



Agro4SDGs

Toolkit for the organisation of pitching events and marketplaces



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1. Introduction

The following guide aims to provide partners with a range of options for organising successful community pitching events and marketplaces.

The community pitching events and marketplaces will be particularly useful for women in agriculture, agroecology, women entrepreneurs, women starting their own businesses, etc. (the target groups of the project), as well as for stakeholders in the industry.

These events are particularly excellent to help those who have little knowledge of the industry, are starting entrepreneurs, want to ask someone for further help or just want to develop their network of contacts. A very important part of it is that it also provides an opportunity for participants to keep themselves constantly improving and becoming more popular, surrounded by the best possible environment, experts and people in the industry. These events can also contribute greatly to the recovery within the industry, as they can create business contacts that can determine the growth and development of the industry.

Community pitching events and marketplaces will contribute to the latter:

- Women will strengthen their communication and leadership skills to mobilise others to support their initiatives.
- Participating stakeholders will increase their commitment to support one or more of the initiatives presented.
- Increased community support.
- Develop partnerships and collaborations.
- Building relationships and awareness.
- Dissemination of the project.
- Additional contributions to the further development of the industry.

2. How to organise the event?

Community pitching events and marketplaces will provide excellent opportunities for both women entrepreneurs and experts. At the event, women entrepreneurs will be able to present their projects, which will then be viewed by external experts. The presentation of projects should be as spectacular and interesting as possible. It is also an advantage if the external experts can be involved in the presentation of the project. To this end, women entrepreneurs presenting projects should be given the opportunity to have enough space to bring products or to present services.

One by one, women entrepreneurs should set up stands to present their projects. It is important that these stands are positioned in such a way that no one is in the foreground and that none of them is in a location that would create a disadvantage when presenting the project. The experts will go around each stand and look at the projects presented one by one. It is important to stress that women entrepreneurs should be informed in advance about the schedule of the event and the maximum time frame for the presentation, so that they can prepare the most relevant presentation. It is advisable to set a time limit of between 5 and 10 minutes for the presentation. Care should be taken not to allow too long a time for presentations, as this may miss the point and participants may find the event boring after a while. They should also be made aware that they will have the opportunity to exchange contacts, so be sure to bring tools such as business cards, brochures, etc. It is worth allowing time for networking, not just during the presentations. It is worth leaving time after the presentations for the experts to revisit the stands, talk to the women entrepreneurs and discuss possible cooperation. It is worth setting up a special area for networking where this can take place and where participants can easily talk and discuss with each other.

The event is expected to be well attended (see the minimum number of people expected at the bottom of the document), so it is worth bringing a moderator to guide the event, coordinate people and draw attention to the women entrepreneurs presenting. The moderator should be chosen to bring people together, be enthusiastic and well-spoken.

Aside from the familiarity of external experts, it is always a good idea to introduce all experts before the event, as not everyone may have information about their exact professions. It is also useful not to do so, as having this information will make targeted networking much easier.

During the event, stakeholders can ask key questions to better understand each project and assess their potential support. For this reason, participants should also be prepared with handouts. Facilitating opportunities for collaboration and networking with existing businesses, services and social initiatives will consist of encouraging women entrepreneurs to seek out key alliances to facilitate the survival of their future businesses. They will be supported to identify opportunities to complement their initiatives and to establish cooperation agreements.

The event will encourage participants to seek partnerships with other educational services, youth services, etc. to promote learning and volunteer opportunities that will contribute to greater community support.



These pitching events and marketplaces should be organised in locations that are as accessible as possible to the public, ideally in a public venue with a large capacity to comfortably accommodate all interested parties.

These pitches will highlight the potential of the projects for community development through their impact on the SDGs and make women's leadership visible. From this perspective, they are expected to generate interest and support among community members and participating stakeholders. The potential collaboration with associations and non-profit organisations will also bring greater social value to the Agro4SDGs project and through these is expected to strengthen the visibility of the project and gain greater acceptance and support from the community. Successful awareness-raising activities, strategies that work well with stakeholders and examples of women-led business ideas will contribute significantly to the objective of serving as a model for rural communities in the EU.

3. Target groups for the events

Women entrepreneurs should be sought on the basis of the target group defined in the project. The target group of the project:

- Women in a leading position: leaders in existing enterprises, farms, related associations of the sector; start ups
- Women, who are interested in leading positions: successors of farms and businesses; students of agriculture,...
- Women with fewer opportunities' participation will be prioritized.

Experts and stakeholders should be selected in such a way that they are open to networking, professionally competent and supportive of the women entrepreneurs involved. It is important that the experts are professionally relevant in agriculture and agroecology. In addition, the stakeholder identification and selection documents already prepared within the project can help in the selection of stakeholders.

4. Communication

Each partner and organiser should develop communication tailored to its own region. It is important to make the advertising as informative and eye-catching as possible. It is worth using different social media platforms such as Facebook, Instagram. The LinkedIn platform should be used to find additional stakeholders and invite them to events. It is also worth using paid advertising to reach as many stakeholders as possible.

Specific stakeholders should be contacted with an invitation and given as much information as possible about the details of the programme.

5. Important quantitative and indicator numbers

Number of participants in pitching and marketplaces. At least 200 participants, 40 per region, including at least 8 relevant stakeholders per region, 40 in total.

Each partner will organise at least one community pitching and one market event open to the community.

The community pitching events and market events will be funded by the partners as part of their co-funding.

Participant satisfaction is extremely important for the partners involved in the project, as well as for the project itself. Everything should be done separately for each target group. A minimum score of 60% (7.5/10) or higher is required based on feedback.

Satisfaction should be assessed immediately after the event. One of the best ways to do this is to ask participants to fill in online questionnaires. If you want to do this on the spot, it is a good idea to produce questionnaires that are as short as possible, so that you can quickly gauge the satisfaction of the participants. It is important that shorter questionnaires do not compromise the quality of the questions.

The preparation of feedback statements is the responsibility of each partner. Each partner will write a short conclusion on the relationship between the event and the feedback results. The summary of the results of the statements and the conclusions will be carried out by CTRIA.

Source: Application form of the project