



Marketplace Toolkit

Contacts create results!

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Foreword

The Marketplace brings together the supply and demand of voluntary work in all its forms, and so contributes to societal/social welfare. In the Netherlands the method is successful. With this toolkit you can set up your own Marketplace.

Local organisers are our target audience, because they can profit from the knowledge and experience obtained elsewhere in the past. This toolkit will help them spend less time organising a better Marketplace event.

MOVISIE, Netherlands centre for social development and ABN AMRO Foundation support the organisation of a local Marketplace. We believe in the cooperation between parties from various sectors, each providing their own unique contribution. We would like to play a role in the creation of a local working group. For this and other support options, please contact us. Check www.beursvloer.com for the contact information.

Marketplace: Contacts create results! We look forward to hearing from you.

This toolkit has been developed in the context of Eurofestation 2004, a European conference and exchange forum on On volunteering and corporate community involvement. This was made possible by *VSBfonds*. The initiators of this project were *Stichting Samenleving en Bedrijf*, *Vereniging NOV* and *Vereniging Nederlandse Gemeenten*.

Introduction

What is a Marketplace?

The Marketplace is an annual event in which societal/social welfare needs are addressed: the supply and demand of voluntary work in the broadest sense of the word. The objective is for companies, local authorities, service clubs, schools, social welfare organisations and voluntary work organisations meet together in an informal, dynamic atmosphere to see where the 'supply' offer of one party can be matched with the 'demand' request of another. What one organisation can provide may be very much in need at another. The goal of a Marketplace is to ensure that matches are made: many matches, good matches, unexpected matches.....

What kind of matches are we talking about? Here are a few examples:

1. The local first aid club is looking for a training area for Tuesday nights. A company makes its building available for this purpose and three of its staff members receive free first aid training.
2. A sports club wants to build a new changing room and finds an architect to draw up a plan, a company that will provide (leftover) building materials and a team which is willing to spend a day helping out. In return, a summer sports tournament is organised for several companies.
3. A company that replaces PCs gives their old computers to a community centre that needs them.
4. A school receives assistance in finding work experience traineeships for students through a temporary employment agency, which then makes new contacts via this channel.
5. A communications consultancy helps a patients' organisation with the makeover of their member magazine.
6. A financially strapped sports club finds a treasurer who helps them to organise their accounts, which in turn provides excellent work experience for this young accountant.

These matches relate to manpower, knowledge, access to networks, materials, facilities, creativity and money. To realise such matches, it is very important to know what the different parties have to offer. The Marketplace provides a platform for this purpose.

What does a Marketplace entail?

For a Marketplace event in a medium-sized city in the Netherlands, we envision the participation of 100 local organisations. This would involve local voluntary organisations, companies, service clubs, public authorities, charitable trusts and media meeting and networking with one another. This means: talking to those parties that could assist you in reaching your objective. As on a real stock exchange Marketplace where shares and options are traded, you can help the event participants to achieve their goals by organising different corners of the Marketplace to feature a particular type of supply or demand (such as manpower, materials or expertise). All the organisations with a particular type of offer or request will therefore be located in the

same trading corner. 'Jobbers' will help in making matches. These are local people with a large network which will grow even bigger with the help of the Marketplace.

The Marketplace starts off with an opening ceremony conducted by a local celebrity. The gong chimes and the event begins. If everything proceeds as it should, things will start moving quite quickly. Everyone is keen on making the right contacts. Different worlds collide: social welfare organisations and the business community are having interesting exchanges. The atmosphere is exciting and vibrant. That's what a Marketplace is all about!

Who organises a Marketplace: combining powers

Our idea is that the Marketplace would be organised by a working group with representatives from different sections of the local community. The Marketplace must involve both the social welfare sector of society and the business community. Our experience has shown that working together on a specific project is very enjoyable, and that you can achieve immediate results for your own local community. You also obtain the necessary contacts and experience. In any case, you should be able to find enough good people who want to make a contribution to organising the event and participate in the working group.

Marketplace toolkit

This toolkit is a helpful tool for companies, social welfare organisations and institutions who want to hold a local Marketplace event. It will enable them to estimate the necessary effort (per party) and to divide up the duties that must be performed. The toolkit also serves as a checklist and basis for the specific organisational aspects of the event. Using this toolkit can ultimately help ensure the easy, efficient, quick, and, above all, professional, organisation of a Marketplace event.

