

4. What financial resources are needed?



The expenses can, amongst others things, depend on the size of the property. A significant portion of these expenses can be saved through the purchase of used equipment, or through sponsorship deals or reductions and savings at local hardware stores and garden markets.

Running costs come from:

- Lease
- Water and perhaps electric consumption
- Insurance
- Public Relations (Information Sheet, Telephone)

5. What are the financing options?



It is helpful if you create a financial plan (list of income and expenditures). If you have questions about the financial plan, you can feel free to contact the Intercultural Foundation. Remember to include requests for donations. For garden tools, or top soil, for example take into consideration local horticultural businesses and DIY stores for building materials and as sponsors.

6. What "rules" are helpful?



Many intercultural gardens have had good experiences with joint discussion and adoption of "garden rules" for regulating cooperation in the garden, maintaining the flower beds and common areas.

In order to guarantee the cross-cultural composition, in some gardens "nationality guidelines" have proven effective. A common guiding principle (such as "respect diversity" for example) as a basis for communication can influence the team building process very

positively. Regular meetings are important (even in winter) in order to inform each other, make joint decisions and agreements and to prepare any projects or events. Different channels of communication are suitable as well (e-mail lists, phone sponsors for those who do not have e-mail, bulletin boards in the garden, etc.).

7. What is the role /importance of dealing with the public?



It is advisable to open the garden with a party. Friends, acquaintances, neighbors, media, local politicians and sponsors can be invited. A good relationship with the neighborhood is very important. You should really be making invitations not only to parties but also for gardening. Regular activities such as open days, harvest festivals, but also projects such as for children, women or seniors, are a good way to develop potential funding sources and draw attention.

Public relations

Public relations are important. Provide attractive and informative material, such as



information leaflets, posters and an internet presence. Create an archive of quality photos. (Caution: Observe copyright and privacy rights). The most important thing: Maintain contacts with the press from the beginning. Inform the local stations, the free newspapers in your neighborhood, the local editors of the daily press and the church newspapers. Call on them when you have some news and submit your information by writing.

Important: Ask all media contacts for links and copies or recordings - no matter whether it is radio, television, online and print media. You can use this material and links very good for your public relations – and of course for grant applications. And you have the opportunity to correct the situation, if something was rendered incorrectly or distorted.

Lobbying

For the success of a project political support can be very important. Lobbying is the everyday work of a project. It should be addressed at all levels of policy making. These are municipal, urban and rural councils and members of committees (e.g. for integration), integration and immigration officers and councils. Send them a letter with information (also press articles), speak of inviting them to ask for support for your project. Maintain these contacts. Continuously lobby but remain neutral and speak to as many groups as possible.

Contact



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