projects / initiatives or organisations that operate in your field are part of your environment. Incorporate them into your deliberations concerning the audience. Your audience might also differ depending on the medium or mediums you use. You can define which part(s) of your audience you're addressing through which medium.

- ◇ **Main messages:** To make decisions concerning communication easier, transparent, and able to divide between team members, we recommend that you agree on the main messages you want to communicate through your public relations. You can agree on the “story” you want to tell and in this way be consistent in your communication throughout different media and different team members.
- ◇ **Corporate/Visual identity:** This is a set of guidelines on what colours and typography you use, as well as how your printed and packaging materials look or the unique visual content you create (photo, video). Defining a visual identity is part of aiming for consistency and will help you be recognisable to your audience.
- ◇ **Your voice/manner of communicating:** Consider in what manner you talk to your audience. Would you like to be an informative peer, a friend or an educating mentor? Regardless of where your brand is located in the world, does it make sense to communicate in the local language(s), does English make more sense for you, or is bilingual / multilingual communication perhaps the solution? And what are the narratives that you construct? As an informative friend you will need to use a simple and casual communication style, as an educating mentor you might use more complex language, but then perhaps also further the facilitation and understanding of the language used. When finding your voice for communication, do consider the power of language and how language use can enhance social inequalities but also set steps into changing societal norms and expectations.

- ◇ **Accessibility:** When deciding on your visual identity and your voice of communication, accessibility is an important factor that should inform your decisions, in terms of your target groups and marginalised groups in society overall. Accessibility can encompass the type of language you use and also how people with visual impairments or deaf/hard of hearing people experience your communications. For instance, things like high-contrast colour combinations, larger font size, subtitles in videos and image descriptions for visual content can make your public relation more accessible to a wider range of people. Whilst prioritising accessibility is still not self-evident in our society, your own project is also an opportunity to set your own priorities and dedicate appropriate attention and research to this area.



## 3.2. MARKETING

We have defined what public relations means, now it's time to talk about marketing. In simple terms, marketing does not encompass the whole communication of your "brand" but a more narrow set of activities meant to encourage people to use your service / buy your product / join your project. This is generally the realm that a lot of people associate with advertising. Although it needs mentioning that marketing is more than just advertising and in the business sector also encompasses the so called:

**Four Ps of marketing -  
product development and design,  
pricing of products,  
placing (distribution) of products,  
promotion of products.**

Generally speaking, we can say that marketing is a set of actions focused on encouraging certain behaviours in your target group. Advertising is a tool to use to encourage the desired behaviours.

## 3.3. TOOLS/MEDIA

For both public relations and marketing, the use of different media is integral. In the next sections, we will look at different types of media and how you can use them for your project.

### 3.3.1. PRINT MEDIA

Print media covers a variety of different types of media that are distributed physically. You can decide to make your own leaflets, posters or flyers to either communicate general information about your project or specific calls to action like announcing an event for your target group. Posters and flyers are a great way to get people's attention in their daily life. They also represent a good way of getting in touch with people directly while distributing them. Print material doesn't usually require any additional technology from the audience in order to receive it.

When producing your own material, consider the pointers we gave in the last section. But also consider the distribution side of your own print material. If you are producing leaflets with general information, you might not be under immediate pressure to distribute them. But if you are for instance advertising for an upcoming event and need to distribute posters and flyers to institutions, shops, schools, or even directly to people's post boxes in a timely manner, allow for enough time and resources to actually achieve a good distribution number. It takes a

lot of time to get flyers and posters out to the right people.

Also factor in the environment in your planning. Prices per unit generally decrease when you print more posters or flyers, but think about whether you can really distribute hundreds of flyers or if you would actually only be producing waste paper while trying to be economical.

If you are trying to reach a local community, it might be worth looking into local periodicals or notice boards at institutions. The benefit of local periodicals is that you would not have to worry about the distribution of this print medium and that getting placed in them is often for free or inexpensive. But on the other hand, the actual readership of such periodicals is very specific and your target group may not be said readership.

### 3.3.2. WEB PRESENCE(S)

A dedicated project website can be an integral part for the communication and presentation of your new endeavour. Websites have become very commonplace in the last few years and there are also relatively low-threshold ways of setting up a website. But be aware that although it is quite easy these days to create a website through website builders, it is not as easy to actually maintain a useful and relevant website.

There are a large amount of tools for a variety of budgets and previous knowledge / skills available out there. It is worth doing some research to see what suits your needs. If you are operating on low budget and time resources, try to build a website that does not require constant maintenance and updating. For instance, it is a great idea to start a logbook or a blog series or list all your upcoming events on your website, but if you cannot be consistent with updating, such efforts will make your website look outdated very quickly in the long-run. In that case it can also be useful, for example to use your website as a public relation tool with some core info only, but refer to other channels for the ongoing developments.

Another aspect is ensuring the findability and relevance of your website, for instance, through online search tools. Search engine optimisation (SEO) is a complex area that starts with using keywords that people might search for in relation to your project's purpose and reaches as far as to the actual code of your website. So if you do decide to have a website, this is certainly an area worth looking into or seeking further

support on.

Lastly, it is worth keeping in mind that you are not obliged to necessarily have a website. In fact, if you just don't have the resources, it can be better not to have one at all, than to have one that is not functional for your project. Furthermore, beyond your own website, there is also the possibility of presenting and spreading the reach of your project through online listing, for instance via apps or websites dedicated to specific topics, activities or communities (e.g. online platforms for dance, or event listings or BIPoC communities etc.).