This toolkit is based on the practical experiences of the Beurs van Berlage in 1996, the local Marketplace events in Arnhem, Utrecht and Amersfoort¹ and the organisation of a Marketplace event as a part of the Eurofestation 2004 in Maastricht: a European conference and exchange forum on voluntary work and partnerships.

How the Marketplace toolkit is structured

The organisation of a Marketplace event is divided into five phases:

1. The path to commitment
2. Focus
3. PR and communications
4. Preparation and implementation of the Marketplace event
5. Follow-up and evaluation

¹ The Amersfoort Match Marketplace event (*Amersfoortse MatchBeurs*) is an initiative of Matchpoint Amersfoort, one of the product groups of *Stichting Ravelijn*.

The toolkit is also divided into five sections based on these phases. Each phase describes the steps that must be taken to organise the Marketplace event. To ensure the event is based as much as possible on the local situation, the toolkit often presents dilemmas and examples of solutions. However, every local situation is different. This toolkit should provide you with the necessary resources to create new solutions. The appendices contain useful examples of forms, invitation letters and a script. Unfortunately these are not available in English. Do you have questions, suggestions for improvement, or ideas? Then please ring the contact people listed in the foreword. Thanks in advance for your input.

Phase 1: The path to commitment

1.1 Initiative

The starting point of a Marketplace is that a person or a group in a (social welfare) organisation, company or municipality wishes to organise a Marketplace event. People are enthusiastic about the concept and want to involve other parties in the process.

The initiator can be a person or a group from a:

- company
- local broker in socially responsible business practice²
- volunteer centre
- Chamber of Commerce
- foundation (social welfare or other)
- trade association
- social welfare or voluntary organisations
- provincial support organisation
- charitable trust
- service club
- municipality or province
- enthusiastic individual/party.



Together we are strong

Whoever the initiator is, the strength of a Marketplace lies in the cooperation between various parties. The objective is, despite or because of this diversity, to realise a joint effort that culminates in a communal project in which all the parties make their own unique contribution.

1.2 Team/working group

Look for enthusiastic and committed representatives from several of the above organisations who are interested in participating in a working group to organise a Marketplace event. With this team, you will create the basis of a widely supported initiative in the local community. Practical experience has shown that the coordination of the Marketplace should lie with the voluntary work organisation or the local 'broker', because they are the key players in the local social welfare sector.

When forming the team, it is important to pay attention to several issues and/or discuss these with the partners:

- enthusiasm

² Local brokers are professionals who bring together social welfare organisations and the business community for projects that create added value for both parties and which make a contribution to the local community. These brokers operate on a non-profit basis and are part of a voluntary work centre, social welfare institution, Chamber of Commerce or an independent foundation.

- the organisers want to actively participate and work together on the organisation of a Marketplace event
- the initiators are visibly excited about the Marketplace
- the project has priority for everyone
- the size of the team
 - a large team shows that there is widespread support for your idea
 - a small team is more efficient and simplifies decision making
- the composition of the team
 - an experienced project manager within a group of team players (who are all on the same level)
 - at least one of the team members must have access to a large network of companies and at least one must have access to the social welfare sector
 - different backgrounds/education/disciplines, sectors and professional fields reinforce one another
- neutrality
 - the input of many different parties is vital for the Marketplace. If one of the parties openly claims responsibility for the Marketplace, this can result in mistrust on the part of competing organisations. Working groups who work with a single main sponsor must take this into account.
- agreements
 - make clear agreements about the amount of time, money and resources, etc. to be invested
 - meet at set times to discuss the progress of the project
 - be prepared to deal with different working methods.

1.3 Project proposal

Create a working group with a mandate. Make sure that the members of the working group have a mandate from their supporters, so that they can work quickly and will not have to ask for permission for every decision made. Draw up a brief project proposal with the working group that includes the following elements:

- What is the mission / objective? Why do we want this as a group, but also individual parties? What does the long-term vision involve?
- What final results do we want to achieve (number of matches, number of participating parties, event turnover)?
- What is the target group, who do we want to reach?
- What do we need to achieve these results (financing, resources, accommodation, manpower)?
- What are the 'go' and 'no go' moments?
- Who will organise the Marketplace event?

