

# Final report Promoting Dutch SME entrepreneurship for the Blue Gold Programme in Bangladesh

Campaign “Ondernemen in Bangladesh” for Dutch SMEs



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**Disclaimer: The OIBD campaign is made possible by the Blue Gold Programme**



## **Introduction/word in advance**

The Blue Gold Innovation Fund makes it possible for Blue Gold to try and test new innovative approaches and discover new ways to contribute to socio-economic development in the polders of Bangladesh. New innovative technologies and approaches can be financed with support from the Blue Gold Innovation Fund, as long as the innovation proposals submitted contribute to the desired outcome and results of the Blue Gold program.

No9 helps Blue Gold to find and activate Dutch entrepreneurs who are active in agriculture and water management. They create awareness by communicating with them via the platforms on which they are most active. Moreover, they guide them through all relevant knowledge for their own research and comparison through an online course. Finally, these course participants are offered an online form to qualify themselves for the opportunity of getting a feasibility study. If participants did not fill in the form automatically No 9 has used service calls to provide extra knowledge for the opportunity. Furthermore, reminder mails has been sent to remind them of the opportunity.



# 1. Facts and figures

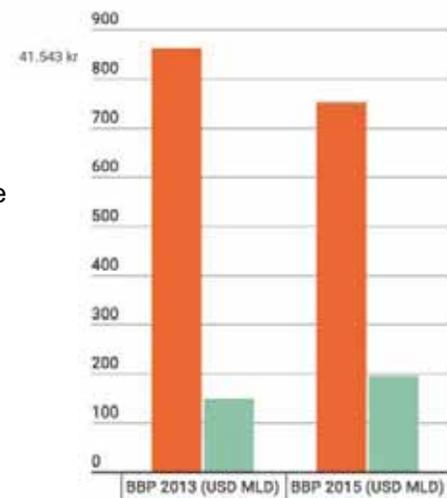
## A) General

Bangladesh is one of the most densely populated areas in the world, with over 156 million inhabitants on 147.570 km<sup>2</sup>.

Although the economy in Bangladesh is on the rise and the percentage of people living in extreme poverty (less than \$2 a day) is halved in a decade (1991-2010), it is still ranked 142nd on the Un Human Development Index.

With 41,543m<sup>2</sup> km<sup>2</sup>, the Netherlands covers a mere 28% of the size of Bangladesh and with 16 million inhabitants it is occupied by only 10% of its inhabitants. Yet, their GDP (\$752 billion) is almost 4 times the GDP of Bangladesh (\$195 billion).

Although this gap in terms of welfare seems to be decreasing, the gap is still major at the moment. Especially since the Netherlands has a lot of knowledge about agriculture and water management, there is a huge opportunity for the Netherlands to help Bangladesh. Please see appendix "C) *Infographic Bangladesh/The Netherlands*" for the complete infographic.



## B) Entrepreneurship in the Netherlands

The Netherlands has a total of 1.3 million active entrepreneurs. Most are active in business services, construction, health and retail.

Within our target group, there are roughly 72,000 Dutch entrepreneurs: 69,000 active entrepreneurs in the 'agriculture' sector and 3,000 active in the sector 'energy, water and environment'.

Furthermore, about 10% of Dutch entrepreneurs are internationally active. Although most of this international activity is seen in the wholesale (25%), business services (21%) and Industry (12%) sectors, we estimate that about 7,300 (10% of total target audience) has an interest in expanding their business across borders.

The average age of Dutch entrepreneurs is 46 years.





## 2. Process activities:

### A) Campaign website

The main goal of the campaign website is to convert website visitors into course participants. Based on these conversations and additional interviews with Bangladesh experts [Bijon Islam](#) and [Tessa Schmelzer](#), we have decided upon the right tone of voice for the campaign.

Subsequent, we have designed the wireframes for the website, which we agreed upon on May 3.

The result can be seen via the following URL: <https://www.oibd.nl/>



### B) Drip Campaign

Via a drip campaign entrepreneurs had the opportunity to learn all about the chances and opportunities in Bangladesh. The main goal is to create interest to actually going to Bangladesh. You can experience the drip campaign yourself by registering via:

<https://www.oibd.nl/>.