### 3.3.3. EMAILS & NEWSLETTERS

Considered as outdated by some, email marketing remains a powerful tool for many small and upcoming projects and ideas. Popping up in someone's mailbox is a privilege that you can use to your advantage. Even if you don't have news on upcoming events or new developments, try establishing a format for storytelling that can go out regularly. You can use emails and newsletters for your public relations just as much as you can use it to advertise your specific activities. Try to format your newsletters consistently, so the audience can know what to expect and even look forward to it.

Growing your newsletter list can, for instance, be done via collecting emails at event registration and welcome desks. You can also advertise signing up for your newsletter via your other online representations - all you need for this is to have a landing page for online newsletter sign-ups, not even a full website required. There are great tools that are free up to a certain number of subscribers and offer useful templates and ways to categorise and filter your audience as well.

Keep in mind that more information about your audience means more responsibility. Collecting and storing sensitive data opens great opportunities for customising content, but try not to get greedy and ask for unnecessary pieces of information, keep it simple and gain people's trust. Also, make sure to check and adhere to relevant data protection guidelines beforehand.

### 3.3.4. SOCIAL MEDIA

Let's start off here with a debatable opinion:

**You might not need an account on every common social media platform in existence.**

Social media platforms are nowadays scattered with content graveyards - in other words, with accounts that are not maintained consistently. It cannot be stressed enough how relevant it is to consider your time and (financial) resources when it comes to launching social media accounts.

If you decide to be present on social media, you should aim to keep up with the fast pace of content output that these platforms support. Posting three to four times a week is considered as low to normal speed. If you go for anything slower than that, your content might not reach your followers as efficiently. Try to focus your posts - do not overwhelm the audience with too much text, too many graphics, keep accessibility in mind, for instance, including image description.

Another vital thing to consider is that a social media presence can also draw negative feedback, criticism, and unwanted attention like discriminatory comments and troll attacks. When engaging with these, it becomes important to draw boundaries of what is acceptable criticism that you will deal with and what are attacks founded on oppressive world-views and mindsets that are meant to discourage you from your project altogether. Differentiating between them can save you a lot of time and energy.

### 3.4. DON'T FORGET...

As a creator of the visual content and online or offline narrative, keep in mind the basic ethical principles of communications. Fact check, check your privilege and avoid perpetuating stereotypes. Try looking at your communication from different perspectives and interpreting your message. Avoid sentimentalisation in order to sell your message better. Avoid using sensitive content and using peoples' stories for your own benefit. Steer clear off creating content without affected peoples' consent. Research and think about the accessibility of the content that you create.

Once again, be mindful of what kind of information you store about your audience and be mindful of how often you communicate with them, think twice before sending that update newsletter, perhaps you are overwhelming your audience. When advertising for your specific

activity and trying to get the attention of your target group, consider what media is the best way to reach them. Getting to know your target group is an important step in finding the right way to communicate with them.

Do not be afraid of trying new things. And also use social media platforms to stay connected, stay inspired, find your mentors and aspirational initiatives.

- ⇒ See also "Personal Attunement", Starter Kit 1, Chapter 1.
- ⇒ See also "Developing Your Idea" Starter Kit 1, Chapter 2



## 4. IMPLEMENTATION / REALISATION

A project surely needs a lot of preparation, but at some point, it's time to get down to business! In this chapter, we will take a step-by-step approach to the implementation and realisation of your project.

**So, if it can start now, how does it actually start???**

You can look at it this way, for example: Many of the steps you have already gone through, for your project as a whole, you will now be going through again and develop them further, with the purpose of implementing a concrete activity. It is now no longer about theoretical planning, it has to be broken down pragmatically and feasibly and, if necessary, adapted to what you can actually already implement at this stage.

### 4.1 DEFINING THE FIRST STEP (REALISTICALLY)

The first step you want to take in the concrete implementation of your project should be realistic and feasible according to what you have analysed and acquired so far in terms of your available resources, finances, team, reach, etc. In other words, it is not about implementing your ultimate goal yet, but about taking the first step towards this goal. Take a look back at the milestones you have set for yourself and which of them (or only part of them) would be a sensible and feasible first step for your project.

⇒ **For example:** You are planning to organise a several-day-conference in the long term. Your first step is most likely not the actual implementation of the conference, but perhaps a kick-off meeting for interested parties or a panel discussion to introduce the topic.

### 4.2 INFRASTRUCTURE & RESOURCES

Now it is also important to clarify which resources and infrastructure you need for the implementation of your concrete first activity. Do you need premises, materials, technical equipment, etc.? This also needs to be weighed

up in relation to what you already have. If it turns out that you do not (yet) have everything you need for the implementation, what is the consequence? Can you adapt the activity, or implement it differently? If not, where can you find further support?

⇒ **For example:** You want to organise a meeting and don't have a venue yet, but also don't have a budget for room rental. Options could be: Hold the meeting online only, or you could contact social centres and institutions that might provide premises free of charge, or you could first try to raise funds.

### 4.3 CONCRETE PLANNING

Your first activity will of course also need a purpose-based time action plan, as well as most likely a budget plan. This is similar to the processes you have already gone through for your project as a whole, but broken down and more detailed for this particular activity.

**The first step is, so to speak, once again divided into smaller steps and stages.**

This can also be a helpful method if you don't know where to start or how to proceed with the implementation. Go ahead and write down what each concrete, small sub-step is. Working through these bit by bit is much easier than doing or trying to do everything at once.

