

Marketplace: Goals and general requirements

(Source: Gute Geschäfte. Guidelines Bertelsmann Foundation, p.17)

These questions should help the preparation group when clarifying the collective Marketplace idea and the goals that are meant to be reached with the Marketplace in a specific region:

Goal

- What is the intention of the Marketplace – for the community and for the participating players?
- What is the longer term vision that is leading the project?

Target Groups

- Who and how many should participate in the Marketplace: companies (type, size, sector, number...), non-profits (type, subject, size, number...)?
- Which conditions do they need to fulfil to participate (e.g. register, information about offers and needs, take part in the information-workshop before, etc.)?

Marketplace

- Which catchment area and which number of participants should the Marketplace address?
- What are the prerequisites for the event location (size, host, equipment...)?
- When (target date) should the Marketplace take place?

Resources

- What is needed to reach the set results (infrastructure for the Marketplace organisation, provision of services, material expenses, premises, finance, rooms and equipment for the Marketplace-event...)?
- Who can and should, and in which manner, contribute to the equipment of the resources?
- What part can be provided pro bono and by whom?

Critical success factors and evaluation

- Which are the critical success factors of the project, against which the target achievement can be measured (from the preparation phase up until the end of the Marketplace project)?
- Over which time and through which steps should these factors be checked and measured against?
- Which are the decisive factors for proceeding with or cancelling the project?

Responsibility and organisation

- Who needs to contribute which minimum competency and responsibility in the role of the event organiser?
- Who should organise the Marketplace based on competence, responsibility, and resources (for example: paid or voluntary basis)?