1.4 Internal commitment

Ensure commitment is present within the organisations of the working group members. Before the project proposal is submitted to their own organisation, all the working group members need to formulate an answer to the following two questions:

- How does this fit in with the objectives of my own organisation? Why should we participate in this event (added value, linked to core activities/characteristics, personal development of staff)?
- What barriers could the management erect? How would we deal with eliminating any such barriers (who should become involved)?

1.5 External commitment

Conduct a brief investigation of the level of support for a Marketplace event at a select number of companies, trade associations and social welfare organisations. It would be useless to hold a Marketplace event without the support of the social welfare sector and the business community. The level of support can be determined through a series of conversations with key figures in these organisations. The extent to which companies and social welfare organisations already have experience with working together and the presence of a local 'broker' are also determining factors for the form and size of the Marketplace.

TIP

Ambassadors

A good idea to generate support is to create a group of ambassadors who wish to link their names to the Marketplace. Ambassadors are appealing, well-known people – with a large network – in the local/regional community. Examples include a mayor or an alderman, the managing director of a local bank, the chairperson of the Chamber of Commerce, or the managing director of a larger social welfare organisation/foundation. Because they offer 'protection' for the initiative, you will create more widespread support and obtain access to a broad network (the ambassadors' network). Of course, you must make it worthwhile for the ambassadors to lend their name to the Marketplace. For example, offer them something in return for their participation: you can ensure their input is publicised and organise a meeting where all the ambassadors are present (a networking opportunity!) You can also involve them in the follow-up (see below), if it is in their interest to also actually help realise projects (such as Rotary Clubs). Their efforts can also be made known publicly on the day the Marketplace is held.

The Arnhem Marketplace

The original initiators of the Arnhem Marketplace were the voluntary work centre, the *Arnhemse Uitdaging* (local 'broker'), the municipality, ABN AMRO bank (former Fortis bank) and KPMG. The organisations also took part in the working group. An ambassador group was not necessary, as all the parties contributed a management-level representative. The formally appointed ambassador role is certainly not a condition for success, as it depends on the specific situation and composition of the working group.

De Utrecht Marketplace

In a larger city like Utrecht, finding support in the business community for a Marketplace is more difficult. It is true that many companies are based in Utrecht, but these generally operate on a national basis. In addition, many staff members are commuters, which means that, compared to a smaller non-commuter city such as Arnhem, they do not have a very strong bond with the city of Utrecht itself. The strategy of the Utrecht Marketplace therefore initially involved generating a small-scale successful project, to establish confidence and faith in the concept, before setting up a large-scale Marketplace event.

1.6 Investments

First of all, it is important that sufficient interest exists in the local or regional community. We advise organising the financial and other resources only if the parties are enthusiastic about a Marketplace event. This means: ensure that you first familiarise the parties with the content of the plan, and create enthusiasm on this basis. Access to parties providing funds takes place more easily when prominent names are attached to the project. The highest costs for such an event concern the expenses incurred for the personnel who organise the Marketplace. Therefore, divide up the manpower involvement between the different members of the working group. The other costs for the Marketplace do not have to be high; these depend on the use of communication resources and the materials/resources needed on site. Once again, make clear agreements about how the costs will be divided. Draw up a budget and discuss which party will provide an advance for out-of-pocket expenses.

Possible financiers / sponsors of a Marketplace include:

- municipality / province
- (local) charitable trusts
- local companies
- admission fees

The experience in Arnhem was that the organisation of a Marketplace incurs a low level of direct costs. The organisers divided the tasks among themselves: for example, the Chamber of Commerce made a location available, took care of the catering and furnishings of the Marketplace and sent out mailings to 'supply' and 'demand' parties. KPMG was responsible for the script and the presentation, ABN AMRO bank (former Fortis bank) underwrote the out-of-pocket expenses, and the voluntary work centre and *Arnhemse Uitdaging* took an inventory of the supply and demand, and provided the coordination and follow-up of the Marketplace.

TIP

Big and small

In Utrecht, the working group focused their 'supply offer' section on large companies who had included their social involvement in their business plans. Unfortunately, it was not easy to match up these supply offers with the demand requests of small foundations and associations. Make sure that the supply and demand are in balance by also involving the SME sector.

