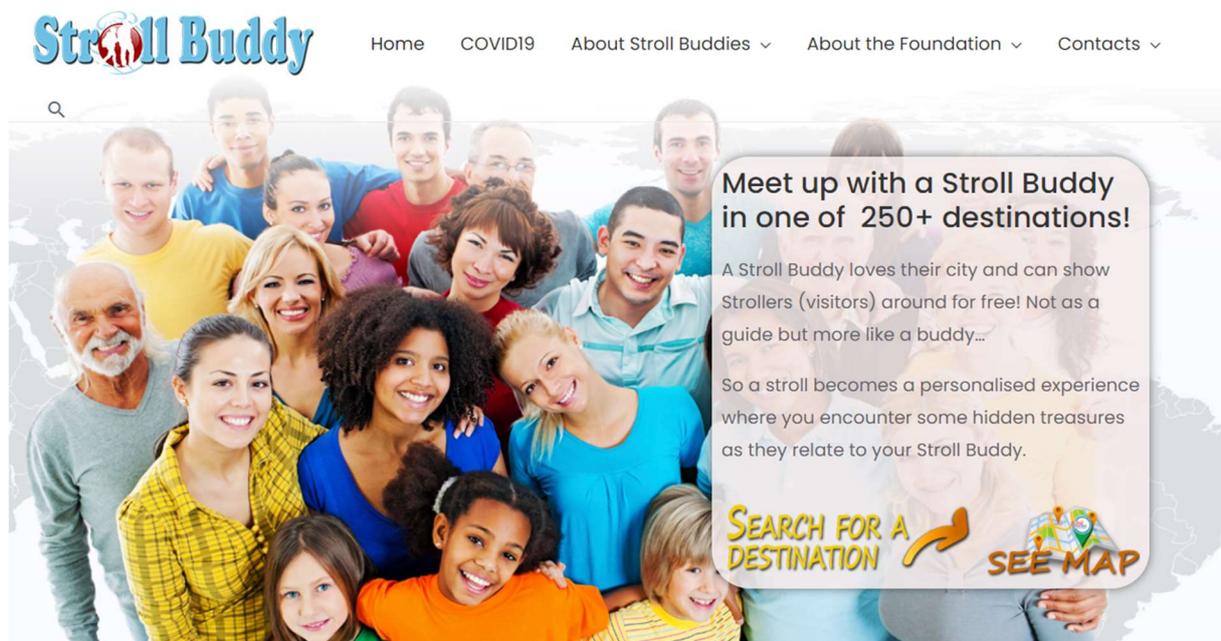


# POLICY PLAN STROLL BUDDY FOUNDATION

2021 – 2025



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Meet up with a Stroll Buddy in one of 250+ destinations!

A Stroll Buddy loves their city and can show Strollers (visitors) around for free! Not as a guide but more like a buddy...

So a stroll becomes a personalised experience where you encounter some hidden treasures as they relate to your Stroll Buddy.

SEARCH FOR A DESTINATION  SEE MAP 

**Making the world a better place, one Stroll at the time**

## **EXECUTIVE SUMMARY**

In this policy plan you will find the outlines of the Stroll Buddy Foundation as we will implement between 2021 and 2025.

The Stroll Buddy Foundation was set up in 2011 under the name *Global Greeter Network (GGN) Foundation* to facilitate the Greeter concept – now Stroll Buddy concept.

Stroll Buddies are volunteers that show visitors around their city for free. Strolls incorporate cultural exchange and understanding, tolerance and acceptance of cultural diversity.

The Stroll Buddy Foundation has now – worldwide – 250+ destinations and is growing towards hundreds of destinations around the world.

Not only did we renew the organization (it is much easier to become a Stroll Buddy – and to start a Stroll Buddy destination) and we aim for systems that can support our growth. In the years ahead the Stroll Buddy Foundation will further focus on developing policies and processes to promote the concept and develop the Stroll Buddy brand as well as seeking funding to facilitate these developments.

We are seeking corporate partners that can secure the basic financial requirements of GGN as well as secondary sources of funds like sponsors to support a visitor value program, crowdfunding and donations.

