

Network Event Win-Win Fair

The 'beursvloeridee' (roughly translated as 'bourse floor' or 'stock exchange floor' - concept) was born in The Netherlands. Annually 40 boursefloors are organized in The Netherlands. Since 2006, 30 boursefloors have been organised in Germany (named 'Gute Geschaefte')

Within the spirit of corporate social responsibility every year a win-win fair is organized by the city of Gent in cooperation with local and national private partners and sponsors. The main objective is to bring together private enterprise and NGOs in Gent. Both parties have a lot to offer to one another. For 2 hours firms and organisations can introduce in turn the offers they can supply or demand from each other. Agreements are always two-sided, mutual and so win-win. Everything is feasible and can be exchanged... as long no monetary transaction takes place. E.g. a youth movement seeks paint to refresh their building.

A company offers to supply the paint and in exchange the youth movement provide child care and entertainment during the company's annual personnel event.

A large diversity of actors comes along: from multinationals to SME's.

The non-profit side is represented in the fields of culture, welfare, education, sport, civil initiatives... This diversity guarantees that both firms and organizations are presented with a variety of demand and supply. The aim is of course to match these. In 2010, matches were made concerning administration and advice, ICT, equipment and facilities, training, publicity and lay-out and volunteer work.

Examples of results

2010

- Paint supply company gives remainders of paint to a school in exchange for a promotional film made by the pupils
- A bank donates an ICT-package to a welfare-institution for the Deaf in exchange for an introductory Sign Language course
- [Bedrijf en Buurt](#) (Company and Neighbourhood) city of Gent initiative supports projects in the field of sustainable development

Outcomes

2009

- 139 firms and NGOs attended
- 88 matches

2010

- 150 firms and NGOs attended
- 122 matches



Critical Success Factors

- Good relationships and visible examples of cooperation between private and non-profit sectors. Presence of City Council or other neutral go between
- Support measures for matches and projects and follow-up
- Strong external communication and cooperative and constructive atmosphere during the event itself
- 'Ambassadors' of the event among well known private businesspeople

Further Information

www.winwingent.be