Phase 2: Focus

2.1 Form and content of the Marketplace

As indicated in the introduction, various forms of a Marketplace are possible. One example is an 'auction' where companies, charitable trusts, institutions and public authorities can make offers to meet the demand requests of social welfare and voluntary organisations. Another example involves designing a 'real' Marketplace where trades can be made between supply and demand. The following questions need to be answered in this respect:

- Do you want to group the supply and demand by themes, sectors and/or types of requests? For example, do you want to set up a Marketplace with different trading corners? Are there special needs that will require their own corner?
- How dynamic and how long should the Marketplace be? Should it last an entire day, a half day, or an hour?
- How are supply and demand going to find each other on the Marketplace?
- Who and what are needed to guide and assist the process of supply and demand?
- What are the physical specifications of the Marketplace? Will it be held in a closed area? Who is allowed in the area? Will the participants sit or stand?
- How will you announce the matches made during the event to the other participants?

TIP

Marketplace dynamics

Ensuring that no chairs are present on the Marketplace will create a dynamic environment, because people will be forced to consult with one another while standing. The objective of the event is ultimately to meet others and to network.

The Arnhem Marketplace selected six themes: money/financial policy, materials/facilities, legal affairs, organisational advice, volunteers/'helpers', and adoption of projects. In Arnhem, the 'supply' parties acted as 'jobbers' who presented their offers in the different trading corners. 'Middlemen' were also present to deal with demands that did not fit into the theme of a trading corner. 'Middlemen' consisted of people with well-established networks in the local business community. They assisted various parties in making the right contacts. And if those with a particular demand request did not make a match in the trading corners or with the help of the 'middlemen', the soap box offered a solution. The 'soap box crew' presented difficult yet interesting demand requests to the public, and this added the necessary energy and atmosphere to the event. Their experience is that three to six 'jobbers' and one 'middleman' are needed for every 50 participants.

In 1996, the Beurs van Berlage also used trading corners, but set up the event differently. The Marketplace in the Beurs was open the entire day. 'Supply' parties set up tables and presented what they had to offer. The 'demand' parties each had a limited amount of time to present their demand and meet with a potential supplier. At the end of the day, the 'supply' parties announced which 'demand' parties they would be cooperating with in the future.

2.2 Date and location

The date of the event should not be too far in the future, otherwise there is a risk of gradually losing support. However, there must be enough time to bring together the parties involved. Experience has shown that the time needed between establishing a working group and holding the actual Marketplace event amounts to four to six months. When determining the time of the event, be sure to take into consideration that businesspeople work during the day, as do representatives and volunteers. Holding a Marketplace at the end of the afternoon/beginning of the evening or during the weekend is therefore recommended.

Any of the parties can provide a location. Ensure that the following aspects are taken into account:

- size (dependent on the amount of interest determined in advance)
- technical facilities
 - access to the internet, computers and connections
 - ability to divide up the area into different corners (per theme)
 - ability to set up a large screen (to show matches/'deals')
 - acoustics (to announce matches/add excitement)
- accessibility during the day or evening
- general accessibility
- expenses and division of costs (provided free of charge by one of the parties, or charged on to the rest?)

TIP

Time and space

One success factor of a Marketplace is the neutrality of the location where the event is held. This can lower the involvement threshold. Examples of neutral locations are the Chamber of Commerce or the city/town hall. Remember that representatives of (smaller) voluntary work organisations may find it intimidating to enter the premises of a large business. To ensure participants can attend, it is a good idea to organise a Marketplace at the end of the afternoon / beginning of the evening / during the weekend.

Phase 3 : Attracting supply and demand

3.1 Taking an inventory of potential 'supply' and 'demand' parties

Identify the main parties which could provide a supply offer or demand request. The Chamber of Commerce (business register) and the municipality (foundation/association register) may be helpful in this regard, in addition to the working group's own local networks and any ambassadors. The local broker may also have a good network in his/her region.

3.2 Forms / keeping track of supply and demand

Think about how you want to keep track of the supply and demand available. It is easy to work with standard forms for submitting a particular supply and/or demand. It is especially important that demand requests are formulated as specifically as possible. In practice, however, it can be quite difficult to formulate supply offers and demand requests. Social welfare and voluntary work organisations often have difficulty expressing a demand in terms of a specific project. It is also not easy for this target group to translate a request for money into specific support in the form of manpower, knowledge or resources. You can consider providing assistance to social welfare organisations and companies with the formulation of supply offers and demand requests.

