

The University of Nottingham

From the Selected Works of Maria May Seitanidi

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Available at: https://works.bepress.com/may_seitanidi/12/

NPO-BUS PARTNERSHIPS BULLETIN

Issue 2
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Dear 265 Members of the NPO-BUS Partnerships Yahoo Group

This is the second issue of the NPO-BUS Partnerships Bulletin featuring new members, information about conferences and events on partnerships and a call for Speakers on Partnerships for a series of conferences on partnerships.

The NPO-BUS Partnerships Yahoo Group was founded 1 year ago (7th December 2006) with the aim to connect people interested in cross sector interactions within business, non-profit organisations, government, and academia. The idea is to encourage exchange of *highly specialised information on partnerships* rather than on more general areas of interest like corporate social responsibility, sustainability, business ethics, which provide the facilitating background trends that facilitate the increase in cross sector interactions.

Two important partnership events are featured in this issue in order to inform you on the latest news on partnerships: **The Conference on Peace through Commerce** organised by the University of Notre Dame, USA and **The Partnering Event** organised by the IBLF, CPI and the ODI, UK.

Do you want to advertise any academic or non-academic events, positions, books, announce papers on partnerships or research findings? Please send your information in time for the next issue which will be emailed in May 2007 (deadline for material: end of April 2007).

Best wishes for a more interactive New Year,

Dr. May Seitanidi
Editor NBP Bulletin

New Members

A warm welcome to all the new members of the NPO-BUS Partnerships Yahoo Group. Below you will find brief introduction for some of our new members. If you would like to contact any of the members for projects, research or information in their area of expertise, please visit the databases section by following the link:

<http://tech.groups.yahoo.com/group/NPO-BUSPartnerships/database?method=reportRows&tbl=1>

Louise Redmond

I work with businesses in Australia and New Zealand around business-community partnerships. I am always interested in learning more and seeing what others are doing.

Ellie Sandercock

My name is Ellie Sandercock and I'm a PhD candidate at the Institute for Development Policy and Management, University of Manchester (UK). I am currently in the Niger Delta region of Nigeria conducting research on the role of the private sector (specifically multinational oil companies) in community development and the tri-sector partnerships associated with such development initiatives.

Galal Zaki

I am Co-Chairman of a newly formed CSR American Chamber Committee in Egypt and we have started a number of successful initiatives through the Core Marketing Committee. AmCham is the strongest lobby group dedicated to promoting Egyptian American interests. We have over 1200 members and 20 active committees.

Andrew Coogan

Currently work in sustainable development communications (Global Reporting Initiative). Prior work in communications, NGO campaigns, business consulting, policy advisory, and corporate financial services.

Neven Marinovic

As I mentioned in the short intro I am executive director of a Belgrade (Serbia) based NGO SMart Kolektiv. SMart is the main (and maybe the only) NGO in Serbia dealing with the issues related CSR. We developed a national long term project called Responsible Business Initiative Serbia that has many components and deals with different stakeholders. We are also about to begin a project aimed especially to strengthening and developing of business and NGO partnerships that we call (BiNGO - business and NGO).

So my particular interests in this field would be very wide, from theoretical issues to concrete examples, information on people and other potential partner organizations that deal with this issues etc.

Mary Sueschmaltz

I am an International Organizations MBA student (University of Geneva). I am interested in partnerships and what makes them successful.

Why not send a brief introduction of your partnership related interests for members to get to know you and your organisation?

Send a brief introduction (max.120 words) to the Editor of the NBP Bulletin.

Partnership Conferences & Events

Professor Barbara Parker at the Albers School of Business and Economics of the University of Seattle send the following information on a conference that took place at the University of Notre Dame at Indiana, USA.

University of Notre Dame November 12-14, 2006



A Conference on **Peace** Through **Commerce**
Partnerships as the New Paradigm

University of Notre Dame
November 12-14, 2006

At the founding of the United Nations in 1945, political and business leaders as well as scholars shared the conviction that commerce could play an important role in fostering peace. Half a century later, with the emergence of the interlocking global economy and the enormous new reach of business, the business community is increasingly forming partnerships with NGOs as an important new avenue for achieving social development. The Peace through Commerce Conference at the University of Notre Dame will examine some of those partnerships focusing on what makes a successful collaboration.

This conference will be keynoted by Kofi Annan, Secretary-General of the United Nations (subject to UN schedule) and will bring together academics, corporations, NGOs and government leaders. It seeks to advance the understanding of the role of business in society and to encourage new and more effective partnerships. The conference also hopes to lay the foundation for new courses in business schools on the subject of peace through commerce.

The conference is being convened by:

- AACSB International - The Association to Advance Collegiate Schools of Business
- The United Nations Global Compact Office
- The Center for Ethics and Religious Values in Business of the Mendoza College of Business at the University of Notre Dame
- The Joan B. Kroc Institute for International Peace Studies of the University of Notre Dame.

