

# Marketplace toolkit

**CEV General Assembly Conference**  
**"Developing Employee Volunteering - a joint venture between volunteer organisations and companies? Strategies - Success Stories – Challenges"**

**15 May 2009, Prague**



Kennis en advies voor  
maatschappelijke ontwikkeling

# Topics.

1. Introduction and warming up
2. Presentation and questions on new social partnerships
3. Presentation and questions on the social Marketplace



# Introduction and warming up

## 1. Presenters

- ❖ Stefanie Lap, MOVISIE (NL)
- ❖ Henk Kinds, Community Partnership Consultants (CPC)

## 2. Participants/ Warming up

- ❖ Present your new social partners and tell
- ❖ Name, organisation, country and what makes her / him choose this workshop?



# A. New social partnerships

1. Experiences across Europe
2. Why do you want to collaborate with companies?
3. What role can employee volunteering play for your organisations (that others volunteers don't do)?



## B. The Marketplace..



- Is an annual event
- Where companies, local authorities, service clubs, schools, social welfare organizations and voluntary organizations meet together
- And where the supply of one is matched with the demand of an other
- During 2 hours in a dynamic, informal atmosphere



# The matches relate to

- Supply and demand of voluntary work in the broadest way of the word:
  1. Manpower
  2. Knowledge
  3. Access to networks
  4. Materials
  5. Creativity
  6. Money





# Marketplace toolkit

- Using the toolkit can ultimately help ensure the easy, efficient, quick and above all professional organization of a marketplace event



# The Toolkit is structured in 5 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



# Phase 1: the path to commitment

1. Initiative
2. Team/working group
3. Project proposal
4. Internal commitment
5. External commitment
6. Investments



# Phase 2: focus

1. Form and content of the marketplace
2. Date and location



## Phase 3: attracting supply and demand

1. Taking an inventory of potential supply and demand parties
2. Keeping the track of supply and demand
3. Approach to attracting supply and demand
4. Proposed approach to communication



# Phase 4: preparation and implementation of the Marketplace

1. Marketplace rules
2. Communication on the Marketplace
3. Kick-off and close
4. Script of the entire day
5. Follow up



# Phase 5: follow up and evaluation

1. Organization follow-up
2. Communication
3. Evaluation



# What resources and infrastructure are helpful?

1. **New national scheme investing in corporate community engagement**
  1. **Cross sector collaboration**
2. **Developing local brokering network**
  1. **History**
  2. **Objectives towards 2014; Quality standards on extending the number of brokers**
  3. **Possible role of volunteer centres**



**Free download of the toolkit**

**[www.beursvloer.com](http://www.beursvloer.com)**

**[www.gute-geschaefte.org](http://www.gute-geschaefte.org)**



# Titel opsomming

- **Opsomming niveau 1**
  - **Opsomming niveau 2**
    - **Opsomming niveau 3**



# Were in your life cycle can companies contribute?