### 4.4 ANNOUNCEMENT

A part of your implementation will be the announcement of this. The extent of which will depend very much on the nature of the activity. However, here are a few ideas on what this can look like:

- ◇ Concrete marketing & advertising
- ◇ Target-specific call-outs to networks
- ◇ Purpose-oriented acquisition of partners and sponsors

Plan the type of announcement that makes the most sense in connection with your activity and is feasible for you and at the current time. If you realise that it is not feasible, reflect again on whether your first step is already correct and realisable.

⇒ **For example:** You want to produce a prototype of your product. Helpful goals in the announcement can be to acquire practical or financial support for the production. Another possible action can be to promote the product to the target group already and to gain support for the production in this way.

## 4.5 MAKE IT HAPPEN ⇒ IMPLEMENT / REALISE

Then it's time to get stuck in, realise your first-step-plan! Possible first project measures could be, for example:

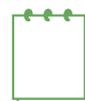
- ◇ Call for participation & kick-off meeting
- ◇ Format production (text, video, audio...)
- ◇ Official formation, e.g. founding / registering of an association
- ◇ Product / prototype manufacture
- ◇ Website / webshop launch
- ◇ And much more!

Rarely does everything go exactly as planned, but preparing thoroughly for all of this in advance will help you to flexibly overcome surprises and hurdles during the implementation. And hey, it's been an exciting journey so far, think about yourself and your reasons for bringing this project this far!

## 4.6 DOCUMENTATION & EVALUATION

An important tip: think about the documentation. If you implement an activity that you can record or photograph, do it! Both for your future work (e.g. marketing) as well as the evaluation, it is incredibly helpful to have concrete examples of previous activities.

Because the evaluation of your first activity, your first step, is also an important part of the project work. Ask yourself, for example:



- ◇ What was good?
- ◇ What could have been better?
- ◇ What was the feedback from participants, if any?
- ◇ Were the resources and the budget enough?
- ◇ Was the infrastructure adequate?
- ◇ Was the planning and preparation sufficient?
- ◇ Was it what I expected and intended?

From this you can draw very concrete conclusions and eventually plan, adapt and implement your further steps bit by bit.

- ⇒ Worksheet "First Step"
- ⇒ More on the topic of time action plan, see also Starter Kit 1, Chapter 3
- ⇒ More on the topic of budget, see also Starter Kit 1, Chapter 5
- ⇒ More on networking, see also Starter Kit 2, Chapter 1
- ⇒ More on marketing, see also Starter Kit 2, Chapter 3



## 5. RESILIENCE & SUSTAINABILITY

However great the passion and commitment to one's own project, the reality is that project work can nevertheless get exhausting. There are also setbacks and disappointments, there are hurdles and our own strength and energy is limited.

**It is part of project processes to face moments of exhaustion or listlessness.**

Therefore, in this chapter we address the topic of resilience and coping strategies. How do you manage to make a project sustainable and stay on the ball for the long term, or is it perhaps perfectly fine to put the ball aside for a moment?

### 5.1 PRINCIPLES OF RESILIENCE & PERSONAL POWER

Resilience refers to psychological resistance, i.e. the ability to survive difficult situations. How exactly resilience works for you personally is exactly that, very personal. It is your own strength, your own way and method of dealing with difficulties. Again, though, pay attention to when it is learned imitations that may not do you any good in the long run, and what is your actual resilience. For example, completely ignoring or denying setbacks in order to demonstrate strength can make the work more difficult in the long term, as problems are then simply dragged along. On the other hand, confronting them and perhaps allowing time for reflection can lead to new insights about them.

Resilience is also your ability to adapt, in this case to the process, i.e. also the willingness to change your project work, whilst simultaneously trusting in your own power and strength. Be aware of what problems, hurdles, attacks and setbacks trigger in you, but do not necessarily act immediately according to your very first impulse. Allow yourself to reflect, feel and analyse. Maybe you will then stick to your first impulse, but with more intention, or maybe other solutions will emerge that can work better for you.

To understand this better, it is also divided according to one model, for instance, into the **seven pillars of resilience**:

- ◇ **Acceptance** - Accepting that whatever cannot (yet) be changed cannot be changed now.
- ◇ **Bonding** - Being aware of your relationship levels to yourself, to others, to groups, to society and to whole systems.
- ◇ **Solution Orientation** - Not focusing on problems, but instead formulating, positive, specific, achievable, motivating and value-based goals / solutions.
- ◇ **Realistic Optimism** - This does not mean compulsively looking through rose-coloured spectacles, but appreciating and recognising what is currently going well and also of future potentials.
- ◇ **Self-Awareness** - Being able to realistically assess your own situation, conditions, resources and possibilities, i.e. also being mindful of yourself.
- ◇ **Self-Reflection** - Reflecting on your own patterns of thinking and behaviour in order to be able to consciously initiate reactions and processes of change.
- ◇ **Self-Efficacy** - Being aware that your actions have an impact as well as the confidence and commitment of your impact on the world around you.

