An ambitious national project
2004
The birth of a brilliant idea
Challenges and focus points

How to get the public opinion behind your idea
How to create a coalition of financial supporters
How to keep up the steam during 10 years of fundraising and planning
Who has +150 Million Euros?
2009
The open idea competition
The rewards of running a public competition
Openness, openness, openness
– and a lot of coffee
2010
The creation of a consortium of financial supporters
2012

The winner project and then slowly forward
2014
We have succeeded…..or have we?
2019
We made it
Learning points

- Foundations must be perceived as partners
- It takes time to build up trust and interest
- Openness pays off
- Create a coalition of people who can help you
- A pre-project gives you valuable learnings and insights
- Involve your key stakeholders from day one
- Be professional in everything you do
- It takes time, energy and money
- Enjoy the journey – it might be long
Any questions
Group work session

Can you use the idea with a pre-preproject in your own situation?

Are there any of the learnings you can adapt to your own projects?

Is there anything you would have done different?
Thank you!