



Homelessness has been always a huge problem mainly in the big cities. Lack of understanding moves these people out of the society which cause many problems on the both sides. We simply connect these people with society again by using and highlighting their best skills. To be honest, who knows streets of the city better than people who spend there most of their time? Imagine how many stories they know and all the things they experienced. And they are willing to share it with you and they are absolutely enthusiastic about the fact that they got a chance to do something meaningful and maybe also change something.

“Discover Prague in a Different Way” is a project employing homeless as a tour guides. This project was born in March this year thanks to the international competition „Social Impact Award“ where we were honoured with Community voting award. Our goal is to return homeless back to the working process and at the same time offer our customers a unique opportunity to discover real life in the streets.

We currently employ 5 guides which were carefully selected and trained. We approached shelter houses and organisations working with homeless at early stage of our project in order to build a partnership and discuss possible obstacles. Recruitment of guides took place in these organisations which enabled us to present our project in front of their clients or they directly recommended us suitable persons. Selected guides went through four-week-long training where they, beside other things, designed their own tour based on their personal experience. Therefore every single tour is unique. We have tours highlight sights, other show you former squats, shelter houses, museums, amazing architecture, hidden corners of the city or places connected with communist regime all around the city.

Since we experience big interest in our tours from abroad we offer tours in many foreign languages. Trained volunteers are part of our team and they are translating tours for foreign tourists. Our customers are besides foreign tourists also tourists from the Czech republic and residents of Prague which want to see their city from different perspective. We target also professional groups, companies, high schools and universities. Similar project are running also in London, Munich, Copenhagen, Norimberg or Hamburg.

### **Who we are**

We are three students of the Master programme Civil sector at the Charles university in Prague. No one of us come from Prague and we didn't have any previous experience working with homeless. Despite this facts and thanks to the support and cooperation we were able to develop this project. Other members of the team are also psychologist and photograph and more than 30 volunteers who translate tours in different languages.

### **Cooperation**

We established cooperation with shelter houses and organisations working with homeless (K srdci klíč o.s., Naděje o.s., Nový prostor o.s. , DivaDno o.s., Armáda spásy – pobočka Praha-Holešovice, Jako doma o.s.), municipalities (Městská část Praha 2, 8 a 5), travel agencies, local initiatives (Auto\*mat o.s., Živé město o.s., Buďánka, Use-it), universities (Univerzita Karlova, Ostravská univerzita), students, individuals, responsible companies (Mamacoffee, HUB Praha, Universator) and others.

### **Finance**

Our project is financed from tours we operate. Tour cost 200 Kč per person (130 Kč for students and seniors) and 50% goes as a salary to the guide and another 50% goes back to the organisation. We are social enterprise so we trying to be financially independent and sustainable.

[www.pragulic.cz](http://www.pragulic.cz) / [www.facebook.com/pragulic](https://www.facebook.com/pragulic) / [www.twitter.com/pragulic](https://www.twitter.com/pragulic) / [pragulic@pragulic.cz](mailto:pragulic@pragulic.cz)

### **Selection of media outcomes in English and German**

DRadio Wissen - Prague von unten 2.8. 2012

[http://wissen.dradio.de/tschechien-prag-von-unten.38.de.html?dram%3Aarticle\\_id=215262](http://wissen.dradio.de/tschechien-prag-von-unten.38.de.html?dram%3Aarticle_id=215262)

Prague Daily Monitor 20.8.2012

<http://praguemonitor.com/2012/08/20/homeless-lead-beaten-path-prague-tours>

Český rozhlas - Radio Prague 21.8.2012

<http://www.radio.cz/en/section/spotlight/seeing-prague-through-the-eyes-of-the-homeless>

Prague Post 29.8.2012

<http://www.praguepost.com/news/14156-a-homeless-person-s-view-of-the-city-streets.html>

Christian Science Monitor 30.8.2012

<http://www.csmonitor.com/World/Global-News/2012/0830/Empowering-Prague-s-homeless-by-hiring-them-as-tour-guides>

The World 11.9.2012

<http://www.theworld.org/2012/09/homeless-tour-guides/>

Taz 24.9.2012

<http://taz.de/Prag-mit-Obdachlosen-entdecken/!102276/>