

Influencing the public and political agenda by highlighting employee ownership

Client -  **snpi**
duurzaam | aandeelhouderschap



About SNPI

SNPI is a Dutch institute that represents the interests of companies with broad based employee ownership programs. SNPI liaises with central government and tax authorities in order to stimulate employee ownership in the Netherlands. They created the Dutch Model. SNPI is also a knowledge center and gives advice to companies that want to implement this program. SNPI is a non-profit foundation. For more info: www.snpi.nl.

Introduction:

'Participation society' was the Dutchbuzz word in 2013. But the idea for employees to financially participate in their own company was relatively unknown. In comparison to other countries, the Dutch don't really practice employee ownership. This is very surprising since this is exactly where our chances lie in these tough economic times, says SNPI. Current research shows that employee ownership has a positive effect on commitment and the bottom line. But how does this employee ownership take shape in a world where the job market is becoming increasingly flexible. Can part-time or even seasonal employees also take part in employee ownership? That is why SNPI took the initiative to research these questions to gain a better understanding of the wants and needs of employee ownership in the Netherlands. The ultimate goal is to create new forms of employee ownership in which employee commitment and flex jobs are combined. The results of this research were presented on during an SNPI conference about employee ownership at the Erasmus University in Rotterdam.

Assignment:

Agenda setting! To influence the public and political agenda by highlighting our theme: employee ownership. Relevant media outlets included the financial sections of daily newspapers, trade magazines, management magazines, special interest magazines and various online media.

Strategy:

Marketing Penguin was asked to set up a tailor made PR-strategy to gain maximum publicity around this theme in general and SNPI in particular. Newsworthy ingredients were: the conference, the research and the new book (The Citizen's Share) of keynote speaker and international guru on employee ownership professor J. Blasi. Tailor made press lists covering different topics (and giving them each a different perspective and scoop) were constructed and 1-op-1 interviews with Prof. Blasi and Pascale Nieuwland, CEO of SNPI, were conducted. This approach resulted in a myriad of positive press clippings among which twice a full page in the largest financial newspaper het Financieele Dagblad with a cover story mention, a spread in de Saturday edition of the daily newspaper NRC Handelsblad, a spread in the largest management magazine Management Team and several articles in M&A community, trade magazine De Ingenieur, PeopleBusiness.nl and OR informatie.

Results:

This approach created over €100.000,- in media value and €300.000,- in PR value in target media like Financieele Dagblad, NRC Handelsblad, M&A community, De Ingenieur, Management Team, PeopleBusiness.nl, OR informatie and other online media. A spontaneous photo opportunity arose when politician Diederik Samson was presented with Blasi's book.



Professor Blasi presents his book The Citizen's Share to politician Diederik Samson (source FD)

fd.nl
het financieele dagblad **M&A**

De **Ingenieur**
TECHNOLOGIETIJDSCHRIFT

**People
business** **MT**
MANAGEMENT TEAM

OR informatie

NRC  **HANDELSBLAD**

Testimonial client

"First let me thank you as Marketing Penguin is the smartest most versatile most substantive communications agency I have ever worked with - I wish you could work with me in the US, you are fantastic. thanks Joseph Blasí"

*"...Marketing Penguin created great publicity and great clippings. Thanks!"
Pascale Nieuwlan*