

#63. COOPERATION WITH BARTER PARTNERS

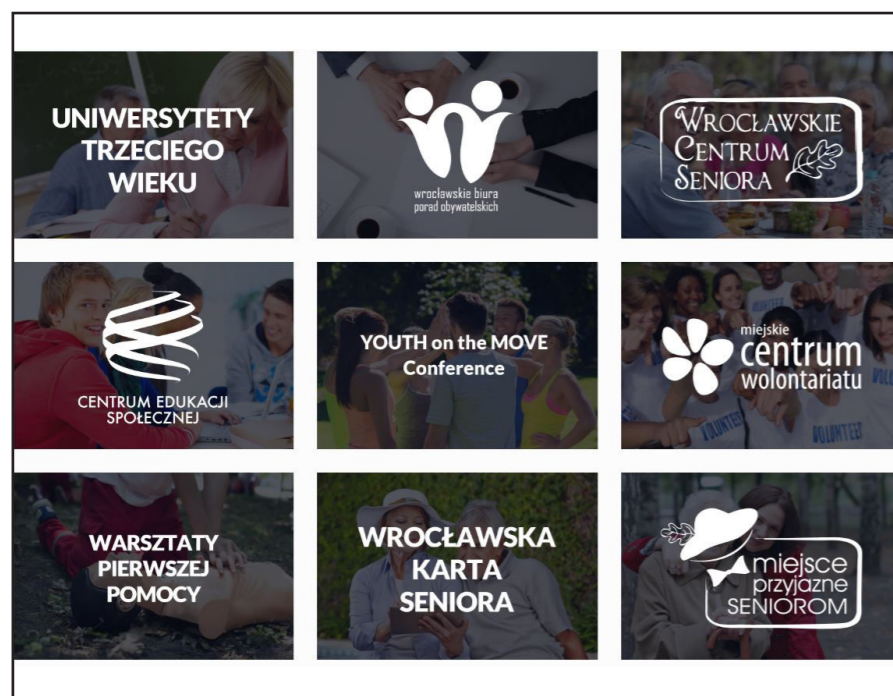


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Theme(s): Partnership, Inclusivity, Stakeholder involvement

Type of initiative:
Active Parks

Year: 2010 - till present day

Location:
Wroclaw
Poland

Owner: Wroclawskie Centrum Rozwoju Społecznego (WCRS)

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Source: <https://bit.ly/2JmoOkt>

DESCRIPTION

Without sufficient funds to carry out some projects or to enrich the program with interesting activities we did not yet have within our offer, we decided to address potential partners and offer them the opportunity to cooperate in our activities. This method seems to be ideal for both parties. It allows us to share our hardware resources, knowledge, opportunities and experience, and to promote partner activities, receiving diversified feedback in return, which further enrich our project. All groups, organisations and people are involved in the project for free - that means they are not being paid, but also that the participants do not pay for the opportunity to participate in various activities. With this model of cooperation – everybody is a winner:

- The project is enriched with attractive workshops / meetings.
- Participants (residents) can participate free of charge in a number of meetings.
- People who help or support these events can promote their activities free of charge by: Rollups, flyers, information on the website, Facebook, etc.

SUCCESSES

The greatest success of this type of activity is the steadily growing number of partners who engage in WCRS activities and projects. There is growing awareness that together we can do more, better and more interesting activities. Actions are also more likely to involve local communities to prepare activities contributing to their development. Thanks to the fact that the events are free of charge, the number of participants is continually growing.

CHALLENGES

For future activities, we would like to focus on inviting more partners to participate in our actions, including those small, local ones, who often can not afford promotion on a wider scale, and who do interesting things they would like to share with others on a wider scale. There is also the idea of bringing together the activities of urban units, local partners and large business companies, that are also involved in the implementation of projects, which will also be a challenge.