## **THE CONCEPT**

What is a Stroll Buddy?

A Stroll Buddy loves their city so much, they would like to show visitors around for free.

This meeting (or Stroll) differs from a guided tour on two main fronts:

- 1) Stroll Buddies do not charge any money for showing visitors around, and
- 2) Often Stroll Buddies have a personal connection to the city they show visitors, share personal experiences and visit hidden treasures you could not expect from a paid guide.

So what is a Stroll?

A Stroll is on averaged a 2 - 3 hour “walk” where the Stroll Buddy shows one to six visitors around their city. During this time there is an opportunity for cultural exchange and the sharing of values.

Where does the Stroll Buddy Foundation come in?

The Foundation is the central point where the public at large can find information about the Stroll Buddy concept. It also heavily promotes the concept through press releases and generally respond to press enquiries. The Foundation maintains a website where visitors can find destinations and links to these destinations. In addition, the Stroll Buddy foundation develops policies and sets standards to develop the Stroll Buddy brand.

## **OUR VISION**

“Making the world a better place; one Stroll at the time...”

Every Stroll facilitates a positive interaction between people from different cultures, lifestyles, religious backgrounds or age and therefore creates understanding, empathy and mutual trust and respect

## **THE MISSION**

To achieve our vision, we will increase the number of Strolls around the world by:

- 1) Expanding the number of Stroll Buddy destinations around the world and developing better support systems
- 2) Ensure the Stroll experience is safe and pleasant by standardising processes and meeting global quality control standards
- 3) Seek partnerships with organisations that can assist in adding value to the Greeter concept.
- 4) Creating an inspiring working environment where the values that apply to the Stroll Buddy concept also apply to the staff and relations

## **OUR VALUES**

### **Optimism**

We strongly believe that the Stroll Buddy concept will make the world a better place; one Stroll at the time... Stroll Buddies and visitors don't wait for a better world to come along but they make the effort to create one.

### **Diversity**

Stroll Buddies and visitors come from all 4 corners of the world and they represent diversity not just in cultural background but also of different ages, gender or race. Diversity leads to inclusion which makes Stroll Buddies and visitors feel valued and respected.

### **Community**

Since we are all a reflection of our community improving the world starts with us. Great opportunities to improve the world seldom come around but small ones surround us every day. These small acts multiplied by many will change the world.

### **Fun**

Don't forget to have a good time and you will be the reason someone smiles today

## **THE STROLL BUDDIES' PROMISE**

We have defined the core values that fit the Stroll Buddy concept.

Optimism, diversity, community and fun are the core values that fit our vision and the Stroll Buddy concept.

It is important to have all Stroll Buddies acknowledge and promise to live up to our vision and core values. Therefore we ask each Stroll Buddy to make a promise in which they confirm their support to the vision and to have these core values as a starting point in their role as a Stroll Buddy. The Stroll Buddies' promise:

As a Stroll Buddy, I promise to make the world a better place; one Stroll at the time, by:

- Offering a friendly face for those visiting my area
- Welcoming individuals or small groups of up to six people
- Volunteering and not to charge for the Greet experience
- Welcoming visitors without any kind of discrimination
- Supporting sustainable tourism
- Respecting natural and man-made environments
- Bringing both cultural and economic enrichment to my community
- Create a lasting positive image of my area, and
- Encouraging a mutually enriching opportunity for cultural exchange and bringing people together

## History

In 2011 Jos Nusse started the Global Greeter Network foundation, now Stroll Buddy Foundation. The Stroll Buddy is highly appreciated around the world and both the number of destinations and the number of meetings is steadily growing around the world.

Formalising the concept (by starting a foundation) and establishing specific standards which local Stroll Buddies and local managers need to adhere to.

Growth in the number of Stroll Buddy destinations around the world was initially slow but steady. People became part of this international and informal community because

- Visitors experienced a Stroll 'somewhere around the world' and then decided to start themselves as a Stroll Buddy
- Sometimes local governmental tourist organisation "discovered" the concept and created an infrastructure for visitors to meet locals as an instrument of city marketing.

Now Stroll Buddies are coming on board almost faster than can be processed or supported.

