



Social Marketplace International
New Collaboration between Business and Civil Society

The Marketplace-Method

Initiating new cooperations
between business and civil society



Social Marketplace International is an initiative of

| BertelsmannStiftung

KPMG
cutting through complexity

VORWEG GEHEN

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The Idea of the Social Marketplace

- **Current Situation**
Cooperations between business, nonprofit-organizations and local authorities are mainly based on coincidents.
- **Goal**
For intersectoral societal exchange we need impulses, a solid frame work, and a matrix that yields mutual responsibility.




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The Marketplace-Setting



- Central location in your city
- 30 representatives from each business and nonprofit organizations gather for a two hour period in a dynamic atmosphere, aka „Speed Dating“
- They verify supply and demand of commitment offers and find agreements which will be realized in the upcoming weeks and months
- At the end of the Marketplace, the volume of commitments will be announced

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What is a „Social Marketplace“ ?

- **„Trading Floor“**
For committed businesses and nonprofits, with demand and supply of mutual commitment, low-threshold, short, dynamic, on a regular basis
- **Goals**
Agreement on specific activities to improve the community, inspire new cooperations, annual realization of the social marketplace on a regular basis, impulse for local „infrastructure“
- **Rules**
Open to everyone, money is off-limits, specific agreements - even on execution/implementation
- **Organization**
by an organizing-committee of at least 1 or 2 people from each businesses, nonprofits, and public administration, coordinated by an intermediary or local authority

Examples for Offers from Businesses

- **Helping Hands**
= Volunteering of employees, teams, staff
- **Helping Heads, Knowledge, Skills**
= Advice, coaching, advisory services, training, qualification etc.
- **Tools, Logistics**
= Premises, copier, machinery, rooms, postage meter, vehicle fleet, office supply, advertising space, etc.
- **Opportunities, Contacts**
= Additional internship, employment, and qualification opportunities (for example: for disabled people or disadvantaged adolescents)
= Arrange contacts (for example: to vendors, customers, professionals, service-clubs as Lions, Rotary, etc)
= Lobby for community concerns




Reception, Negotiation, Attention



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Trading Floors - Liability



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Brokers – Experts – Master of Ceremony



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Beginning/End – and After-Hours Trading



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Results



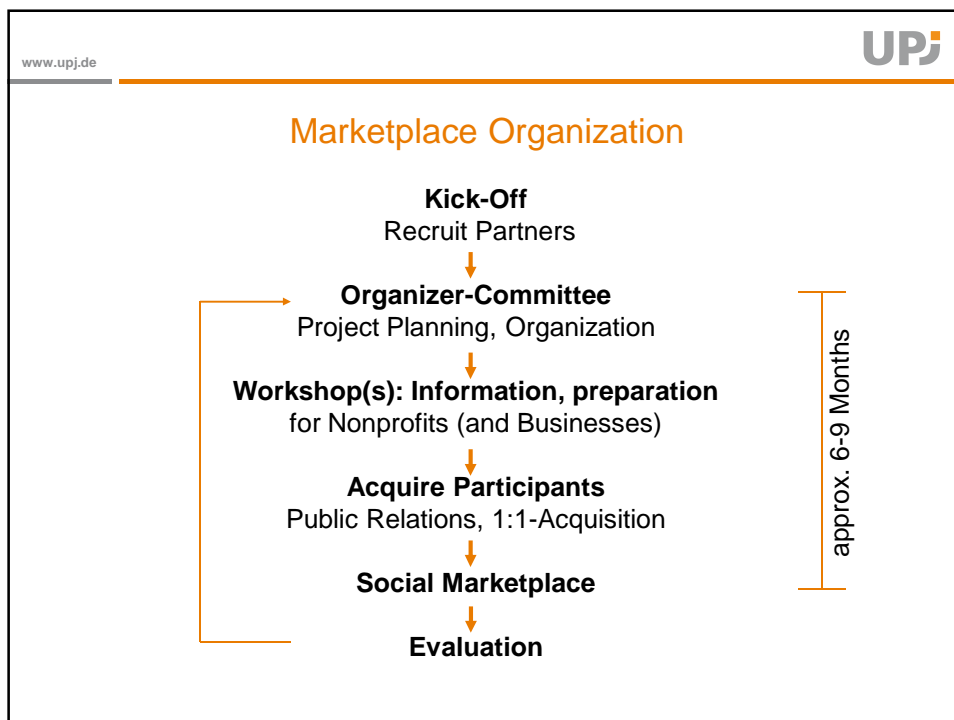
Gute Geschäfte
Marktplatz für Unternehmen
und Gemeinnützige

