

18th Emmaus Salon

Review of the salon – 26 October 2017

Please refer to the French language version for pictures and a breakdown of the budget.

Review – Key facts and figures

- 130 Emmaus groups, of which 18 were European.
- 2,000 movement activists.
- 13,800 visitors
- Takings of €470,000
- Average spend per visitor of €33.
- €850,000 worth of advertising obtained for free (see below).
- €75,000 donated to Emmaus International.
- 375 deliveries
- 250 external volunteers.

The **18th Emmaus Salon** achieved its **purpose of raising the profile and enhancing the image** of the Emmaus Movement across France.

The **largest second-hand goods sale** in France firmly placed the spotlight on our role as a **purveyor of culture as “France’s leading bookshop.”** The big sale also raised the profile of our responsible consumption and reuse know-how and our capacity to **innovate (Village de la récup’)**.

The 18th Salon also enabled us to showcase our **campaigning work** with the **activism book fair and public debates facilitated by Médiapart.**

New features...

- An activism book fair/book stand
- Le village de la récup’ (*Restoration Village*).
- Organic food court.
- And France’s largest second-hand sale!

Communications

Enhancing our image

The Emmaus Salon offers the Emmaus Movement great exposure every year. The actual value of the advertising campaign would be over €850,000:

- Advertising hoardings (Paris City Council, Médiatransport etc): €500K
- Free advertising in the written press: €250K
- Radio: €100K

Press relations

91 mentions in the national press including **11 TV reports** (including France 2, France 3, Arte, and BFM) and **18 radio appearances** (radio stations such as France Info, RTL, Europe 1, France bleu, and

France culture) and great articles in M Le Monde, Le Parisien, La Croix, Livres hebdo, Le Figaro, without forgetting the vital AFP (Agence France Presse) report.

Social media

There was a lot of interaction with internet users thanks to our digital communication on social media, as demonstrated by these key figures:

- Facebook: 83 posts/over 700 followers/3,440 Likes/700 shares.
- Twitter: 37 posts/over 990 followers/825 comments/140,000 impressions.

A big 'thank-you' to the Emmaus groups who shared our posts about the 18th Emmaus Salon!

Financial report

In brief

€75,000 (profit and solidarity) was donated to Emmaus International.

Expenditure was kept under control and turned out to be roughly 5% lower than forecast.

On the other hand, takings were lower than predicted (down 13%), **notably due to a drop in visitor numbers (strong competition from other events such as *La Journée Olympique, Les Solidays, Le Salon de l'Aéronautique, Eid al-Fitr*).**

Average spend increased significantly (**up 18% on 2016**) to **€33 per visitor.**

Budget

- Expenditure €485,227
 - Wages and contributions: €21,874
 - Site expenditure: €258,626
 - Group accommodation: €85,713
 - Communication: €51,760
 - Service procurement: €50,310
 - Entertainment: €2,028
 - Other items: €11,239
 - Unforeseen expenses: €3,677
- Income: €499,846
 - Sales: €470,846
 - Partnership: €29,000
- Profit: €14,619
- Solidarity (donations to Emmaus International): €60,381
- Contribution to EI (profit from the sale + solidarity): €75,000

A big 'thank-you' to you all for your support. We hope to see you on Sunday 10 June 2018 in Paris at the Porte de Versailles Parc des Expositions for the 19th Emmaus Salon.

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