

## Marketplace: Brokers, Registration, Assessment

### The Broker's Tasks

- Get people to talk to each other and spark imagination,
  - What can be done together respectively
  - What can be offered by each party / done for each other

Principle: The Marketplace is *NOT a swap meet* – the focus is on commitment for the organization / the community / the City / a special target group / ...
- Overview of who is there, what is wanted, and what is offered  
Basis: registered organizations and companies, list of participants including a list of wants and offers
- Inform participants about the agenda:
  - Find matching subject corner – approach each other – talk to each other
  - Fill out match agreement ( ! )
  - Don't forget to agree on a date to meet again and exchange business cards
  - Experts will register match agreements and check correctness and value
  - Help initiate another match and so on
- Support participants without match in their search

### Registration & Visualization

- Check if Match agreement is complete  
"Register" with Marketplace-seal
- Name of organization + name of company + a meaningful title for the cooperation / the match in an Excel-sheet which is presented to the participants using a beamer - to motivate participants by information about the actual results in real time

### Assessment

The goal of the valuation of all match agreements is not only to summarize the result of the Marketplace, but make it simple and easy to communicate and to illustrate the "value" of the commitment of companies for their community.

What will be evaluated?

- a. Total number of matches that were agreed upon during the Marketplace, between the companies and the NPOs (and as well matches among NPOs, that usually happen at the same time),
- b. The monetary value of the companies' non-cash contributions.  
Reference: prime costs  
For example: for used items, the amount that can be *realistically* asked for.
- c. As well as the monetary value of time, that companies invest into a match as their form of commitment  
References (exemplary):  
10€/hr Volunteering WITHOUT any particular technical knowledge  
40€/hr Skilled craftworks  
80€/hr Advisory services

The number of matches (a) as well as the overall monetary value ( $\sum b+c$ ) will be announced right after the end of the "trade".

### Principle:

Estimates are always *conservative*.

If applicable, reconcile valuations with parties involved in the match.

There will always be measures that are unclear at times.