For further information and registration details for the conference visit:

<http://www.nd.edu/~ethics/ethicsConference/>

IBLF, CPI and ODI September 24-26 2006



The Partnering Event was a three-day convocation of over 130 front line partnership practitioners from business, government and civil society taking place in Cambridge, UK, 24-26th September 2006, to push the boundaries of the theory and practice of partnerships for sustainable development.

Along with over sixteen individual workshops, nine story-telling sessions and five plenary sessions, the participants together created 'The Partnership Declaration': a public challenge to donors, policy makers and sector leaders to create the necessary enable environment in which partnerships for sustainable development might thrive, based on the realities on the ground. The Declaration was partly based on the results of a [survey](#) sent to around 250 partnership practitioners in the run-up to the Event.

In addition, on the evening of Monday 25th, a 'Great Debate' was held on the topic of regulation versus voluntary action, precursed by a video statement recorded for the Event on the power of cross-sector partnerships, and the necessity to invest in a new wave of partnership brokers/practitioners by [HRH the Prince of Wales](#).

For more information on the event you can visit:

<http://thepartneringevent.org/rindex.php?logout=true>

On the above link you will be able to find information on the event outputs, such as the Survey of Partnership Practitioners, which was conducted of front line partnership practitioners with the aim:

- to capture partnership stories from the front line; information about new work and roles;
- evidence of impact and influence
- to draw together some of the key challenges faced by practitioners in their day to day partnering activities to input into a 'Partnership Declaration' aimed at policy makers, international donors and others to encourage them to create a more enabling environment for effective partnering

The survey revealed the potent force of partnerships for sustainable development, but a number of challenges remain. Some of the notable achievements include:

- 72% of respondents felt that partnerships are either 'critical to sustainable development in the 21st century' or 'making an important contribution to the sustainable development challenges we face'; a further 26% believed that partnerships are already achieving tangible results and have considerable potential
- Practitioners and partnerships are increasingly operating as change agents – bringing innovation and energy to intractable problems and the limitations of single sector approaches
- Practitioners who had completed professional training / learning courses reported significantly enhanced professional skills and confidence, greater professional status and higher achieving partnerships

But many challenges remain. Respondents reported that changes were urgently needed in terms of:

- Greater leadership from those in senior positions in partner organisations
- Clarification of the role of the state in supporting, promoting and benefiting from partnerships
- More focus on communicating partnership benefits by partners, key figures and the media

In the words of one of the respondents: "There needs to be a wider understanding of partnerships as an art and a science rather than being seen as just 'a good thing to do' or as a public relations selling point. In too many instances 'partnership' just seems to be a buzz word."

Findings from this survey confirm that before partnering can maximise its potential as a mechanism for sustainable development, there is still some way to go in terms of:

- More precise use of the term 'partnership'
- Higher numbers of trained and skilled partnership practitioners
- Organisational capacity to mainstream partnership approaches
- Creation of a more conducive enabling environment.

The survey reveals that partnering remains a challenging sustainable development approach but evidence is mounting that when undertaken rigorously by professionals who understand what successful partnerships need, it can be a powerful force for change.

<http://thepartneringevent.org/mainpages/reports/index.php>

One of the important event outputs was the **PARTNERSHIP DECLARATION**– a challenge to sector leaders and policy makers based in part on the survey finding, please visit: <http://thepartnershipdeclaration.org/>

Call for Speakers on Partnerships

This is a call for speakers on NPO-BUS Partnerships that will be put forward under the ESRC Research Seminars Competitions 2006/07. You are invited to submit your topic under each of the following thematic priorities, which are indicative rather than definitive:

- organisational change through partnerships
- negative organisational outcomes (risks) in partnerships
- positive organisational outcomes (benefits) through partnerships
- motives in partnerships
- dynamics of partnerships during the implementation phase

The deadline for submitting your interest either as a presenter or as a participant is the **10th January 2007**. Three mini-conferences will be organised, with approximately 4 speakers per conference and 30-40 participants. The duration of each conference will be one day. Participants of each conference will receive access to all the material produced. For more information please email: May.Seitanidi@brunel.ac.uk

GET INVOLVED: Volunteering Opportunities

If you are interested in volunteering for the NPO-BUS Partnerships Yahoo Group please send an expression of interest for the following positions:

- **Editor for the NBP Bulletin** (twice a year issue the bulletin and circulate among members; email twice members reminders in order to collect information)
- **Publications Chair:** reports, conference proceedings, books on partnerships (update the database twice a year with new books, publications and reports sent by the members; email members reminders in order to collect information on new publications).

You will be able to add on your CV that you are volunteering for an international professional group specialising on Partnerships. For more information email: mmayseitanidi@yahoo.com

Merry Christmas & a Happy New Year
with more responsible, meaningful and joyful interactions!



Do you work or research Cross Sector Partnerships?
Visit: <http://groups.yahoo.com/group/NPO-BUSPartnerships/>