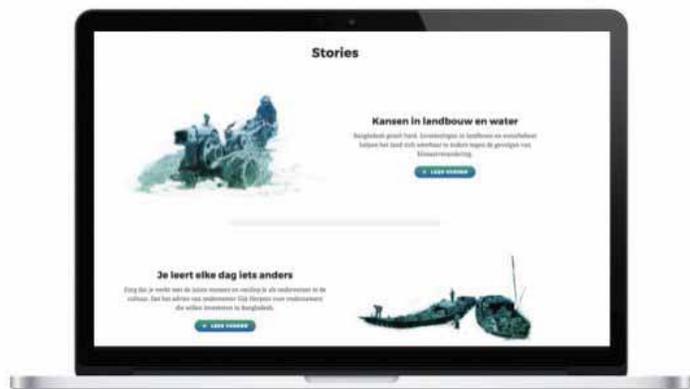
### C) Articles

Via the articles entrepreneurs had the opportunity to learn all relevant facts about Bangladesh. All articles can now be seen on our website via the following URL's:

[Kansen in landbouw en water](#)

[Water en land: het blauwe en gele goud van Bangladesh](#)

[Je leert elke dag iets anders](#)





## D) Extra articles

Besides the three main articles, we have produced 2 additional articles. These articles can be seen via the following URL's:

[Interview Tessa Schmelzer](#)

[Interview Bijon Islam](#)

Furthermore, we have designed and created a special ['stories' page](#) on which all articles are displayed. This enables other parties to easily share all of our content.

In total the website has been visit for 1.328 times. During those session a total of 2.395 pages are loaded with an average time on page of 01:50.



## E) Dashboard

In order to monitor the progress of the realization of the KPIs we've developed a dashboard on which the results can be monitored 24/7.

The dashboard can be reached via [this URL](#). As requested, we added an extra page in the dashboard in which all sources of new participants can be found.





## F) Additional Service calls

In order to gain insights in the perceived quality of course attendees and to check why participants (don't) make an inquiry, we have done a series of phone calls to participants that left their phone number.

One person directly filled in the proposal. Another participant filled in the form in response to the service calls. Other insights/results, which also can be found in [the overview in the service call notes](#).



- Course was valuable to me. I'm glad with the valuable Bangladesh insights, but I'm active in a different sector (security). Not in watermanagement/agriculture
- My main focus is not yet on Bangladesh. Firstly, I want to succeed in other countries (Liberia/Sri Lanka)
- I'm focussing more at Vietnam, India and China at the moment. But still interested.



## G) Media

In order to accomplish all KPI targets, we use different dedicated e-mails, advertorial positions and social media posts to make sure we reach all our targets.

Output can be seen via the following URLs:

[De Zaak 15-06-2017](#)

[NWP nieuwsbrief 23-06-2017](#)

[Agri Holland Nieuwsbrief 05-07-2017](#)

[MKB Servicedesk 08-08-2017](#)

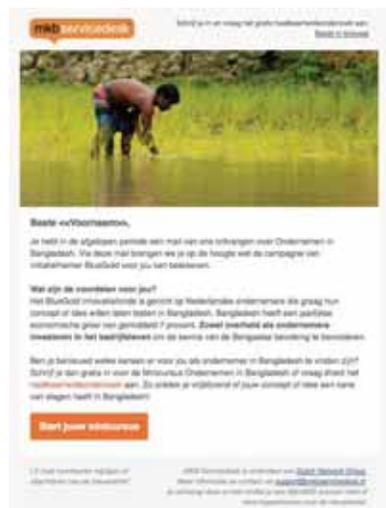
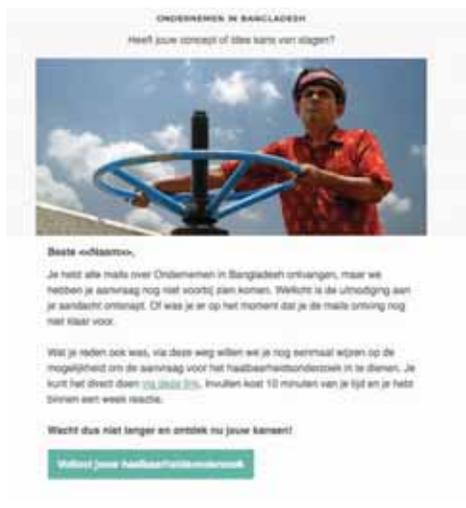
[ZZP Servicedesk 08-08-2017](#)

