

## Learning Marketplaces to share innovations

Showcasing experiences and learning from peers

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### In brief

#### Purpose of a Learning Marketplace

To exchange knowledge and tools, with participants encouraged to discover and share interesting innovations, ideas and products.

#### When to use a Learning Marketplace

When you want to create a platform for the exchange of knowledge and tools, for example during a project or towards the end. Stand holders should contribute when they have practical innovations, ideas or products to share.

#### Who can participate?

A Learning Marketplace can bring a range of stakeholders together. The more diverse the group the more varied the sharing experience.

#### How long does the process take?

From an hour up to a day. Half a day is recommended to allow visitors to visit as many stands as possible.

### Description

#### Potential benefits:

1. Participants can learn and contribute at their own pace. If at any time during the Marketplace participants find themselves in a situation where they are neither learning nor contributing, they are encouraged to find an something more useful or suited to them at that time.
2. It draws on the experience of participants and gives them a voice: 'This was the first time I could really share

and show others what has worked in my country' (Marketplace participant).

3. It can inspire visitors to use new tools and techniques: *'I had never heard of community radio and was intrigued by the stories of this stand holder. I will see if I can use this in the communities where we work as well'* (Marketplace participant).

A Learning Marketplace is made up of stand holders and visitors:



The Learning Marketplace can facilitate personal sharing of approaches, ideas and concepts like here at the BRACED Annual Learning Event 2016 in Senegal. (Photo: Bettina Koelle)

- The stand holder will share their 'produce', typically using a table to display their innovation, idea or product. It is encouraged to display tangible objects; for example, a recent Marketplace included a bamboo model of a rainwater-harvesting tool. Bringing a model of the innovation brings to life how the innovation works, as well as providing a more interesting and stimulating experience for visitors.
- Visitors will browse the various stands at the Marketplace and explore the many different innovations, ideas and products.

Visitors can be given a blank shopping list before they enter the Learning Marketplace to encourage them to write down the innovations, ideas or products that interest them. They can also write down the potential use for what they have found interesting.

After the Learning Marketplace, a moderator can ask a few volunteer-visitors to come and explain what is on their shopping list and why – and whether they found what they were looking for.

Alternatively, visitors can be given vouchers, to use in exchange for 'buying' an idea, innovation or product that they have seen. The stand holder with the highest number

of vouchers at the end of the Learning Marketplace session is then recognised for being a stand that attracted a lot of interest, and a token prize can be given.

**Note:** Preparation is key! It is important for stand holders to have sufficient time to prepare their stand and collect relevant materials, as well as to set up their stand.

### Tips for stand holders

- Be creative and think about how you can most innovatively display your work! There is no set amount of time given per stand, so you want to grab visitors' attention: as in a real Marketplace visitors will stay for as long as they are interested.
- Bring props! If you are talking about community radio, bring a radio. Posters, photos and other visual aids will help you attract and engage visitors. With tangible examples you can bring your stand alive.
- Bring in other participatory engagement methods, such as games. Not only is this an excellent occasion to share new tools but also this will help create and sustain a 'buzz' during the Marketplace.