FACTSHEET: MATCHPOINT, CREATING SPACE FOR SOCIAL & ECONOMIC ACTIVITIES

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WHAT?

Most of the empty spaces in Amersfoort are privately owned. Local initiatives and businesses had a hard time finding each other. Amersfoort has engaged the networking organisation Matchpoint to create a platform for the two parties to find one another. Matchpoint has set up a website and is building a strong database. Events are organised where parties can network and find their match. Some of these are specifically meant as networking events, drawing up to 150 guests. Others are smaller and focus on practical themes, such as a workshop for owners.

The city of Amersfoort has engaged Matchpoint for the period of 2017-2018. The project started out with an experiment with temporary use in a developing industrial area. A request for tender was launched for initiatives in circular economy and temporary use. The project received over 60 proposals.

WHEN?
2017 - 2018

WHERE?
Amersfoort, The Netherlands

WHY?
· Matching temporary use projects and owners

· Finding a partner organisation to facilitate matchmaking

• Explore matchmaking between non-profit organisations, businesses and real estate owners

• Present good practices of temporary use

• Open up space for social and economic activities

LESSONS LEARNT

The initial goal was to set up a business case for Matchpoint over the course of one year. Several funding partners were found, but another year is needed to build a strong business case. Some estate brokers see the matchmaking service as a competitive action and don't want to collaborate with Matchpoint. As a neutral partner outside of the municipality, Matchpoint is in a better position to make matches than a department within the administration would be.

HOW TO TRANSFER

The matchmaking service is transferable to cities wanting to replicate a similar service outside of their own administration.

During the first years, while building a viable business case, the matchmaking service will need funding.

The network events are a great way to draw attention to and create a positive energy around temporary use.