



What is the 'beursvloer' (the Trading Floor)?

The Trading Floor is THE local (Maastricht and its neighbouring region: Heuvelland) moment for 'Maatschappelijk Betrokken Ondernemen' (Socially Involved Enterprising) where social needs are traded for. Question and demand of voluntary work in its most widest form. Condition is that the deal is done with so-called 'closed wallets', against every offer stands a contra bid of the receiver.

Examples

- A painting company gives leftover paint to the seascouts. As a contra bid the seascouts organise an afternoon of sailing for the employers of the painting company. Leftover paint gets a good destination and the entrepreneur can offer his employers a nice outing or even teambuilding.
- A garden centre delivers a garden shed to a project in which young adults are coached to live independently including being trained for school or work. In return the young adults will help a few days in the garden centre during the busy spring season. This match will give the centre not only positive PR also an extra hand in the busy spring, but the young adults will experience that positive energy will lead to results and they are trained in work. A beautiful example of a win-win situation.

The 'Maatschappelijke Beursvloer' (the Socially Involved Trading Floor) has proven its effectivity. Trajekt organises with its partners ZUID, TEMPO TEAM, ING BANK, CENTRE CERAMIQUE and WALNUT MARKETING already since a few years this successful trading floor. This method is since 1022 included in the database 'Effectieve Sociale Interventies van Movisie'.

Movisie is a national recognised knowledge institute and an advising agency for adapted knowledge, advises and solutions when dealing with social issues, wellbeing, participation, social care and social security.

Methods from the social sector are included within which have been proven effective and adjustable by others. Also in Maastricht the Trading Floor has proven itself in the meantime. Since 2012 6 editions are organised with the following results:

Participants en matches		# companies	# organisations	# matches	Realised Within 1 year
Location		amount	amount	amount	%
2012	AiNSI	48	62	108	95%
2013	UWC	94	116	263	82%
2014-1	Geusselt	63	101	209	93%
2014-2	Centre C	83	91	250	92%
2015	Centre C	77	81	226	94%
2016	Centre C	63	81	201	70% (1.12.2016)
Total (average)		428 (71)	532(89)	1257 (209,5)	

What is the principle?

All companies and social organisations who have enlisted and are accepted beforehand, will be matched at this Trading Floor as much as possible. Aim is to have as many matches between demand and reply as possible within 1,5 hour.

Participants

Participants are governmental and municipal institutions, entrepreneurs and social organisations as for example schools, societies, neighbourhood organisations, initiatives by volunteers etc. Each of these parties can have one or more wishes (demands) and/or can offer something (repliers). They will find each other on the Trading Floor. The atmosphere is informal and dynamic.

Aim: making a match. What one offers, is a wish for someone else and an equal partnership arises. There is trading on the Trading Floor, but with closed wallets, donating or asking money therefore is not the intention.

Bidders

On the Trading floor the bidders, represented with max 2 persons per organisation, are recognisable by their **RED** badges. They will be standing in and around 5 areas of interest:

- financial, legal, administrative, ICT or technical advise
- materials and facilities
- human power, jobs and activities
- marketing, communication and PR
- coaching, training and research



Seekers

The seekers, represented with max 2 persons per organisation, are recognisable by a **GREEN** badge. They can move 'freely' on the Trading Floor looking for a company that can/will match their request. On the Trading floor they are the one with the initiative and will actively approach the bidders. Also one can find the offer in maps or the screens on the Trading Floor.



Ofcourse one can use the Trading Floor for (unique) promotion materials like eg. (company-)clothing, businesscards, pictures or a small banner to improve the visibility of your bid or request. All is granted however, it has to be mobile and should not interfere with the space and view of the Trading Floor. Unfortunately we can't provide on stands.

Profit for the entrepreneur

The 'Maatschappelijke Beursvloer' offers companies the possibility to become in a quick and simple way the opportunity to become a Socially Involved Entrepreneur. They often have more to offer than they realise themselves. What about voluntary work (getting staff), a learning experience place, unused or leftover materials, storage, knowledge and expertise.

More and more entrepreneurs see advantages and possibilities in 'Maatschappelijk Betrokken Ondernemen' to distinguish themselves from others.

Advantages/ benefits are for example:

- appreciation and positive PR
- more enclosure to and of the local employmentmarket, local networking, social organisations, local media and local governmental institutions
- improvement of ones competitive position. Research shows that sustainable companies have a better competitive position and a bigger perspective on continuity.
- immediate economic interest (a better living environment can lead to a bigger sale)
- social commitment by a company will cause employees feel more committed to the company they work for
- enforcement of the relation between employees (teambuilding) what might lead to a common culture of values, better communication and cooperation
- voluntary involvement of employees might lead to personal development, by that a better performance or wider involvement in the own company
- the possibility to be part of the approach and solutions of social issues
- becoming more attractive for future employees
- participating companies will receive the Trading Floor – logo as appreciation. They can use this in all its elements to distinguish themselves as socially involved entrepreneur.

