

# And that is why we do it this way.

*Five principles – one from each room.*

From the exhibition “The Museum of Good Intentions”. Six real funding programmes in five rooms. All of them took a risk: four adjusted course along the way, two hold up today. We build on what they learned.

## 1 Money only comes with support.

Every euro comes with advice, training and a network. That turns one pound into over eight — instead of one in five grants into a loss.

FROM ROOM 1 · LOWER AUSTRIA

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## 2 Apply in an hour.

One page, one phone call or one voice message. The people who need help most must not be stopped by the application.

FROM ROOM 2 · UNITED KINGDOM

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## 3 What brings in revenue comes first.

From day one, every measure answers one question: what pays for itself after twelve months?

FROM ROOM 3 · NRW

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## 4 Funding has an end date — and a plan for what comes after.

Grants taper off to plan. Continuity comes from instruments that stay — not from the next pot of funding.

FROM ROOM 4 · FRANCE

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## 5 The licensee is the investment.

Selection, training and the network licensees build among themselves are the largest item in the budget — not facades.

FROM ROOM 5 · WHAT HOLDS UP

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*And everything we learn along the way we share openly — so that 20 pubs can become 200.*