[H2O nieuwsbrief 10-08-17](#)

[Course participants reminder mail](#)

[MKB Servicedesk reminder mail](#)

[H2O nieuwsbrief 28-09-17](#)



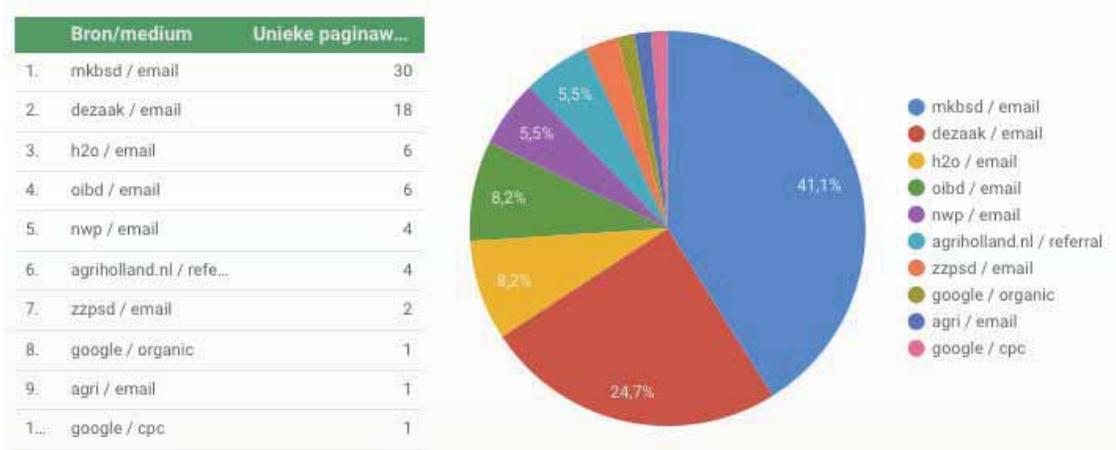


### 3. Reaching of KPI targets

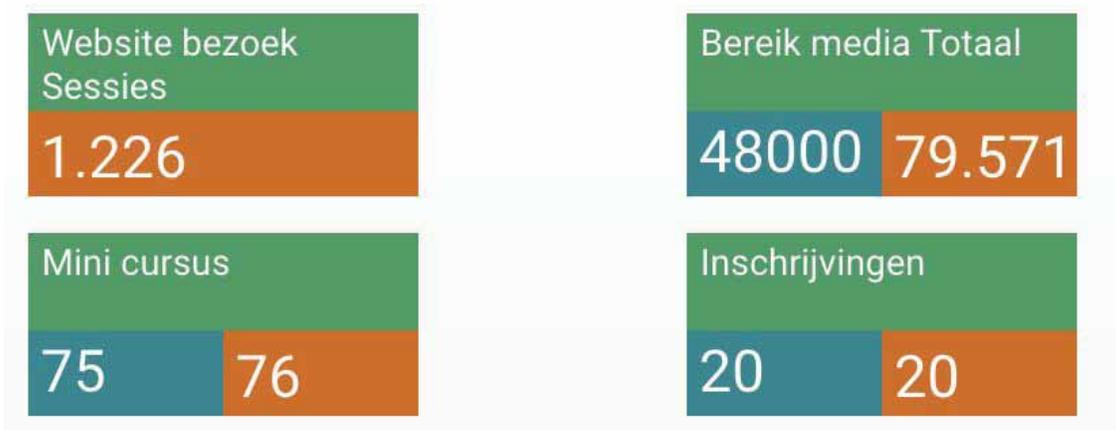
#### A) General

With respect to the number of course participants we have reached 76 of the 75 intended participants on the 17th of october 2017. We have reached 20 out of 20 registrations. As you can see in the dashboard the main traffic resource (50.2%) was e-mail.

