ACTION and SUSTAINABILTY PLAN

Sustainability is a buzzword with many different meanings. This document is all about the sustainability of your pilot project after the end of **DOORS – Digital Incubator for Museums**.

When writing it, please think of the longevity of the pilot only and talk about your plans for ensuring it in the months and years to come. Creating a **sustainability strategy** for your pilot can and must be done at multiple levels.

Therefore, we have divided the current plan into three main sections corresponding to these levels: organisational, impact on communities and networks, and financial. Please keep in mind the context provided by each section headline, when addressing each of the subpoints.

A good, comprehensive sustainability strategy does not necessarily include all the subpoints indicated in this plan. However, the decision to exclude some aspects must be deliberate, and we ask that you detail why that decision was made and why it made sense in your case.

The report should be approximately 5 pages long. The minimum font size allowed is 11 points. Standard character spacing and a minimum of single line spacing is to be used.

ORGANISATIONAL

MONITORING AND EVALUATING RESULTS

You can include details on:

- 🔴 your USP (unique selling point)
- 🔴 how you see your pilot developing in the next_____ year(s) and concrete steps/actions planned to ensure the longevity of your project
- 🔴 your primary KPI, how often you plan to review your performance and how reviews will inform future decisions

STAFF TRAINING

You can include details on:

- further skills your team needs to acquire to ensure the longevity of the project and concrete plans to ensure knowledge acquisition
- how you will ensure knowledge flow and transfer within your institution (e.g. the knowledge acquired during the incubation programme or similar programmes)
- your approach to de-siloing the knowledge acquisition and/or building cross-institutional transfer

ORGANISATIONAL

INTEGRATION AND ADAPTABILITY TO CONTEXT

You can include details on:

- what needs to change within your team's process to ensure the viability of your project
- how you will use the learnings/insights for future projects
- how your current/future team structure will contribute to the longevity of the project
- the grow-into areas you identified within your museum & how you plan to ensure internal buy-in (cross-departmental and/or management level)

ORGANISATIONAL

COMMUNITY/NETWORKS (IMPACT)

You can include details on:

- how your results could be used by other institutions (if applicable)
- what are the concrete steps you foresee to make your product available to other institutions (marketing, outreach, creating synergies)
- your target community, foreseen steps to build impact awareness and buy-in for your product within it (how do you plan to reach, communicate to and on-board the members of the community)
- steps foreseen to build loyalty and ensure the community continues to engage with your product over time

FINANCIAL RESOURCES

You can include details on:

- your business development plans (concrete steps taken/to be taken to ensure your product generates revenue, for e.g. marketing, financial provisions, new revenue or distribution models)
- steps planned to ensure the financial sustainability of your project (including funding you currently rely on, possible future sources of funding and/or submitted applications, e.g. EU, national, donors)
- how you will use the product developed and the learnings from DOORS as a springboard to obtain future funding
- how you will translate the impact of your product on communities and/or the sector into value for potential donors, funding schemes etc.

FINANCIAL RESOURCES