Dealing with the development / expansion of your resilience therefore also requires a multi-faceted reflection on your **Personal Power**, i.e. the power that comes from you and works within you. An important question that you can ask yourself repeatedly in this process is:

**Who am I when I am allowed to be (my)self?**

### 5.2 POWER- & DISCRIMINATION-CRITICAL THINKING

Honestly, as people who experience discrimination, we often need to be more resilient, this also applies to project work. We live in a society that is tailored to certain identities and sees others as a deviation from a norm. This doesn't mean that you should let this stop you, or that you have to engage with only this constantly. But it is a reality that we encounter again and again in all processes and that forms part of the basic social structure in which you and your

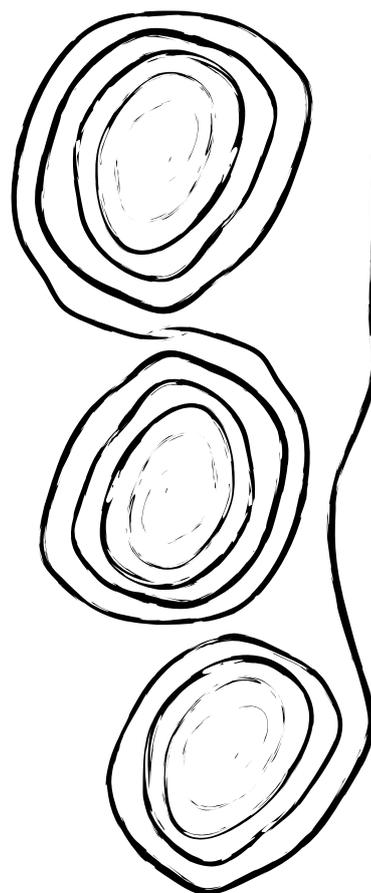
project exist. Simply carrying this awareness with you will help you to separate yourself and your project from possible discriminatory attributions or hurdles and to confidently move forward beyond them.

## 5.3 COPING STRATEGIES & ATTITUDES

Together with BIPoC project makers, we have compiled some thoughts, coping-strategies and attitudes that have helped us so far in our project processes when dealing with setbacks and injustices as well as building resilience and sustainability.

- ◇ Think about the "why" and your original plans, at the same time remain open to change, adaptation, transformation and new ideas.
- ◇ Make self-care part of your planning & structure (e.g. consciously include breaks and free times).
- ◇ Remember your own strengths, don't let others define them or deny them.
- ◇ Keep the sovereignty of interpretation over yourself and your project, don't let others define or displace you.
- ◇ Have your allies / peer group / community / people with relevant experience for safe exchange.
- ◇ Also have short-term goals and milestones, reward and celebrate yourself for intermediate steps and small successes.
- ◇ Be aware when the fault is in the system and not in you and your project. Rise above systemic devaluations.
- ◇ Pick your battles and where it is worth investing energy.
- ◇ Look beyond the obvious and think outside the box.
- ◇ Know your value (and that of your project) and value yourself.
- ◇ Keep a boundary between yourself and your project. Setbacks are part of the path to success and not a personal failure.

Now, why don't you supplement this for your further project work, also with your own insights and experiences!



- ⇒ Worksheet "Personal Power"
- ⇒ Worksheet "Coping Strategies & Attitudes"

## CLOSING WORDS

**N**o matter where you are in your project work right now, whether you have already worked through many points, are in the process of planning, have already implemented something, or are just finding out how it all works (that's already the start of a project), you can already be mighty proud of it! You wanted to do something and now you're in the middle of doing it.

Whenever new ideas emerge, when you are in need of impulses or looking for answers, when your projects change, you are stuck, or facing problems and conflicts, you can always refer back to these Starter Kits, individual chapters or the worksheets. Use them as it suits you. Feel free to recommend them to your team or other project makers.

As your project progresses, remember that not every project runs forever. Some projects are one-off or are completed after some time. Some are just an experiment that leads to new insights. Don't hold on to everything compulsively, but also consolidate and celebrate the completion / farewell of projects. This also creates room for new ideas that continue to grow and profit from previous experiences.

We would like to remind once more, that these Starter Kits are a help for you, not a must and not a completeness, because your project is as individual as you are. We ourselves, as people with intersectional experiences of discrimination, provide insights into our experiences of project work and project workshops that have supported others. Now it's your turn to collect your own experiences and share them through your projects.

We are already looking forward to it!

And by the way, if you use the Starter Kits for your project development, keep us posted on what projects you are realising yourself! You can tag us on the social media channels of your choice, for example, and also connect with us there.

### **Kulturhaus Brotfabrik**

Absberggasse 27, 1100 Vienna, Austria

[www.kulturhaus-brotfabrik.at](http://www.kulturhaus-brotfabrik.at)

Instagram: [@kulturhausbrotfabrik](https://www.instagram.com/kulturhausbrotfabrik)

Facebook: [/kulturhausbrotfabrik](https://www.facebook.com/kulturhausbrotfabrik)

### **AfroPolitan Berlin**

Möckernstr. 72, 10965 Berlin, Germany

[www.afropolitan.berlin](http://www.afropolitan.berlin)

Instagram: [@AfroPolitan.Berlin](https://www.instagram.com/AfroPolitan.Berlin)

Facebook: [/AfroPolitan.Berlin](https://www.facebook.com/AfroPolitan.Berlin)

Twitter: [@AfroPolitanB](https://twitter.com/AfroPolitanB)