Profits for the social organisation:

You have ideas and new initiatives but you don't have enough people, knowledge or means to realise it all. The 'Maatschappelijke Beursvloer' offers you the possibility to enlarge your network with other social organisations and companies. A large network enlarges your chance to see your wishes fulfilled.

However, think in advance what your contrabid will be. All matches are made on equal partnership and it's done with closed wallets. Be creative in thinking of a contrabid, you might have more to offer than you might think. See the many examples on the website of the Trading Floor to get inspired (www.beursvloermaastricht.nl).

Advantages/ benefits of the 'Maatschappelijke Beursvloer':

- enlarge, free of costs and simple, your network with other social organisations, companies and government institutions
- enlarge the chance of realising your aims and initiatives

How does the 'Trading Floor' work:

Although the Trading Floor only lasts about 2 hours, it starts already with the enlistment and a good preparation. Next to that, the matches will be executed after the Trading Floor and often new contacts and matches arise.

Enlistment

Enlisting goes via the website of the Maatschappelijke Beursvloer Maastricht, www.beursvloermaastricht.nl.

Each participant writes down all his/her contact information as well the information regarding the bid or request. This will appear immediately on the website so it's clear for everyone who joins in, which questions there are and which bids. This is important, as it might attract new participants who can meet up to a request or can use a specific offer. But it is also valuable for a good preparation for all participants beforehand. If it's known who will be on the Trading Floor, you know already beforehand with whom you want to get in touch as they might be interesting for your company or organisation.

Preparation

The organisation of the Trading Floor offers workshops as preparation for the actual event. Trajekt offers, by means of this free workshop, an inside view of what the Trading Floor stands for. It's also a good personal preparation on the Trading Floor. During these workshops various useful tips and tricks will be given to get the best result out of this event. What are the best tips to get in touch quickly? To get a lot of attention for your request or bid? What is the profit for you as entrepreneur? How to I tell in one minute about my request? But also in thinking of creative contrabids. Experience learns that participants of a workshop have more success on the Trading Floor. That goes for companies as well as organisations.

The Trading Floor

And there it is! The Trading Floor is bound to start. The Trading Floor Manager will explain the rules of the game again and then the game is on! Everyone can participate on the Floor. During the Trading Floor so-called cornerstaff will be present. They know what is going on on the Floor. They can make contacts, can offer support during the matchmaking and are recognisable by the blue/yellow coats. Are you still stucked? Please see the Trading Floor Manager. Plus, on the touchscreens which will be present, request and bid are easy to see again.

Match!

If negotiations work out between the bidder and the request, the match is a clear fact. Concrete appointments will be made and noted on the matchform. Like eg. who get in touch with whom and appointments will be kept. Fill out the form completely and hand them in at the desk of our solicitor. Matches will be checked by them and placed on our website. Both parties will get a copie of the match. All matches have to be realised within the set time range.

Be aware that a match might cost more (preparation-)time and more work than it might seem. Therefore it's better to make 1 good match instead of multiple ones which don't work out or only partly.

Networking

During and after the event there will arise a lot of contacts between bidders and people with a request. That offers new opportunities for everyone. During this meet & greet (with a snack and a drink) one can talk about the contact, the match and the deal. Relations will be deepened and extended which might lead to new deals and often 'aftermatches'.

After care

All matches have to be realised within the set time range/deadline. A few weeks before this deadline the organisation will contact the bidders to ask how it's going with their match. If needed, we can offer support, but in average the conclusion is that the matches are dealt with to every one's satisfaction. This 'phonecall action' at the same time is a good moment to get feedback on the organisation of the Trading Floor to improve any next edition.

Tips for a succesfull Trading Floor

- think of concrete questions on the various categories (see page 2)
- time is limited, be original, alert and bold
- take businesscards, brochures or attractive items
- use the 'wolkies' which are present, small whiteboards on which you can write an unique message
- make yourself recognisable by means of your outfit, a banner, ballons etc
- think about the contrabid beforehand, be creative
- busy at the solicitors' desk? Start working on your next match already and return later (with your form!)
- show your successes

Did you make one or more succesfull matches on the Trading Floor?

Be an ambassador, tell it to others, share your successes so that also others see the importance of the Maatschappelijke Beursvloer Maastricht and what it could mean for them. Make pictures or films of the match, write a nice story to join and place it on social media or your website. Also we would like to place these good matches on our website. So please forward it to

maatschappelijkebeursvloermaastricht@trajekt.nl.

The more people who read it, the bigger the network and the bigger the succes of the Trading Floor.

More information?

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