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FACTSHEET: SPEED DATING EVENT FOR MATCHMAKING

WHAT?

The city of Cluj organised a matchmaking event where potential temporary use tenants—such as local initiatives and businesses—could meet different municipal departments and investigate potential collaborations. This was at once an opportunity for the municipality to find out about the needs and wants of potential users and for the latter to find out about the priorities of the administration.

Temporary use initiatives and departments from the city administration were invited to an informal gathering for a co-construction workshop. Using speed presentations, each stakeholder elaborated upon their plans and perspectives. Then followed a speed dating session focused on linking initiatives to the right city department for their case.

WHEN?

2016

WHERE?

Cluj-Napoca, Romania

WHY?

- A first encounter between administration and (potential) users
- Quick and informal matchmaking

LESSONS LEARNT

Before this exercise, the city departments believed they were aware of most of the local initiatives. As it turned out, both the city and the initiatives themselves were fully informed about each other's ideas, work and priorities. The workshop proved that there is great potential for temporary use in the city of Cluj. The administration now has a better sense of what is needed to support local initiatives in their projects.

HOW TO TRANSFER

A matchmaking event is an excellent networking opportunity and a good starting point for collaborations between compatible initiatives and city departments. It may be a good idea to start out with a small group of easily approachable stakeholders. A presentation of good practices and potential scenarios will kickstart the conversation and show all participants that temporary use is a win-win scenario.

- **Collaborate successfully with stakeholders**
- **Build a framework for easier matches between stakeholders**
- **Create a wider understanding of temporary use**