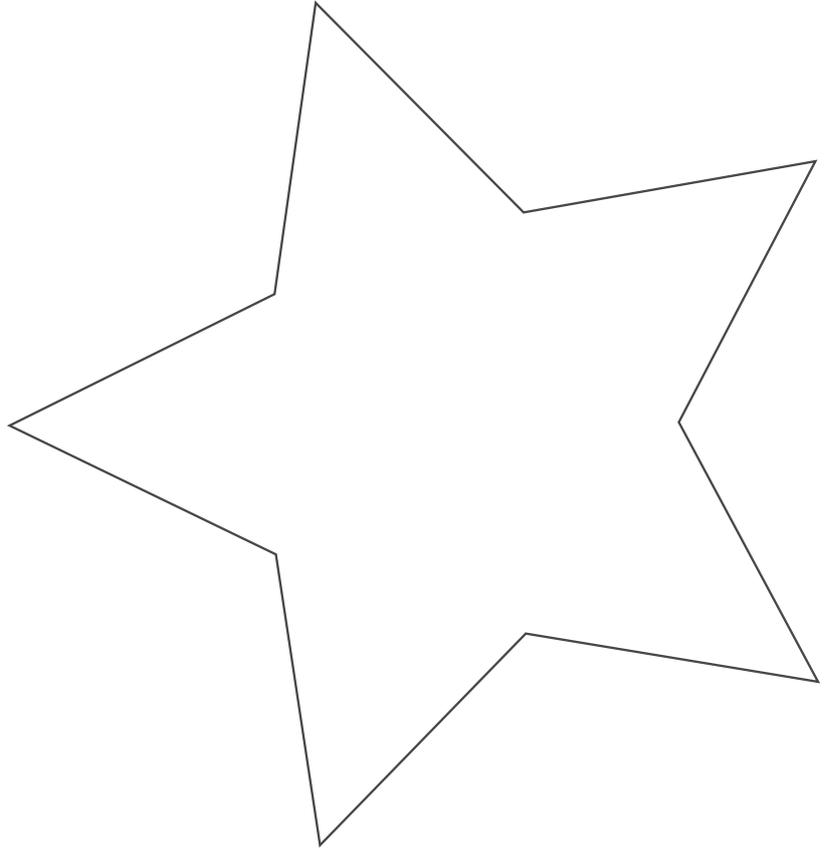
ANNEX

1. Expressiveness & Personal Strengths

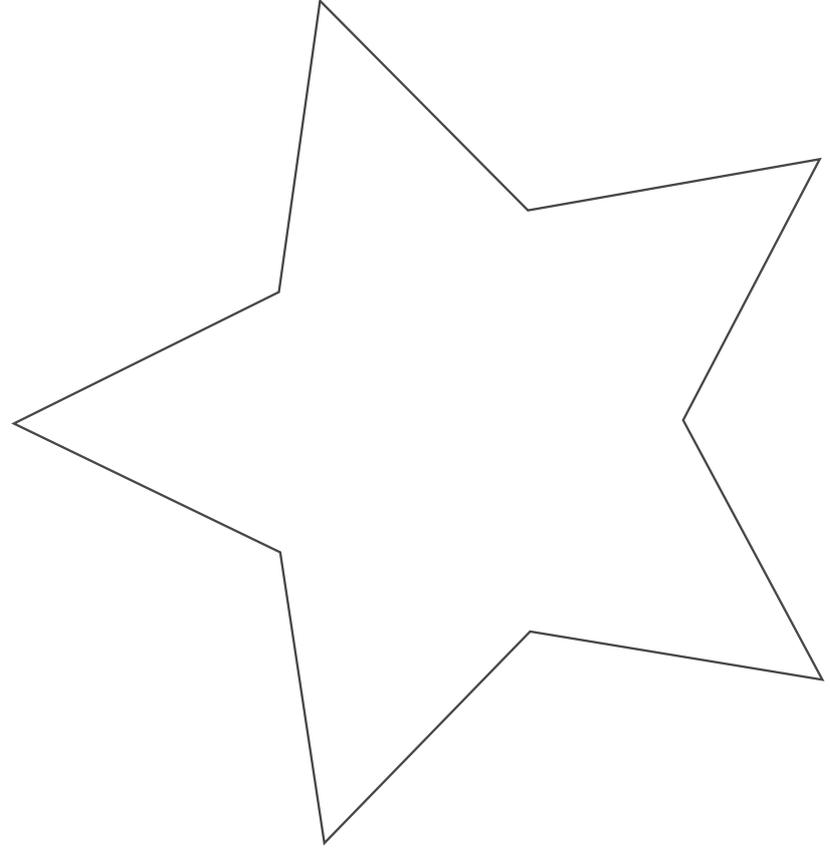
# Finding, defining & valuing your expressiveness & personal

- Answer spontaneously, for yourself. Take about 1 minute for each answer. Don't overthink it.
- These are your own personal answers, as free as possible from societal expectations.
- All the answers you can think of are allowed, no matter how many or how few.
- Keep a record of your answers and do the exercise every now and then, e.g., when you need motivation or a break. Observe how/if responses change.

What does strength mean to you?