With respect to the number of course participants we mainly benefited from the MKB Servicedesk (30), De Zaaak (18), H2O (6), OIBD (6), NWP (4), Agri Holland (4) and ZZP Servicedesk (2).



Furthermore, we far exceeded our targeted media reach. We aimed for a total reach of 48.000, but overperformed by 66% to a total reach of 79.571. Please see complete funnel in the Appendix.





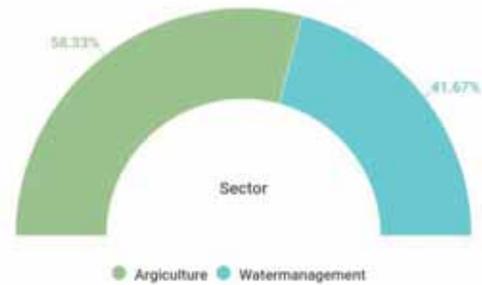
## B) Sector

As stated in paragraph 1.1. the distribution between watermanagement and agriculture in the Netherlands respectively 96% and 4%. When we look at the actually submitted feasibility studies the percentage of entrepreneurs active in watermanagement is (42%) much higher compared to the country average.

Sector



Country average

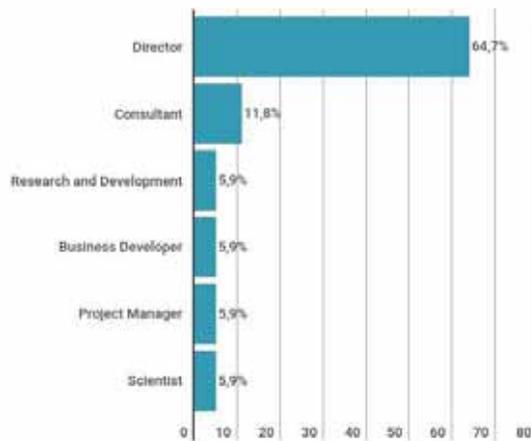


Submitted feasibility studies

## C) Job titles

As shown in the figure below the feasibility studies were mainly submitted by the directors/CEOs of the company. Other job titles were Consultants, R&D managers, Business developers, Project managers and scientists.

Function of participant





## D) Gender

In the Netherlands most entrepreneurs are male (64%). In our campaign only 54% of the visitors on our website was male. Since the male representation in the agriculture (90%) and watermanagement (97%) sector is even higher than average this percentage is remarkable.

Please see appendix for specific results.

## 4. Looking ahead

### A) Lessons learned

Relatively many entrepreneurs in water management  
Relatively many women  
Mainly directors/CEO's  
Mainly newsletters (medium)  
Mainly De Zaak/MKBSD (platforms)

### B) Recommendations

Campaign formula can be used for multiple campaigns, Ondernemen in Bangladesh can be continued and planned for a new period with the same content/website. Including new content to convert 2017 course participants into applications for feasibility studies. We recommend selecting media via our content marketing matrix (appendix D Content Marketing Matrix).

Well performing media can be used for other campaigns, insights can be used.

### C) Next steps

- 1) Are there any running campaigns with which we can help to realize KPI targets by using our entrepreneurial audience (De Zaak/MKBSD)?
- 2) Are there any future campaigns with which we can help with concepting?
- 3) Are there any future campaigns for which we can create content, drip campaigns or white label websites?
- 4) How shall we continue the collaboration between No 9 and Blue Gold?

### D) Recommendations

- 1) Connecting The Online Marketing Group for additional entrepreneurs
- 2) Expanding the drip campaign
- 3) Check contentmarketing matrix together for new opportunities (e.g. events/ Member get member/Award function)



## 5. Annex

### A) List course participants

Please see the second tab of the [spreadsheet](#) for an overview.

### B) List feasibility studies

Please see the first tab of the [spreadsheet](#) for an overview.

### C) Infographic Bangladesh/The Netherlands

Please see infographic via [this link](#).

### D) Content Marketing Matrix No9





## E) Marketing Funnel OIBD