TIP

What is really needed?

Social welfare and voluntary work organisations often have difficulty with formulating their needs (their demand request) specifically and clearly. An example of this is a voluntary organisation celebrating its 50th anniversary, which wants to organise a special day to thank its volunteers for all their efforts. The first approach is to look for a company on the Marketplace that wants to sponsor this day. However, the challenge is to formulate this demand request in a different way. After all, the money is needed for specific things: transport, a location, catering, and entertainment. Therefore the demand request must also be specific. Or approach companies with the question of whether they would be interesting in coaching the volunteers organising the event in terms of project management.

The elements that can be emphasised in the demand request are as follows:

- objective of the demand
- description of the project or organisation
- location and date of the project
- effort/input needed, translated into:
 - manpower
 - specific expertise (professional expertise, experience)
 - resources (materials, accommodation, transport, etc.)
 - networks
 - costs
- preconditions to the cooperation

- what will be given in return: what makes the demand request appealing to the business community, and what does the 'demand' party have to offer in return?

At the Eurofestation 2004 Marketplace, social welfare and voluntary work organisations were challenged to formulate something specific in their field that they could provide in return. The goal of this was to ensure that the trades on the Marketplace were as equal as possible. For example, the umbrella organisation of local broadcasters could offer a 'making radio' workshop. Or a voluntary work organisation providing hospice support for terminal patients could offer to give a presentation on what dealing with people who are dying means for the quality of life. Additionally, in the preparations for the *MatchBeurs* event in Amersfoort, voluntary work organisations were asked to indicate what they had to offer in return.



Best request

A good idea is to award the best and/or most original demand request with a guaranteed match, several matches, a prize, etc.

A standard form can also be used to attract the supply. If you opt for an 'auction' Marketplace, you do not have to set out the specific supply offers in detail. However, an advantage of identifying the supply in advance is that you can obtain insight into the offers available and therefore can coordinate the supply and demand requests to a certain extent. Providing examples of the supply available stimulates voluntary work organisations. The reverse is also true. Companies are happy to respond to the requests of social welfare organisations to obtain an idea about the problems present in society and how they can make a specific contribution in this respect.

Elements that can emerge with regard to supply offers are as follows:

- description of the core activities of the company, charitable trust or organisation
- target group or social theme on which the offer is focused
- description of what is being offered in terms of:
 - manpower
 - specific expertise (professional expertise, experience)
 - resources (materials, accommodation, transport, etc.)
 - networks
 - sponsor contribution
- preconditions to the cooperation
- the added value of the match for the company.

Companies and charitable trusts were invited to present their supply offers on site at the Arnhem Marketplace. When responding to the invitation, these parties only had to state in which trading corner(s) their supply offer should be classified.

3.3 'Advance matchmaking': yes or no?

You must decide whether you will allow the supply and demand to come into contact completely spontaneously on the day of the Marketplace, or if you prefer to engage in some 'advance matchmaking'. The advantage of 'advance matchmaking' is that you are assured of being able to present several good matches on the Marketplace. However, the disadvantage is that this will decrease the dynamism of the event. This also depends on whether the parties already have experience with mutual cooperation. It can be a good idea to prepare (to a certain extent) a number of matches in advance, if you suspect that the companies and social welfare sector organisations are going to have difficulty finding each other. Please note, however, that preparing matches is quite time-consuming.

The Eurofestation 2004 Marketplace created a special committee consisting of representatives from the business community and the social welfare sector. This committee advised the Marketplace about the supply offers and demand requests submitted by the different parties.

In preparation for the Utrecht Marketplace, the Utrecht voluntary work centre organised workshops in which the social welfare institutions were assisted with translating a request for funds or goods into an activity that would be appealing and interesting to businesses.