## Current situation

In 2020 – due to the COVID-19 pandemic - the number of Strolls went to almost zero. This situation is still actual in the first 6 months of 2021, though very slowly the number of Stroll requests is rising. At the same time there was a lot of interest from people who want to join the international community, very likely as a counter-move to COVID-19. Human contact after all is something we really need and our vision proves to connect to many. That is why we could welcome app. 25 destinations – people are just waiting to get started again.

To maintain or accelerate growth we need to look at the following issues:

- 1) Professionalise the organization  
The growth of the Stroll Buddy concept exceeds the support the Stroll Buddy Foundation can deliver. It is time to better structure processes and procedures and assign the appropriate level of assets to maintain and expand capabilities. This means a central head office moderately staffed to facilitate growth as well as the development of key policies that will support the Stroll Buddy concept into the future.
- 2) Funding Stroll Buddy Foundation requires appropriate funding.  
We see a "partnership" with a large international as essential to fund our core activity. Other fundraising opportunities will include sponsorship, crowdfunding and donations.

## Desired situation

It is our vision to "make the world a better place, one Stroll at the time...".

To realize this we simply need more Strolls, more destinations and more Stroll Buddies but we also need to manage the quality of the growth.

Looking at the empirical data, we can see that growth is exponential and there is no evidence that this growth will stifle in the future

## **CURRENT STRUCTURE**

There is a Stroll Buddy foundation, founded in 2011 and registered in The Hague - the Netherlands. For ten years, the Stroll Buddy Foundation was run by the founder and is purely operating on a philanthropic basis.

The founder pays for substantial IT costs and spends a substantial amount of time on growing the Stroll Buddy concept and the Stroll Buddy brand.

## **OBJECTIVES**

### **Marketing**

More Stroll Buddy destinations means more Strolls, more visitors and will like a snowball increase the number of destinations.

- 1) Increase the number of Stroll Buddy destinations
  - Converting visitors to become a Stroll Buddy
  - Converting current prospects that have already enquired about the Stroll Buddy concept to actually become a Stroll Buddy
  - Approach top 100 cities where we would like to see a Greeter organization get started
- 2) Increase the number of Strolls
  - Convert more booking requests into Strolls per destination
  - Receive more booking requests per destination
- 3) Positively influence the press
  - Develop and implement a press strategy that will contribute to a positive image about the Greeter concept among press so the press will publish in a hospitable, friendly and contributing way about the concept
  - Optimize the possibility to generate publicity by using social media and by developing and implementing a free publicity plan

### **Financial support**

We will organize financial support in order to create a professional and sustainable organization

- 1) To have Global partners aligning with the Stroll Buddy concept through substantial contributions.
- 2) To have sponsors cooperating with the Stroll Buddy Foundation and to have a long term relationship with these sponsors
- 3) To be financially supported by individuals
- 4) To secure potential grants

### **Administration**

- 1) Establishing an organization where staff members are able to support the Stroll Buddy brand and at the same time can develop their talents
- 2) Securing the logistical constraints within which the organization has secured its objectives
- 3) Develop an accommodation and housing plan that can effectively serve the Foundation's needs.

### **Legal**

- 1) Align the Foundation's corporate structure to world best practices in order to maximise the effectiveness of the Foundation
- 2) Develop and implement a management and ownership structure that best serves the outcomes of the Foundation
- 3) Avoid ambiguities and escalations in case of emergencies around the Stroll Buddy brand
- 4) Minimize the risks which may damage the company and brand

### **Communications**

- 1) Create a pathway to promote a coupon system in order to value add to the visitor's experience.
- 2) Develop emotional buy-in among Stroll Buddies for the monetization of the Stroll Buddy concept in order to make the concept and the Foundation sustainable
- 3) Create a "Big Family" atmosphere among Stroll Buddies, Visitors and the Stroll Buddy brand
- 4) Create a smooth and effective "New Stroll Buddy" roll-out program to assist (new) Stroll Buddies
- 5) Develop and maintain the website utilizing the latest technology and provide user friendliness
- 6) Accumulating knowledge about the needs and appreciation of users to the website