

### **Background**

In order to foster new societal partnerships between voluntary organisations and companies, the Bertelsmann Foundation has successfully transferred the Dutch Marketplace Method to Germany. So far, projects in over 60 German cities have resulted in about 6.000 new partnerships between local companies and nonprofit organisations.

### **What is a Marketplace?**

The Marketplace is an event in which societal needs are addressed: the supply and demand of voluntary work in the broadest sense of the word. Companies, local authorities, service clubs, schools, social welfare organisations and voluntary work organisations meet in an informal, dynamic atmosphere to see where the "supply" offer of one party can be matched with the "demand" request of 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? 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 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 school receives assistance in finding work experience traineeships for students through a temporary employment agency, which then makes new contacts via this channel.

### **Who organises a Marketplace: combining powers**

The Marketplace is 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.

## 4. Success Factors

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- Openness towards all forms of social partnerships
- „No Money“: social partnerships are priceless
- Time factor: „Speed Dating“ (efficiency)
- Approach without moralising
- Impetus for successive projects
- Coaching of the involved actors
- Publicity and transparency
- „Trial and Error“-Approach

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## 5. The Objective

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- Robust social partnerships
- From „well meant“ to „well done“
- Equal footing between partners
- Bindingness
- Transparent Expectations
- Concrete common rules and agreement on objectives
- Strategic orientation of the project
- Result orientation
- Constant evaluation

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### For further information

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