3.4 Approach to attracting supply and demand

Think about the best way to attract supply and demand. There are three main options that can be combined:

1. Address both parties at the same time: approach parties with requests and offers independently of one another. The advantage of this approach is that it makes the Marketplace exciting and flexible (approach used by the Arnhem Marketplace, used in part by the Eurofestation 2004 Marketplace)
2. Start with the 'supply' parties: first find out what goods/services are being offered, and then publish this and/or place it on a website. The social welfare and voluntary work organisations must then draw up a demand request based on the supply offers. The advantage of this is that the requesting parties have to compete with one another on the Marketplace to make a deal, and they must also negotiate with the supplying party (approach used by the Beurs van Berlage in 1996).
3. Start with the 'demand' parties: first approach the social welfare and voluntary work organisations and have them submit their requests, then announce this demand in a publication or on a website. Next, ask the supplying parties to formulate what they have to offer based on these requests. The advantage of this approach is that the 'supply' parties have a clear indication of the wishes

of the social welfare sector (approach used in Amersfoort, used in part by the Eurofestation 2004 Marketplace).

TIP

How do you attract supply offers?

Finding companies willing to offer goods/services is sometimes more difficult than originally anticipated. Mailings (by email or post), invitations and folders do not create the desired results. The main success factor was revealed to be a good network. This emphasises the importance of having representatives from the business community in the working group. Furthermore, it is important to personally approach companies to explain the concept of the Marketplace, and to present them with specific requests from social welfare organisations. Companies can be stimulated to participate with the argument that the Marketplace provides opportunities for them to come into contact with inspiring social welfare projects in a dynamic environment. And once one company has decided to participate, others (and competitors) will follow suit...

The Beurs van Berlage developed a Marketplace book in which 'supply' companies could present what they had to offer. All potential 'demand' parties were sent this book, and used the information to formulate a request.

Examples of Marketplace demand requests on the can be found on the website of Matchpoint Amersfoort: <http://www.ravelijn-amersfoort.nl/Matchpoint/MPstart.html> or on the website of Eurofestation 2004: <http://www.eurofestation.com/en/marketplace>.³

3.5 Proposed approach to communication

Draw up a communication plan. Selectively involve various parties in the communications, to establish contact with the target groups via several channels. Experience has shown that it is easier to acquire demand requests from social welfare organisations than to obtain supply offers from companies. Be sure to take this into consideration and approach the companies with the proper PR at the right time. Ambassadors can play an important role with respect to publicity by word of mouth.

Ideas:

- Websites/mailings/newsletters from
 - companies, company associations, unions
 - charitable trusts
 - service clubs
 - social welfare organisations, associations, foundations
 - municipalities
- national, regional and local media
 - newspapers
 - local papers/magazines
 - professional journals

³ At the time this document was compiled, it was unclear how long these websites would remain accessible.

- conferences, congresses, etc.
- personal invitations extended to key figures.

Make agreements in the working group concerning who is responsible for what part of the communications. Ensure that communication about the event takes place well in advance. The division of costs between the parties is an important point; ideally, the parties involved should be able to disseminate a majority of the information via their own channels.

The *Arnhemse Uitdaging* sent out letters eight weeks in advance, inviting the parties to submit their supply offers or demand requests for the Marketplace.



Organise a workshop

Many demand requests will be submitted, but qualitatively interesting requests are quite rare. Organising a workshop can be helpful in ensuring that the social welfare sector has a good understanding of the Marketplace concept. The organisation of the Eurofestation 2004 Marketplace had positive experiences with workshop in which various social welfare organisations were divided into small groups led by an expert. The groups then presented their demand requests for the Marketplace to each other. This resulted in inspiring requests as well as partnerships between different organisations who then jointly submitted a request. The reverse also works well: the foundation Stichting Samenleving en Bedrijf, the company network for Socially Responsible Business Practice, organised a workshop for companies in preparation for the Eurofestation Marketplace event to help them formulate their supply offers.

Phase 4 Preparation and implementation of the Marketplace

4.1 Marketplace rules

Determine the rules that must be followed on the Marketplace. Important questions include:

- How should the supply and demand parties act? Do they need to report to a trading corner?
- When has a match been made?
- How should the match be recorded?
 - Exchanging business cards?
 - Signing an agreement?

The rules in Arnhem were that a party first had to report to a 'jobber', then a 'middleman'. If these actions were not successful, the soap box was the next step. If a match was made, business cards were exchanged and this was reported to the organisation. In de Beurs van Berlage, 'supply' parties announced at the end of the day which social welfare organisations they had chosen to work with. This was then confirmed in a short standard contract signed by both parties.

4.2 Communication on the Marketplace

How will the parties communicate on the Marketplace?