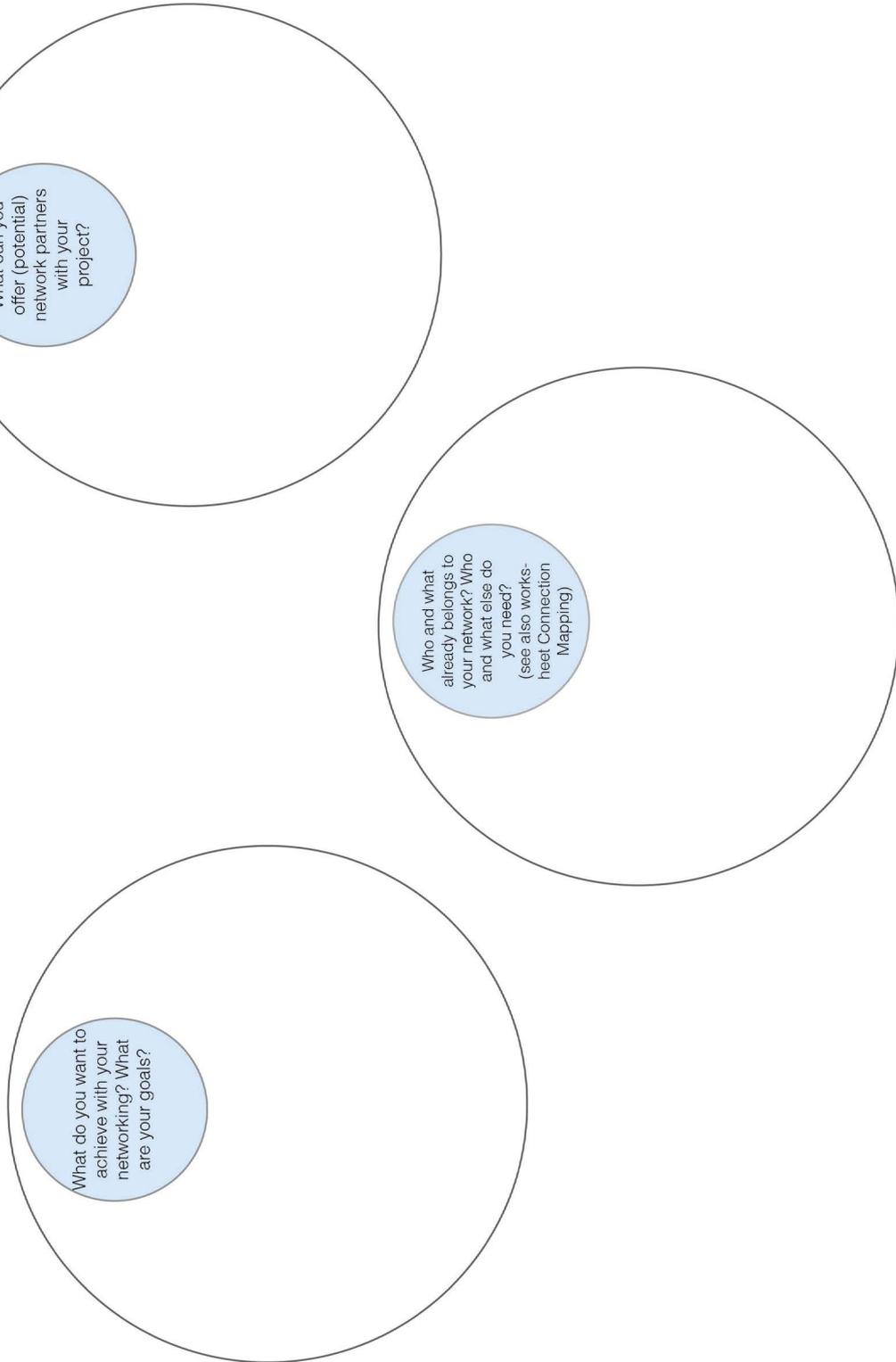


What is your personal strength?