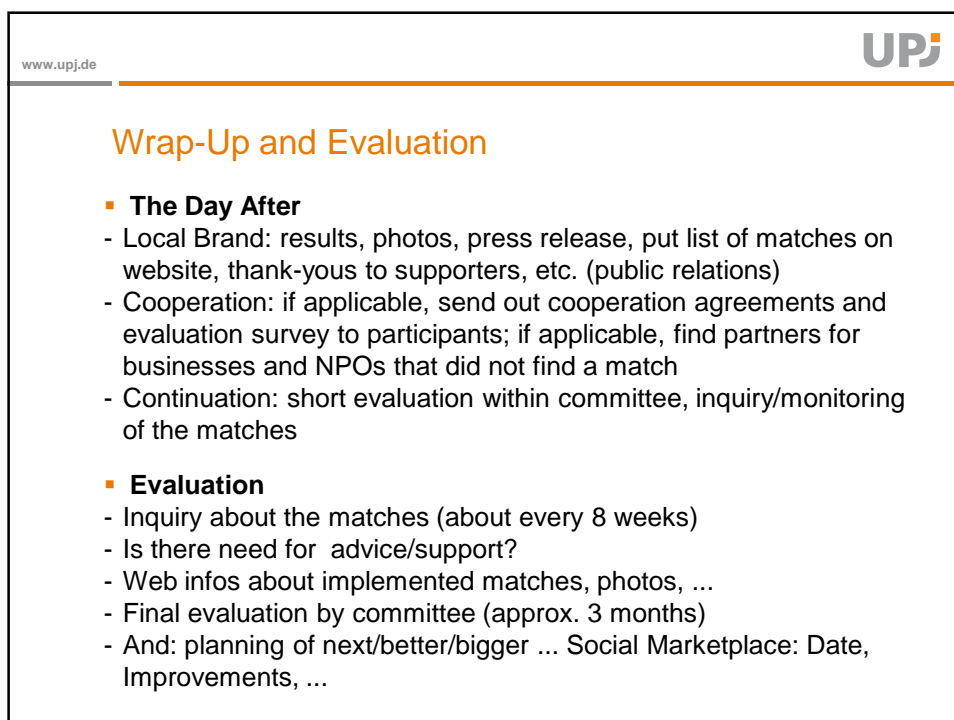
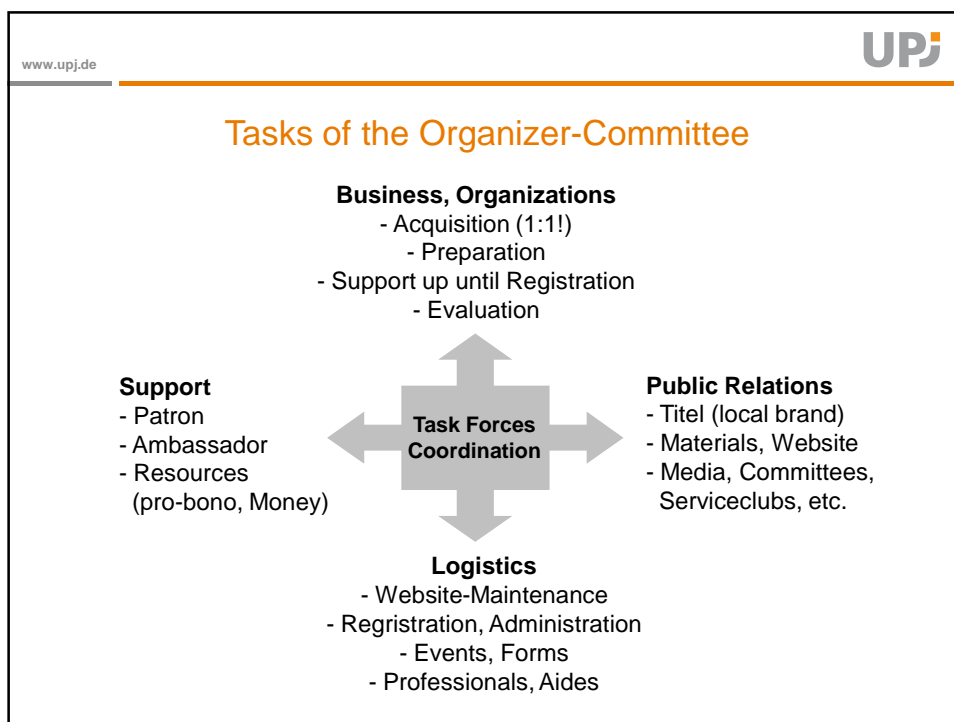
- **In Germany since 2006**
 - In more than 100 large and small cities
 - In east and West, cities and countryside
 - More than 230 Marketplaces so far
 - Also Marketplaces on specific topics
 - Established „local“ brands
- **New Cooperations and Participants**
 - Between 25 and 120 matches per Marketplace
in total around 12,000plus
 - participating 20 to 100 Nonprofits and 10 to 90 Companies

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Results for the Community

- **Mobilization**
 - New commitments, resources, competencies on-site
 - Mobilization of employees
 - Open up organizations, administration, associations
- **Long Term Commitment by Businesses**
 - Routine annual participation
 - Particular follow-up projects/ several additional cooperations
 - Demand oriented, sporadic yet consistent commitment
 - With the same/additional organizations
- **Impulse for CSR and local infrastructure**
 - Further activities
 - Organizing-committee as intermediary for CSR-development
 - Strengthening and/or Activation of current structures, actors, stakeholders
 - Gaining new resources for community concerns





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The Service Point for "Social Marketplaces"

UPJ in behalf of the Advisory council Good Business:

- Material: Briefings, guidelines, evaluation
- Website-Toolkits
- HelpDesk via phone/email
- Provide access to experts

Advisory council Social Marketplaces for Good Business:

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About UPJ


Mission

UPJ is the German national **network** of engaged businesses and local non profit broker organizations.



UPJ's **programmes** create new connections between businesses, civil society organizations and public authorities thus contributing to solve societal challenges and to shape sustainable communities. Moreover UPJ, a registered charity under German law, provides organizations from the business, community and public sectors with **information** and **consultancy** to improve their Corporate Citizenship and Corporate Social Responsibility activities.


The work of UPJ is based on multiple resources such as project based aides of public entities and foundations, contributory membership fees and donations, as well as income from services provided to businesses and nonprofits of which a specific amount is allotted to the charitable purpose of UPJ.

Partners

Memberships & Participation

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UPJ: National Network for Corporate Citizenship and CSR



UPJ

- Information
- Networking
- Advise
- Projects

- 28 charitable intermediaries
- in 15 states

- 35 businesses in the nationwide network
- 40 businesses in two regional networks (Brandenburg, Rhein-Main)




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Good luck - and enjoy !



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