- How do you make the 'supply' and 'demand' parties visible?
 - Badges in different colours
 - Clear signs with the organisation's name in the trading corners
 - Special jackets for 'jobbers' and/or 'middlemen'
- How do you announce the matches made on the Marketplace?
 - Publish the 'share prices'
 - Show the matches on a screen
 - Have a prominent member of the local community present the matches

At the national Eurofestation 2004 Marketplace, the 'supply' parties were identified by means of clear signs featuring their company logo in a trading corner. 'Jobbers' assisted in establishing contacts between the supply and demand and then recorded the matches. On large screens, the 'share prices' of each 'supply' and 'demand' party were published, based on the capitalised value of the match made.

TIP**List of participants**

Draw up a list of participants, to enable the 'supply' and 'demand' parties to contact each other at a later date.

4.3 Kick-off and close

Think of a fun way to open and conclude the Marketplace event; for example, someone could sound a gong. Give the ambassadors a role in these festivities. They have lent their name to the event, and would likely benefit from making this known publicly. These are people with large networks and they can be repaid for their efforts in this way. Give the role of host/hostess of the event to a prominent member of the local community. The Arnhem and Utrecht Marketplace events and the Amersfoort *MatchBeurs* were opened by the mayors of those cities.

TIP**Short presentation as kick-off**

At the start of the Marketplace event, it is a good idea to present a brief overview (about five minutes – people are here to trade, not to attend a meeting!) of the role of the Marketplace with respect to socially responsible business practice. This offers a broader picture of the meaning and intention of the event. The kick-off should also feature a brief explanation of the Marketplace concept and address the main rules to be followed. Stimulate the participants to act as if they were on the Marketplace of a real stock exchange: proceed with a clear goal in mind, and ensure networking takes place powerfully and concisely.

4.4 Script of the entire day

Experience as shown that a trading time of around two hours is sufficient. But a Marketplace event can also be part of a larger event and/or involve several sessions (such as the Eurofestation Marketplace).

It should be made clear in advance who is responsible for what tasks (and also for the related expenses):

- Providing the Marketplace location
- Host/hostess and word of welcome (see above tip)
- Chairperson of the day/Marketplace manager
- Registering matches
- 'Jobbers'/'middlemen'
- Food and beverages/reception staff
- PA system, gong
- Room decorations/furnishings
- Novelty item/present (business card book)
- PCs in reception area to register the supply and demand
- Clean-up activities

4.5 Follow-up

What is your role in the process of organising and realising the Marketplace: from the preparation of and conclusion of matches to the final implementation of various projects. You can choose whatever starting point you desire. You can also decide not to offer any follow-up activities. The Marketplace event provides the first contact, and it is then the parties' responsibility to take the subsequent steps. If the 'demand' parties do not find a suitable match, that's too bad. The Marketplace is ultimately also a game: may the best trader win. Another option is to provide further assistance with the supply offers and demand requests that were not matched, perhaps by passing them on to the local 'broker'. You can also follow the matches to see what happens. An effective (but time-consuming) option is to call all the matched parties at a later date to find out how the cooperation is proceeding.

TIP

Implementation

Make clear to the social welfare organisations in advance that the real work starts after the Marketplace is held. They must first think about how they will organise the implementation of the match, and then take the initiative themselves to build up the cooperation with the company.

Phase 5 Follow-up and evaluation

5.1 Organisation follow-up

The easiest form of follow-up is the following: at the end of the day, have someone stand at the door and, as the parties are leaving, ask them if they found a suitable match during the event. If not, this should also be recorded. Depending on whether you have decided to perform follow-up activities, you can take additional steps to pass on the unmatched supply and/or demand to, for example, the local 'broker' or another organisation that can offer follow-up activities. A party from the working group can also be appointed as a point of contact for problems during the follow-up.

5.2 Communication

Share the success of the Marketplace event with the outside world. Announce the number of matches made, capitalised turnover, number of participants, attendance of prominent citizens, etc. Also announce a subsequent event (if relevant). The channels listed previously in the 'preparation' section can be used for this purpose. Issue a press release!

5.3 Evaluation

Evaluate the entire project together with as many of the parties involved as possible (ambassadors, working group, representatives of supply and demand, 'middlemen', etc) and keep a record of this.



Celebrate your success!

In return for their efforts, you can organise a special get-together (lunch, dinner) for the ambassadors and other people who assisted with the event. This will also serve as motivation for the next Marketplace!