2. Networking Analysis

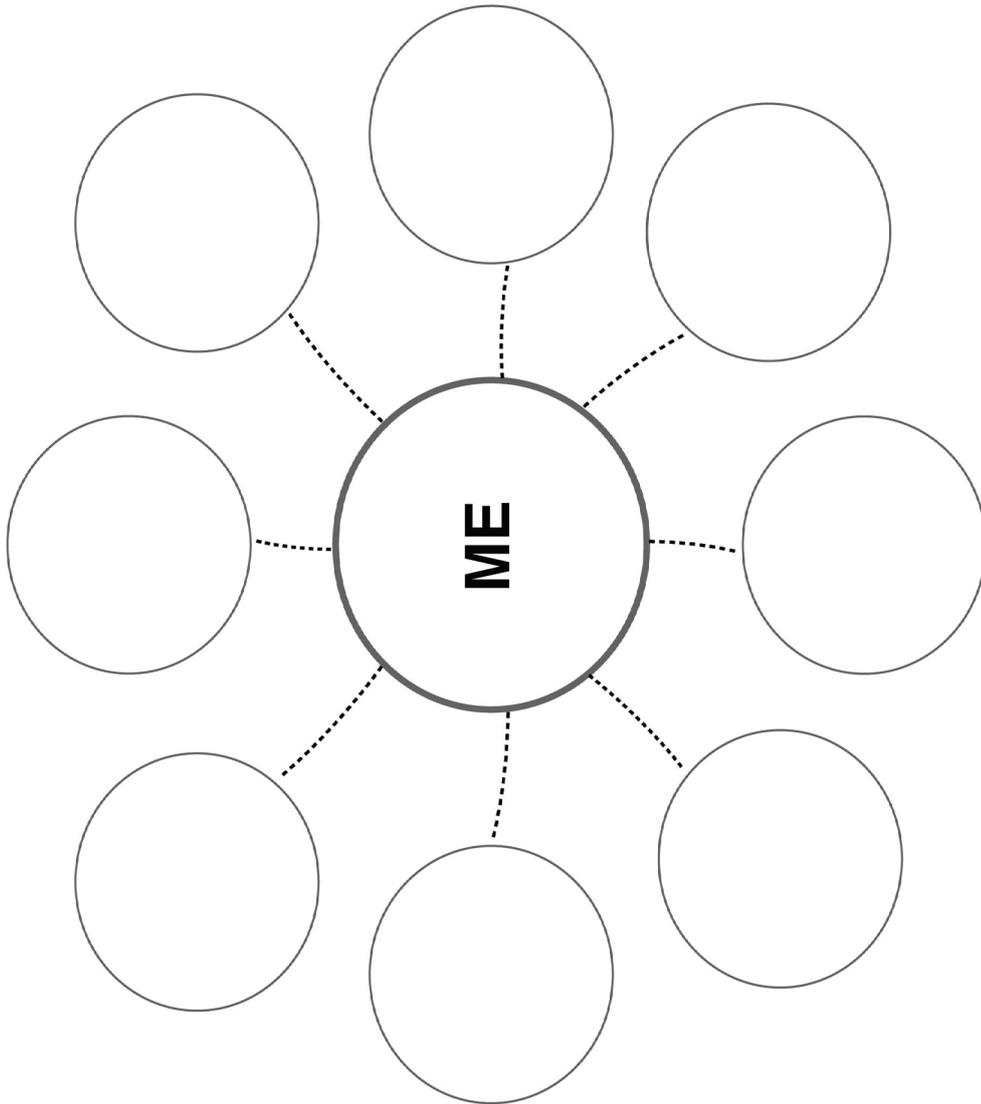
**Networking Analysis  
Step by Step**



3. Connection Mapping

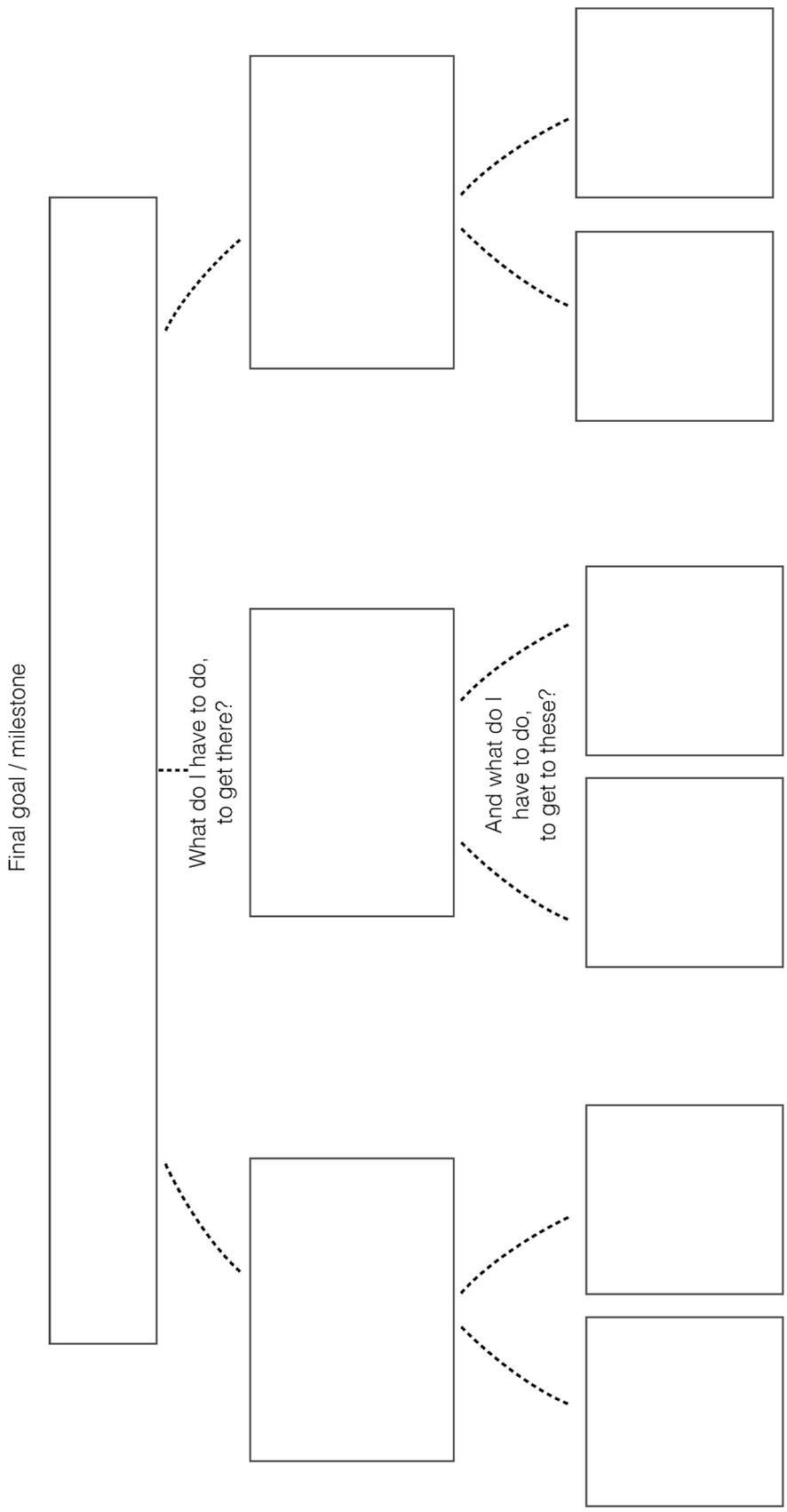
## Connection Mapping

Use this to illustrate what network connections you already have. This could be people, organisations, other projects etc.



4. First Step

# Defining the First Step



This process can be continued and supplemented as needed.

