Information package on the best-practice MarketMate

The information package is built on EURADA’s canvas for best-practice transfer related to the programme MarketMate and serves to complement the information contained in it.

The Infopack elaborates on the canvas’ sections **Key Partners** and **Value Proposition**, which are extensively described in the related paragraphs below: 1. Tasks and Responsibilities and 2. Operational Steps

1. Tasks and Responsibilities

The European Union allocated EU funds of the European Social Fund (ESF) in agreement with the Hungarian national government to a number of programmes among the other the programme MarketMate.

Generally: the **Ministry of Economics** supervises the programme MarketMate and a joint consortium of **OFA–National Public Employment Agency** and **IFKA–National Public Agency for Development** manages it. Specifically, the aforementioned three key partners involved in MarketMate perform the tasks as follows.

**OFA-National Public Employment Agency:**

- provides information (on-line advertisement; events e.g. info days etc.) about MarketMate to social enterprises (SE) through its regional and local network with contact points;
- provides consultancy services (info days; one-to-one consultancy meetings etc.) about the preparation of application forms to apply for generic public grant programmes (e.g. MarketMate);
- to submit a project proposal in the on-line platform each applying SE should sign a cooperation agreement with OFA. This way, OFA makes an eligibility check of the legal status of each applying SE which. Furthermore, the applying SE should sign a transparency statement to be given to OFA.
- OFA also provides consultancy services in case the submitted business & social impact project proposal is negatively assessed by IFKA (scored less than 50%) to facilitate the failed applicants to prepare and submit an improved version of their proposals.

**IFKA-National Public Agency for Development:**

- develops and manages the business and social impact project assessment system and the on-line infrastructure for proposals’ management;
- provides training to OFA project officers related to the business and social impact planning;
- assesses the business & social impact proposals;
- provides consultancy services (group sessions; one-to-one consultancy meetings) in case the submitted business & social impact project proposal is negatively assessed by IFKA (but scores over 50% and less than 75%).
Ministry of Economics:

- checks technical requirements of successful business & social impact project proposals; allocates grants; monitors progresses.
- the grant allocation process requires applicants: 1) to have a business & social impact project proposal scoring above 75, and 2) to successfully undergo an assessment of the technical requirements of the proposal concerning its compliance with the formal eligibility and the objectives of the fund provider.

2. Operational Steps

The interested social enterprises (SEs) should register to the IFKA-managed online platform. Applying SEs provide general information about the organisation’s: name; number of registration; VAT; date of foundation; address; name and contact person.

IFKA is responsible of the assessment of Minimum Criteria; First Module – Business Module; Second Module – Social Impact Module.

Minimum criteria

Applying SEs provide basic information about their business & social impact project proposal so as to ensure consistency between the proposals and the MarketMate programme.

This compulsory assessment is built on 10 key questions (such as number years of operation - minimum 360 days of operation; place of the implementation of the project; number of employees to hire in the frame of the project; grant requested etc. The questions have all to be answered in a positive way so as to proceed to the First Module.

First module – Business module

Up to 100 points are assigned in this module. The module is built on 6 sections.

- **Tell us about your organisational and operational past from a business perspective:** MAX 40 points
  1’ Section: report on the overall financial stability of the organisation.
  2’ Section: mission, operation, activity’s focused on the entrepreneurial dimension of the applying organisation.

- **Tell us about your new business idea:** MAX 38 points
  3’ Key section: market analysis (information product/service you want to bring to the market + summary business idea; analysis of competitors; marketing plan).
  4’ Key section: financial planning (budget of the project; 0% interest rate loan financed by the EU; financial plans for maximum 5 years of the grant/project; cash flow plan for first year after the grant/project closure).

Note: to successfully proceed with the assessment the proposal should score above 29 of 38 in the 3’ and 4’ key sections as these are considered highly relevant.
• **Tell us about your new business idea:** MAX 38 points

3’ Key section: market analysis (information product/service you want to bring to the market + summary business idea; analysis of competitors; marketing plan).

4’ Key section: financial planning (budget of the project; 0% interest rate loan financed by the EU; financial plans for maximum 5 years of the grant/project; cash flow plan for first year after the grant/project closure).

Note: to successfully proceed with the assessment the proposal should score above 29 of 38 in the 3’ and 4’ key sections as these are considered highly relevant.

• **Tell us about your capacities and risk management:** MAX 22 points

5’ Section: organisational capacities.

6’ Section: risk and assess management.

**Second module – Social Impact Module**

Up to 100 points to be assigned in this module. This module is built on 4 sections.

• **Tell us about your organisation’s social activities:** MAX 18 points

1’ Section: mission, operation, activity’s focused on the social dimension of the applying organisation (e.g. democratic mechanisms of the internal decision-making processes in the organisation).

• **Tell us about the social problem you want to address:** MAX 19 points

2’ Section: social objective of the projects.

• **Tell us about your beneficiaries and related employment opportunities:** MAX 28 points

3’ Section: employment of disadvantaged individuals in the frame of the project; quality check of the applying organisation’s expertise related to the work with this employee segment – minimum requirement of disadvantaged employees in the project: 50%.

• **Tell us about your social impact:** MAX 35 points

4’ Section: other than employment, what are the other social objectives of the project? / How do you communicate the social message of the project? / What is the expected social impact of the project and its measurement? / What will you do with your profit?

Please do not hesitate to contact [EURADA’s Policy Officer Tommaso Galli](mailto:tommaso.galli@eurada.org) or +32 228 708 32 for further information.

The Canvas and Infopack were developed in the frame of [Interreg Europe Project Social Seeds](https://www.eurada.org/social-seeds).