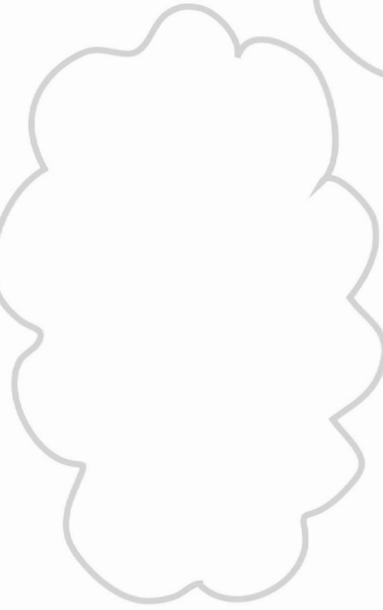
Finally, you need to determine which of these broken down steps, is the best first step for your project.

5. Personal Power

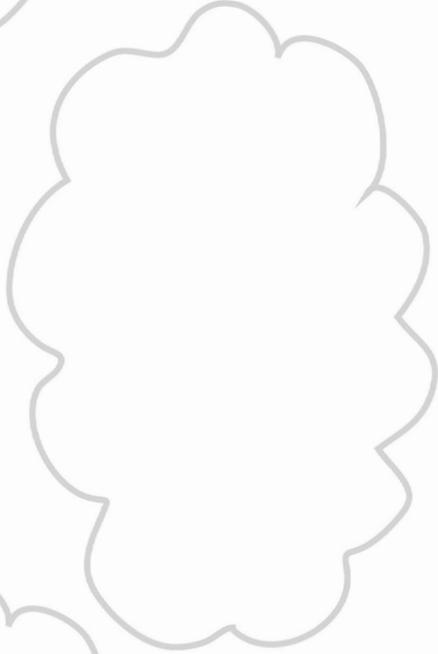
### Finding, defining & valuing personal power

- Answer spontaneously, for yourself. Take about 1 minute for each answer. Don't overthink it.
- These are your own personal answers, as free as possible from societal expectations.
- All the answers you can think of are allowed, no matter how many or how few.
- Keep a record of your answers and do the exercise every now and then, e.g., when you need motivation or a break. Observe how/if responses change.

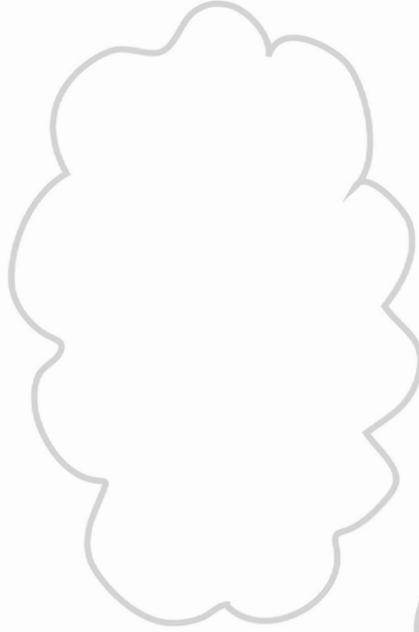
What is power  
(in the sense of force, strength, energy)?



What is my personal power?



Where does my personal power come from?



6. Coping-Strategies & Attitudes

## Coping Strategies & Attitudes

Why don't you supplement this for your further project work, also with your own insights and experiences!

Also have short-term goals and milestones, reward and celebrate yourself for intermediate steps and small successes.

Remember your own strengths, don't let others define them or deny them.

Be aware when the fault is in the system and not in you and your project. Rise above systemic devaluations.

Keep the sovereignty of interpretation over yourself and your project, don't let others define or displace you.

Think about the "why" and your original plans, at the same time remain open to change, adaptation, transformation and new ideas.

Keep a boundary between yourself and your project. Setbacks are part of the path to success and not a personal failure.

Have your allies / peer group / community / people with relevant experience for safe exchange.

Pick your battles and where it is worth investing energy.

Look beyond the obvious and think outside the box.

Make self-care part of your planning & structure (e.g., consciously include breaks and free times).

Know your value (and that of your project) and value yourself.

# IMPRESSUM

## YOU GOT THIS! - PROJECT DEVELOPMENT STEP BY STEP!

In the "You Got This!" project, young adults were supported in implementing their artistic, (socio-)political, activist or social projects. The goal was to support common good projects, projects with marginalized communities, and projects that promote participation.

From spring 2022 to summer 2022, the "You Got This!" project labs in Vienna and Berlin brought together artists, activists, trainers, and community workers to tap into the group's potential and further develop their own projects.

The main principle of "You Got This!" is a critical attitude towards racism, as well as discrimination overall, in the implementation of all project steps, including the coaching offer for participants.



**AfroPolitan Berlin** is an intersectional Black community project in Berlin-Kreuzberg. Through multifaceted platforms and pathways, it creates free spaces for development, explorations and involvement of Black and Afrodiasporic people - from the personal to the communal, as well as the cross-societal and the professional.



At **Kulturhaus Brotfabrik**, art and culture are created by everyone and for everyone. The Kulturhaus engages with the district through artistic projects and offers the neighborhood opportunities to come into contact with each other and let something new emerge.



The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Erasmus+ Small Scale Partnerships 2021-1-AT01-KA210-ADU-000034051

### Layout and Graphic Design:

Luna Almousli, Esti Cadavid Lizarralde

### Illustrations:

Esti Cadavid Lizarralde